



What's the problem with  
ZARA, H&M, and  
UNIQLO?



*THE PROBLEM*

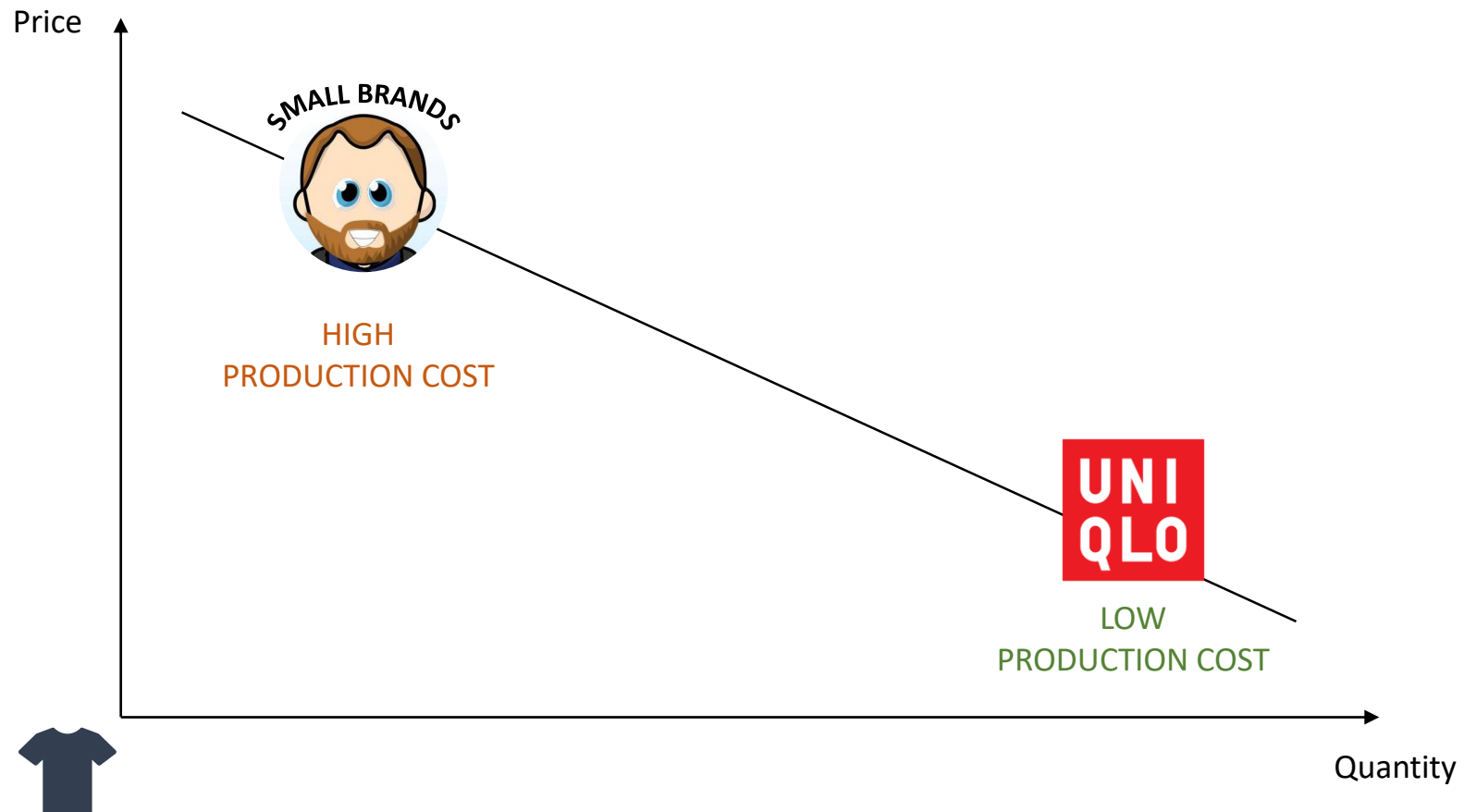
They kill smaller brands

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*PRICE*

# 1. They're cheaper



## TRENDS

# 2. They know what to sell and when



## *EFFICIENCY*

### 3. They excel at operations

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#### Supply Chain Top 5 in 2017

1.



4.



2.



5.



3.

**INDITEX**

*THE SOLUTION*

# What if smaller brands get the tools to fight back?

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*OUR MISSION*

# The first B2B marketplace for fashion production

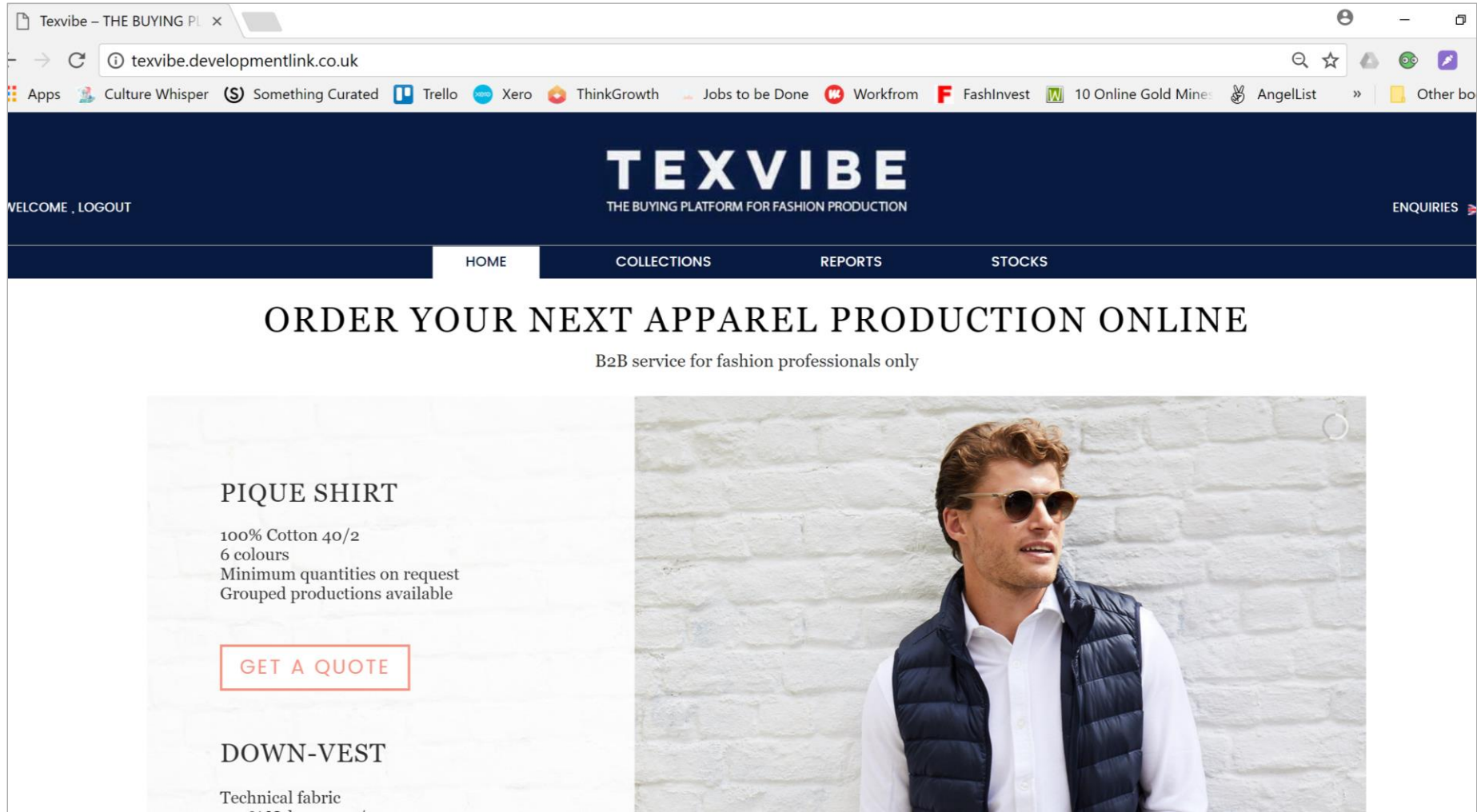
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**T**

Texvibe brings you the future of fashion production. We help fashion buyers plan, order and manage their entire collections online, and give them the necessary tools to buy smart and stay competitive, wherever their market is.

## GLOBAL SOURCING

# 1. Order from apparel factories online



Texvibe - THE BUYING PL

texvibe.developmentlink.co.uk

Apps Culture Whisper Something Curated Trello Xero ThinkGrowth Jobs to be Done Workfrom FashInvest 10 Online Gold Mine AngelList Other bo

**TEXVIBE**  
THE BUYING PLATFORM FOR FASHION PRODUCTION

WELCOME , LOGOUT ENQUIRIES

HOME COLLECTIONS REPORTS STOCKS

**ORDER YOUR NEXT APPAREL PRODUCTION ONLINE**  
B2B service for fashion professionals only

**PIQUE SHIRT**  
100% Cotton 40/2  
6 colours  
Minimum quantities on request  
Grouped productions available

[GET A QUOTE](#)

**DOWN-VEST**  
Technical fabric

A man wearing a white shirt and a dark blue quilted vest, standing against a white brick wall.



*GROUPED PRODUCTIONS & STOCKS*

## 2. Get more styles for lower prices

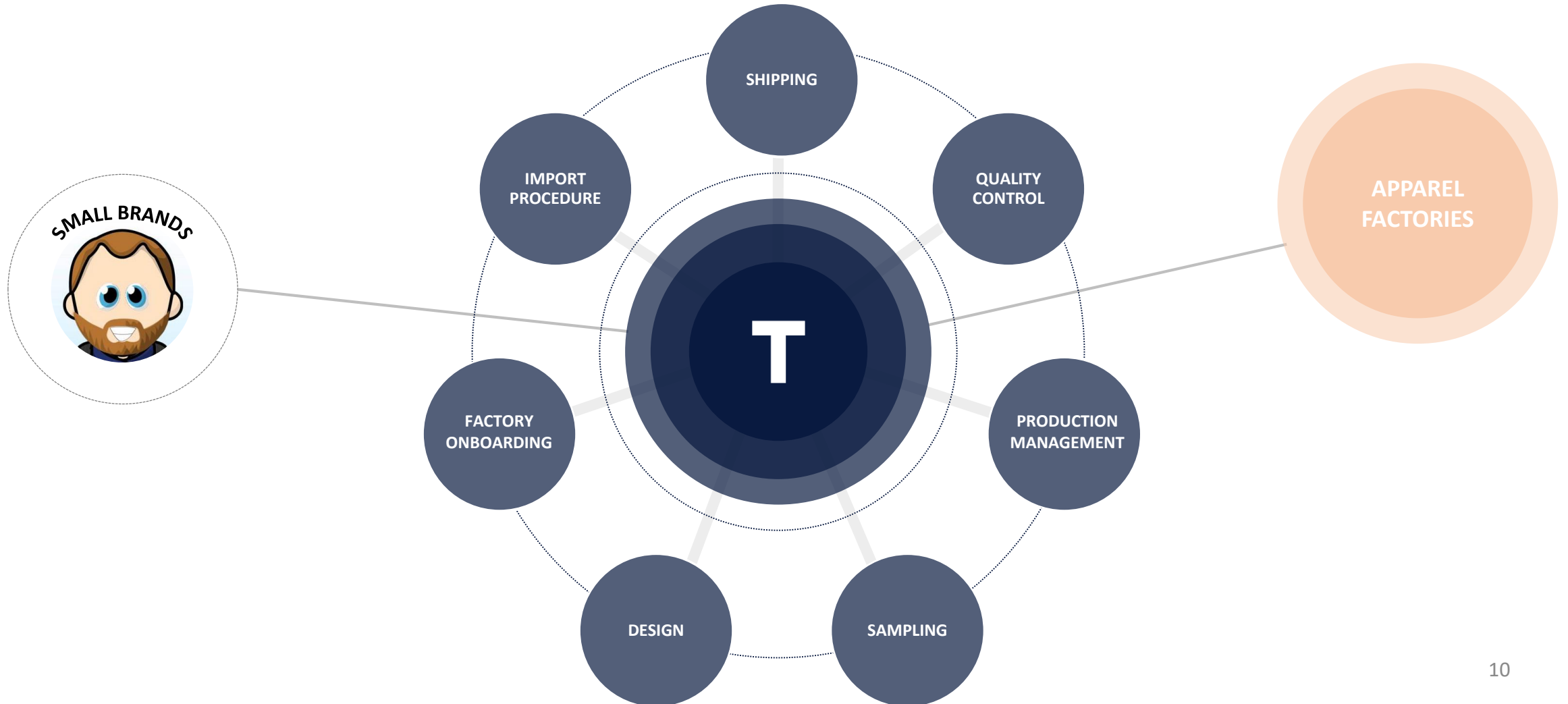
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*SIMPLE PROCESS*

### 3. Save time and money on production

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## OUR COMPETITION

# Fashion sourcing is a global and fragmented industry

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COMPETITOR		THREAT LEVEL
SOURCING HOUSES	Well-organised companies adding a lot of value for the customer. Heavier structure than a digital player.	High
AGENTS	Individual persons adding little value to the process beyond introduction. Limited scope of action but a familiar figure.	Low
FACTORIES	Factories only speak the language of production, and have high quantity requirements. Sourcing expertise is a must, and you need to go there.	Medium
WHOLESELLERS	Finished goods only. A convenient solution to complement last minute gaps in collections, but an expensive choice.	Low

## *THE MARKET*

# An opportunity for disruption

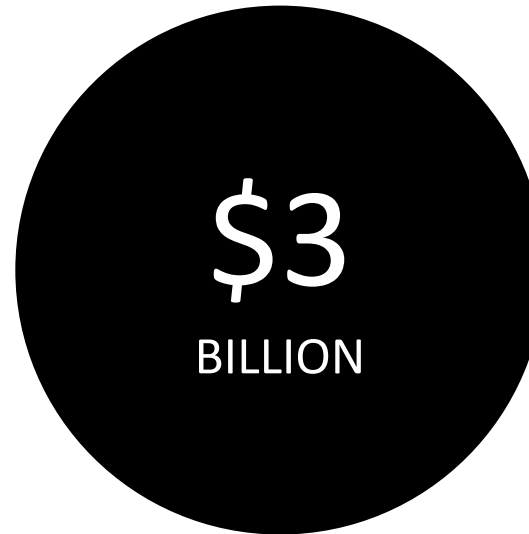
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THE MARKET



EU clothing imports  
*Source: EURATEX 2016*

THE LEADER IN  
FASHION SOURCING



Li & Fung EU sales  
*Source: L&F Annual report 2016*

TEXVIBE



Target GMV  
2018-2021



*WHAT WE DO*

# Building the foundation of a global business

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## TEAM



**RONALD ANDROUS**

**SOURCING**

30 years of production management  
15 years in menswear buying



**BRUNO TREKELS**

**GROWTH**

SDA Bocconi MBA '15  
4 years in finance @ BNP Paribas

## TRACTION

**Validation of the industrial model**

7 factories onboarded  
4 trade fairs in London, Paris, Hong Kong, Berlin  
Partnership with a global logistics provider

**Pre-MVP / e-mails**

GMV \$1mio+  
80,000 units sold in grouped orders  
Reaching hyper-targeted fashion buyers in 14+ countries  
New paying customers converted from marketing campaign

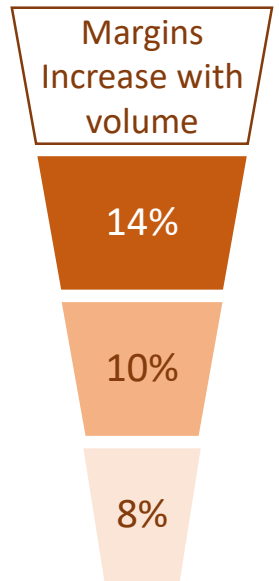
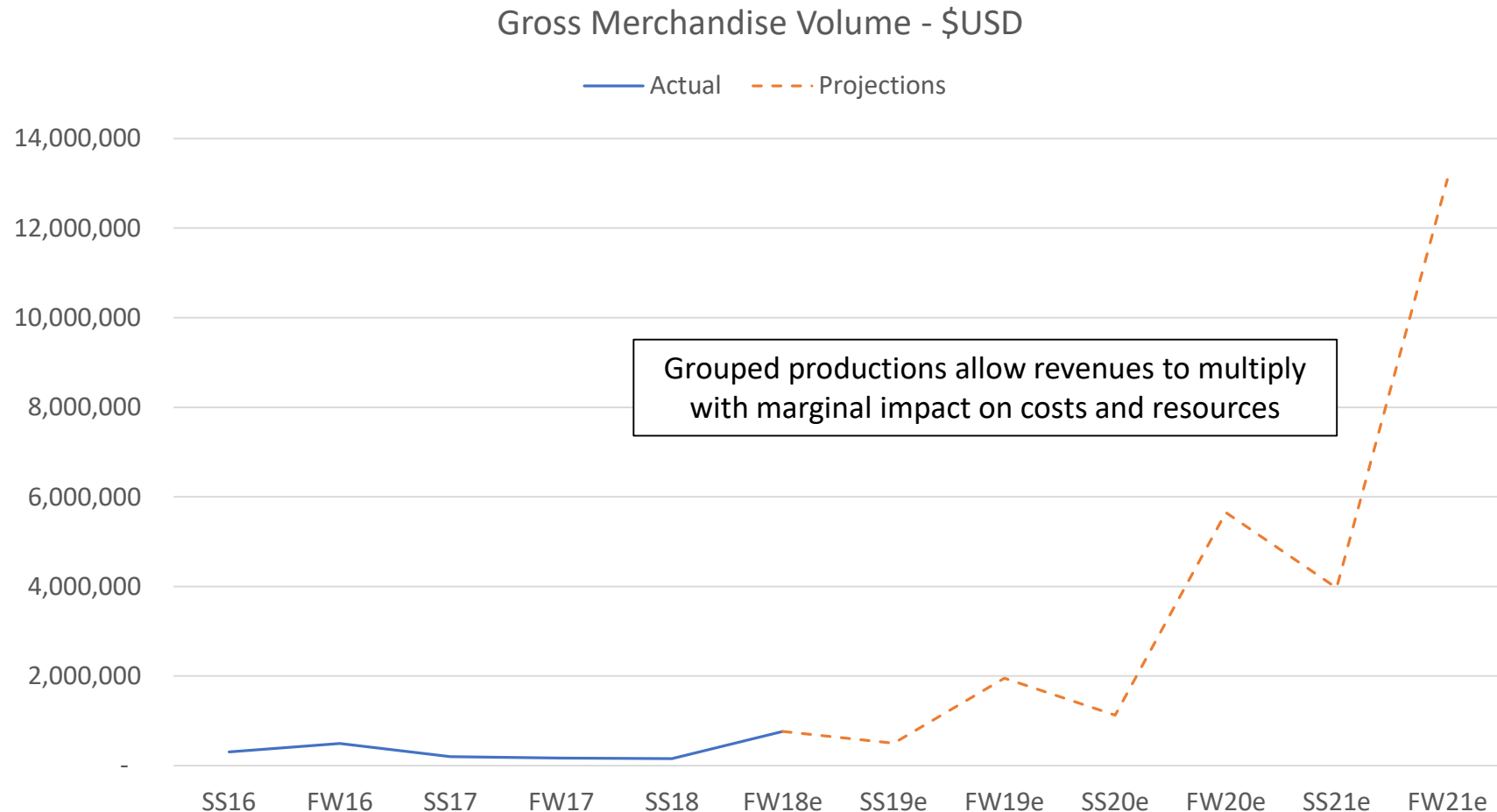
**MVP / [texvibe.com](https://texvibe.com)**

Platform live in October 2017

## FINANCIAL PROJECTIONS

# Platform growth driven by grouped productions scaling effect

- GMV = value of apparel traded on the platform
- Growth assumptions based on early traction measured in Phase 1



## USE OF PROCEEDS

# Increasing reach and platform liquidity

### SEED

**Funding round : €450k**  
2018: 24 months runway

Use     **MARKETING** – customer acquisition, digital marketing, content creation, SEO, paid ads, trade fairs, roadshows  
**OPERATIONS** – factories onboarding, long and short production routes  
**TECH** – platform improvements (outsourced)  
**SALARIES** – 2 founders + 1 employee

KPIs     **PROSPECTION** – scope x10  
**USER ACQUISITION** – increase by +225%  
**GMV** – average growth rate +85% YoY  
**HIRING** – +1.5 full-time employee

### SERIES A SCENARIO

**Funding round: €5M**  
2020 onwards

Our vision: a global reference for fashion sourcing

- PRODUCT RANGE: develop womenswear, children wear, and professional wear collections
- BUSINESS DEVELOPMENT: expand geographical scope (Asia – US, EU – US, EU – Asia), build additional multi-channel touching points
- TECH: internalise platform, set up developers team, optimize conversion funnel, integrate users/suppliers features