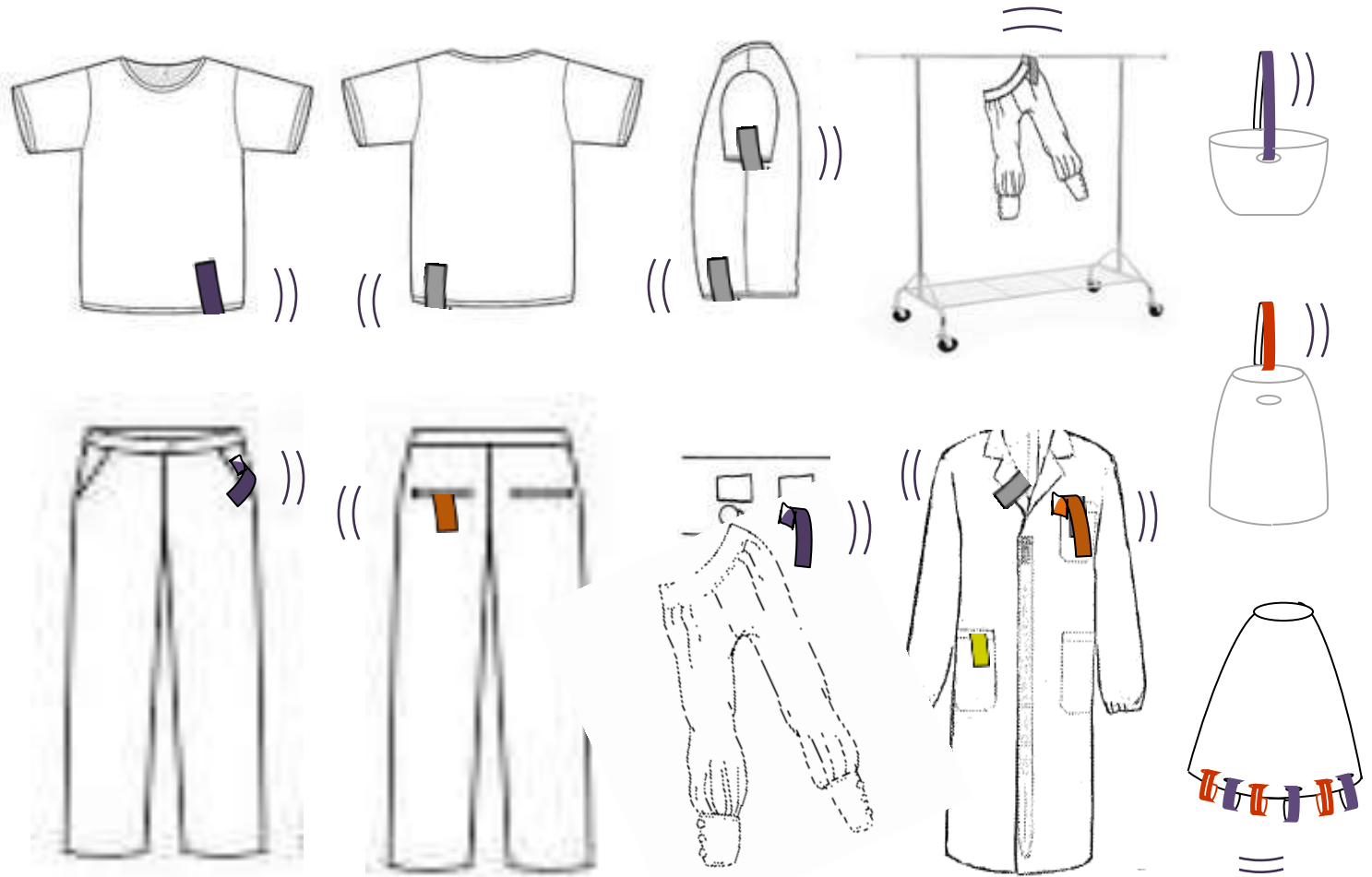
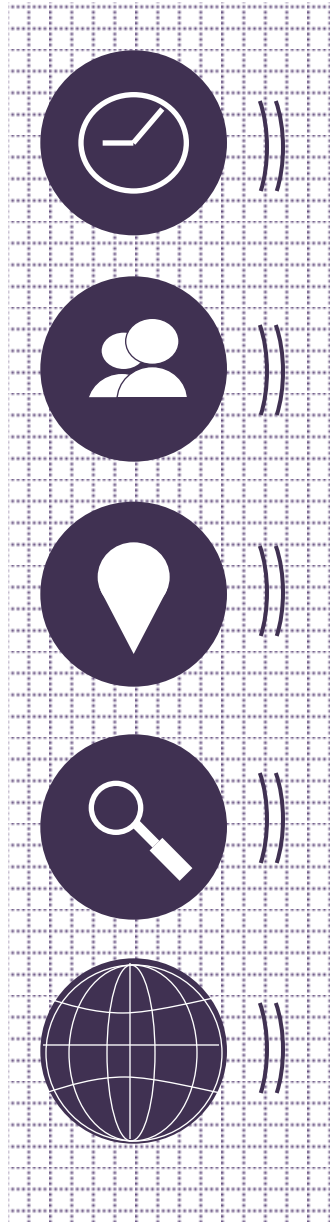






hanger, device wearable technology (qrcode-rfid-nfc-bluetooth)



.... if this project is also for you: obvious, simple, it is a project that you would have done, then, welcome the hand



hand – concept

Vision

I_fashion sector, an experience for the final customer

hand (written all in lowercase), is different, focuses on the products; “hand sense”, our strategy is to govern the experience starting from the products, reverse research concept, reverse marketing concept.

hand: product, network, big data generation, business, people, product, marketing, value for people.

Mission

Increase business offline, increase certain trust, through a real contact over the simple click.

Customer eXperience Reverse, engagement dynamics sell-in / sell-out, in the store marketing free pocket.

Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – dati



World zone 61% of purchases, are influenced by digital



Demanding customers (six customers of ten prefers physical stores)



- Will solve complex offline problems (marketing, omnichannel, supply chain).
- Purchase experience
- Availability of the purchased good
- Be connected
- Increased growth of product information by consumers (before buying, they use five devices on average throughout the whole process).
- Connected consumers, use technology to search for products, then measure it and buy it in a physical store.
- Privilege of the retail channel as long as it is a shopping experience - multi-channel.
- Recognition of its privileged customer status on all channels, offline shopping, retail fashion, store, detail.



Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – actual Business model hanger

Hanger traditional



Hanger types



Hanger only tools



Hanger customizable



History hanger

Business model over 150 years
now, it's time for change

Slogan: give go generation



hand – NEW Hanger

Hanger wearable, pocket, technological, product-oriented, business-oriented.

hand, for millennials, for genation Z

hand is not just a product, it is also an application, we bring people into your business by generating awareness, sensibleness.
hand to hand, customers accompanied in your store.

Hanger , device wearable technology



Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – ACTUAL RETAIL Customer experience



- Platforms
- Applications
- Connections



- Display
- Tablet
- Interactive screens



Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – NEW RETAIL Customer Experience

CX – hand: quick, quickening, quickly
feel & feeling



Store / product +1 feeling



Customer +1 feel



The only application in the world that includes:

- Social network Qrcode (new mode predictive feel & feeling)
- Lens page for everyone
- Technology: nfc - rfid
- Product

Real-time control panel for:

- Sell-IN & Sell-OUT
- Sales
- Accesses
- Payments
- Personal outfit
- History experience
- geolocation point of reading
- Shopping easy; other



Slogan: give go generation

Product, big data of product, network, business, people: value generation

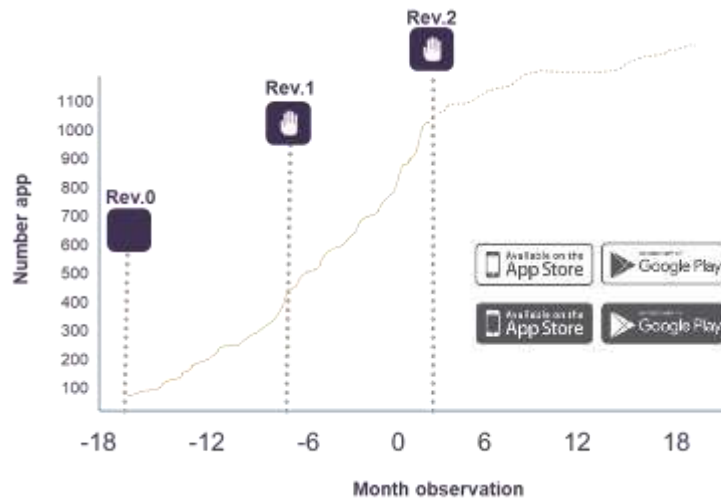


hand – social network qrcode

Old style **following & followers**, new mode predictive **feel & feeling**; now the change, hand welcome, new model global & retail customer omnichannel, shop experience zone, hand, first and only in the world, free social network qrcode, while for the most demanding, even an innovative product purchasable (hanger, device wearable technology).

Customer Journey, now it's straightforward, never been so easy to explore in your store, your products always connected and decide independently the purchase, logistics and payment methods, even without queuing at the checkout, never been so easy to consult your own story experience, find and consult the physically visited stores, the products explored and purchased, share your outfit, manage discounts, all in a real way, all included in one application social network qrcode.

Market app



Just a profile, add products, services, events etc. print the qrcode that is generated, attach it, then we'll take care of the rest, the sales assistants become digital assistants, the marketing becomes free, the fashion vanity a style.

Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – test brand

Apps QRcode



Apps Qrcode other



Competitors result:

- only tools and generic utility
- Not social
- Not experience
- not recognizable

Apps Qrcode comparison experiemnt

Rif.	test	hand	Competitor 1	Competitor 2	note
1°	download	ok	ok	ok	
2°	download repeat (loop)	ok	ko*	ko*	ko* they did not remember icon
3°	functions	ok	ko*	ko*	ko* only tools and generic utility
4°	experience	ok	ko*	ko*	ko* no experience
5°	social	ok	ko*	ko*	ko* not social
6°	vanity	ok	ko*	ko*	ko* not vanity
7°	omnichannel	ok	ko*	ko*	ko* non omnichannel

Product, big data of product, network, business, people: value generation

Slogan: give go generation



hand – Customer eXperience

PRODUCT & APP for customer eXperience

Retail – Order – Omnichannel – Sell-In&Sell-Out – free marketing for all

- Seamless multi-channel shopping experiences

IN-STORE



ONLINE / MOBILE

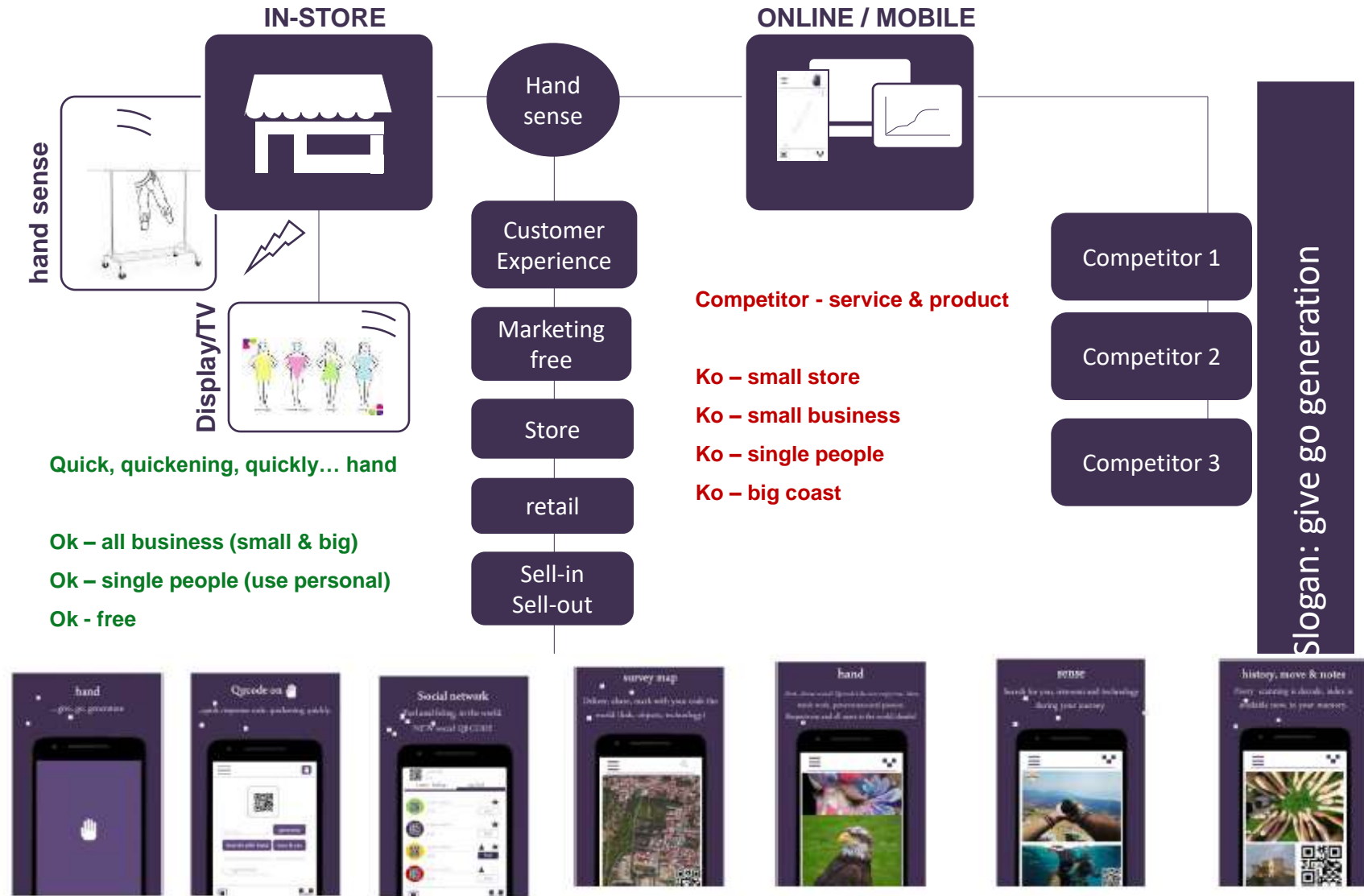


Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – concept



Product, big data of product, network, business, people: value generation



hand – offer detail 1/3

What we offer to our customers “hand sense”

Product if requested

- n°1 “hand sense” model luxury (technology nfc, bluetooth, rfid, qrcode)
- Tags unique, interchangeable, customizable (qrcode / nfc / rfid / bluetooth)
- Wearable technological accessory

service (beta version)

- n°1 webpage (unique, active user on each product)
 - Switch merchant off / online, people, shops, stores, companies
 - i-fashion / e_commerce
 - human resources (badge, id doctor, company staff id)
 - Business card web
 - traceability
 - Software (customer experience)
- App
 - Social network (feel & feeling)
 - Reading qrcode, barcodes, nfc, bluetooth

experience

- History, map, outfit, Sell-in & sell-out
- Store Off / Online

Slogan: give go generation

...the hardest thing to see is the one that lies before our eyes: hand sense. The customer at the center



hand – detail conversion 2/3

Form 1 - Product sale

(wearable technology, I identify the customer, I create a network, I govern the big data)

- *Big retail – big store fashion, great events "identification people"; logistics.*
- *Smart retail – retail store, small stores, youtubers, small events, new style fashion generation Z & millennials, realty show for people connect.*

Form 2 - Trademark concession and active patents

- *Fashion sector - new style concept clothing (stylists, fashion brand, personalization).*
- *Software sector - new concept reverse marketing starting from the product (software company).*
- *Brand sector – new brand hand (use trademark VS big customers fashion)*
- *Sector icons – grant use new concept icons made*

Form 3 – Application and software

Customers in the cloud; network / social advertising; big data starting from the product (position, location and status variable); Big data (new concept marketing starting from the product) - (software)

- *Data banch – marketing company, advertising company*
- *Sense – realty zone people*

Estrazione valore a partire dal prodotto; contest & vision hand, dal prodotto, al cliente.

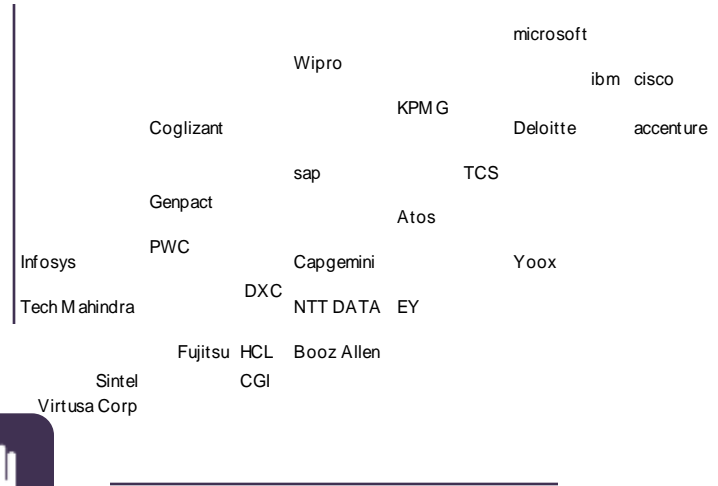
Marketing inverso _ vision: a partire dal prodotto, rileviamo i big dati reali del cliente.

Slogan: give go generation

hand – detail market 3/3

Big data / Customer experience

\$ billion



fashion - Wearable technology
\$ billion



Market fashion / hanger industry

\$ billion

Phineas Group (UK) Ltd
Terpac Plastics International Inc.
henryhanger
DITTO
Gruppo Mainetti
PMP SPA
VALLATAPLAST VIA GAVARDINA DI SOPRA TRAV. II, 7/9
Perbellini Snc di Perbellini A. & C
Ambrogiaci
Padova Vern srl
KIROPLAST S.A.S. DI LUCARELLI EMILIA & C.
SER-VIZ S.p.A.
L.a.m.p. s.n.c.
Boline SR
Colombo fedriano srl
Sagi Group, rivenditore ufficiale Renzacci per la Campania, lavanderia
LATURNIA S.R.L. legno pregiato
SRT SRL Via Del Lavoro n. 5 - 36078 Valdarno (VI)
FVL (canali giorgio armani poul smith)
ARPAC

Industrie Toscanini S.r.l.
VALPLASTICK SRL
Laba di Arcaini Pierpaolo
DRATEX d.o.o.
Savio Plast Snc di Giuseppe Esposito & C. In Sigla Savio Plast Snc - Caivano
NORMN Hangers
DE MARIA INDUSTRIE
Higher Hangers 2.
1. Aoyite
2. Ushin Houseware
3. Ai Suo
4. Hotata
5. Jerian Hangers
AMAZON
HAY
InterDesign
AJ
ALBA
Roller
Erreplast S.r.l.

Antagonisti

- Amazon
- Yoox
- Pinterest

Slogan: give go generation

...market



hand sense



Slogan: give go generation

Product, big data of product, network, business, people: value generation



hand – value proposition

Strengths

- + motivation
- + managerial autonomy & skills product
- + research & development
- + logistics and production
- + develop work team

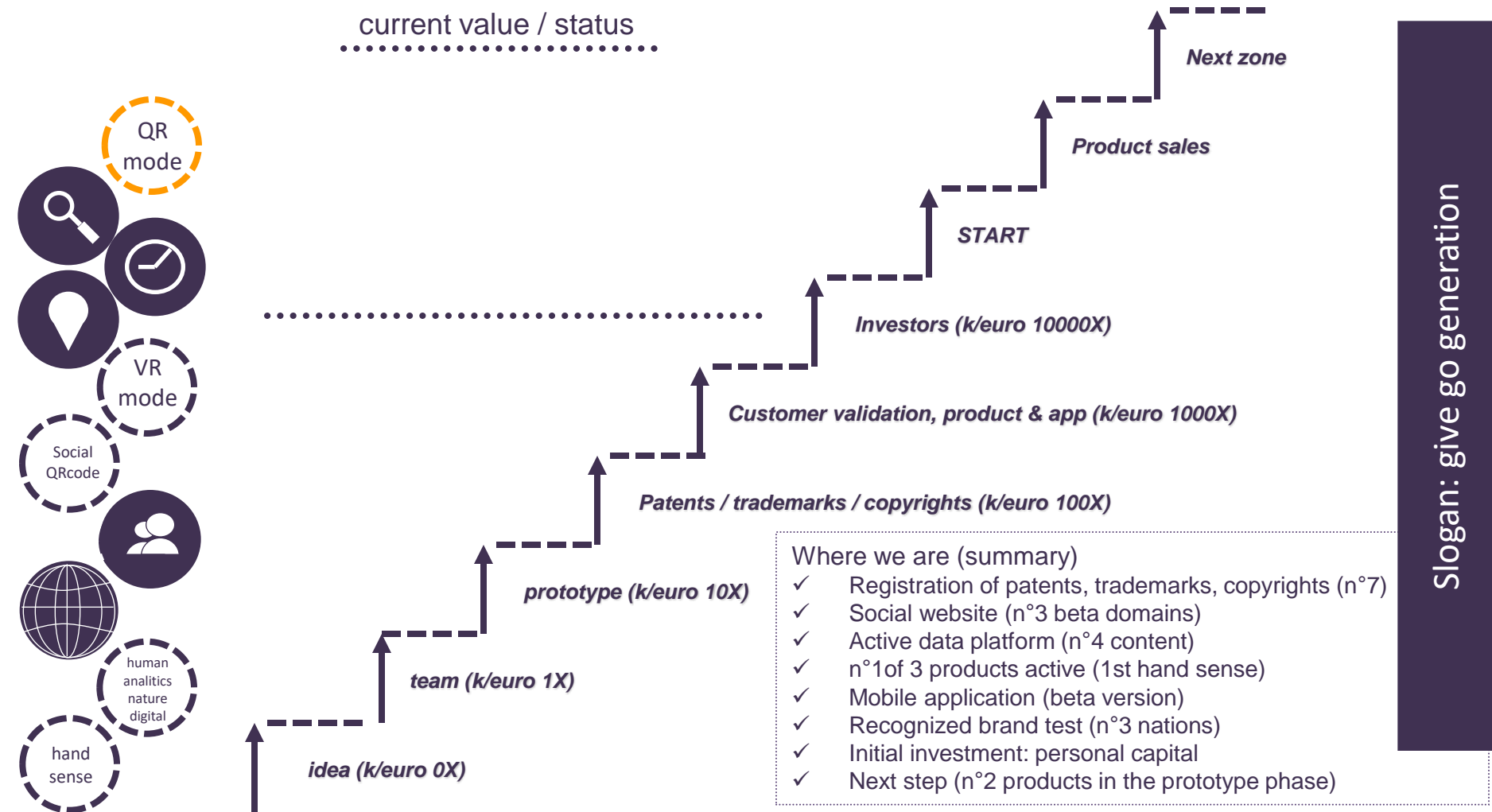
Weaknesses and needs

- contact big brand (fashion and technology sector)
- Start brand strategy business (market lines)
- Acquisition important application to add value and accelerate growth to our project
- Capital
- Management of patents / trademarks / copyrights already active

Slogan: give go generation

..is very important matters strengths / weaknesses and needs

hand – history & next steps



..where we are



hand – detail_Bplan

Conto Economico	Anno 1	Anno 2	Anno 3	Anno 4	Anno 5
Ricavi					
Conversione1 : business internal - utilizzo nostro brevetto , marchio, copyright e pubblicità	€ 1.215.000	€ 1.620.000	€ 2.025.000	€ 2.430.000	€ 3.240.000
Conversione 2: business brand - big brand (store, grandi eventi)	€ 448.000	€ 1.218.000	€ 2.236.000	€ 2.852.000	€ 3.200.000
Conversione 3: business small - dettaglio (commercianti singoli, youtubers etc	€ 152.000	€ 900.000	€ 1.666.000	€ 2.080.000	€ 2.820.000
Totale Ricavi	€ 1.815.000	€ 3.738.000	€ 5.927.000	€ 7.362.000	€ 9.260.000
Provvigioni su vendite	-€ 272.250	-€ 560.700	-€ 889.050	-€ 1.104.300	-€ 1.389.000
Totale Ricavi netti	€ 1.542.750	€ 3.177.300	€ 5.037.950	€ 6.257.700	€ 7.871.000
Costi variabili					
Costi di produzione	€ 234.000	€ 737.000	€ 1.215.000	€ 1.512.000	€ 1.778.000
Costi di trasporto e logistica	€ 108.900	€ 224.280	€ 355.620	€ 441.720	€ 555.600
% incidenza di trasporto e logistica su ricavi	6%	6%	6%	6%	6%
Manutenzioni	€ 0	€ 0	€ 0	€ 0	€ 0
% incidenza manutenzioni su ricavi					
Totale Costi variabili	€ 342.900	€ 961.280	€ 1.570.620	€ 1.953.720	€ 2.333.600
Primo Margine	€ 1.199.850	€ 2.216.020	€ 3.467.330	€ 4.303.980	€ 5.537.400
Primo Margine / ricavi	78%	70%	69%	69%	70%
Personale	€ 62.000	€ 103.000	€ 170.000	€ 211.000	€ 252.000
Costi amministrativi	€ 15.428	€ 31.773	€ 50.380	€ 62.577	€ 78.710
% incidenza costi amministrativi su ricavi	2%	1%	1%	1%	1%
Godimento beni di terzi					
Trasferite e costi commerciali	€ 18.150	€ 37.380	€ 59.270	€ 73.620	€ 92.600
% incidenza trasferite e costi commerciali su ricavi	1%	1%	1%	1%	1%
Oneri diversi di gestione	€ 18.150	€ 37.380	€ 59.270	€ 73.620	€ 92.600
% incidenza oneri diversi su ricavi	1%	1%	1%	1%	1%
Totale Costi fissi	€ 113.728	€ 209.533	€ 338.920	€ 420.817	€ 515.910
EBITDA	€ 1.086.123	€ 2.006.487	€ 3.128.411	€ 3.883.163	€ 5.021.490
Ammortamenti/immateriali	€ 61.800	€ 78.650	€ 93.500	€ 88.150	€ 104.600
Ammortamenti/materiali	€ 3.120	€ 6.240	€ 9.360	€ 12.180	€ 15.600
Ammortamenti	€ 64.920	€ 84.890	€ 102.860	€ 100.330	€ 120.200
EBIT	€ 1.021.203	€ 1.921.597	€ 3.025.551	€ 3.782.833	€ 4.901.290
Proventi finanziari	€ 38	€ 153	€ 350	€ 610	€ 934
Oneri da finanziamento a medio lungo termine	€ 0	€ 0	€ 0	€ 0	€ 0
Oneri finanziari da banche a breve	€ 0	€ 0	€ 0	€ 0	€ 0
Gestione Finanziaria	€ 38	€ 153	€ 350	€ 610	€ 934
Proventi straordinari					
Oneri straordinari	€ 2.000	€ 2.000	€ 2.000	€ 2.000	€ 2.000
Gestione Straordinaria	-€ 2.000	-€ 2.000	-€ 2.000	-€ 2.000	-€ 2.000
EBT	€ 1.019.240	€ 1.919.750	€ 3.023.900	€ 3.781.443	€ 4.900.224
Imposte	€ 322.536	€ 606.891	€ 956.199	€ 1.195.656	€ 1.548.540
Risultato Netto d'Esercizio	€ 696.704	€ 1.312.860	€ 2.067.701	€ 2.585.787	€ 3.351.684

Conto Economico	Anno 1	Anno 2	Anno 3	Anno 4	Anno 5
Primo Margine	€ 1.199.850	€ 2.216.020	€ 3.467.330	€ 4.303.980	€ 5.537.400
EBITDA	€ 1.086.123	€ 2.006.487	€ 3.128.411	€ 3.883.163	€ 5.021.490
EBIT	€ 1.021.203	€ 1.921.597	€ 3.025.551	€ 3.782.833	€ 4.901.290
EBT	€ 1.019.240	€ 1.919.750	€ 3.023.900	€ 3.781.443	€ 4.900.224
Risultato Netto d'Esercizio	€ 696.704	€ 1.312.860	€ 2.067.701	€ 2.585.787	€ 3.351.684



hand – detail capital

rif	golden zone - progetto	detail	actual	new status (at least after the first year)	note
1	not cheap	contact big partner industry hanger traditional	active No. 1 contact (for test use)	partner at least 10 big brand	list already in our possession
2	not cheap	contact fashion brand and stylists with store in the world	no partner	at least No. 10	list already in our possession
3	not cheap	strategy - launch - type of marketing "defined as the first draft to be consolidated"	defined as the first draft to be consolidated	-	
4	not cheap	market	market estimated (broad type)	world market	
5	not cheap	growth process	n° 1 active application n° 1 active web page n° 1 active network n° 1 active brand n° 2 prototypes	consolidated & extension	
6	economic	trademark and patents and copyright	7 assets in	additional 3	
7	economic	team: structure of people and resources to be integrated	team 2 active resources	team No. 5 + structure	
8	economic	website / app - server hosting platform site - purchase of site links	active no. 1	site extension official link acquisition	
9	economic	web / app: extension application - acquisition no. 1 app	nessuno	current extension app. new acquisition	la nuova acquisizione, è anche per accelerare le utenze
10	economic	type of cash flow	personal capital	investors; capital venture	
11	economic	Bplan	active (at least Italy / USA)	to be extended to the world	
12	economic	request round	personal capital	1,8 mln / euro	
13	economic	return investment	forecast return investment at least after 6 year	to be returned at least within the second year	
14	economic	economic value of the total project;	6+ mln / euro	-	
15	BIG DATA	management big data	personal experience	visit big industry area CX and big data (at least No.4 contact)	
16	Organization / incremento conoscenza	management	internal / external / tour payment	-	

Slogan: give go generation



hand – round

id	description	category	status
1	Hand sense	Hand sense	Active
2	VR mode	VR mode	Active
3	Social QRcode	Social QRcode	Active
4	Human analytics nature digital	Human analytics nature digital	Active
5	QR mode	QR mode	Active
6	Hand sense	Hand sense	Active
7	VR mode	VR mode	Active
8	Social QRcode	Social QRcode	Active
9	Human analytics nature digital	Human analytics nature digital	Active
10	QR mode	QR mode	Active
11	Hand sense	Hand sense	Active
12	VR mode	VR mode	Active
13	Social QRcode	Social QRcode	Active
14	Human analytics nature digital	Human analytics nature digital	Active
15	QR mode	QR mode	Active
16	Hand sense	Hand sense	Active
17	VR mode	VR mode	Active
18	Social QRcode	Social QRcode	Active
19	Human analytics nature digital	Human analytics nature digital	Active
20	QR mode	QR mode	Active

Round macro use

Detail round	description	note
350 K/euro	fte 7 - one for network & marketing - one logistics and production - two for research and development - one network - two (after 6 month)	
310 K/euro	– open network store in the world (rotary concept) and marketing	
60 K/euro	- trademark / patents, bureaucracy + 1 product	
40 K/euro	- hosting, platform, app.	
20 K/euro	- purchase official website link	
120 K/euro	- acquisition app and team (user + partner)	
450 K/euro	- cash flow	
120 K/euro	- artisanal production purchase 60k pcs	
60 K/euro	- final tests	
140 K/euro	– structure	
70 K/euro	– engagement customer	
80 K/euro	– market expansion	

...investors, capital venture

hand - view

We bring people directly into the business by generating awareness; hand for hand, customers are accompanied in store. hand sense, in addition to a social network qr code, for the most demanding, even an innovative product that can be purchased (hanger, device wearable technology).

Now, now the change, it's time to scale this business model, in a global way, through customer omnichannel, shop experience zone. The customer Journey now it's direct, real, products in the stores, always connected; to decide autonomously the purchase, the logistics, the payment methods, even without queuing at the checkout, never been so easy to consult your own history experience, find and consult the stores visited physically, the products explored and purchased, share the personal outfit, manage discounts, all in a real way, all included in one application social network qr code.

All you need is a profile, add products, services, events, link, other, print the qr code that is generated, we'll take care of the rest, the salespeople become digital assistant, marketing becomes free, fashion vanity, a style.

- Target & vision: not just a product, even a social network (innovative platform / application); for merchant, for product, for people, for customer, for the store big and small. hand sense, written all in lowercase, a customer experience real, also omnichannel, marketing free for everyone, the big data generated, they talk to us, and add value to people, to the business. Sell-in also sell-out, awareness free mode; really bring in the you store, for you interests, your business in the your zone with contest feel & feeling (Contacts, experience and certain actions), through experience, the perception of each individual, here is the added value. Many big, they define all this impossible to trace, a great challenge, but today we are here, here is hand sense over one device, plus an interactive display, beyond an intelligent camera to be inserted in the stores that observes the emotions, beyond a traditional hanger.
- Scope & engagement: contact real between people and business, in the era of the intelligent artificial, computing is embedded everywhere, in places, in the product, things, our homes and cities. The world is digital, we anticipate the needs and wishes not expressed, service before, during and after the purchase process. Trust and perception are fundamental values in the purchase decision, fidelity today is crucial, engagement, emotion, physical contact, now it is transparent, measurable, usable (hand sense).
- Product - hanger, device wearable technology; concept new, the change after about 150 - years of history compared to traditional hanger, now it is connected, useful, innovative, not just a support tool. Design illustrated in video, is a luxury series in crafted leather, available in customizable shapes, materials and sizes (textiles, silicon, etc), to compete with the very low prices of traditional hangers. A new window towards the world, for the business, for every product, for your person, strong impact on the new hierarchy.
- App - Actual style following & followers (VIRTUAL click for engagement VS e-commerce online), new mode predictive realty style feel & feeling (REAL contact for engagement VS commerce offline). Available beta version, allows each individual user, through the simple logic of feel & feeling, Logic of marketing free, history, engagement, outfit, order, payment, and more in one application, organizational (you are the Leader), strategic (privilege of analytics Intelligence), operational (measure the sell-in & sell-out).



hand

THANKS

Contact

Marco Mambelli

Mail: handquickly@gmail.com

Phone: +393314707428

Slogan: give go generation

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