



Building Africa's eCommerce customwear future

Problem

Custom clothing accounts for **up to 60% of people's wardrobes** in emerging markets, yet the market remains underserved



Tailors & Designers

Face **production** and **working capital** issues which impact **order quality** and **timely delivery**



Customers

Have trouble getting **quality clothing** on **time** from reliable tailors

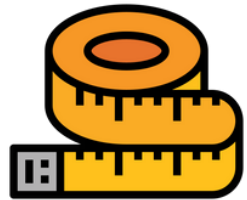


Fabric Sellers

Find it challenging to **grow sales** and **match inventory to trends** in a fiercely competitive market

User experience across all stakeholders is manual, error-prone, and time-consuming

Solution



Autosize: We save tailors and customers time and money by eliminating the need to take measurements. In four easy steps, users **auto-generate accurate** measurements**



Uber for Fashion: Users can order styles from **tested tailors** (Vetted network) and Fitted helps manage end-to-end clothing production via its platform



Order Management: Our app lets tailors and fabric sellers manage orders from conception to delivery, reducing costs from wasted manpower



Payments - Our embedded e-wallet allows tailors to accept global payments instantly at the point of order, ensuring they get **paid on time everytime**.

*** delivers 93% + accuracy for male predicted measurements: currently calibrated to African consumers*

Market size*

Global fashion market is worth **\$3tn/yr**; and the online fashion eCommerce generates **\$752bn/yr**



From Over 1.2 bn orders

**Emerging market
customwear**



From 300 mn orders

**Africa (incl.
diaspora)**



From 19 mn orders

**Lagos +
events**



From 3 mn orders

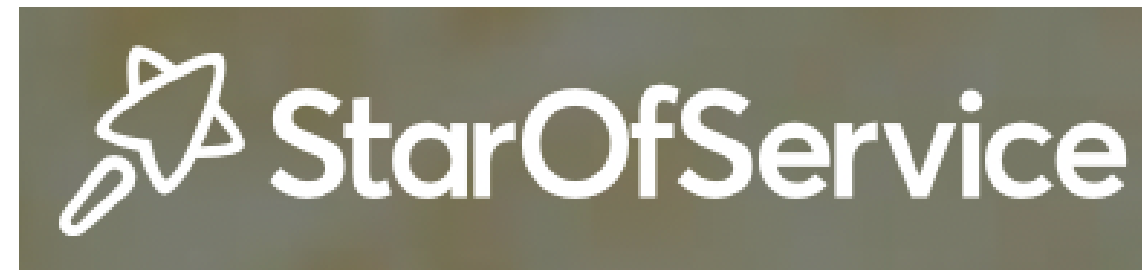
**Projected
Fitted Platform
Revenue**

Charging 12.5% commission = **\$30m in Net revenue** within 3 years. This is the same annual revenue as the most valuable African fintech *Sources: <https://bit.ly/3NSFfTk>

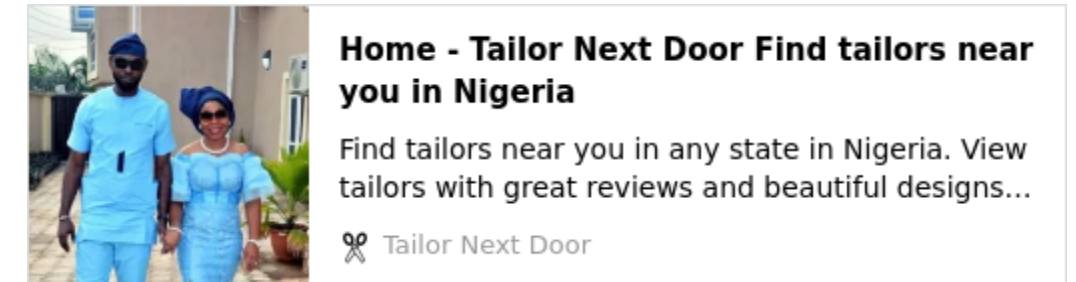
Competition



Tailorgang.io



Starofservice.com



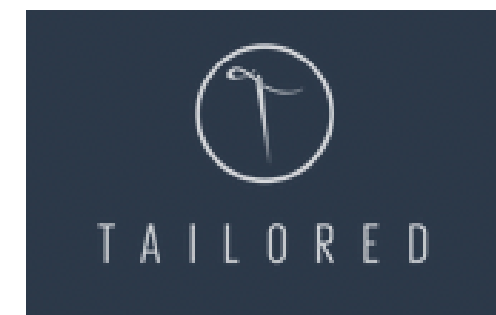
Tailornextdoor.com

VisCorner

Viscorner.com

lane7

lane7.ng



gtailored.com



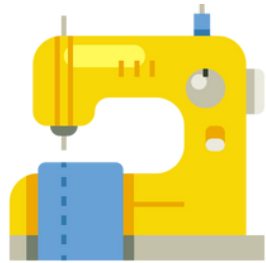
kwicktaylor

Fitted is the only player that provides automated measurements and serves the entire value chain - a key distinguisher essential for reducing costs and increasing service quality

Product

Our products are intuitive and take into consideration the unique context of each user

Tailors



Tailors App

Store style details and measurements. Take measurements 100% remotely. Accept payments into eWallet

Platform(s): USSD, RoboCall, Web, Mobile

Customers



Groups App (event fashion)
Autogenerate measurements and manage individuals & groups orders

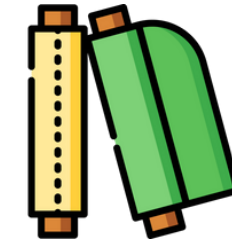
Platform(s): Web



Fitted Brand Store
Buy Fitted branded clothes

Platform(s): Web

Fabric Sellers

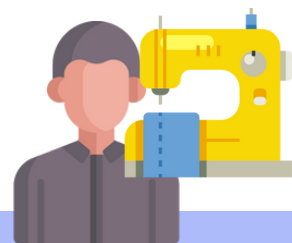


Fabric Sellers App
Manage inventory, Instant acceptance and tracking of orders. Accept payments into eWallet

Platform(s): USSD, RoboCall

Use Cases

Tailor



Pain Point

Janet is struggling to **manage measurements & orders, grow sales** and **get overdue payments**

Tailor's App:

Uses app to manage measurements & orders. To **grow sales**, she applies to become a vetted tailor. She passes, and now gets paid in **her wallet to sew for Fitted brand**. She now has zero costs of running around when she sews outfits

Fitted Solution

Impact

Triplies margin to 81%

Customer



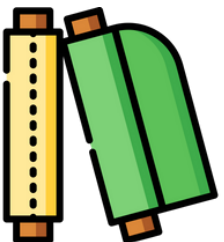
Emmanuel can't find a reliable tailor for himself or groomsmen and is stressed by **co-ordinating their measurements and orders**

Groups App:

Uses Groups to **generate** their **measurements**. He is so impressed that he decides to use it to **order suits on Fitted** and thus gets connected to **reliable vetted tailors**)

Outfits **fit perfectly** and **arrive on time**

Fabric seller



Kelvin is facing **inconsistent inventory** and **can't optimize fabric to stock** due to lack of data

Fabric Sellers App:

Uses app to manage inventory, accept orders, and create a record of business activities allowing better insights into demand and cyclicity

Makes new sales as network grows with data on **best items to stock**

Business model

Fashion



Clothing sales

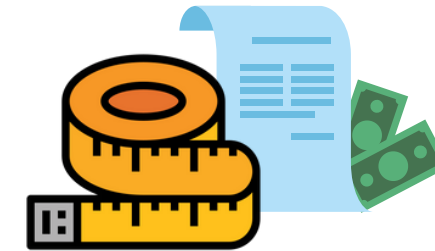
+27% - 35% gross
margin



Event orders

+47% - 120% gross
margin

Technology



Measurement service fees

\$2.5 - \$4 per
measurement



Subscription fees for premium service

\$15 - \$25 / tailor /
month

Don't take our word for it...

In a survey of ~**350 tailors**, **100%** confirmed that auto-generated measurements would be a game changer for their businesses

"Fitted made **taking measurements** for my **17 groomsmen in different countries** completely **hassle free**"

Groups Customer
David Longdon



"If you're a tailor and you're having trouble with **money, customers or fabric stress**, you better join Fitted. It took away all my stress "

Vetted Tailor
Sikiru Abaja

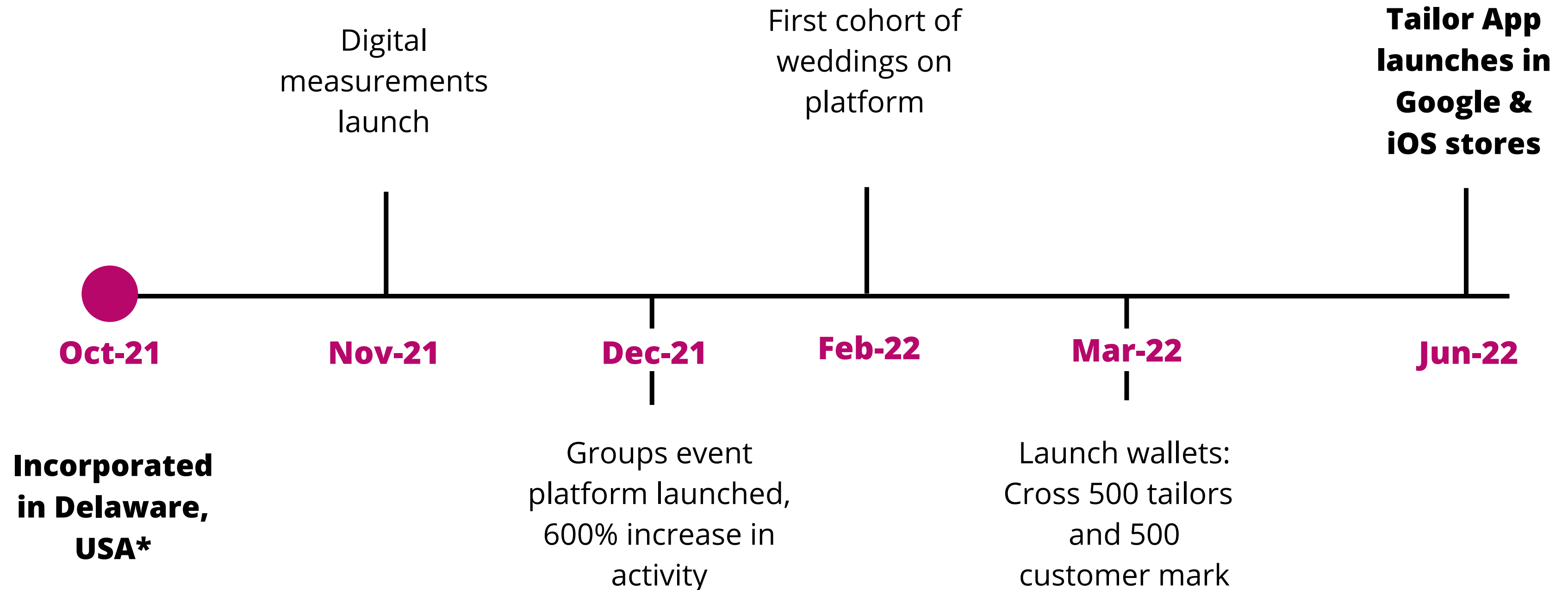


"Every call I get from Fitted is **new orders** - I love the platform! Great easy way to **make money** and **track** "

Fabric seller
Victor Nwokekwu



Traction



*Pre-seed raised from Future Africa & angels

Team



Ibi Cookey

Founder + CEO

2nd time-founder

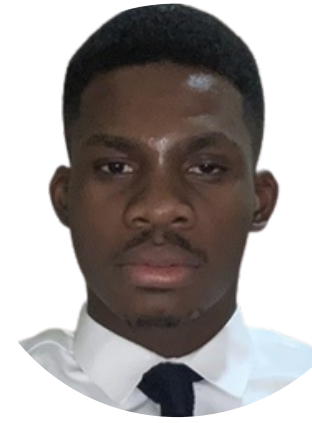
Ex VC & PE:

Group PM for \$1b/yr
Pan-Africa payment
startup



Thecla Ezenwa

Project Management &
Quality Assurance



Stephen Okunade

Engineering



Kelvin Umudje

Fashion Operations



Abiola Ogunjobi

Digital Design

Investors & Advisors



Future Africa
Investor



Tim Devlin
Body data advisory



Emeka Ogbechie
Investor (Former
CFO, Equity Bank)



Tokyo James
Adviser, Tailoring
& Brand

Ask

