METADROBE

Discovering your style with 3D

WAYNE WU

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Every Year, Consumers Make $48B Worth of Poor Online Apparel Purchases

Lack of Visualization

Lack of Personalization

* Estimated based on studies from Trunk Club/OnePoll and Coresight Research

Better Purchase Starts from Better Discovery

Saint Laurent, Spring Summer 2023

Metadrobe Empowers Consumers to Discover Their Style through Highly Personalized and Aesthetic 3D Virtual Try-On

* Proof of concept made with Unreal Engine 5
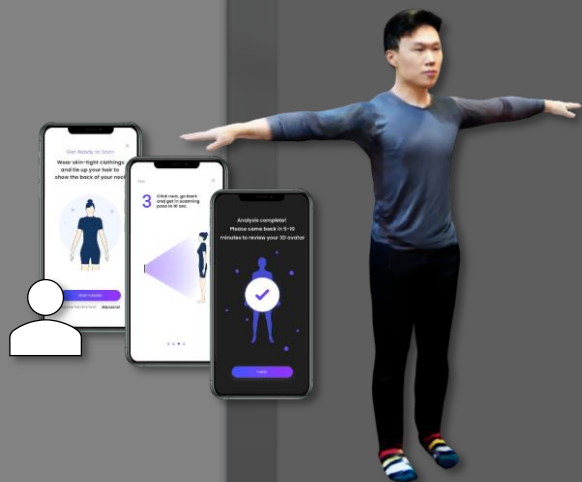
WE DELIVER AESTHETIC CONSUMER EXPERIENCE THROUGH THE CLOUD

FIDELITY

CONTEXT

MOTION

Interactable (lower quality)
For instant try-on within the Metadrobe app

Pre-rendered (higher quality)
For style recommendation, marketing, and sharing

* Proof of concept only

AND CREATE A PERSONALIZED JOURNEY USING CONSUMER ANALYTICS

YOUR FIT

Sizes from Measurements

YOUR PREFERENCE

Interests, Search History, Likes

YOUR WARDROBE

Saved Items, Previous Purchases

YOUR LOOK

ML Style Recommendation

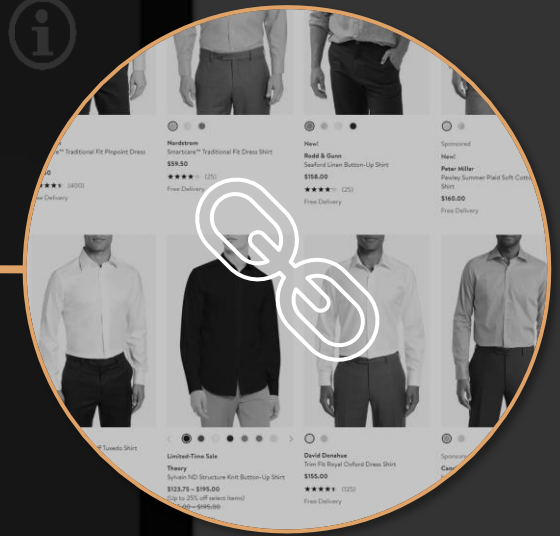AND CREATE A **PERSONALIZED** JOURNEY USING CONSUMER ANALYTICS

YOUR FIT

YOUR PREFERENCE

YOUR WARDROBE

YOUR LOOK

BETTER DISCOVERY

BETTER PURCHASE

through the brands' websites

METADROBE MAKES DISCOVERY PERSONAL AND AESTHETIC

How good do users look? (vertical axis)

How well do styles fit? (horizontal axis)

Fashion Media
VOGUE
ELLE GQ

METADROBE ☺

BODS
Style3D   Snap AR

Existing Virtual Try-On
ZEEKIT   3DLOOK
style me

Online Personal Styling Service
DAILYLOOK BY ADORE ME
WANTABLE
STITCH FIX
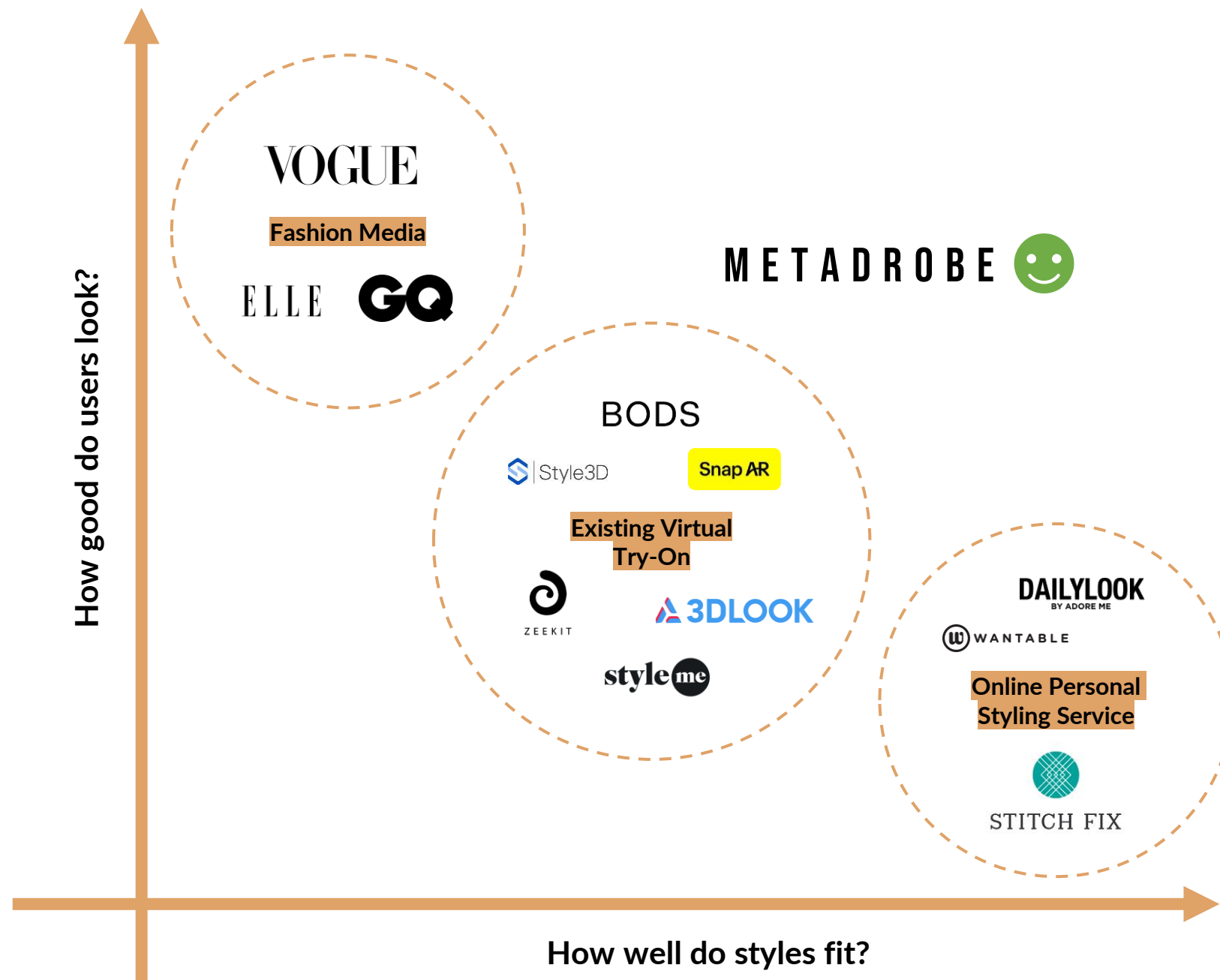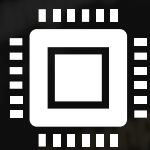
PROCEDURAL
Fully automated pipeline from scanning, try-on, to final pixel with minimal manual intervention.

INTEROPERABLE
Designed to work seamlessly with existing workflows and file formats from fashion designers.

SCALABLE
Enabled by cloud technology for maximum rendering and computing capacity.

STORYTELLING
Uniquely crafted virtual experiences that stay true to brands' stories and values.

LOOK DEVELOPMENT
High quality 3D models and textures to bring the users, the garments, and the environments to life.

VISUAL EFFECTS
An all-rounded enhanced journey with authentic visual touches and playful effects.

We Build a Cost-Effective 3D Pipeline so that We Can Focus on Delivering Aesthetics at Scale

Metadrobe Aims to Transform the Shopping Experience Starting from Fashion-Conscious Young Adults

FASHION SPENDER

Age 22-32

Spends more than $200/mo.

INDIVIDUALITY

Personality in Style

Aims for Authenticity

DISCOVER SOCIALLY

Instagram and Pinterest Users

Influenced by Social Media & Friends

DIGITAL NATIVE

Online Shoppers

AR/VR Adopters

37% of brands are using 3D design programs to develop their products.

+9%
CAGR (2022-2027)

Fashion brands embrace 3D design

Shutdowns are forcing fashion brands to consider how much of their workflow could become digital, bringing 3D design to the forefront.

BY MAGHAN MCDOWELL
April 28, 2020

TECHNOLOGY
The New Technologies Fashion Schools Are Teaching Students
Students are training in 3D design and data analytics as the fashion industry undergoes a digital transformation and readies itself for an increasingly virtual future.

HOME › TOPICS › TECHNOLOGY
Consumer Demand for Sustainable Fashion Nudges Brands Toward 3D Design

BY KATE NISHIMURA   NOVEMBER 27, 2019 5:55AM

TECHNOLOGY
Inside Adidas' Billion-Dollar Digital Transformation
The German sneaker giant is investing for a new era of tech-enabled retail in a bid to close the gap with Nike.

TECHNOLOGY
Tommy Hilfiger goes all in on digital design

HUGO BOSS DIGITALIZES COLLECTION DEVELOPMENT AND DISTRIBUTION

PRESS RELEASES | CORPORATE
METZINGEN, OCTOBER 13, 2020

Metadrobe Works with 3D-Enabled Apparel Brands as 3D Adoption Continues to Accelerate

* Source: The State of Fashion 2023 – McKinsey & BoF

Metadrobe Translates Brands' 3D Digital Assets into **Million Dollar Business Potentials**

MORE EFFECTIVE MARKETING

+50%
Click-Through Rate

2X
Conversion Rate

Through our aesthetic and targeted virtual try-on

MORE EFFICIENT OPERATION

-20%
Return Rate

-8%
Inventory Error

Through consumer insights from our personalized journey

* Estimated based on marketed KPIs from similar virtual try-on solutions.

SUBSCRIPTION MODEL

Basic Version

Free

VIP Version

$4.99/mo.

- Prioritized cloud rendering
- Higher render resolution (i.e. Full HD)
- More credits for custom renders
- Exclusive try-on poses and environments

OUR REVENUE IS FROM USER SUBSCRIPTION AND AFFILIATE COMMISSION

AFFILIATE PROGRAM

Commission

10-20%

of final sales price

INCREASING USER BASE IS OUR NO.1 PRIORITY

Initial Market Entry

1. Brand Collaborations
Selected Brands ➔ Pilot Program ➔ Initial Users

2. Viral Marketing
Influencers (KOLs) ➔ Instagram/TikTok ➔ More Users

Gain Market Tractions
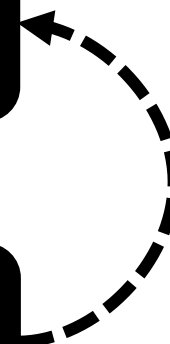
3. Direct Sales
Salespeople ➔ Fashion Retailers ➔ More Digital Apparels
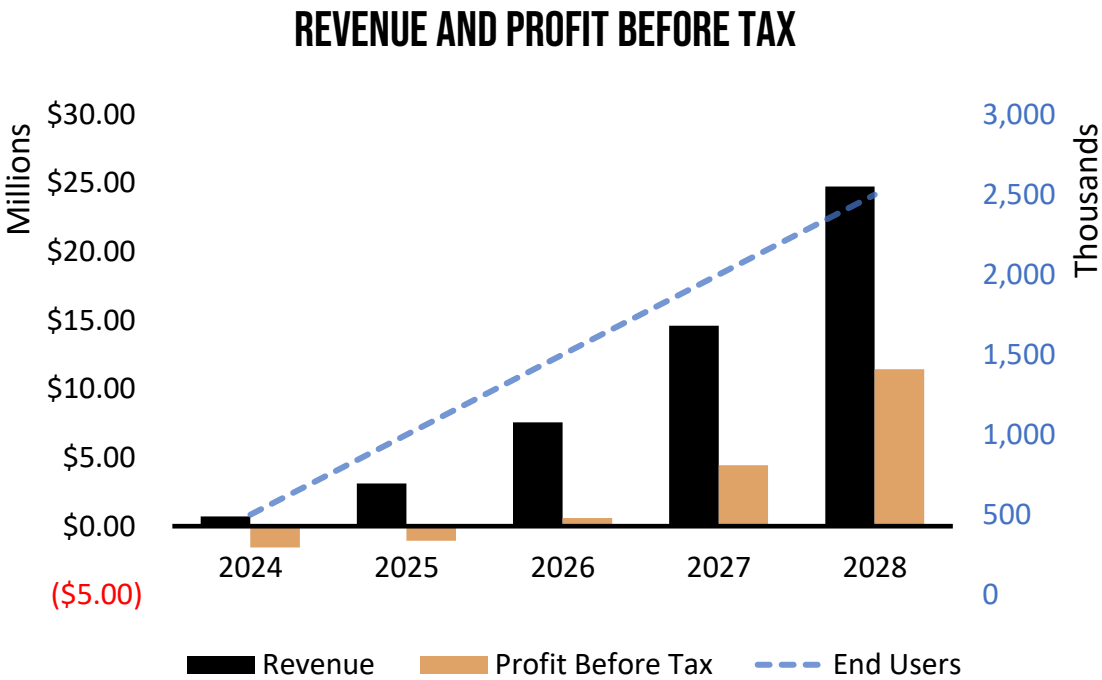
4. Word-of-Mouth
Organic Growth ➔ More Users ➔ More Brands

Steady State

We Project to Have 2.5M Active Users and Reach $11M in Profit by 2028

	2024	2026	2028
Active Users	**500k**	**1.5M**	**2.5M**
Spending/per user All apparel purchases	$2400	$2400	$2400
Capture Rate 3D adoption rate and estimated spending percentage	0.4%	1.3%	2.6%
Revenue/per user From commission & subscription	**$1.43**	**$5.05**	**$9.90**
COGS/per user From content creation, server cost, data storage, computation	$2.95	$2.95	$2.95
CAC/per user From influencer marketing, social media management	$0.54	$0.47	$0.39
Sales & Tech Support	$250k	$750k	$1.85M
R&D	$190k	$950k	$2.85M
Net Income (before tax)	**($1.5M)**	**$550k**	**$11.44M**

REVENUE AND PROFIT BEFORE TAX

Legend: Revenue (black), Profit Before Tax (orange), End Users (dashed blue line)

A 3D Virtual Try-On Experience

Using 3D Technology and Consumer Analytics

For Fashion Conscious Young Adults

To Discover Their Fashion Style Aesthetically

Providing $338M Initial TAM, $2.4B Long Term Opportunity

With Affiliate Commission as Main Source of Revenue

Growing through Virality and Direct Sales

To Reach $12M Profit by 2028

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