



Pitch Deck

Dress Better, Shop Smarter



AN EVERYDAY QUESTION



What should I wear today ?



CONSUMERS ARE MORE AND MORE DEMANDING



A growing demand for personalisation

The physical consumer hidden behind the virtual user wishes to be accompanied in his or her fashion experience

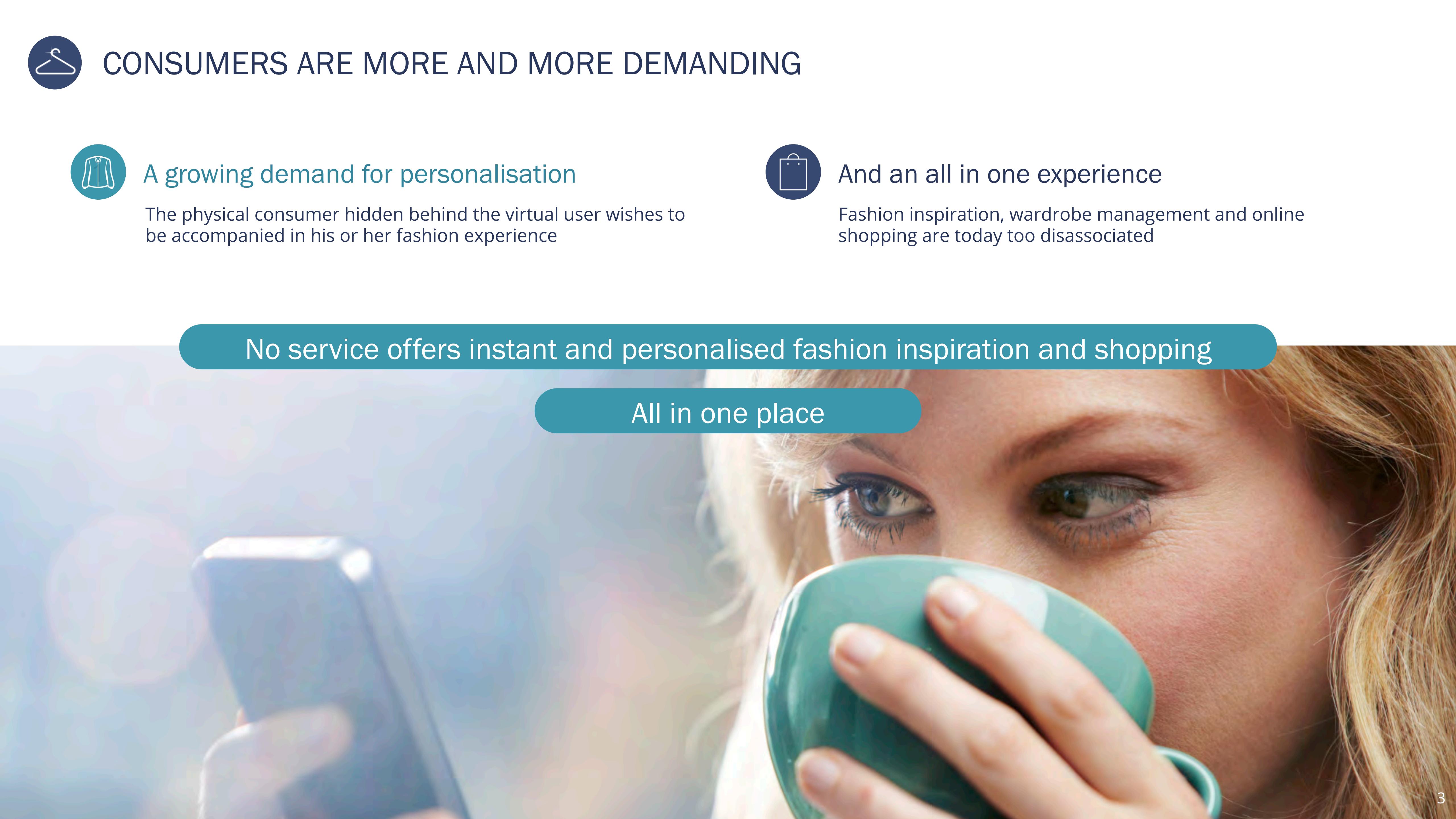


And an all in one experience

Fashion inspiration, wardrobe management and online shopping are today too disassociated

No service offers instant and personalised fashion inspiration and shopping

All in one place

A close-up photograph of a woman's face. She has blonde hair and is looking directly at the camera with a neutral expression. Her right hand is holding a teal-colored mug to her lips. In the background, slightly out of focus, is a person wearing a white shirt and a pair of sunglasses hanging from their neck.



Our product

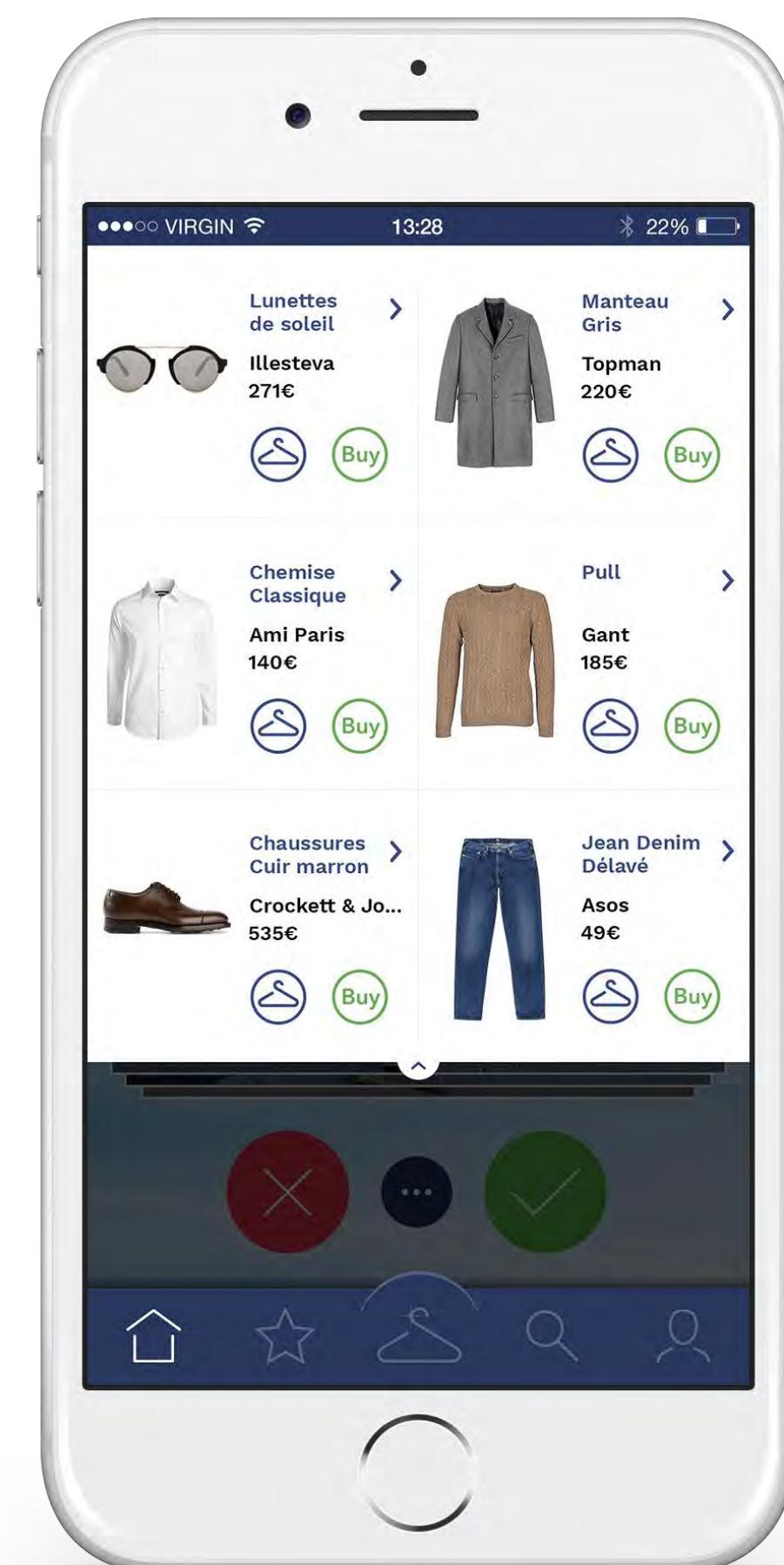
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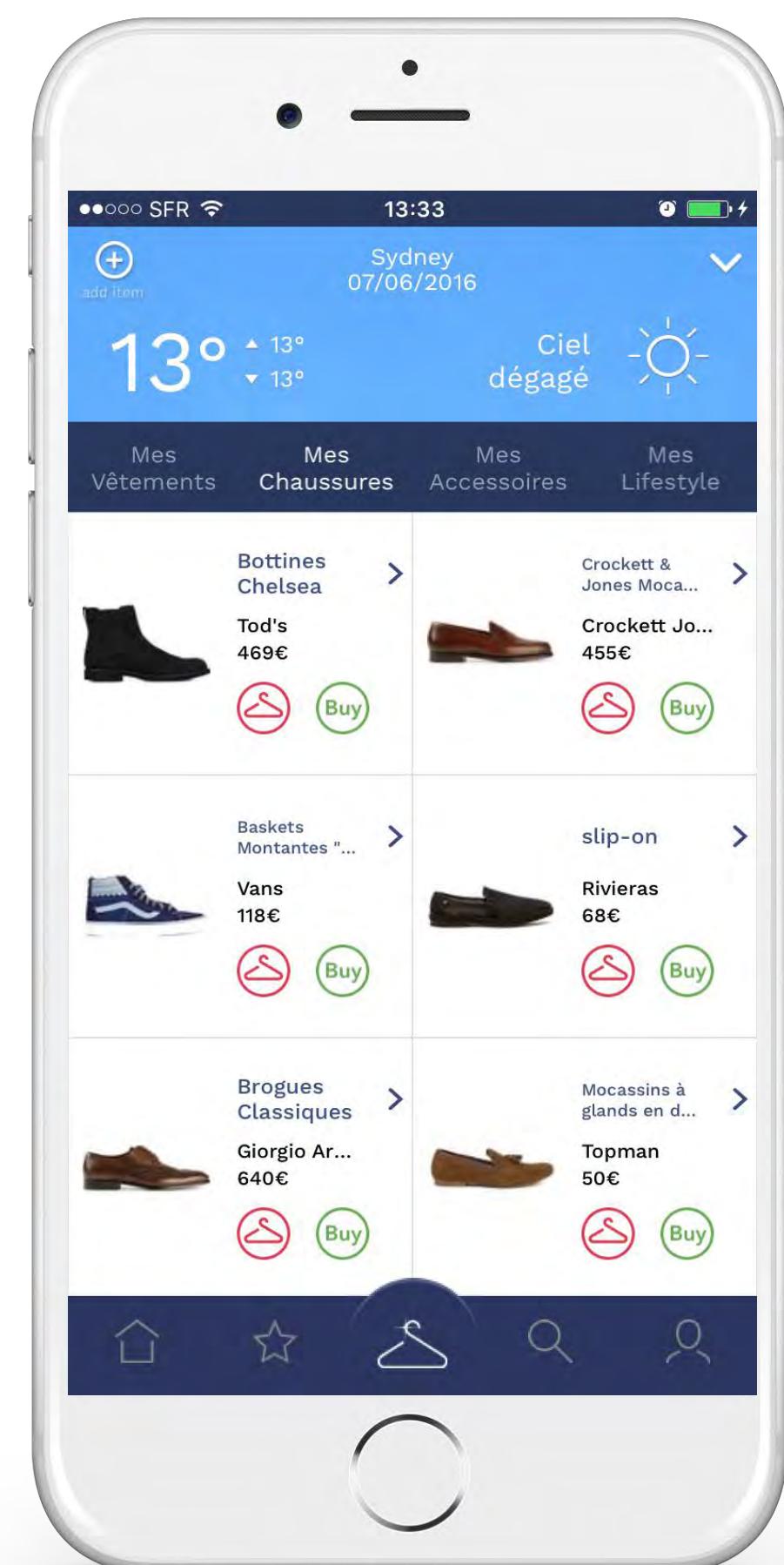
MYSPREZZ : PERSONALISED FASHION INSPIRATION AND INSTANT SHOPPING



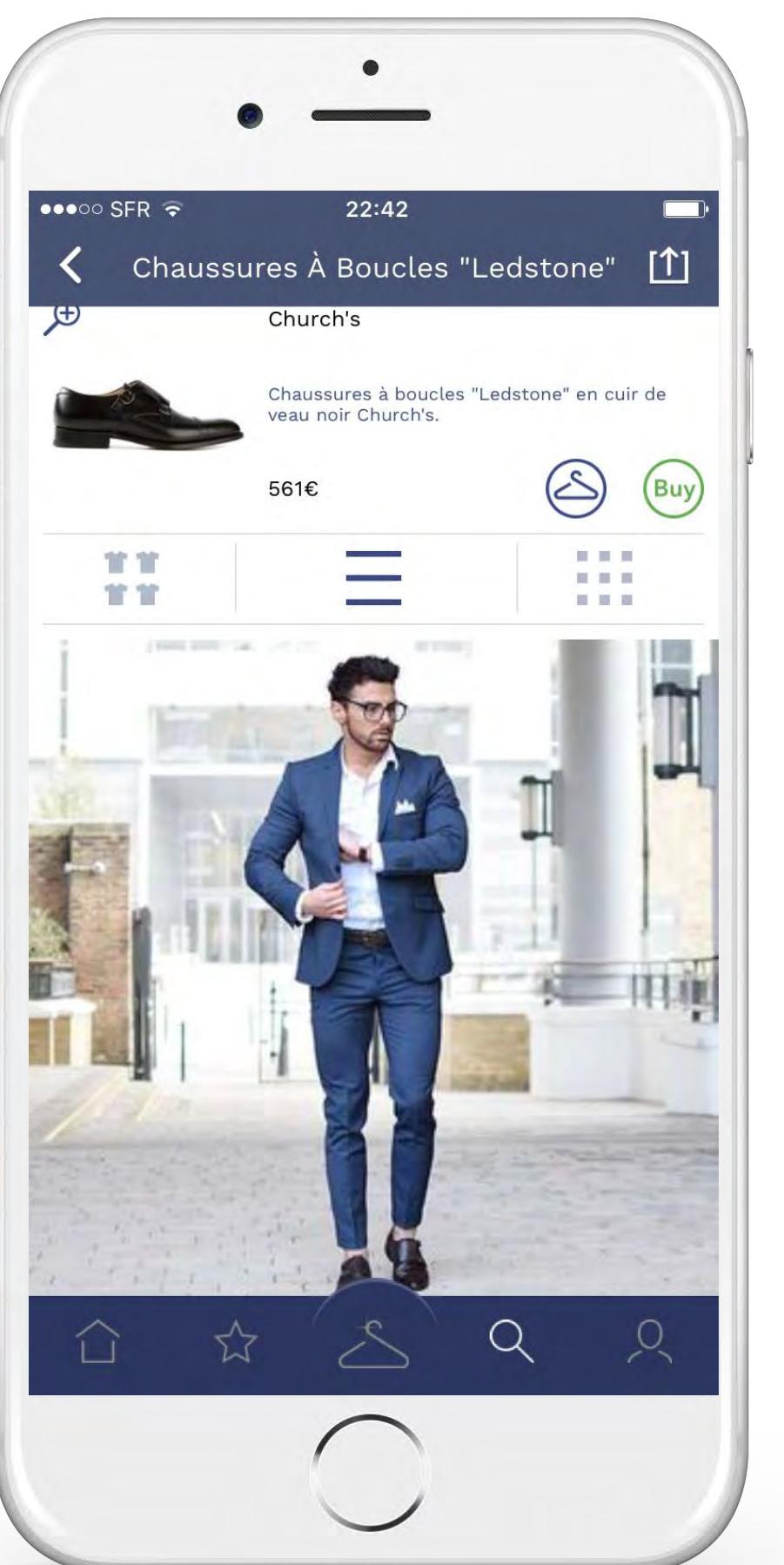
1. Get instant looks based on weather and profile



2. See the clothes and accessories of each look



3. Create your intelligent virtual wardrobe



4. Shop directly on the App



1. GET INSTANT FREE LOOKS BASED ON THE WEATHER

1

Get looks based on the weather and calendar

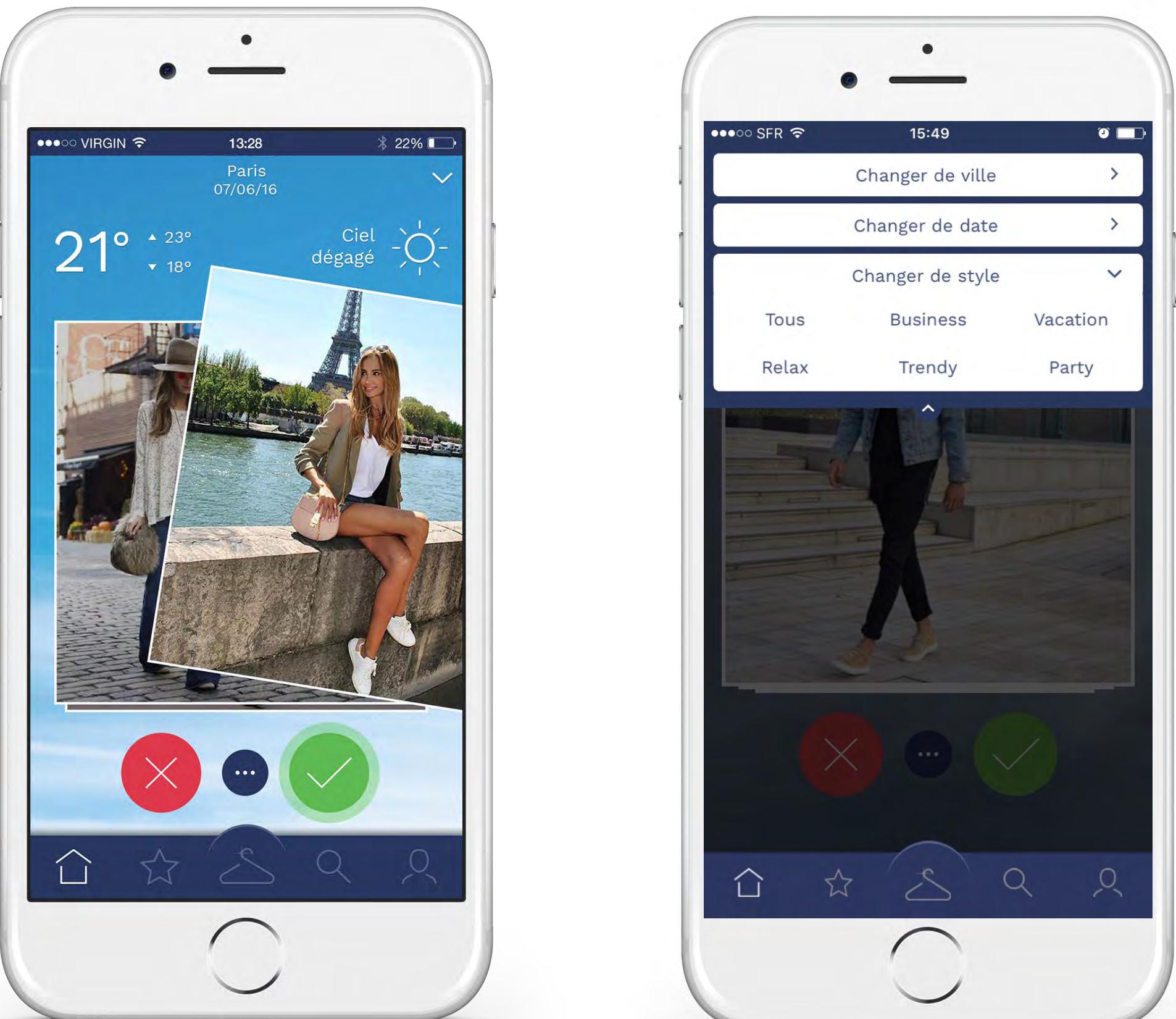
Wherever you are and at first connexion



2

Swipe to discover thousands of looks

MySprezz learns to know its user



3

Change city, date or style

To plan your looks in advance (for next trip, party, etc.)

4

Discover new brands and trends

Selected by our team of stylists

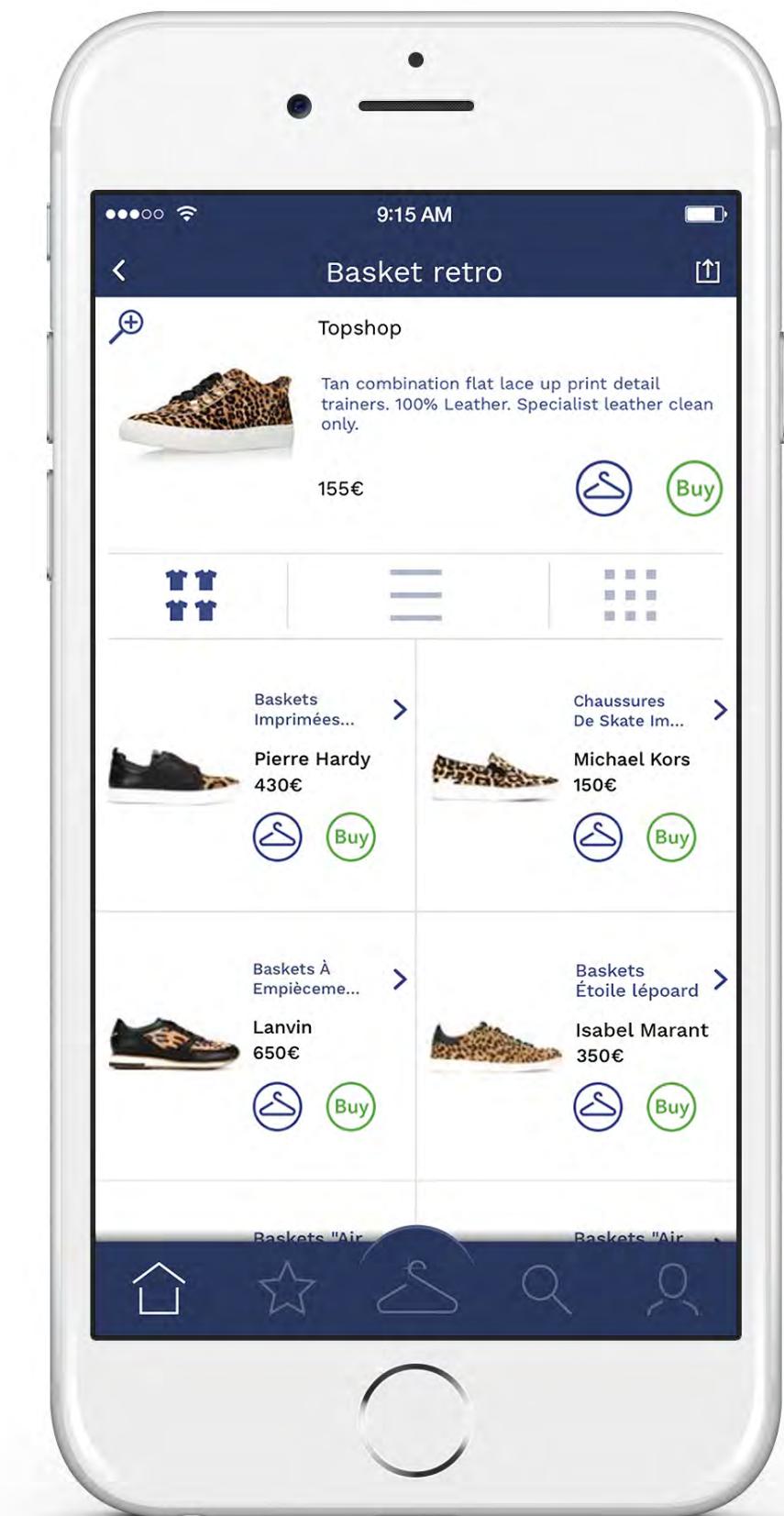
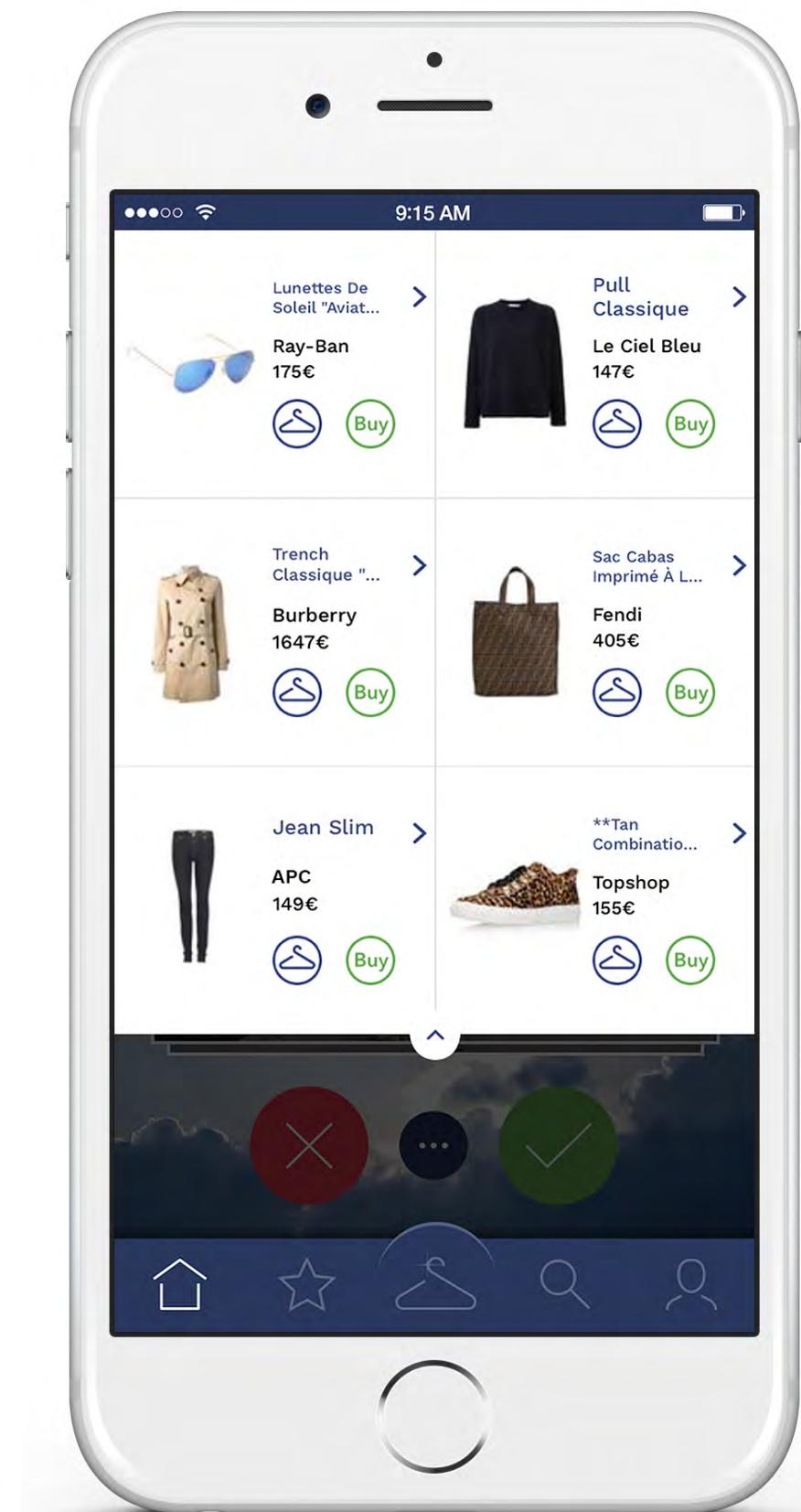


2. SEE THE CLOTHES AND FASHION ACCESSORIES OF EACH LOOK

1

Like a look to get full details

Know the brand and price of each item worn on the look



2

Discover similar products

From other brands and for different budgets

3

Add favorite products to wardrobe or buy

Directly on the App



Buy the item



Add item to virtual wardrobe



3. CREATE YOUR INTELLIGENT VIRTUAL WARDROBE

1

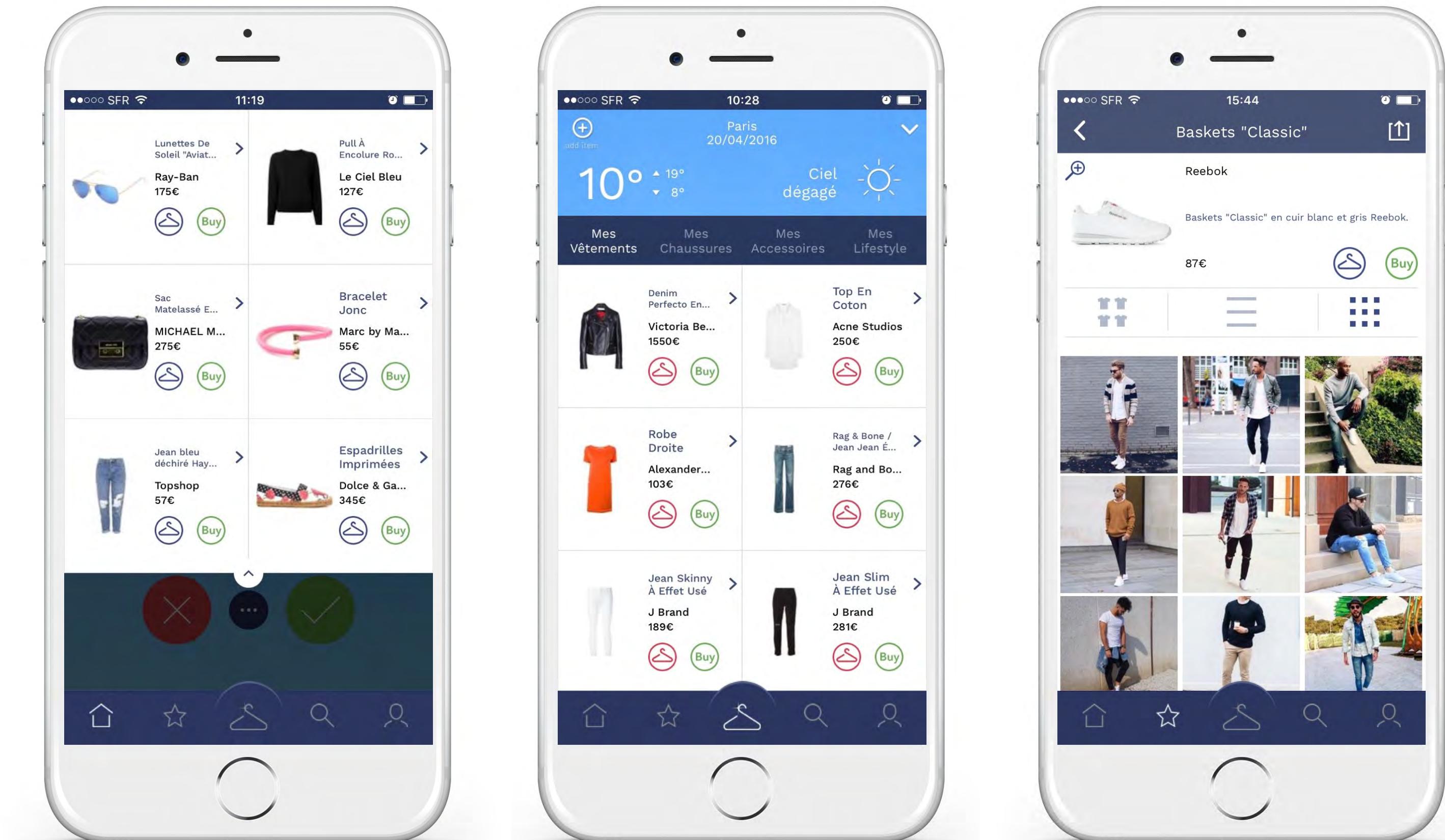
Add items seen on the looks
Buy tapping on

2

See at any time the clothes in your
wardrobe
To take full advantage of what you own

3

Get looks based on the clothes you
already own
Discover new ways to wear your clothes and
associate them with new items



Buy the item



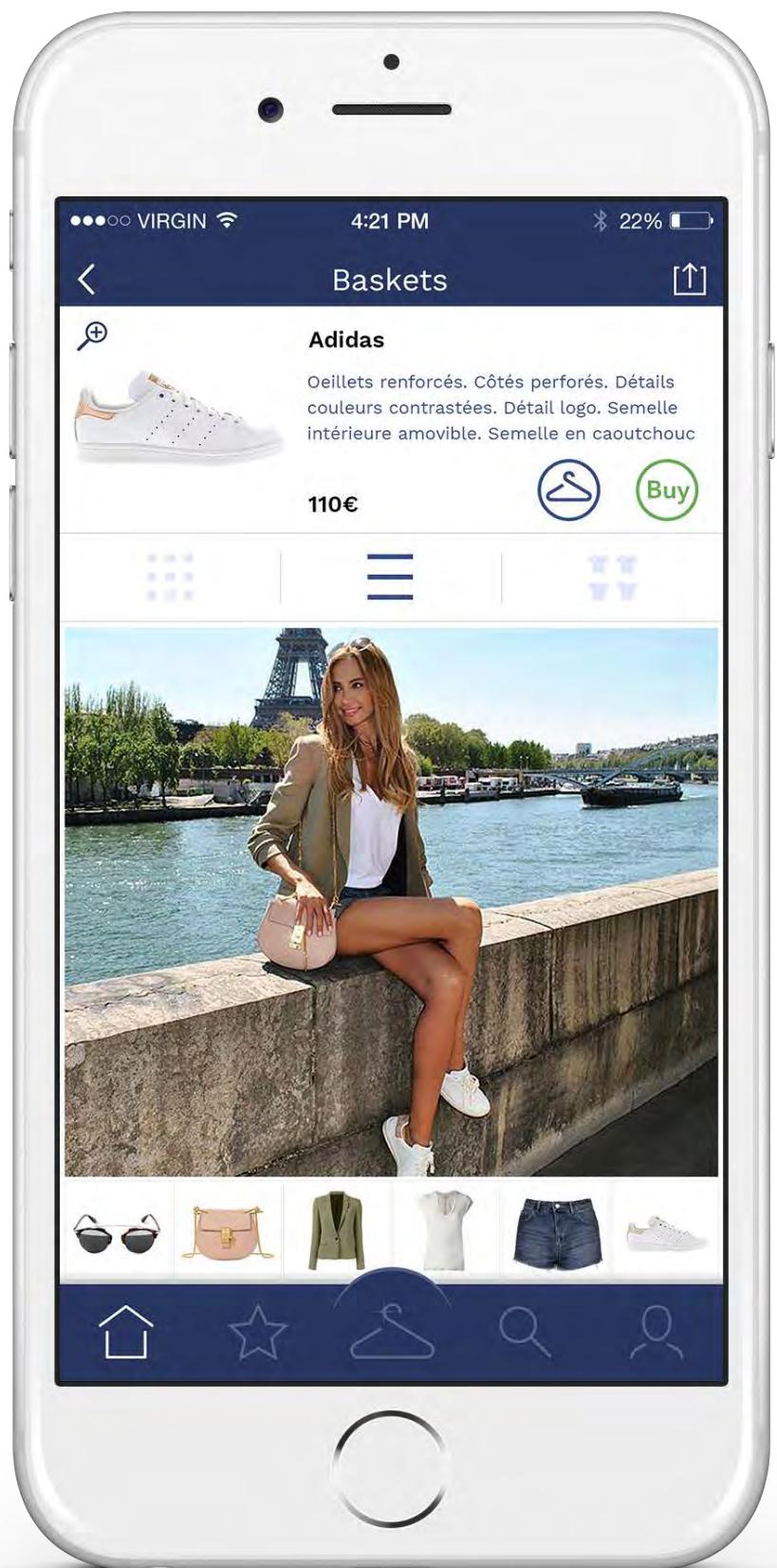
Add item to virtual wardrobe



4. BUY ITEMS OF EACH LOOK DIRECTLY ON THE APP

1

Buy items seen on the looks
By tapping on 

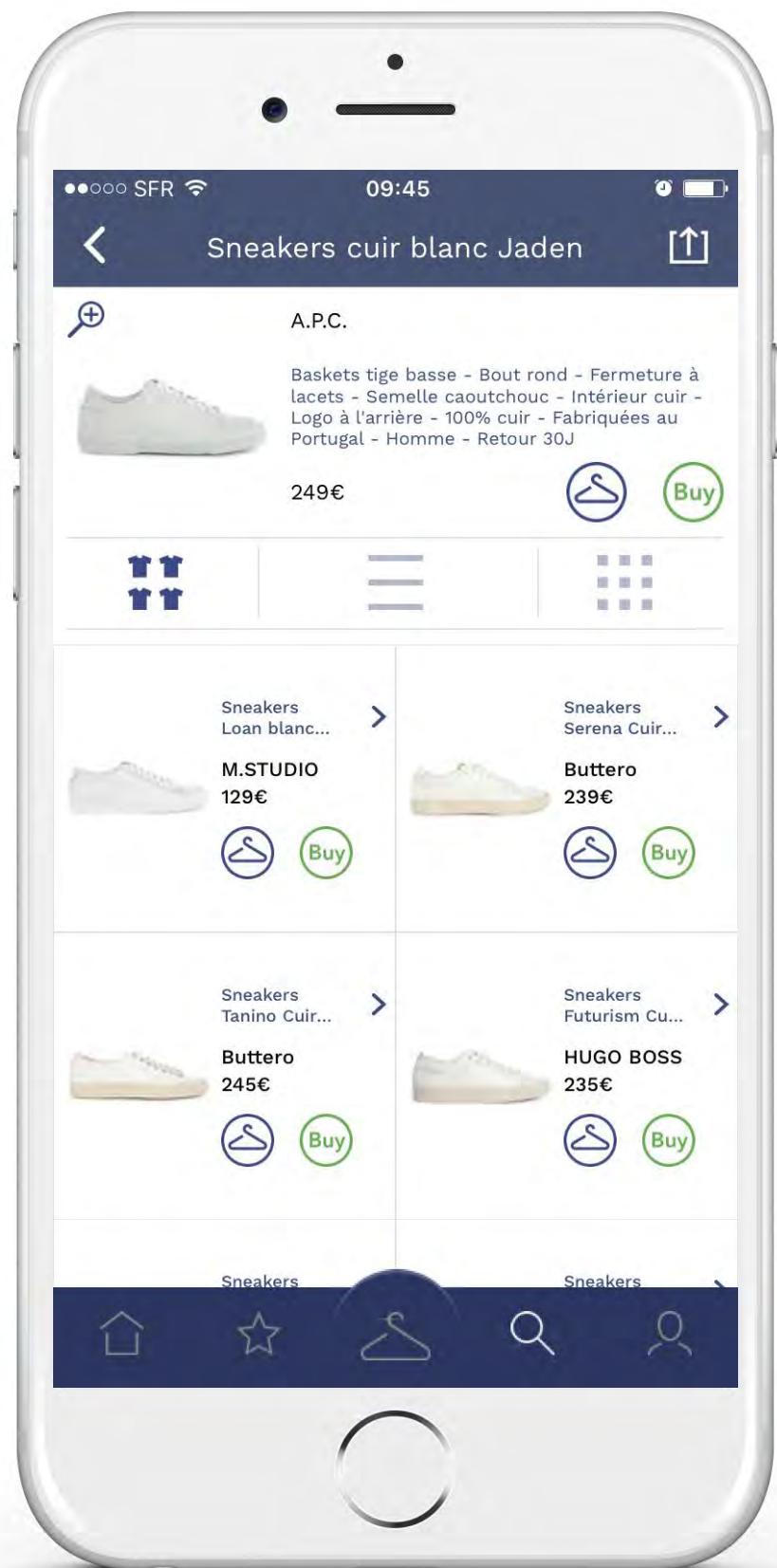


2

Shop smarter
By knowing how to associate new clothes with the ones you already own

3

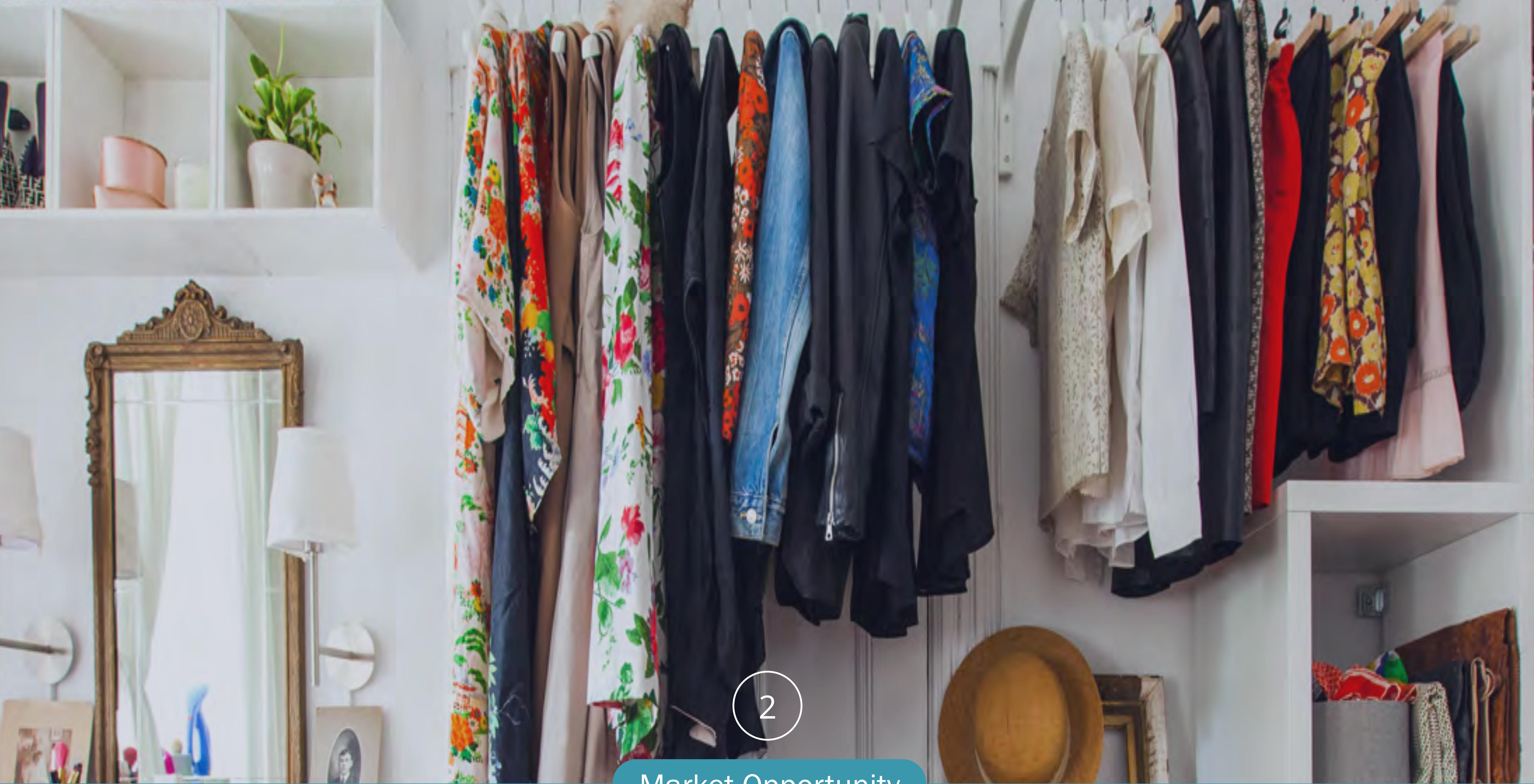
Access over 150 brands
And more than 300 000 products



Buy the item



Add item to virtual wardrobe



Market Opportunity

2



FASHION ON MOBILE PHONES IS EXPLODING



The search for fashion inspiration on smartphones is exploding, in 2 years time mobile will be the 1rst media

On Instagram, Pinterest or in mobile versions of fashion magazines (Vogue, GQ, etc)

400 M

Monthly active users of Instagram in the world in february 2016

550 M

Users of Instagram and Pinterest searching for fashion inspiration (must search for inspiration on their own)

308 M

Publications on Instagram with the hashtag #fashion



M-commerce registers huge growth of which the major part are sales in fashion

More and more consumers are buying clothes on their phones (on brand websites or retailers)

+ 89 %

In France the m-commerce market doubled in 2015 from 3.7 to 7 billion euros

30 %

Of transactions realised on a smartphone in France in february 2016 were in the fashion industry

+ 55 %

Growth of transactions on mobile phones per buyer in France in 2016 (10.5 in 2015 against 15 transactions in 2016)



NO OTHER APP PROVIDES INSTANT AND PERSONALISED FASHION INSPIRATION AND SHOPPING



Currently, consumers looking for fashion inspiration must search for themselves, without being able to immediately buy the items they like

Instagram, Pinterest, fashion magazines etc. most of the time don't offer the possibility of shopping the items



VOGUE

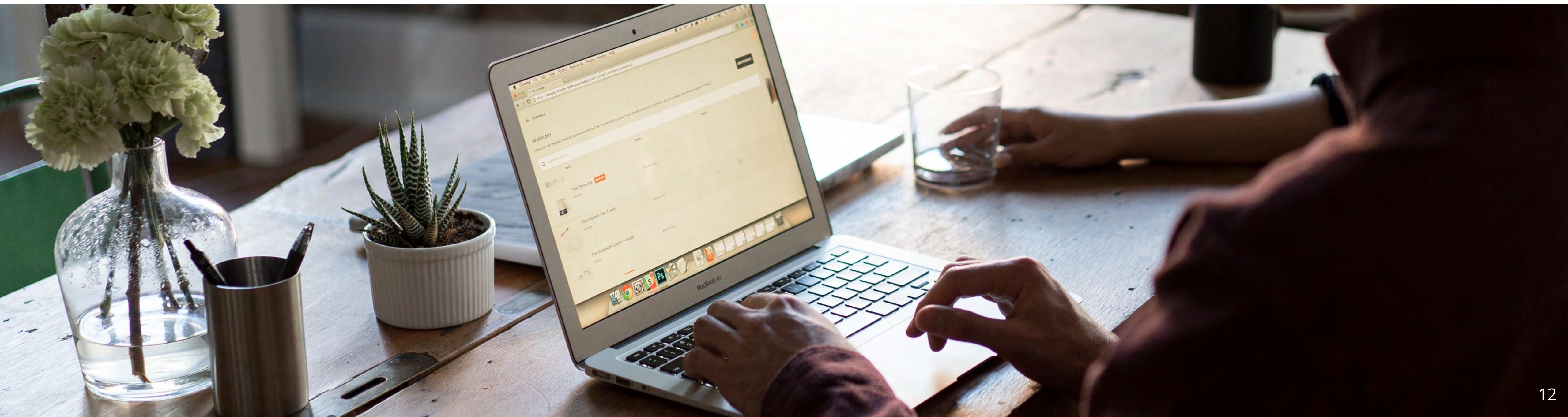


Shopping websites and retailers don't offer instant and personalised inspiration based on the exact profile of each customer

But only track user's search online (Critéo)



MENLOOK



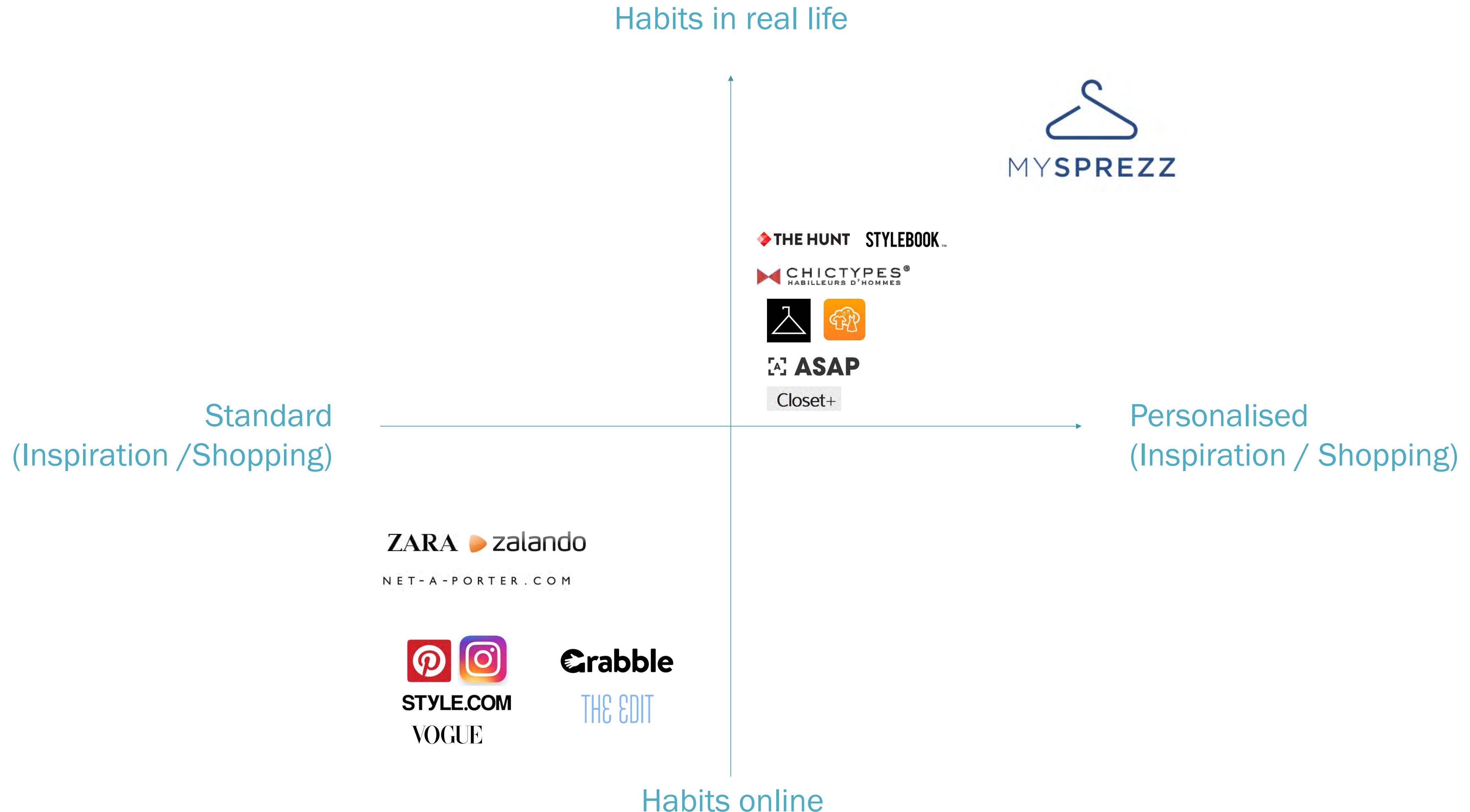


MYSPREZZ COMBINES FASHION INSPIRATION AND PERSONALISED SHOPPING

Fashion magazines	Virtual wardrobe apps	Personal shopper services	Brand applications for shopping	MySprezz
 STYLE.COM VOGUE		 CHIC TYPES <small>HABILLEURS D'HOMMES</small>	ZARA NET-A-PORTER.COM	 MYSPREZZ
Standard fashion inspiration				
Personalised fashion inspiration				
Mass fashion shopping				
Personalised fashion shopping				
Habits online				
Habits in real life				
Virtual wardrobe				



MYSPREZZ FOCUSES ON THE HABITS OF EACH CUSTOMER IN REAL LIFE

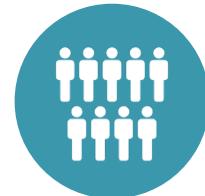




The business model



A BUSINESS MODEL BASED ON A STRONG RELATIONSHIP WITH BRANDS



Bringing new business

Commissions on clicks
Commissions on generated sales



Targeted advertisement

Product placement for brands in the looks



User data

Optimizing user data for brands and retailers

ALREADY OVER 150 PARTNERSHIPS WITH BRANDS AND 300K PRODUCTS

Ray-Ban®

RALPH LAUREN

TOPMAN

maje
PARIS

asos
discover fashion online

STELLA McCARTNEY

CARVEN

A.P.C. ISABEL MARANT

ZADIG & VOLTAIRE

Acne Studios

MENLOOK

NIKE

Paul Smith

new balance

ALEXANDER WANG

TOPSHOP

CONVERSE

American Apparel™

BALMAIN
PARIS

SAINT LAURENT
PARIS



THE BENEFITS FOR THE BRANDS



Adapting the offer to each user

A better understanding of the tastes and shopping habits of users helps brands to adapt their offer



A daily access to users

The integration of the weather forecasts allows brands to offer the right products at the right moment



Product placement targeting customers

Products linked to looks allows brands to offer the right products to the right users



Higher sales and lower returns

A better knowledge of customer habits increases sales

Lunettes de soleil
Illesteva 271€
Manteau Gris
Topman 220€

Chemise Classique
Ami Paris 140€
Pull
Gant 185€

Chaussures Cuir marron
Crockett & Jo... 535€
Jean Denim Délavé
Asos 49€

17





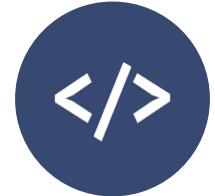
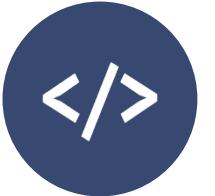
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Strategy



ROADMAP

- Roadmap Business
- Roadmap Product



Company is registered

3 Co-founders

Development of the application

2 full-time developers, 1 designer

Partnerships with brands

Already +150 brands affiliated

Launch test version

2 ½ months tests, 30 testers

Official iOS launch MYSPREZZ

Special communication for launch

Development of v2 and Android

Launch january 2017

June 2015

September 2015

Autumn 2015

March 2016

June 2016

September 2016



Enhance the precision of recommendations depending on the profile of each user



GROWTH AND ACQUISITION STRATEGY



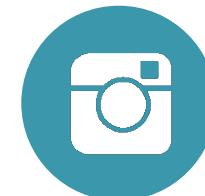
Public Relations

Online and off-line press in fashion, business and tech



Relay content through partnerships with brands

Create looks with brands, tag their products on looks and share with their community



Community management

Instagram & Facebook community
Share of looks and info on social networks

Relay content through opinion leaders: bloggers, stylists,..



Editorial content

Create content in-app and a blog with fashion inspiration, information and advice to redirect readers to app



Partnership visibility with bloggers

Exchange visibility with bloggers through websites, blogs and applications in fashion industry

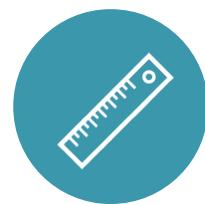


Webmarketing

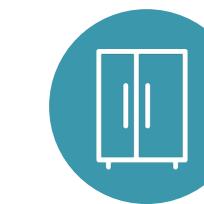
Organic search engine optimisation
Digital marketing and e-mailing



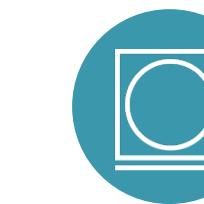
DEVELOPMENTS TO OFFER COMPLETE CLOTHING SERVICES



Size measurements to always buy online at the right size



Resale of clothes and accessories through partnerships

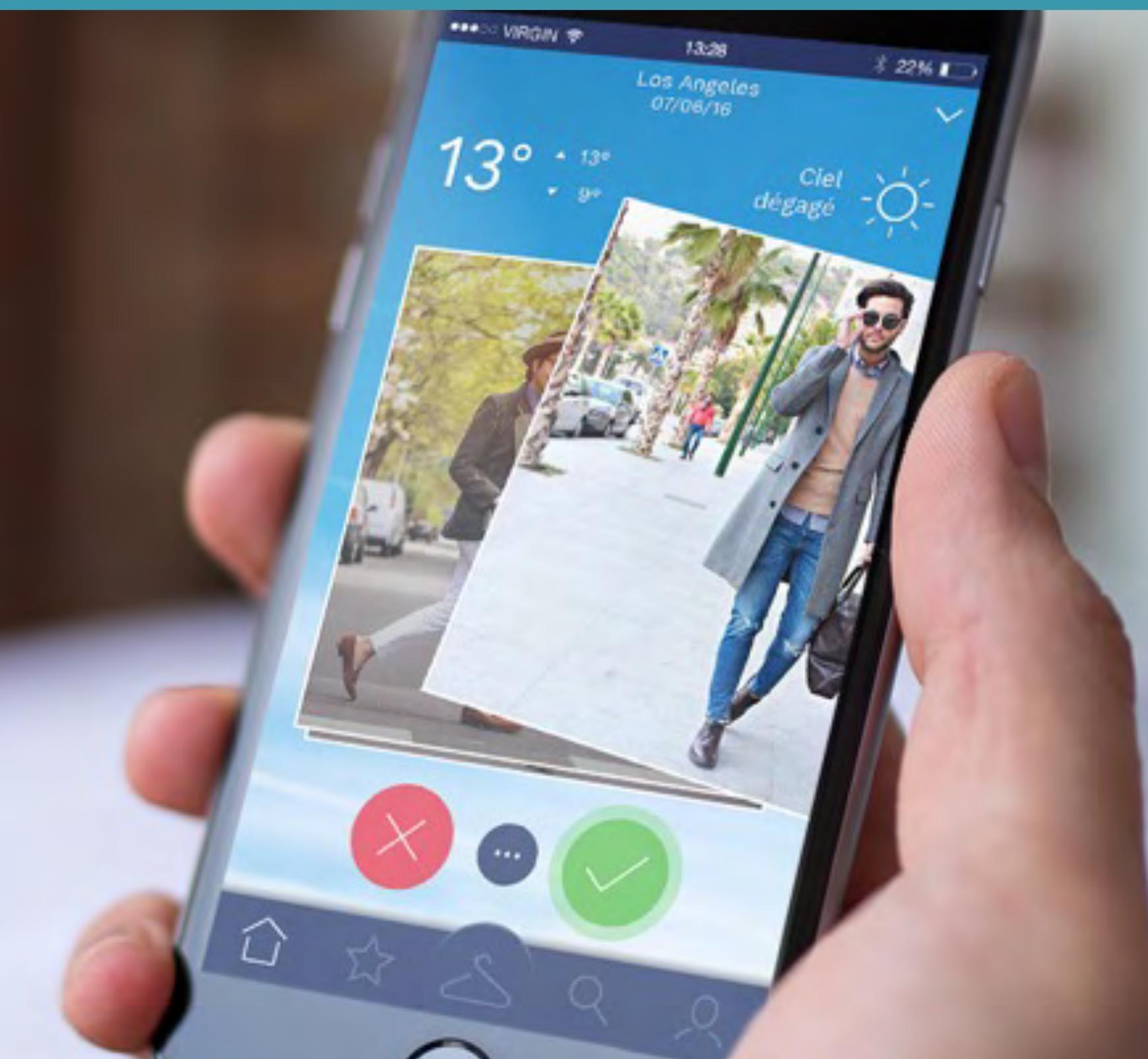


In-app order of dry-cleaning service



In-app order for personalised tailor at home

Positioning MySprezz at the center of your fashion experience





Team & Financials

5



A TEAM OF EXPERIENCED FOUNDERS



Sean M. Connolly

CEO

A passion for fashion and tech
2x entrepreneur
Business development and marketing

Paris II Panthéon-Assas



Stéphane Degré

IT

A passion for artificial intelligence
2x CTO
Technology and user interface

Telecom Nancy



Jeremie Le Febvre

Operations

A passion for fashion and numbers
3x entrepreneur
Legal and finance

Paris II Panthéon-Assas / HEC



RAISING 300 K€ IN 2016 / 1.5M PRE-MONEY VALUATION

30 %

IT

Personalised algorithm optimisation
Improvement user interface
Development Android version

40 %

HR

Stylists and business developers
Editorial content

30 %

Marketing / PR

User acquisition / growth hacking
Online marketing and Public
Relations

Traffic Management

Business development

CM & Marketing

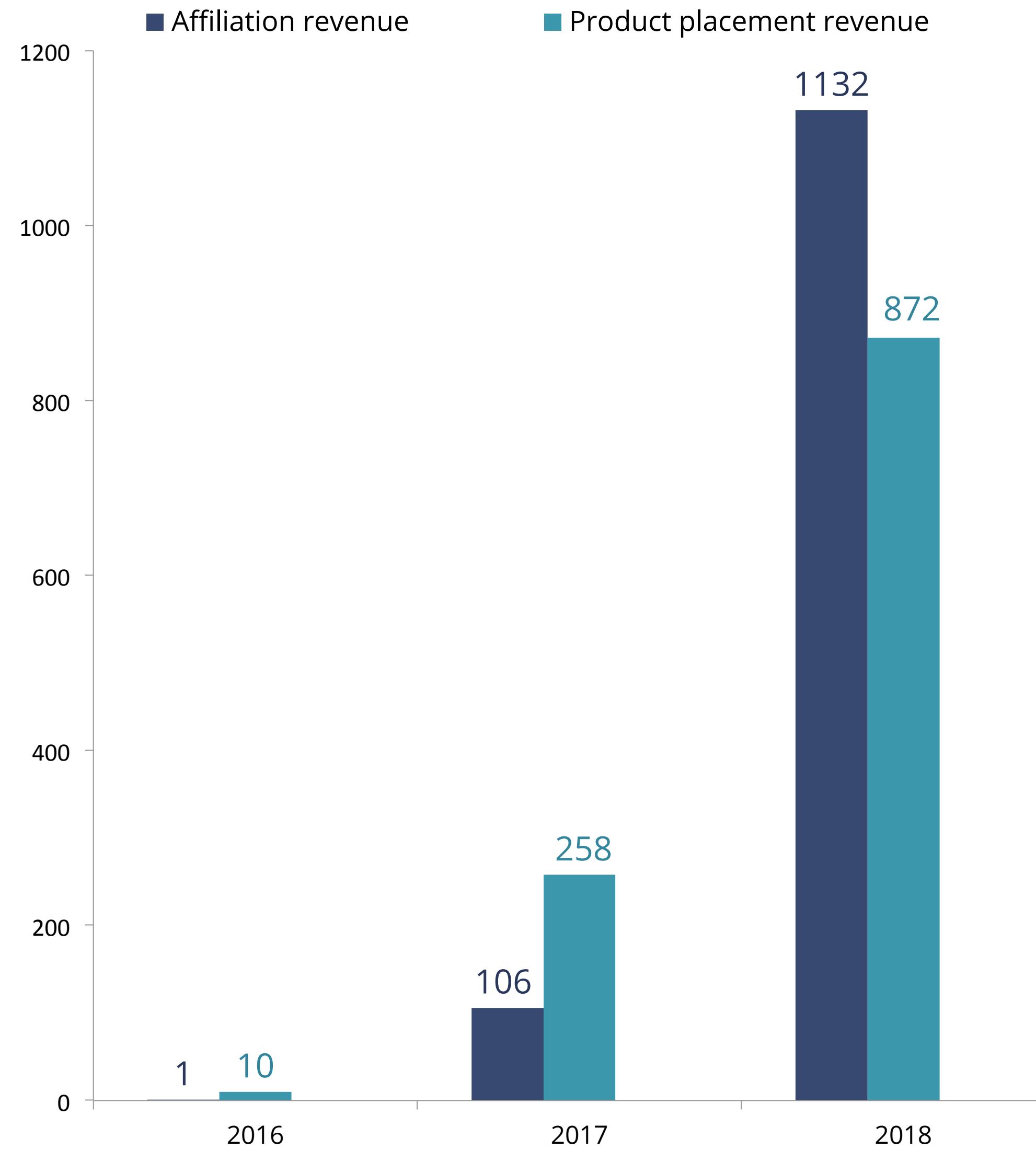
Editorial

Operations





FINANCIAL PROJECTIONS (K€)*



2017

2018

585 K

Downloads

182 K

Active users

2,3 %

Conversion rate

63 €

Average basket

8 %

MySprezz commission

1 685 K

Downloads

606 K

Active users

3,5 %

Conversion rate

85 €

Average basket

9 %

MySprezz commission



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