

APOC

AI-Powered Garment Analysis for Resale Stores

First resale-focused AI pricing automation platform

10-20x faster than manual
processing

NVIDIA Inception

AWS Activate

Pre-Seed Round | \$500K

Manual garment pricing costs \$50K+ per year in wasted labor

CURRENT PROCESS PER ITEM

Pick up and examine tag 30 sec

Google the brand 1-2 min

Search eBay for comps 2-3 min

Decide on price and print tag 1-2 min

Total per item

5-10 min

THE REAL COST

6-12

items/hour throughput

40%+

staff turnover rate

Training takes months. High turnover means constantly losing expertise.

APOC pays for itself in 6 days - the rest is pure profit

TYPICAL STORE ECONOMICS

Items processed per week

1,000

Time saved per item

5 minutes

Hours saved per week

83 hours

Labor cost at \$20/hour

\$1,660/week

ANNUAL ROI PER STORE

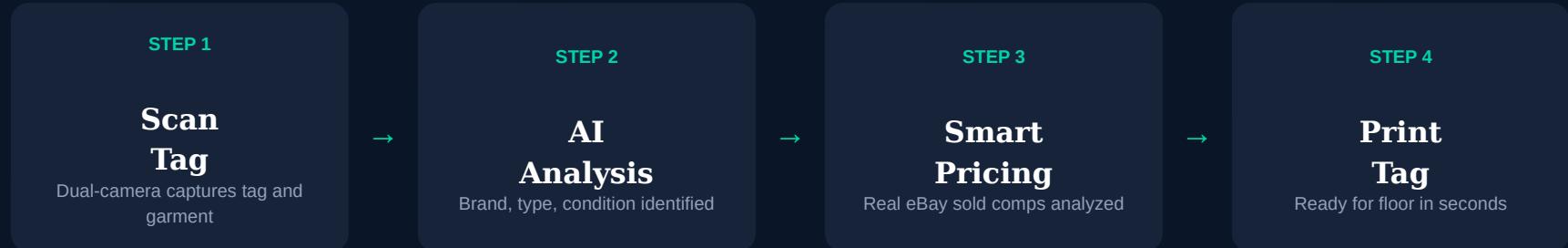
Annual Labor Savings

\$86,320

APOC Cost	\$500/mo + \$2K setup
Annual Cost	\$8,000
Net Annual Benefit	
\$78,320	

10x ROI - Mandatory purchase economics

APOC automates the entire workflow in under 30 seconds



BEFORE

5-10 min

per item, manual process

AFTER

30 sec

per item, automated

RESULT

10-20x

faster throughput

Hybrid Governance Architecture solves AI reliability problem

HOW IT WORKS

1 Classical Computer Vision

Geometry-based analysis measures aspect ratios, validates garment type.
Cannot be fooled by lighting.

2 Generative AI Analysis

LLM identifies brand, style, era. Cross-references 10K+ brand database with OCR text extraction.

! Supreme Court Override

CV vetoes AI hallucinations. If LLM says "blouse" but geometry says "shorts" - geometry wins.

WHY COMPETITORS FAIL

Generic AI Hallucinates

White shorts on white paper = "shirt"

Mobile Apps Fail

Uncontrolled lighting = 40% error rate

OUR ADVANTAGE

Proprietary Imaging Standard

Controlled lighting + camera angles eliminate 90% of AI hallucinations

Data Flywheel Moat

Every scan builds proprietary dataset software-only competitors cannot replicate

\$300M vertical SaaS opportunity in resale automation

SAAS TAM CALCULATION

US Resale Stores

25,000+

Avg SaaS Budget/Store

\$12K/yr

Vertical SaaS TAM

\$300M

SOM Year 3 (100 stores)

\$1.2M

UNDERLYING MARKET

\$53B

US Resale Market 2024
Growing 15% YoY

TARGET SEGMENTS

25K

Consignment

3.3K

Goodwill

Why Now

Vision AI production-ready. First-mover captures data moat.

Expansion → \$100B+ category

AI Operating System for Physical Goods

THE BIG PICTURE

Physical goods digitization is the bottleneck of the circular economy. APOC becomes the automation layer converting physical goods into digital inventory.

PLATFORM EVOLUTION

Phase 1: Resale Stores

\$300M SaaS TAM - Prove product-market fit

Phase 2: Recommerce Infrastructure

Warehouses, liquidation, returns processing

Phase 3: Circular Supply Chains

Global inventory digitization platform

EXPANSION MARKETS

\$40B

Returns Processing

\$25B

Liquidation

\$15B

Recommerce Ops

\$20B+

Global Circular

Path to

\$100B+

Physical Inventory Automation Category

Revenue Expansion

Fintech (inventory lending) + Marketplace fees = billion-dollar upside

Software-first model with hardware as acquisition tool

STARTER

\$199

/month

500 scans/month

Brand ID + pricing

+\$499 hardware

Small boutiques

PROFESSIONAL

\$499

/month

2,000 scans/month

Vintage detection

Hardware included

Mid-size consignment

ENTERPRISE

\$1,299

/month

Unlimited scans

Multi-station + API

Dedicated success

Large chains

HARDWARE STRATEGY

Sold at Cost

Hardware is customer acquisition, not profit center

Subscription Dominant

95% of revenue from software

BYOD Future

Mobile app option in roadmap

UNIT ECONOMICS

Software GM

85%

Blended GM

75%

Validated technology with pilot commitments in pipeline

TECHNICAL MILESTONES

95%

Brand Detection

10K+

Brands in DB

2,500+

Garments in Beta

30 sec

Avg Process Time

STRATEGIC VALIDATION



Inception Program



\$10K Activate Credits

PILOT PIPELINE

3

LOIs Signed

Colorado consignment stores committed to pilot program

- Production-ready MVP complete
- Hardware + software integrated
- Accuracy verified in live testing
- Pre-revenue, deploying Q2 2026

Next Milestone

First paying customer Q2 2026 with \$500K deployment capital

First resale-focused platform with end-to-end automation

	Resale Focus	Vision AI	Pricing	Workflow
APOC	✓	✓	✓	✓
Pixyle.ai	✗	✓	✗	✗
ThredUp Internal	✓	✓	✓	Proprietary
Generic Vision APIs	✗	✓	✗	✗

Why Incumbents Fail

Not resale-specific. No pricing integration. No operational workflow. ThredUp keeps their tech proprietary.

Our Moat

Proprietary imaging standard + data flywheel. Every scan builds dataset competitors cannot replicate.

Switching Cost

Hardware + workflow integration + custom pricing rules = high retention.

Land-and-expand starting with Colorado consignment stores

PHASE 1: Q2 2026

Colorado Pilots

3-5 pilot stores

Local presence enables hands-on support and rapid iteration.

PHASE 2: H2 2026

Regional Scale

12-15 paying stores

Mountain West expansion with case studies and referrals.

PHASE 3: 2027+

National Scale

100 stores, \$1.2M ARR

Channel partnerships and regional chain approach.

SALES MOTION

Direct Outreach

Founder-led sales

Free 2-Week Trial

Prove ROI on-site

NARTS Conference

Industry demo booth

Referral Program

1 month free per referral

Path to \$1.2M ARR with strong SaaS fundamentals

YEAR 1
\$150K
12-15 stores

YEAR 2
\$450K
35-40 stores

YEAR 3
\$1.2M
100 stores

SAAS METRICS

\$3K
CAC

3 mo
Payback

30d
Sales Cycle

5%
Churn

MILESTONES

Q2 2026: First paying customers

Q4 2026: \$150K ARR

2027: First hire, 35+ stores

2028: Profitability

UNIT ECONOMICS

Avg Contract	\$12K/yr
LTV	\$36K
LTV:CAC	12:1

Platform + consumer mobile → Path to \$100M+ ARR

Founder-led insight, assembling world-class team post-seed

Robert Jackson

Founder and CEO

10+ years vintage clothing. Founded Ghosts of New York (2017-2023). Deep expertise in brand authentication and pricing dynamics. Built APOC from domain pain points.

HIRING ROADMAP

Post-Seed

CV/ML engineer to own Hybrid Governance Architecture development

Technical Co-founder

Year 1

Year 2

Year 3

Customer Success Lead

Sales + Support (2)

Team of 5-6

ADVISORY NETWORK

Industry Advisor

20+ year consignment veteran, former NARTS board

Technical Advisor

Computer vision PhD, former Google Research

Business Advisor

3x SaaS founder, \$50M+ exits

Why Solo Founder Now

Domain expertise drove technical insight. Seeking co-founder with CV/ML depth to scale architecture.

Raising \$500K to deploy pilots and capture first-mover advantage

PRE-SEED ROUND

\$500K

SAFE or Convertible Note

USE OF FUNDS

Hardware	<div style="width: 25%; background-color: #00AEEF;"></div>	\$175K
Software/AI	<div style="width: 30%; background-color: #3A506B;"></div>	\$150K
Sales/Mktg	<div style="width: 20%; background-color: #E64A19;"></div>	\$100K
Operations	<div style="width: 15%; background-color: #6B788D;"></div>	\$75K

18-MONTH MILESTONES

1 12-15 Paying Stores

Validated product-market fit

2 \$150K ARR

Revenue traction for Series A

3 Technical Co-founder Hired

Scale architecture with CV/ML expertise

Why Now

Vision AI production-ready. First-mover captures data moat. Every scan builds proprietary dataset.

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APOC

First resale-focused AI pricing automation platform

10-20x

Faster

\$500K

Raising

\$1.2M

Y3 ARR

Robert Jackson

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