



# **KLAD**

Perfect Fit . Every Time





# Who We Are?

KLAD helps people express their style by creating tailored clothing  
that fits perfectly using AR Technology



# The Problem

Lack of Personalization  
in Fashion

Inefficiencies in Sizing  
and Fit

Challenges in Remote  
Shopping



# Solution



Introducing pre-made and pre-order products



Enhanced shopping experience via AR/VR Technology



Manufacturing the products with high quality and fair pricing



# Market Size

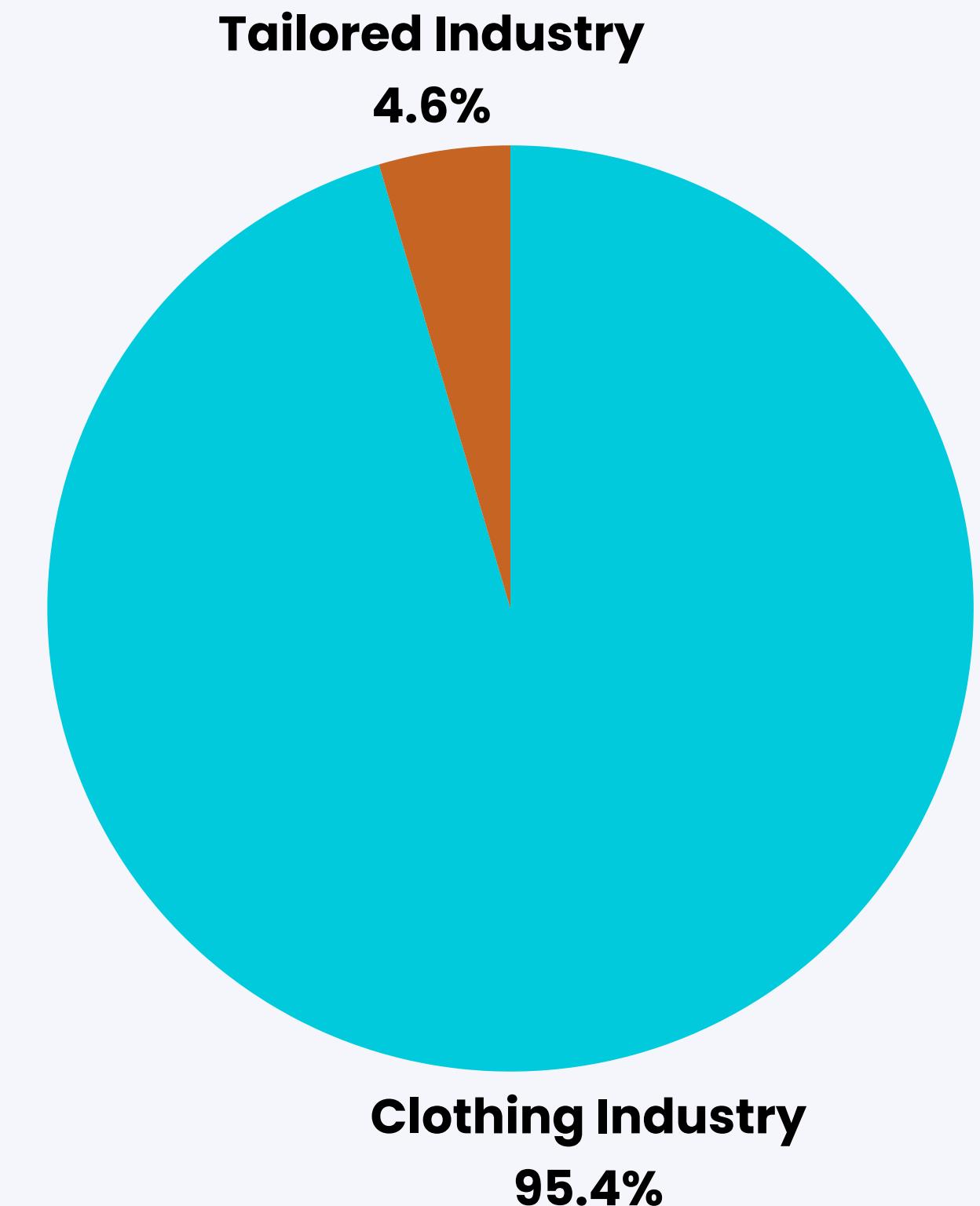
Custom Made Clothes market with CAGR of 10.9% signifies substantial growth



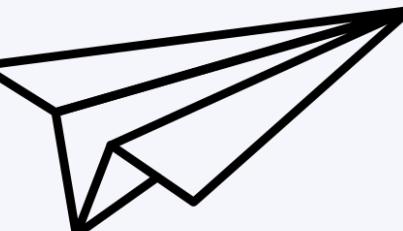
With USD 75.89B in  
2023



Increase USD 161.9B  
by 2032



# Go-To-Market Strategy



Raw Material  
Sourcing

Design and  
Customization

Manufacturing  
& Assembly

Quality  
Assurance

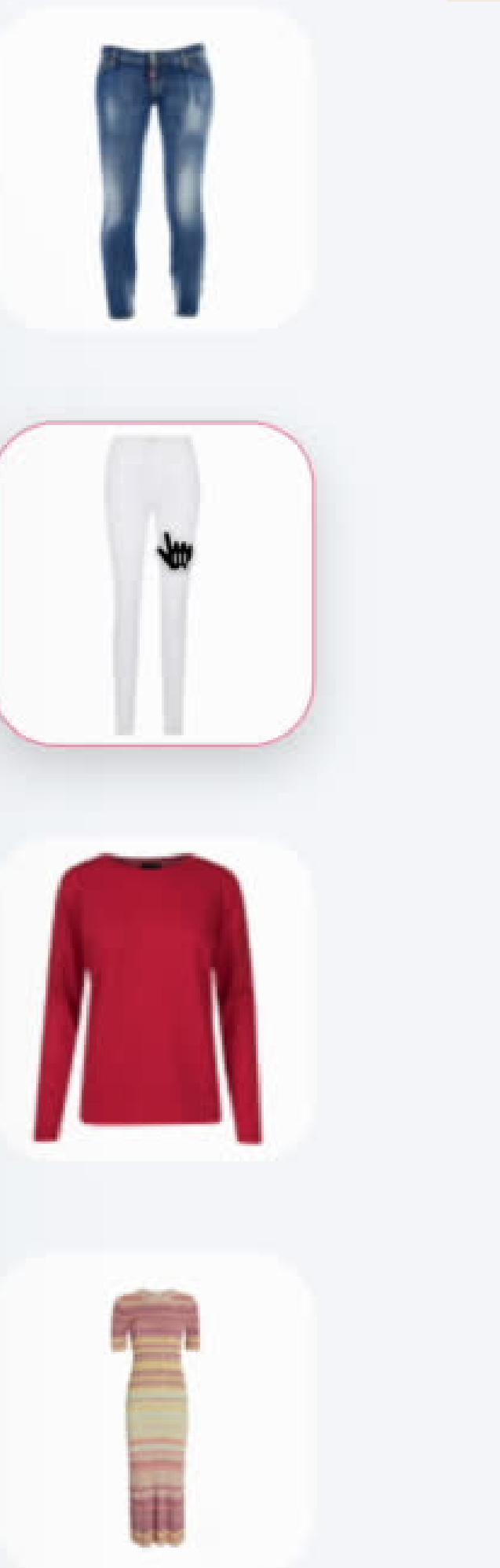
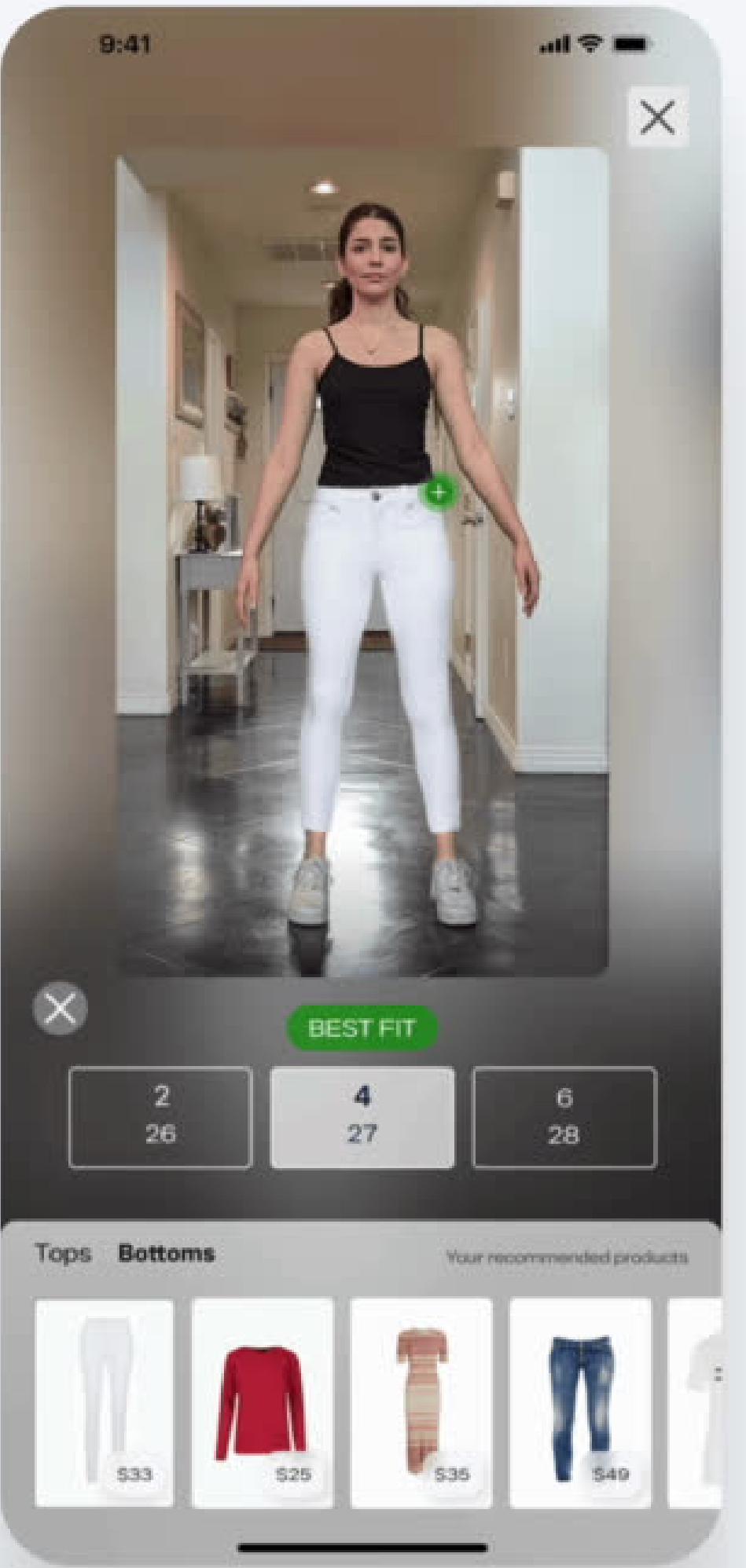
Packaging and  
Shipping

Customer  
Delivery



# Our Competitors

	KlaD	Tailor Store	Tailored Industry	Proper Cloth
Custom Order	✓	✓	✓	✓
Virtual Experience	✓	✓	✗	✗
Designs	😊	🙁	🙁	🙁
AR Experience	✓	✗	✗	✗
Personalized Consultation	✓	✗	✗	✗



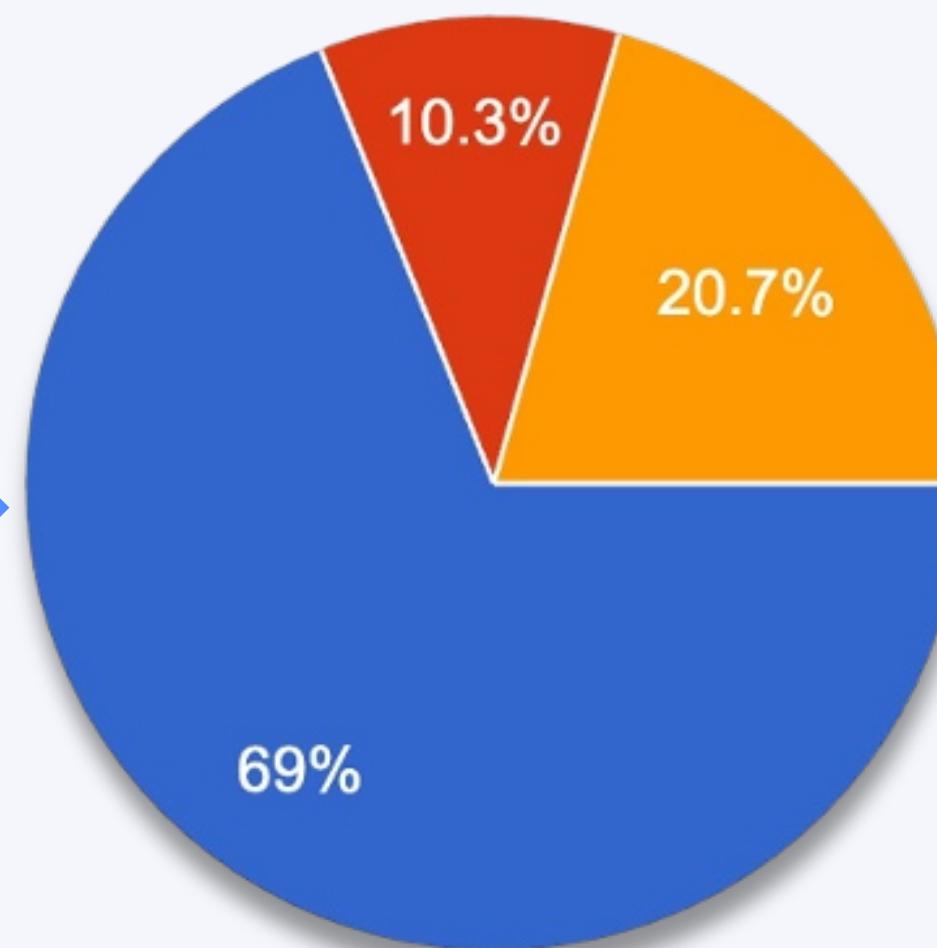
# Lo-Fi Prototype



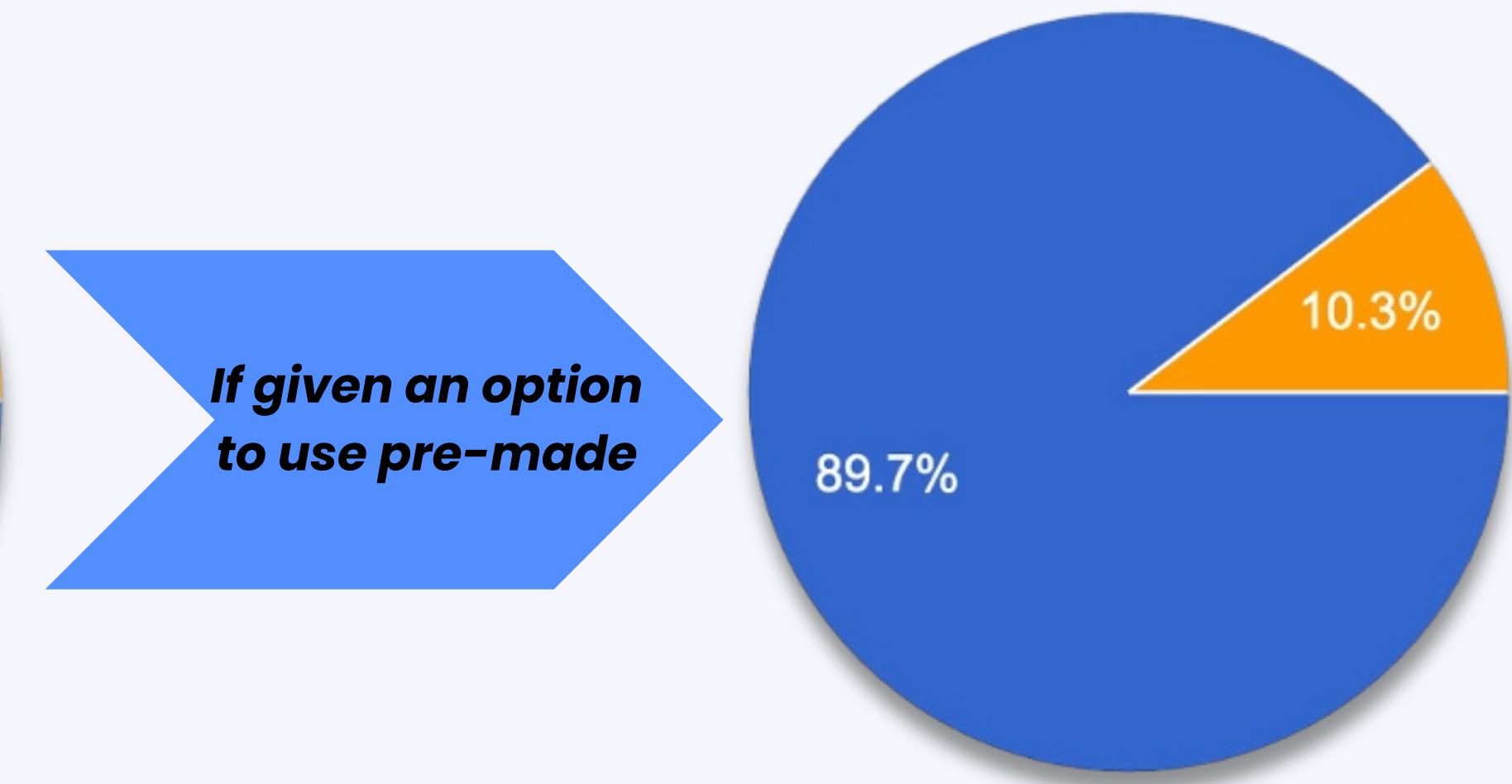
# Survey Insights

In our customer survey, we're exploring shopping preferences, including interest in pre-order services –  
[Click Here to see Responses](#)

***Concerns  
Regarding Fit  
Accuracy***



***If given an option  
to use pre-made***





# Product Scaling

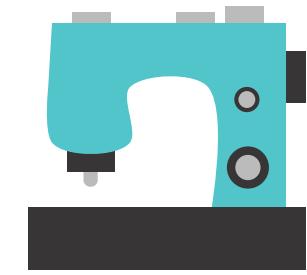
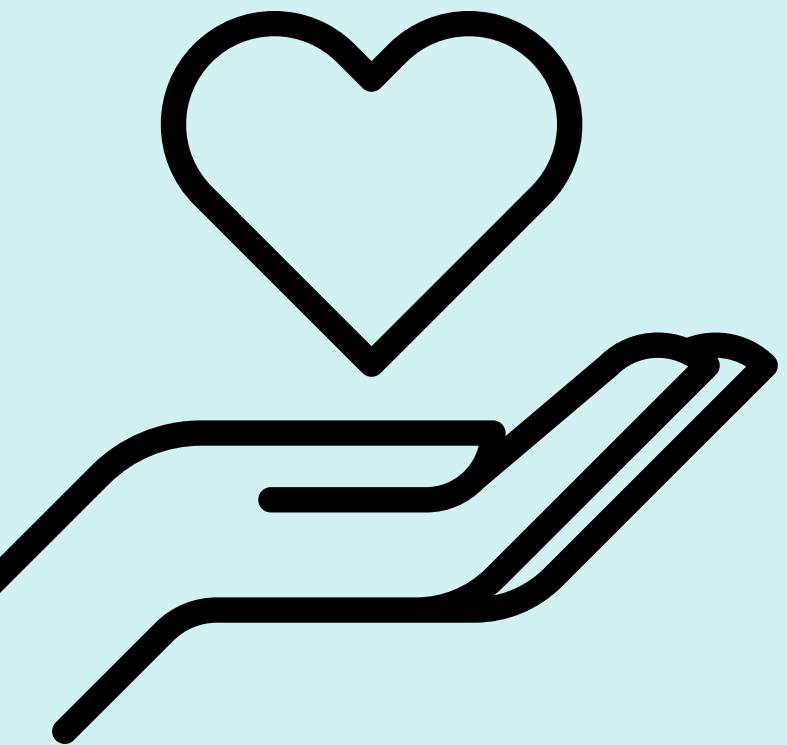
UNITS	UNIT COST
1	\$45.64
1000	\$34.23
100000	\$21.22



-25%

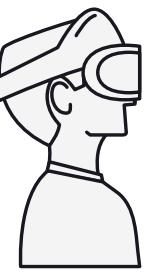
-38%

# VALUE PROPOSITIONS



## *Customization Clothing*

Tailored clothes reflect  
your unique style.

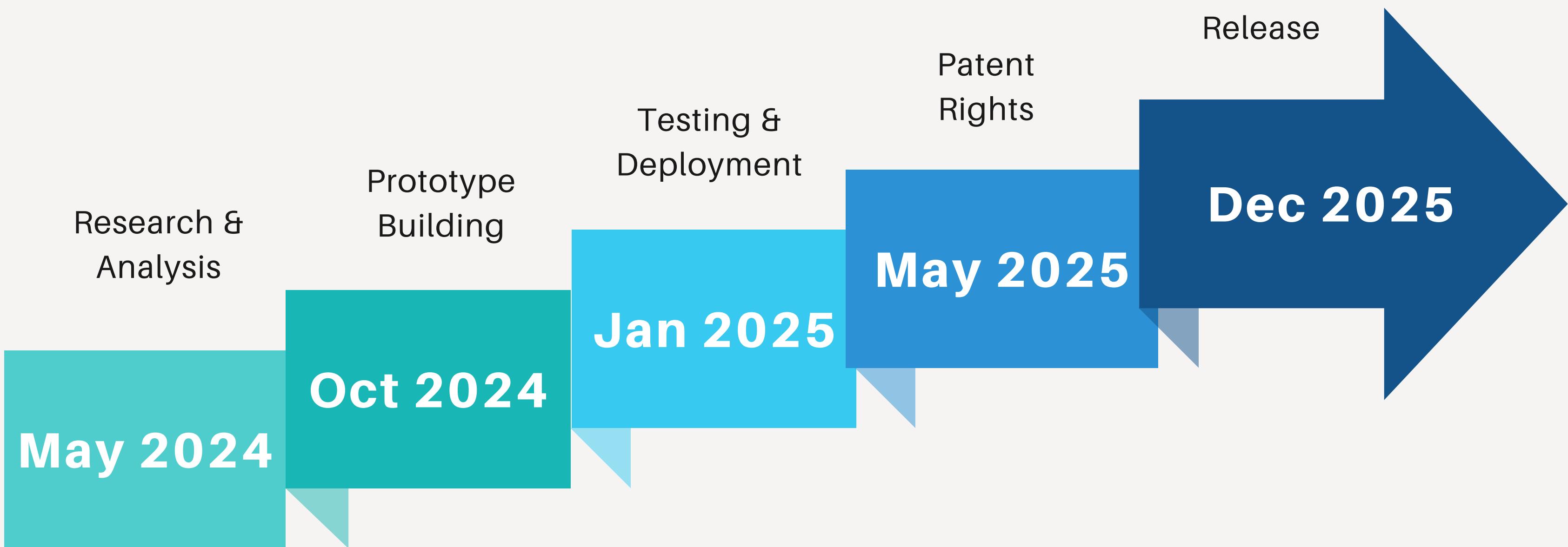


*Augmented  
Technology*  
Virtual try-on for  
informed fashion  
decisions.



*Pre-made &  
Pre-order*  
Ready-to-ship or  
customize to  
perfection.

# GANTT CHART



# Our Ask

We are looking for \$25k amount in funds to finish the e-commerce development website, hire new staff, patent applications and conduct a powerful marketing campaign.



## \$4k for software development

Oct - 2024, build e-com website

## \$8k for key hires

Feb - 2025, After hiring key staff, prioritize implementation

## \$10k for patent applications

May - 2025, get the approvals from USPTO

## \$3k for marketing campaign

Dec 2025 - 1 month post-launch

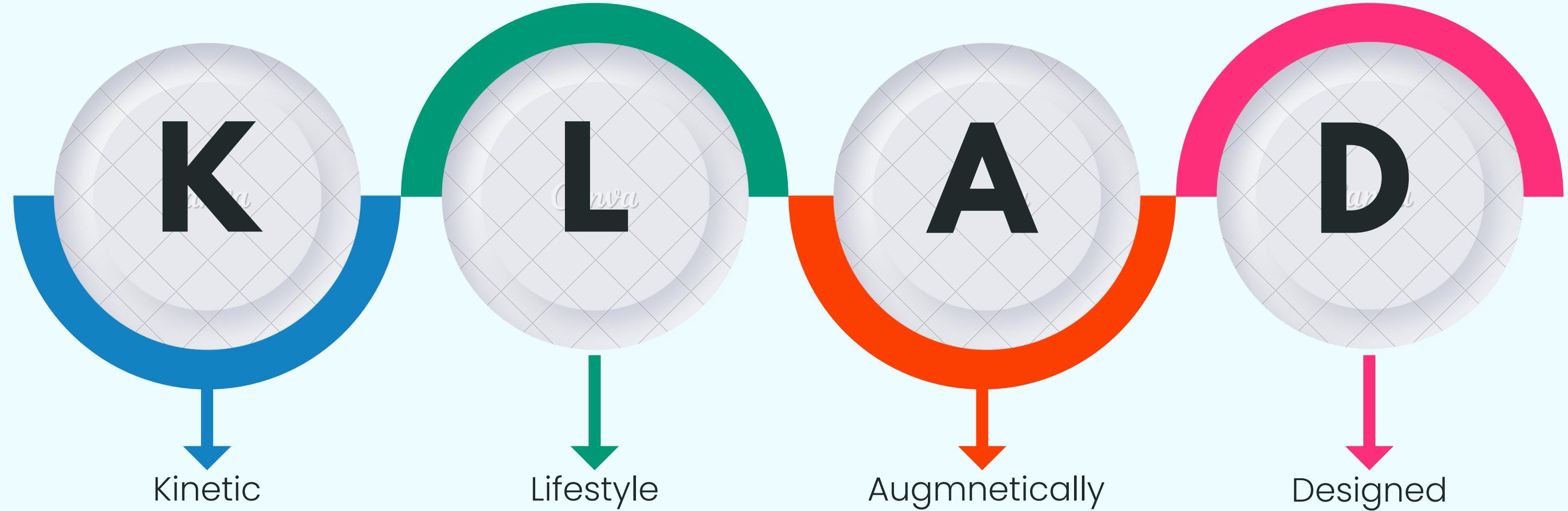
# MEET THE TEAM



**Shravan Kumar Gajula**  
**M.S, Computer Science**



**Dhruv Rao**  
**M.S, Computer Science**



THANK  
you