

BLAZIN

You're a consumer, I'm a consumer – we're essentially all consumers and most of us in the modern world take some interest in the clothes we wear and how we look.



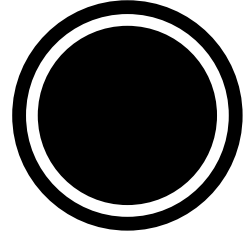
BLAZIN

Is

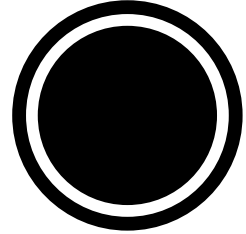
A LIVE INVENTORY OF ALL FASHION ITEMS IN
THE WORLD WITH SOCIAL NETWORK
INTEGRATION

What is the problem?

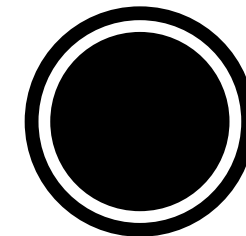
BRAND's PROBLEMS



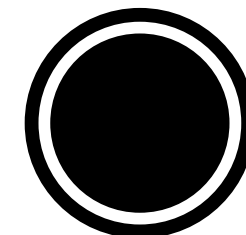
It gets harder and harder to sell and make your mark. From talking to other designers, the issue of selling their product is the main problem they encounter.



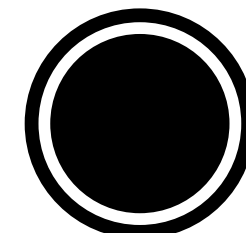
We are losing out on the opportunity to see up-and-coming, new brands and designers, and it also incurs a loss of diversity in fashion.



The market is pretty much controlled by the luxury brands and high street fashion. It is a niche market for emerging designers, the important roles that create and invent edgy designs.



Fashion retailers are being forced to be hyper sensitive to consumers' needs and wants. Omnichannel fulfillment is a key stage in this journey.

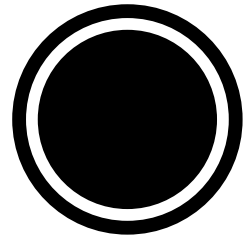


There are a lot of items but not collected. They have not a clue which stores have the picked item



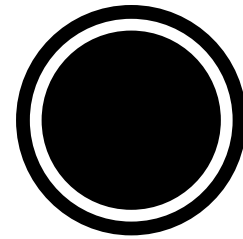
What is the problem?

CONSUMER'S PROBLEMS

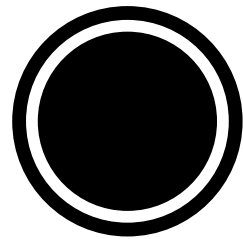


Never get what I want.

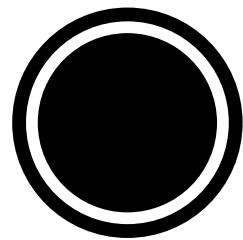
Be it shoes, sandals, dress, or whatever, there will be either one size too small or one size too large but never do I find the exact fit.



The biggest issue is when you are not able to locate the store. For example- If we are out looking for a particular type clothes, our time is spent in asking for directions and looking for alternative stores.



We walked into a regular brick and mortar store looking for a top or a pair of jeans and perhaps couldn't quite find what we were looking for.



There are a lot of items but not collected, very difficult and takes a lot of time to find the desire items.





Our Solution: Omnichannel



Online app meets regular brick and mortar stores and connect them to their customers. Connecting physical stores to customers across the world via a live inventory.



Blazin means the integration of online and offline commerce.



E-commerce, traditional retail and social network are merging.

Growing
satisfaction in
consumers

SAVE TIME

1st to market
(meet physic
meet live/online
meet
consumer)

Advanced LIVE
Technology

Social
recommendations

Our Advantages

WWW.LESYAKOSTIV.COM

Retouching & Post Production

Our mission

Revolutionize the shopping experience

Fashion is just a click away from you

The TEST Market

HUNGARY



680 000

Potential Users

Smartphone penetration
(34%*10 million)* Who buys
hungarian brand

=

20%*3,4 million people



489 600

Search online before
buying

680 000 people*72%



238 000

User will buy

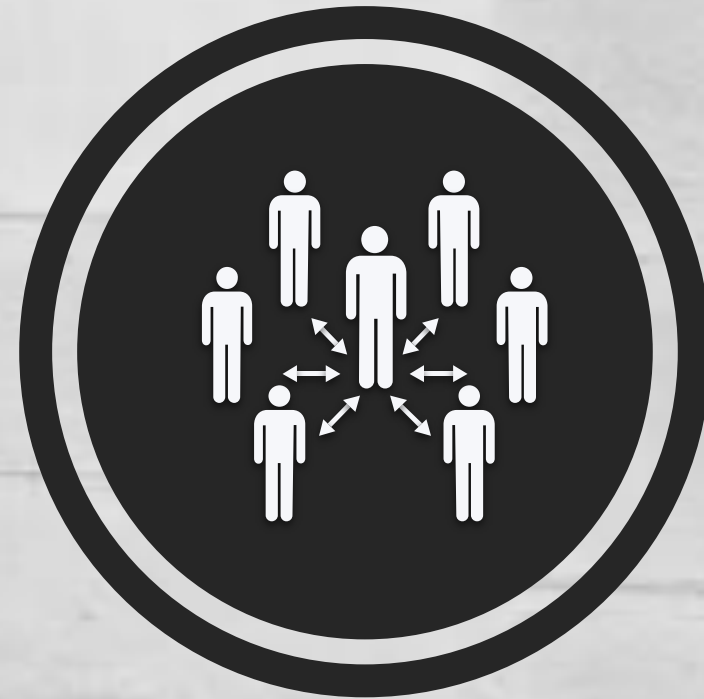
Penetration of online buyers (35%)

The Market

WORLD



2,32 Mrd
Potential Users



1,656 Mrd
Search online before
buying
2,32 Mrd *72%



695 Million
User will buy
Penetration of online buyers (42%)

The global apparel market is valued at 3 trillion dollars

It accounts for 2 percent of the world's Gross Domestic Product (GDP). The fashion industry includes many sub industries, such as menswear, womenswear and sportswear.

Visits to ecommerce sites via smartphone and tablet devices accounted for 45% of all ecommerce traffic in the UK, and retailers who have not 'gone mobile' are missing out on £6.6bn a year. Fashion shopping is also one of the most important areas of the online economy.

The womenswear industry is valued at 621 billion dollars

The menswear industry is valued at 402 billion dollars

The retail value of the luxury goods market is 339.4 billion dollars

Childrenswear had a global retail value of 186 billion dollars

Sports footwear is valued at 90.4 billion dollars

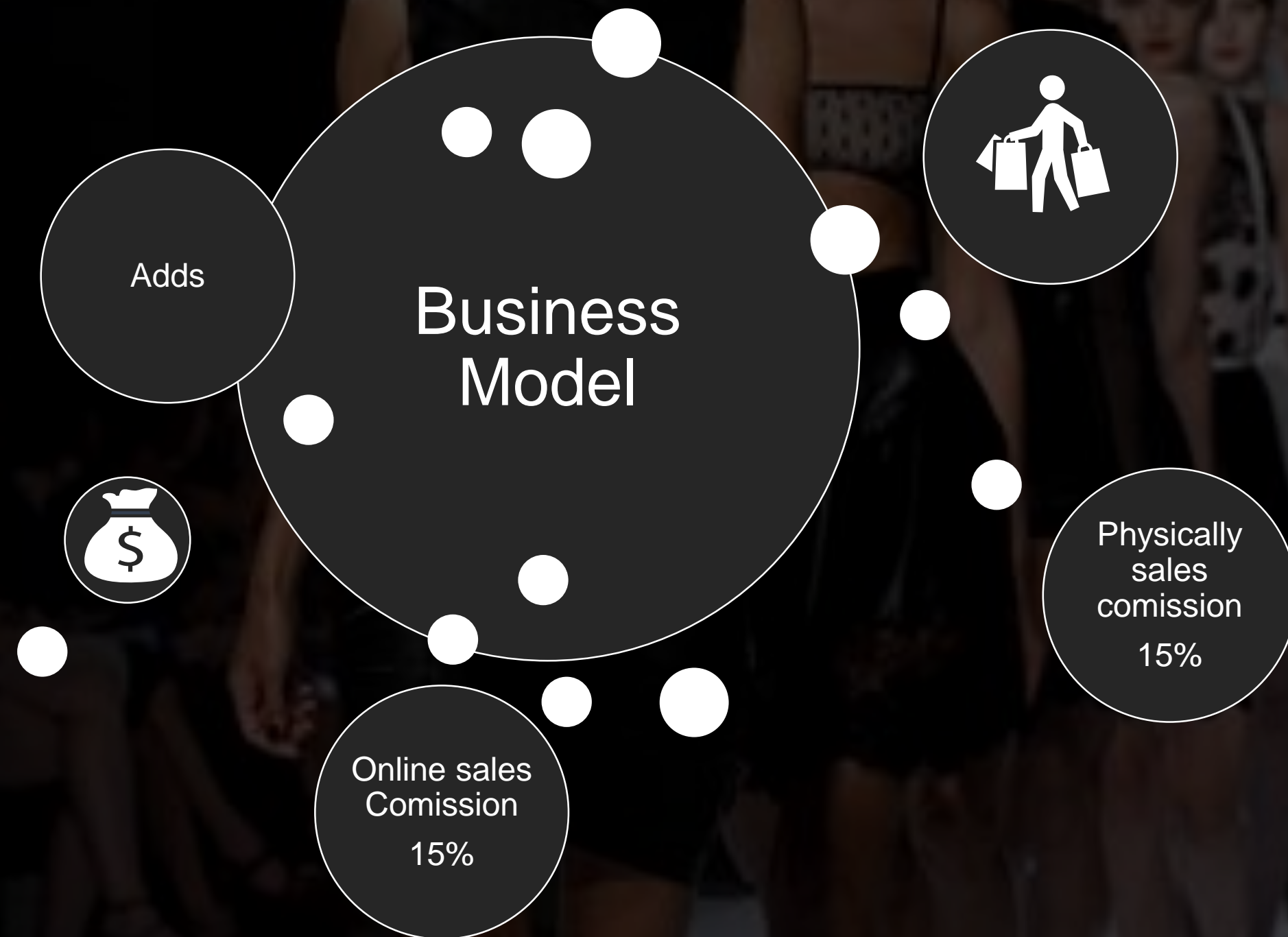
The bridalwear industry is valued at 57 billion dollars

Shopping apps that focus on shopping efficiency and convenience are the most highly valued.

Advertisement spending

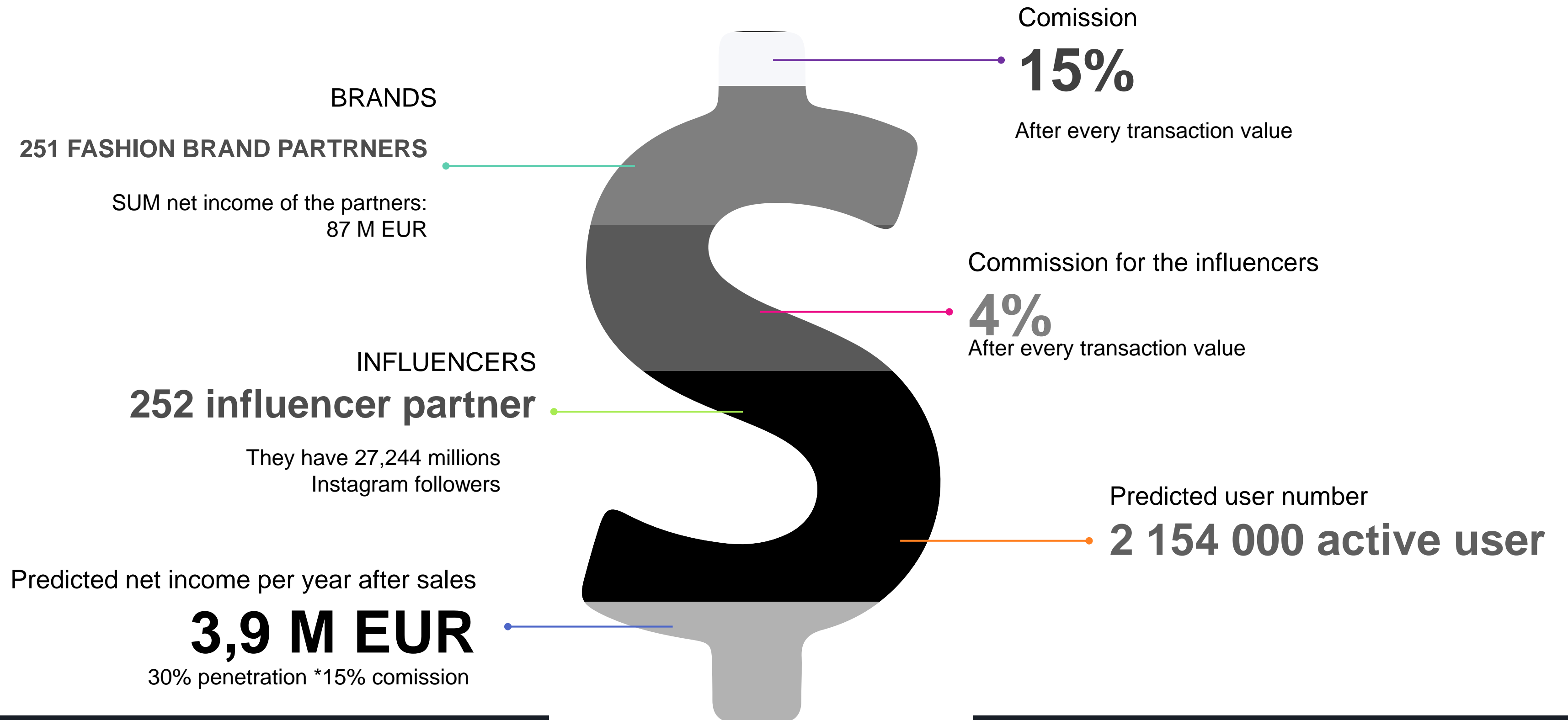
**724 Mrd \$ *3,3%=
23,892 Mrd \$**

**global advertising spending * global
advertising spending by industry %**

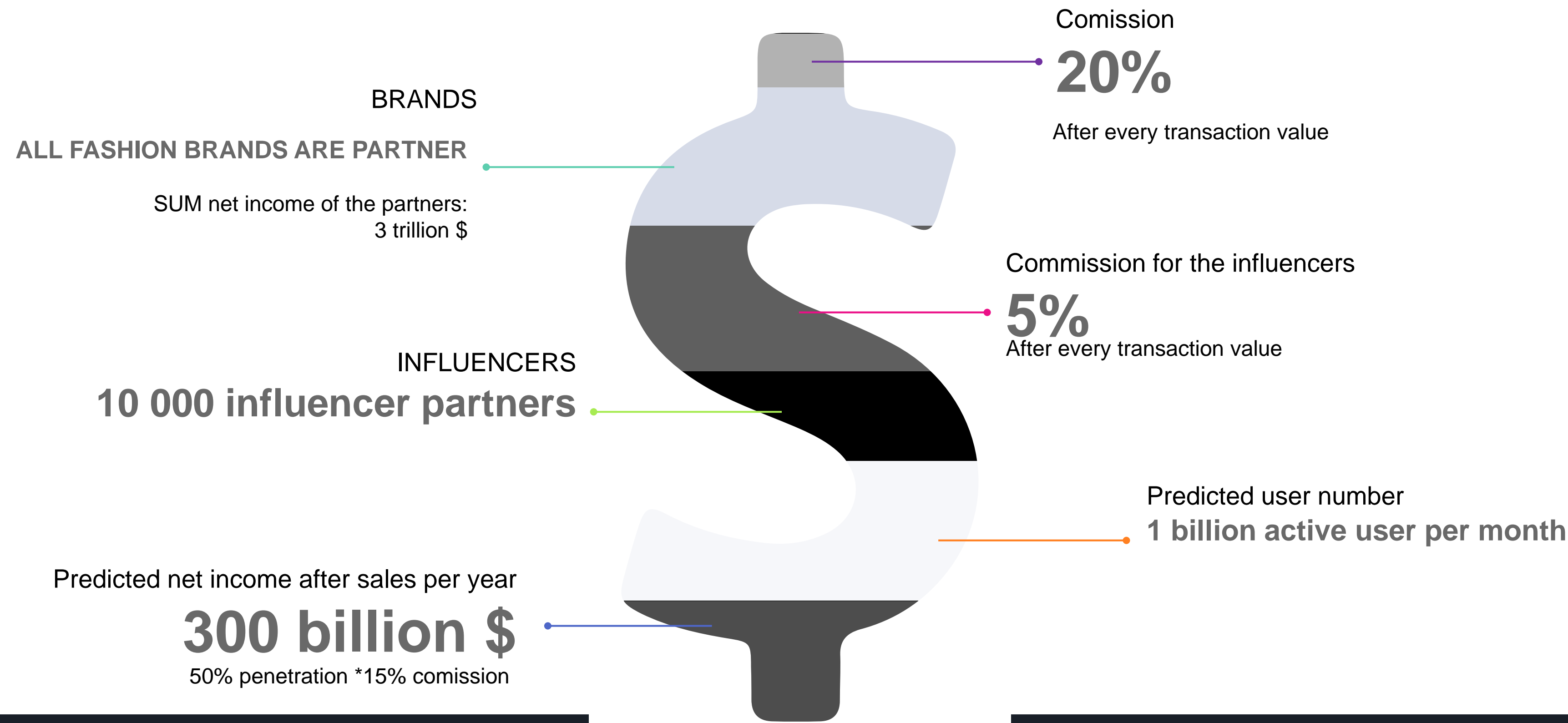


**RAISING \$ 3,4 M SEED TO ACCELERATE
GROWTH**

HUNGARY INFOGRAPHIC AT THIS TIME

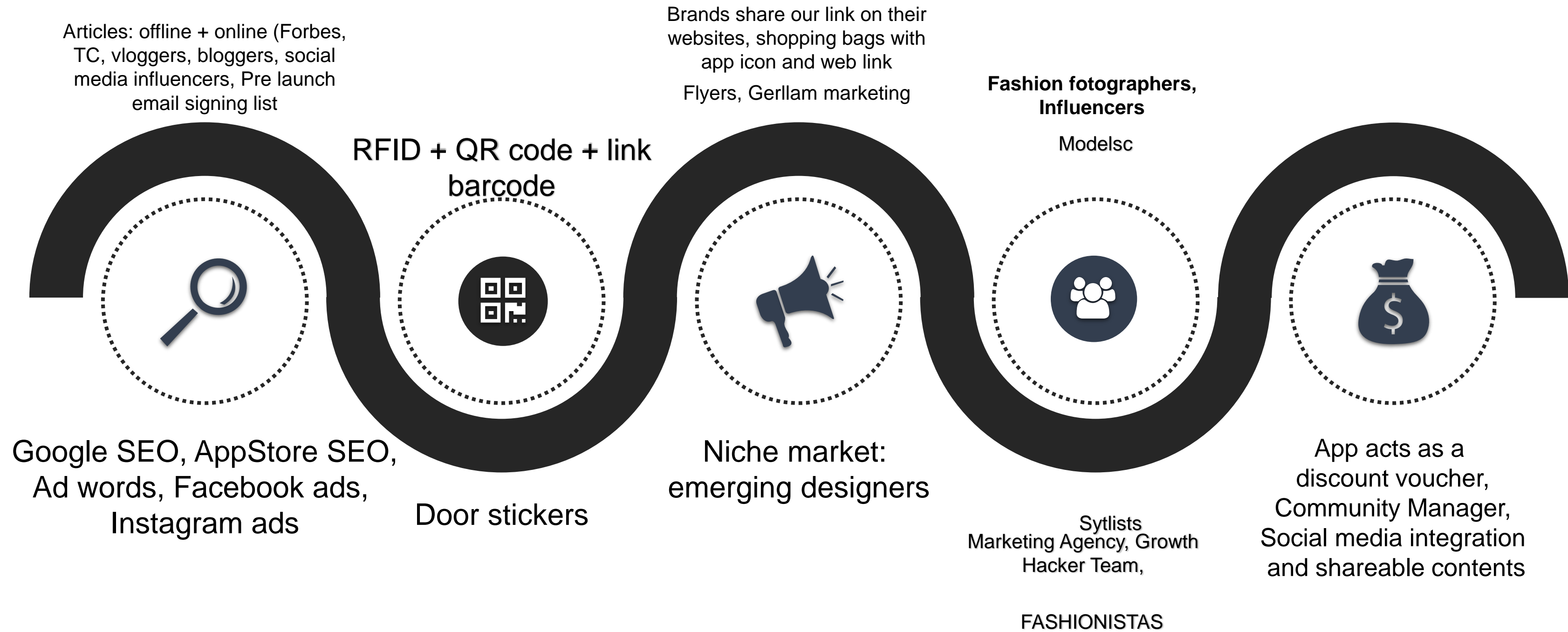


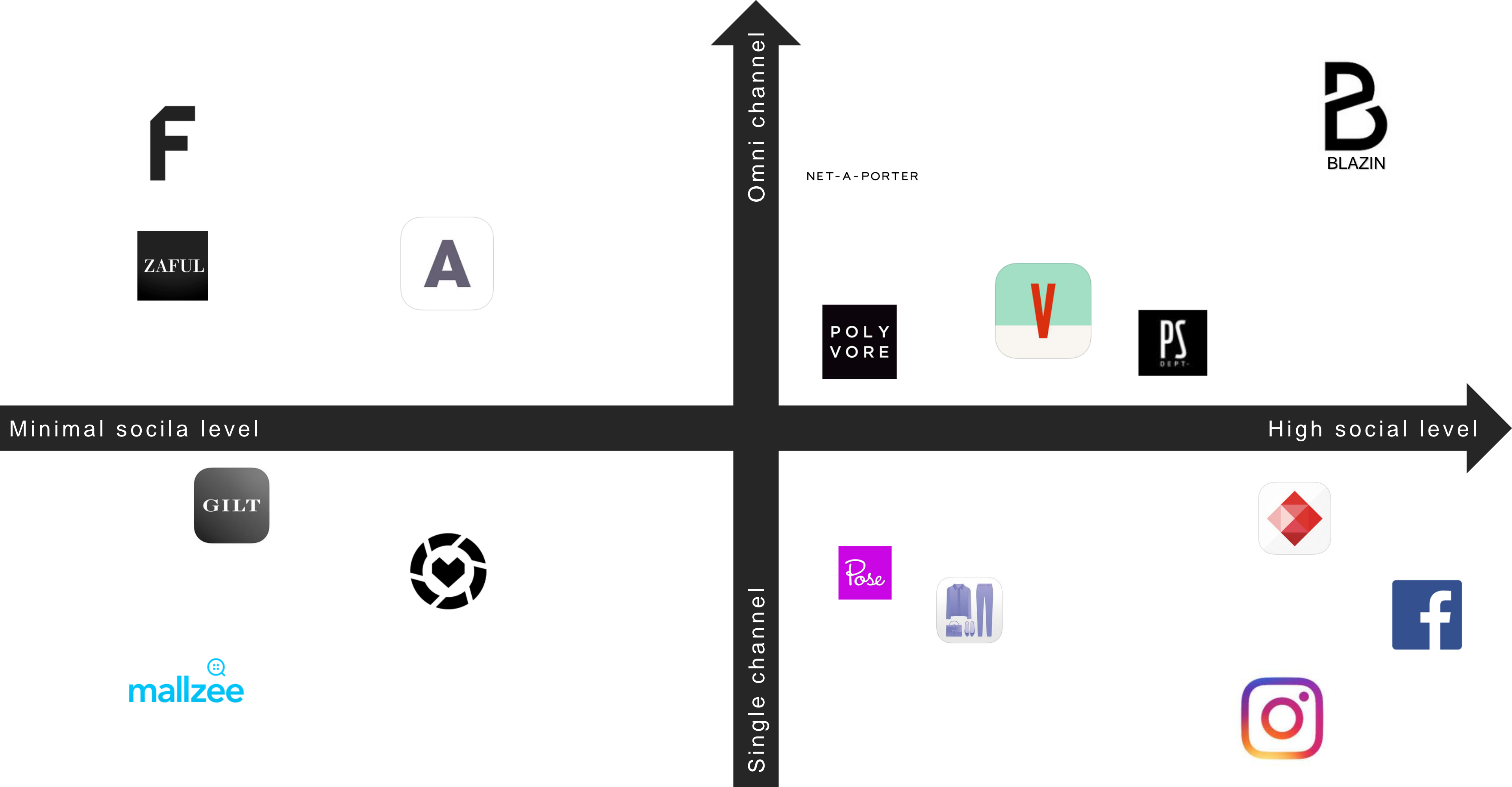
GLOBAL PREDICTED INFOGRAPHIC for 2022



Marketing & Growth Strategy

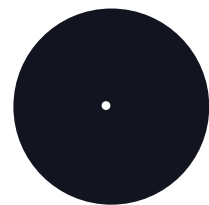
ADOPTION STRATEGY





MEET US

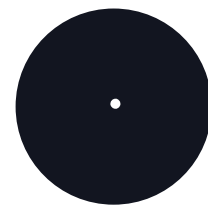
THE TEAM



Nikolett Majerszki

Management, Marketing,
Past: Bitrise

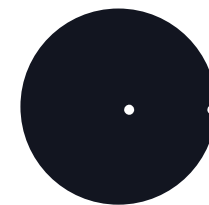
Founder



Zoltan Koch

IT GUY, CTO, Past: Nokia

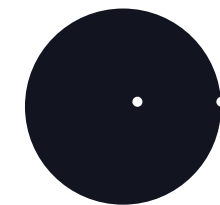
Co-Founder



Mihaly Prokop

Marketing, Community and
HR, Past: IBM, Revolut

Co-Founder



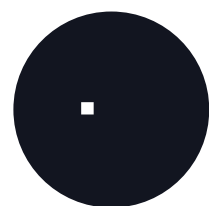
Andras Prokop

Creative, Designer
Past: London College of Fashion

Co-Founder

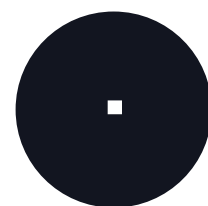
MEET US

THE TEAM



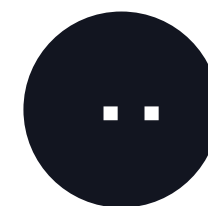
Rábolt Oszkár

IT guy



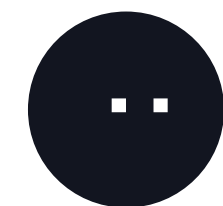
Török Gábor

IT guy



Gaál Gellért

CFO

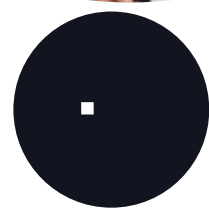


Tukács Bálint

IT Guy, architect

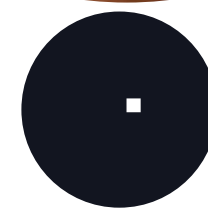
MEET US

THE TEAM



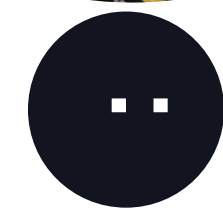
Emődi Csaba

IT guy



Terbe Péter

IT guy



Richárd Kovács

IT Guy, Data management

QUESTIONS?