

Wearly

Sustainable and technological solutions in fashion.

The big problem

There is a big problem that people don't know how to manage their wardrobe. This problem causes great climate damage and is caused by little to none innovation in the fashion industry. As fashion lovers and tech geeks, we needed to do something.



Opportunity

We saw advancements in a virtual world in almost every industry, but **fashion is always miles away** from the fourth industrial revolution. Our **competitors** are **missing** out on **technologies** such as big data, artificial intelligence, and machine learning which will help shoppers and fashion lovers augment their experience. In other words, **Wearly is not only a fashion company but a high tech company as well.**



Wearly Mission & Vision

Wearly is here to **move the fashion industry forward** by providing **high tech and sustainable solutions** for everyone everywhere.

We aim to create a **species of well-dressed people**, no matter their style.



The App

We developed an app that uses big data, ML, and algorithms to help users make the most out of their wardrobe. Our app assists users get randomly generated outfits, check what clothes match, and have their wardrobe always in the palm of their hands.



Outfit Generator

Randomly generated outfits at the palm of your hands.



Monetization/Marketplace

Although we have many plans for monetization, our main monetization platform will be our marketplace, which will allow users to exchange clothes in a sustainable fashion with the help of machine learning and big data. From every transaction, we will get a cut-out of 3.5% to 7%. Wearly marketplace will have a key differentiation from competitors, having the lowest transaction commission.

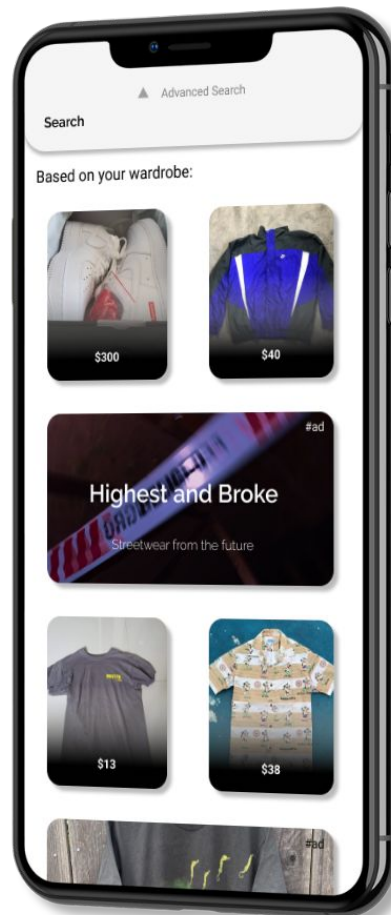
In our marketplace users will have the possibility of increasing their items exposure by paying an extra commission.



Marketplace

From the marketplace to your virtual wardrobe.

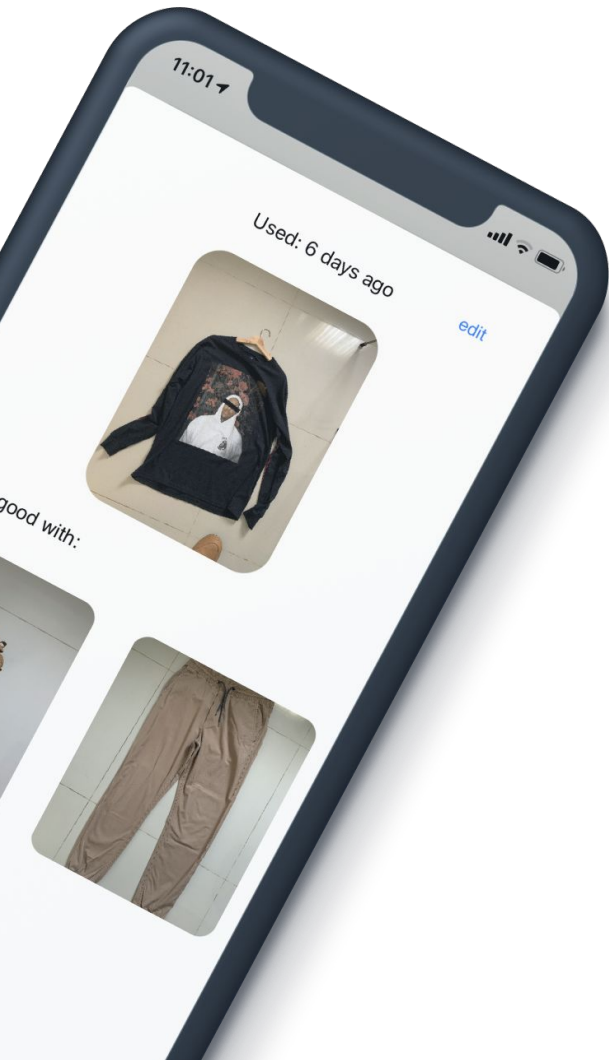
Shop your style with high tech.



Where are we now?

We have released Wearly in Argentina and have received **positive reactions**. With more than **200 users**. In the following months, we will start development in the collaboration marketing campaign to **gain more users** (this campaign is described in [slide 14](#)). Aside from user acquisition, we are working on making the uploading process much more user-friendly with feedback provide by Argentinean users. Our goal is to be ready for the **USA/EU market by 2021** with your help.





Check last time used

Become aware of what you use.

Marketing Plan

Segmentation

As Gen Z ourselves, we have a clear understanding of what this generation **needs** and **wants**. This poses a great **competitive advantage** since most competitors can't figure out Gen Z marketing.

Our targeted consumers are Gen Z and Millennials with and without fashion knowledge wanting to make their fashion/shopping experience more sustainable and with next-level innovation.

These two generations have a **high demand** for technological advancements and **sustainable solutions** in the fashion industry.



Channels of Distribution

As channels of distribution Wearly will mark a great **presence** in **social media** to create a **friendly culture** and **community**. We will mainly utilize **TikTok** since our targeted customers use this platform for more than 3 hours a day, but also presence will be shown on **Instagram** to acquire millennial customers as well.



Marketing Campaign

For our marketing strategy, we will **collaborate** with **influencers**, **artists**, and **clothing brands**, featuring their wardrobe in the Wearly app. In the featured page, users will be able to see what's on that week's person's wardrobe.

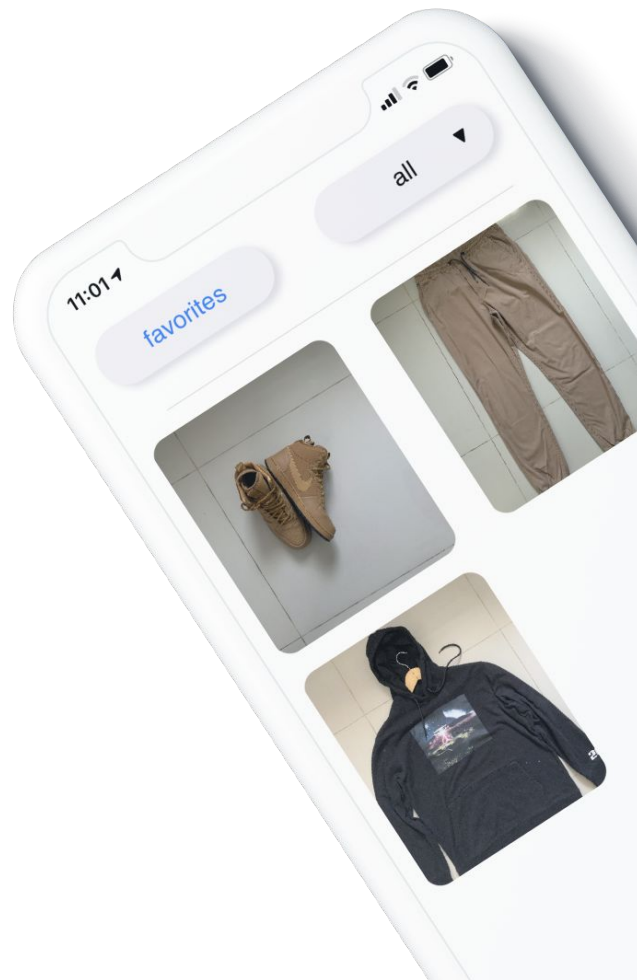
As our main channels of distribution will be **social networks** we will use **influencers** who believe in our product to promote our content.

Also, we want to start the **#wearlychallenge** on **TikTok** since this platform is easy to make a trend **viral**, and we have adequate knowledge to do so.



Virtual Wardrobe

Your clothes in one place.
Your wardrobe everywhere and anywhere.



The Team

The founders, Tomas Gesino and Matias Armentano were born in 2001 in Argentina and have been **friends** since they were 4 years old, since then they created much business together such as **media creators** at the age of 14, **game developers** at 16, and now creating the **biggest revolution** the **fashion industry** has ever seen.



Tomas Gesino

Business Strategist
Developer
Co-Founder



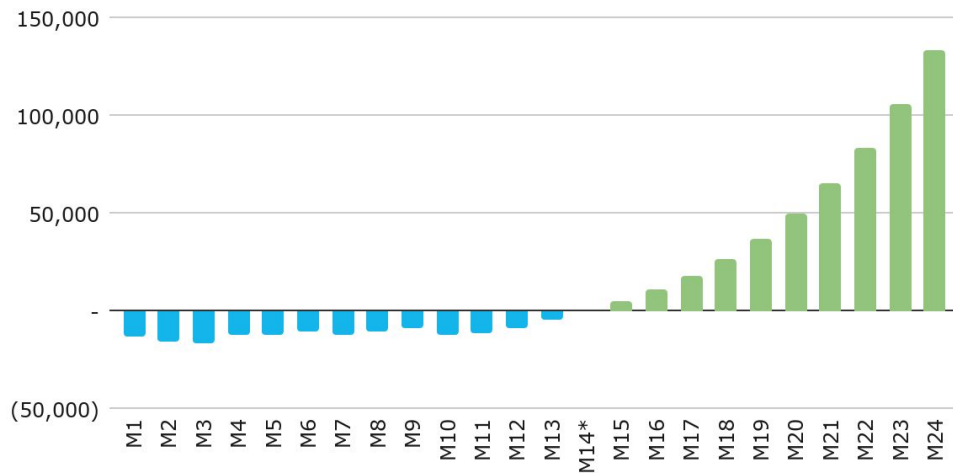
Matias Armentano

Marketing Strategist
Designer
Co-Founder



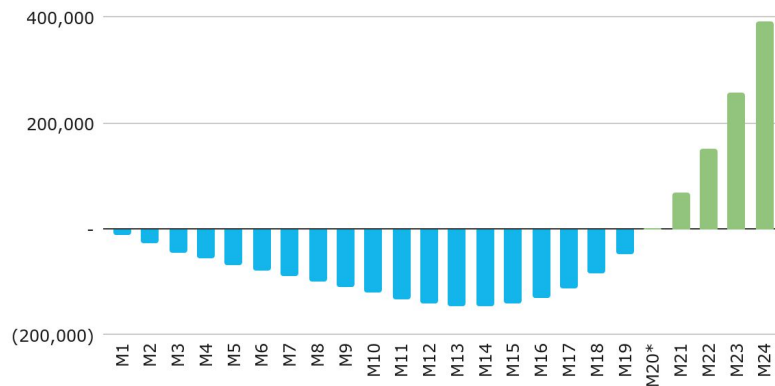
Financials

P&L



*m14: **break-even**

Cash Flow



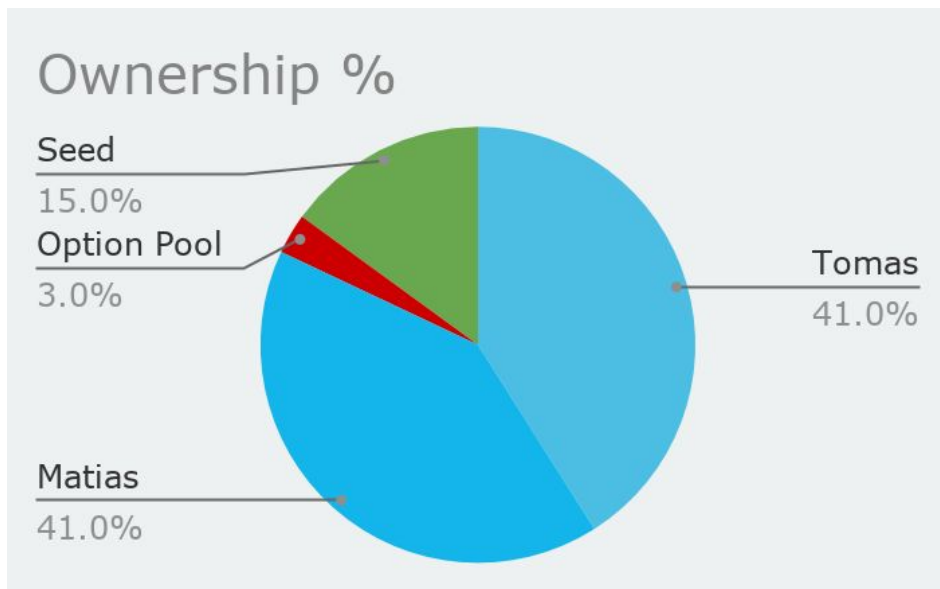
*m20: **break-even**

To view full spreadsheet: [24 month projections](#)



Seed Round

At the moment we are looking for an investment size of around **~250k USD** for **15%** of our equity. This will cover costs for two years in which we will run exhaustive marketing campaigns, so that we can reach profitability by month 14 and break-even our cash flow by month 20.



wearlyapp.com

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