



SIZOLUTION

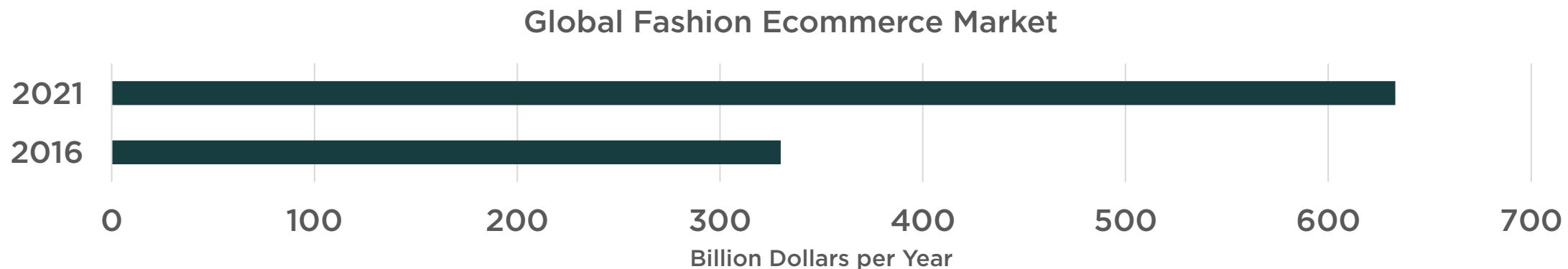
The AI solution for the online fit problem

Executive Summary

1. Fit problem is one of the main problems of fashion ecommerce market, leading to multibillion dollar losses and limiting growth.
2. Sizolution AI helps ecommerce, customers and brands to solve this problem.
3. We have 2 paying customers (recurring revenue) and 15 more in pipeline, including 10 in the EU.
4. AI/ML-based approach and collected rich data give us unique competitive advantage.
5. Technological advances in AI and 3D sensing in smartphones allow making body measurement and customer data collection easy, fast and accurate for the end users.
6. We are seeking €500k to support further product development, multiple pilots with top European fashion and ecommerce brands, and scale-up



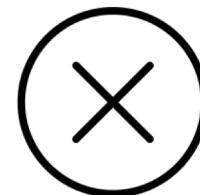
Fashion Ecommerce Market is Rapidly Growing



And its problems are growing with it



Huge return rate
Up to 60% of clothing and shoes ordered online is getting returned



Big marketing expenses with poor result
Majority of people still prefer to buy offline

These problems eat retailers' profit margin and limit faster growth. The main reason: Fit Problem.



Garment Sizing is Broken

1. **Size tables vary widely**

between brands and even between different garments of the same brand. Sizing is never constant, brands change their standards and market has to adapt quickly.

2. **Size is a poor predictor of fit**

only small amount of information is encoded in the size label. Height, sleeve length and many other parameters are missing, making the decision process for customers much more complicated.

3. **People rarely know their size correctly**

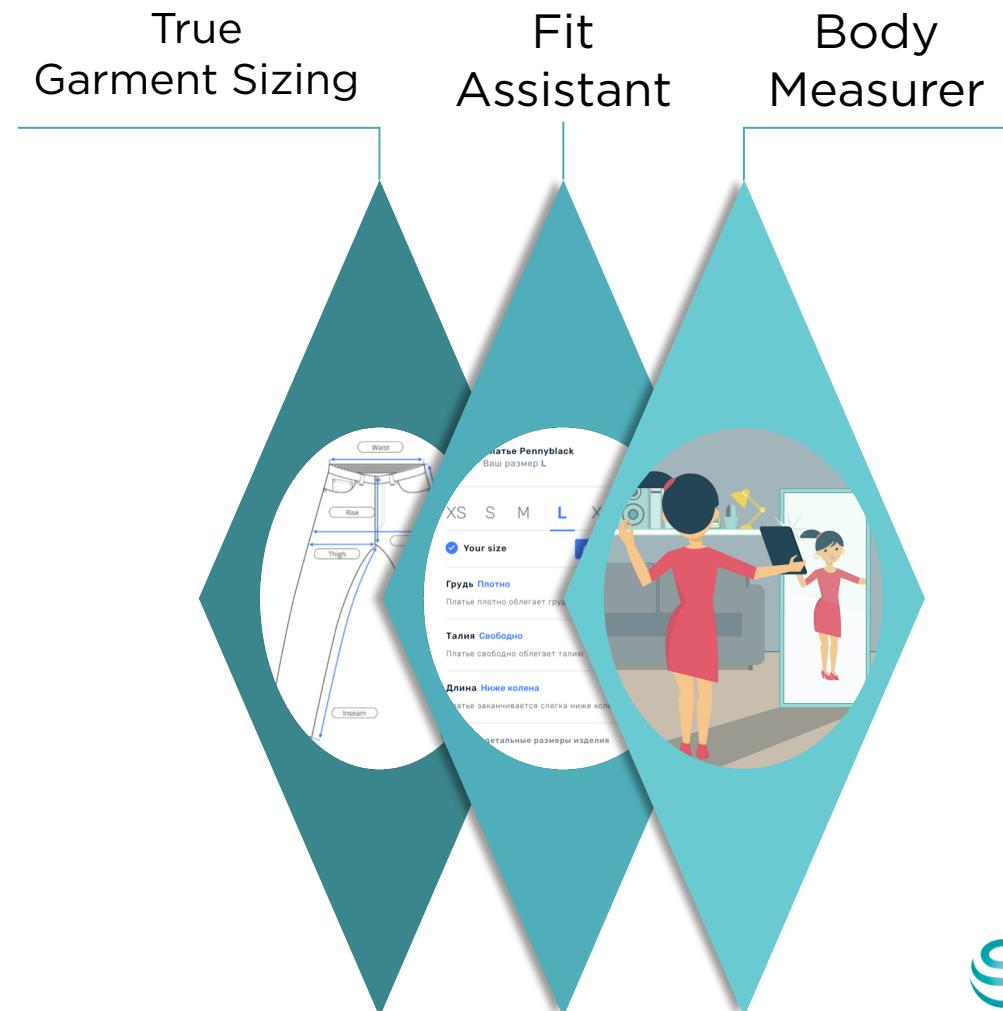
Customer's size changes over time. People also tend to over or underestimate their size.



Sizolution AI Solves the Problem of Sizing and Fit

We offer easy and accurate online sizing and fitting:

- Solve all fit-related problems
 - Automatic garment measurement and sizing
 - Automatic customer's body parameters prediction
 - Fit prediction
 - Sales and returns history analysis
- Complete end-to-end solution
- Modular and simple to implement
 - The solution modules can be implemented independently
- AI-powered
 - Improves with more data and usage
 - Using cutting-edge AI algorithms and Deep Learning



Sizolution AI: Key Parts

1. Automatic garment measurement and analysis

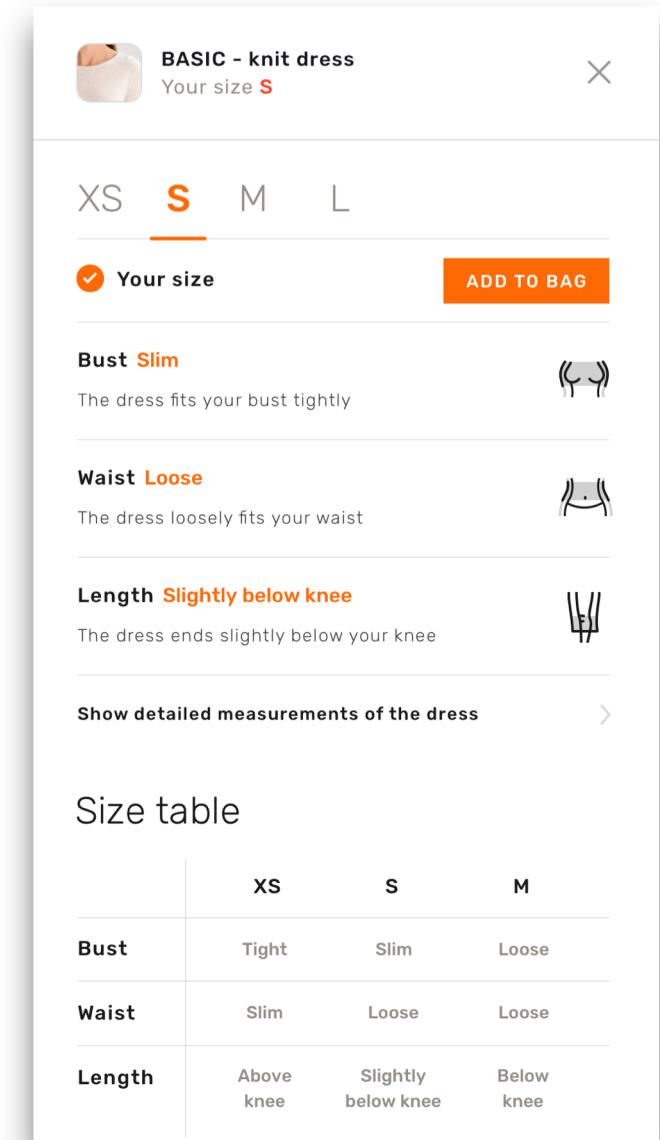
We predict optimal size for the garment based on its measurements and sales and returns history

2. Automatic customer body measurement

Body measurements are predicted based on height, weight and single full body selfie or known girths

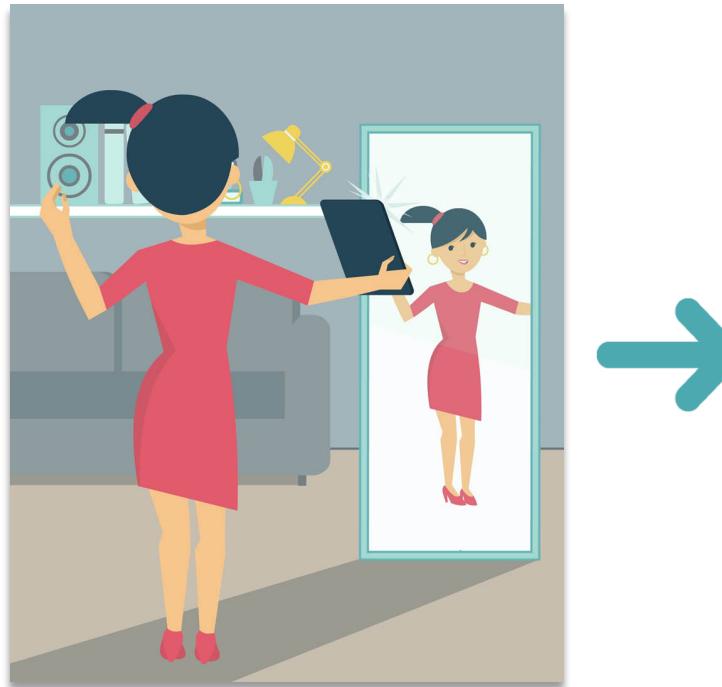
3. Fit prediction on retailer's website/app

Data about the garment and customer is combined and fit is predicted, as well as optimal size is recommended directly on retailer's website or app



Sizolution AI: Automatic Body Measurer

- **Prediction of body measurements based on a single photo**
Body measurements are predicted based on height, weight and single full-body selfie
- **Measurement prediction accuracy is within 2-3%**
- **Simple plug-in for retailer's website or API for retailer's app**
- **>80 parameters extracted**



1	Height	177.8
2	Weight	54
3	Neck Girth	29.7
4	Bust Girth	80
5	Waist Girth	63.8
6	Hip Girth	94.5
7	Under Bust Girth	67.7
8	Bicep Girth	22.2
9	Crotch Height	86.4
10	Sleeve Length To Shoulder	56.4



Sizolution AI: Benefits for the Retailers



Optimal size prediction – less returns, higher visitor to customer conversion rate, higher average check



Personalized feed and offers – higher probability of purchase.
Knowing customer body shape – key to better personalization



Overall customer satisfaction increase

Sizolution AI is the enabler of faster market growth



Traction

2015 April



Started working on the solution.

2017 July



Signed contract with [KupiVip.ru](#) - the second largest fashion ecommerce store in Russia. The first version of product fully working.

2017 October



Raised seed funding - [\\$250k](#) from The Untitled Ventures.

2017 November



Started negotiations with international brands and retailers.

2018 January



Second paying customer.
[More than 200000](#) items scanned



European Traction

- Agreed on Proof of Concept and Pilot on fall Denim collection with Tommy Hilfiger
- In pipeline: Marc O'Polo, NA-KD, Lodenfrey, Zalando, Braun, Farfetch and others
- Invited to have a booth at Berlin FashionTech



Case Study with Major Customer Proves Our Efficacy



Up to 40% reduction in return rate



20% increase in conversion rate of visits to orders



Based on 10 000 users who started using the Fit Assistant during limited tests

Business Model

- Charging 1-2% per order
For orders, in which customer used our optimal size prediction
- Charging fixed subscription for analytics services
For True Garment Size prediction, sales and returns analytics
- Selling big data analytics:
 - body shape statistics by region, sex, age, etc.
 - clothing measurements data and analytics
- Potential for upselling ecommerce store big data analytics and personalization integration.



AI for Enterprise is Booming



\$3.7 billion

AI for Enterprise market globally in 2017



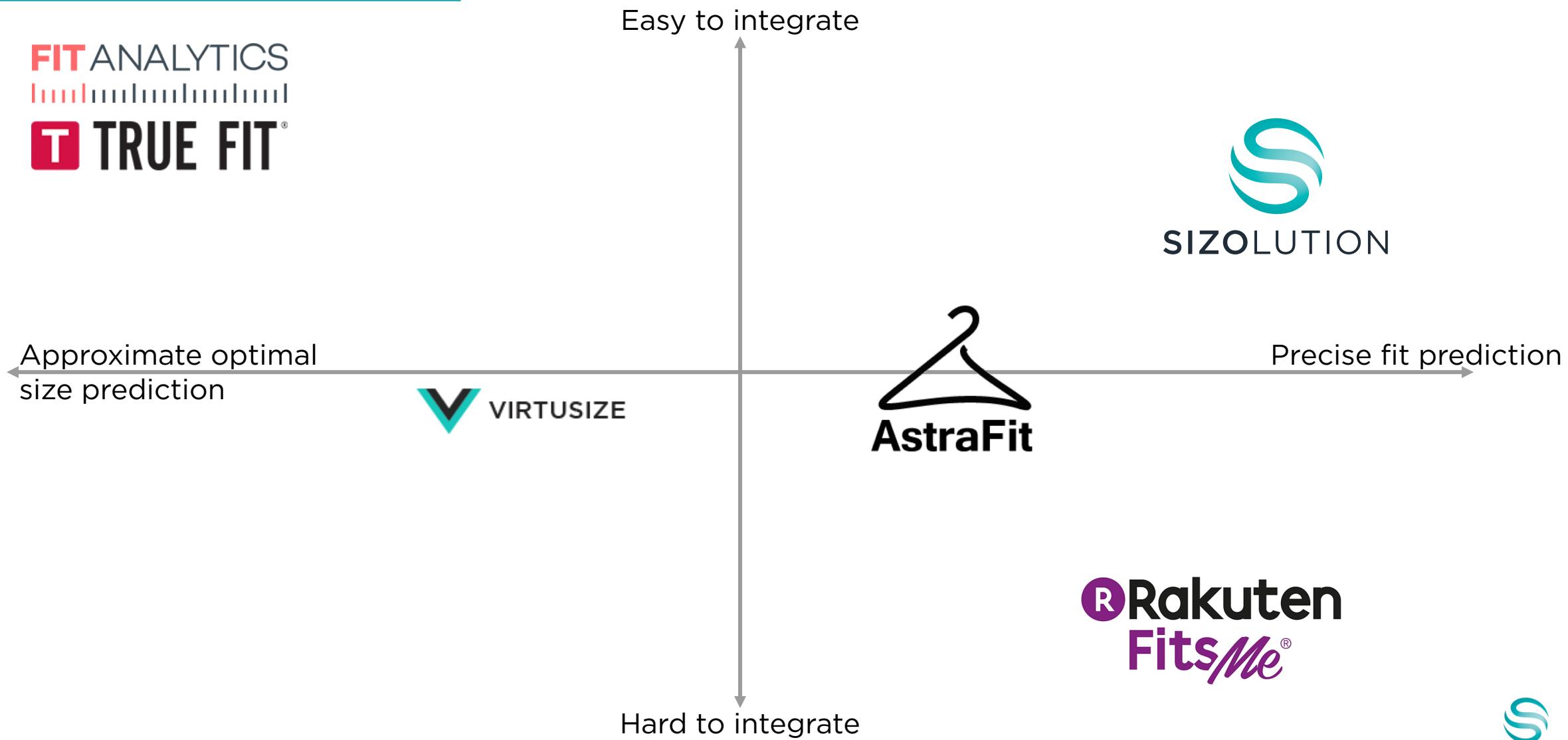
50% per year

market growth rate, reaching \$80 billion in 2025

Retail is among the main markets for AI. And now is the best moment to enter the market.



Comparison to Competitors



Our Unfair Competitive Advantages

1. We've collected one of the largest databases of clothing measurements in the world.
2. Through our clients we have a direct access to more than 17 000 000 unique customers with 0 marketing costs.
3. Advanced AI algorithms for body shape prediction, fit prediction and sales and returns analysis.



Team



Vahe Taamazyian
Business Development

- 4 years of hands on experience with 3D scanning, CV/ML
- Worked at MIT Media Lab Camera Culture Group
- Was teaching a Computational 3D Imaging course at SIGGRAPH
- Education: MSc, MIPT and Skoltech



Stephan Huber
Communications & Sales

- 25 years of experience and expertise as a journalist and consultant in all areas of fashion business
- Founder and owner of UCM publishing house in Salzburg/Austria
- Editor in chief of opinion forming international trade magazine STYLE IN PROGRESS



Stanislav Podshivalov
CEO

- Designed and built electronic equipment for the space missions, currently in space
- Project Lead, creating training complex (hardware and software) for Russian Olympic Team
- Education: MSc, MIPT



Mikhail Matrosov
CTO

- 6 years of experience in programming Computer Vision and Machine Learning Algorithms (ABBYY, Yandex).
- Developed software for LHC (CERN).
- Education: MSc, MIPT and Skoltech



Long Term Vision

- Sizolution stores the data about body shape and clothing fit preferences of a majority of fashion ecommerce customers.
- Sizolution is a #1 assistant for fashion ecommerce customers.
- Sizolution bridges the gap between online and offline shopping experience for fashion ecommerce.
- Sizolution becomes clothing measurements data bus between retailers and manufacturers.



Data Hub for Customers, Retailers and Brands

Sizolution stores and analyzes all the data on garments, shoes, retailers' sales and returns and customers' behavior and preferences across different stores.

Data allows:

- Help Customers shop better

Individual shopping profile is automatically created for each Customer with preferences, measurements and other relevant data

- Help Retailers optimize processes

Optimization will help decreasing returns and increasing growth rate

- Help Brands understand their customers' preferences and body properties

Understanding Customers is a must have for success in the future



Personalized Future

- No more online catalogs. Personalized future for fashion ecommerce made possible by Sizolution Style ID.
- Sizing is the first module of Style ID.



Body Measurements Through Smartphone Camera

3D sensing has come to smartphones. When combined with advanced AI – potential is endless:

- Customers can get their accurate 3D body model just with a single selfie in the mirror (not even necessarily full body). This feature will be integrated in retailers' app and in our standalone app
- AR mode for on-body garment visualization



Raising

We are raising **€500k** seed funding to support:

- reaching operational profitability, signing 10 more clients (already have 15 in pipeline, half of them – European companies)
- starting partnerships with brands, e.g., collecting data on apparel, including clothing pattern analysis and developing products based on this
- establishing European entity



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