

Wearly

Changing the fashion industry

Opportunity



We saw advancements in a virtual world in almost every industry, but **fashion is always miles away** from this fourth industrial revolution. Our **competitors** are **missing** on **technologies** such as big data, artificial intelligence, and machine learning which could 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 solutions** for everyone everywhere.

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

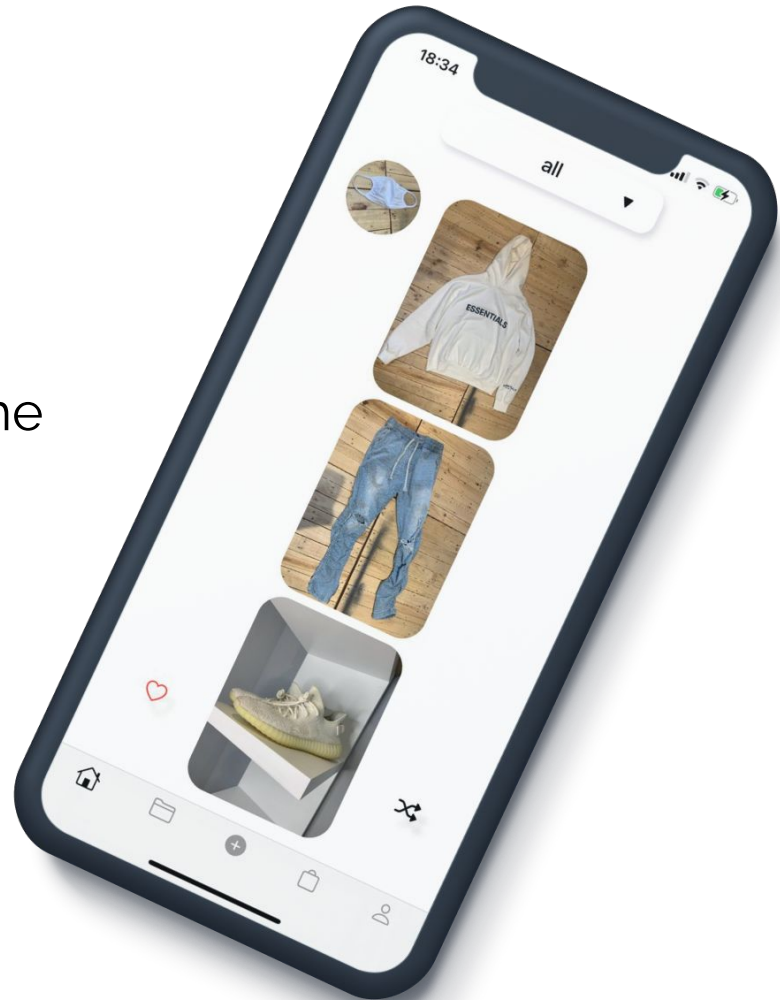
The App



At the moment we have an up and running app in which the user uploads its clothes and **creates a virtual wardrobe**, which is then used to **create random outfits** with our algorithms and machine learning and **check what garments match** so that the user can create his outfit. But this is **only the start**.

Outfit Generator

Randomly generated outfits at the palm of your hands.



Monetization/Marketplace



Our main platform of monetization will be **Wearly Marketplace**. In our marketplace, users will be able to **sell clothes** which they no longer use, which we will help distinguish with our algorithms, and also **buy clothes to replace those sold**, with the help of our algorithms which, know the user's style with the **help of Big Data, AI, and ML**.

Data Equity



Give specific notifications on when to sell clothes based on usage patterns to reduce contamination.

Show relevant items in the marketplace based on tastes and style

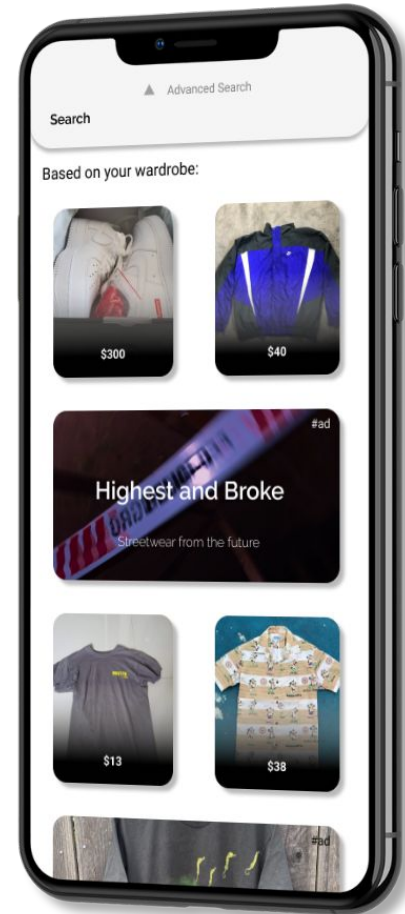
Show what clothes in their wardrobe match the item they will purchase, and many more functions.

This information will also be incredibly favorable to Wearly since it will generate more revenue and more traction.

Marketplace

From the marketplace to your virtual wardrobe.

Shop your style with high tech.



12 month plan



Month 1-2

Futured
Influencer
Collaboration

Month 3

Marketplace
Release

Month 6

Gain Cultural Trust.

Position as Best Fashion
Platform

Month 8-9

EU Marketing Campaign

Month 12

Pre EU Release

2021

Month 2

Big Influencer
Collaboration

Month 5

Machine Learning
and Artificial
Intelligence
Update

Month 7

Social Platform Release

Month 10

Prepare EU release

Where are we now?



We have released Wearly in Argentina and have received **positive reactions**. With almost **200 active users** without an exhaustive marketing campaign. In the following months, we want to 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 market by 2021** with your help.

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 our Gen Z marketing.

Our desired consumers are **Gen Z** and **Millenials** with and without fashion knowledge.

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**. Mainly we will utilize **TikTok** since our targeted customers use this platform for more than 3 hours a day, but also presence will be shown on **Instagram**.

Marketing Campaign



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

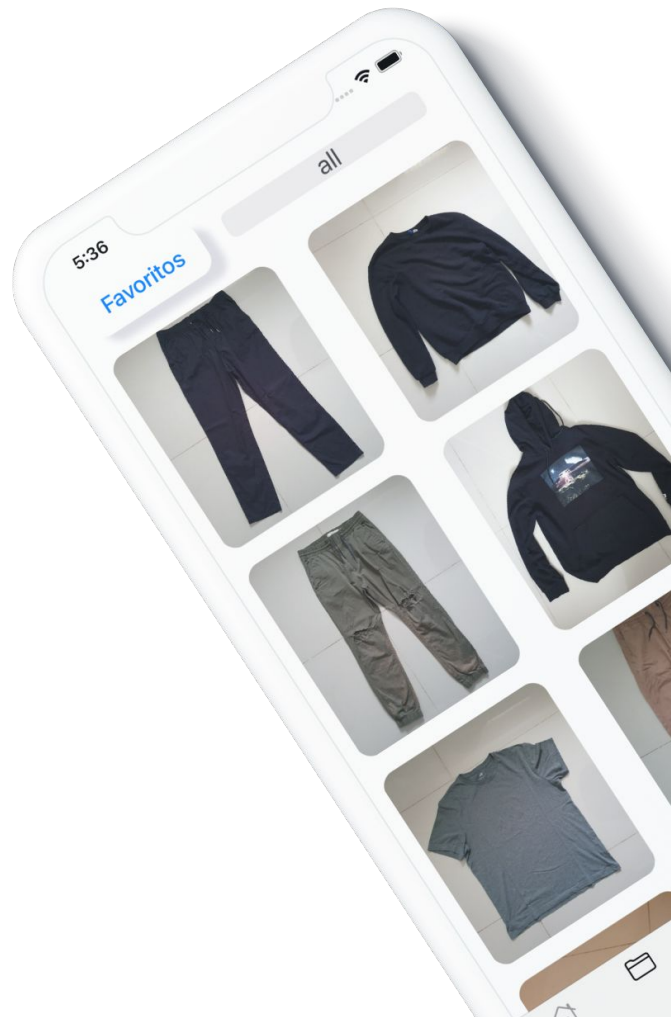
As our main channels of distribution will be **social networks** we will use **influencers** who believe in our product to promote our content.

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

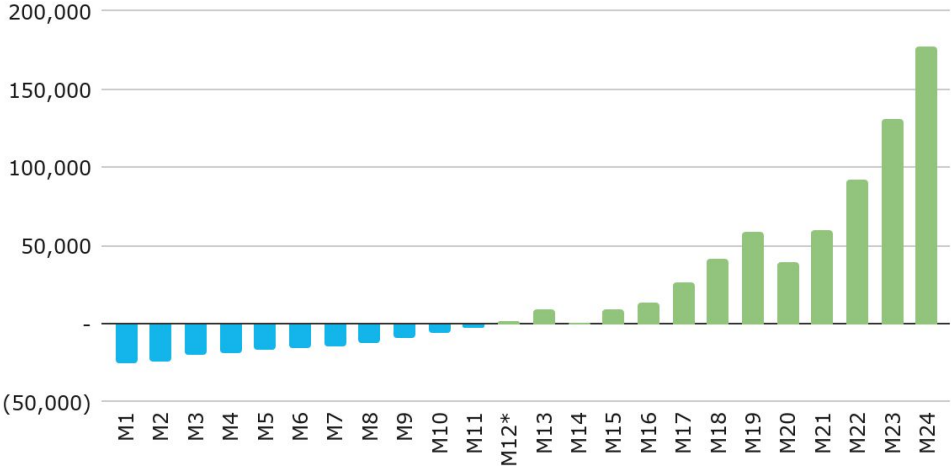
Marketing Strategist
Designer
Co-Founder

Financials



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

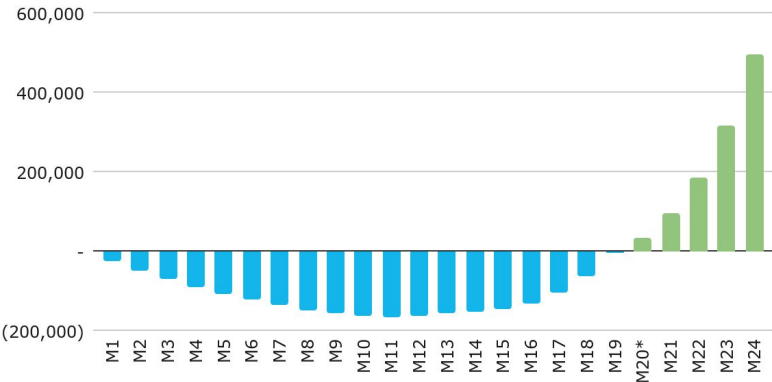
P&L



*m12: **break-even**

Cash Flow

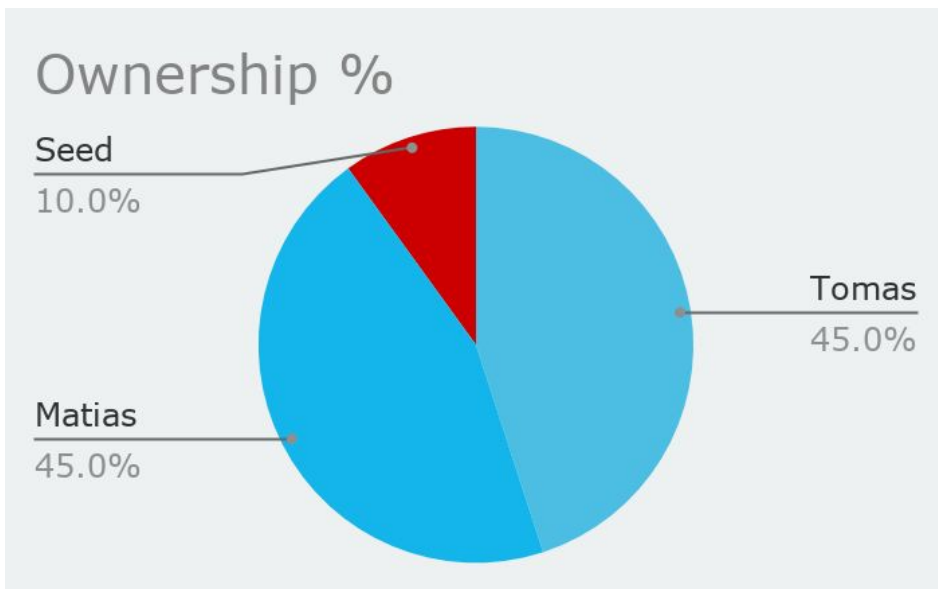
*m20: **break-even**



Seed Round



At the moment we are looking for an investment size of around **~250k USD** for **10%** 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 19.



wearlyapp.com

Contact: gesino.tomas@gmail.com & armentanomatias@gmail.com