



style
mate

StyleMate



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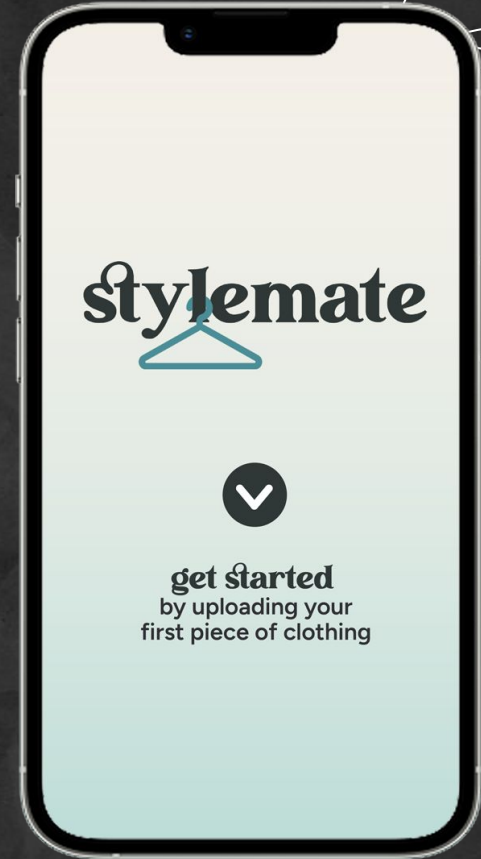


StyleMate: "Virtual Personal Shopping Assistant"

StyleMate

- Personal stylist app where you upload your closet by automatically linking your shopping accounts
- AI will suggest outfits for you based on your personal style and the occasion
- Online service that provides personalized fashion advice and styling recommendations to customers
- Creates personalized profiles for each customer

Available on the Apple App Store with 4.4 ★ rating





Mission Statement



01

Goal

Help users get dressed with a minimal amount of time spent

03

Environmental

Sustainable because it encourages users to shop within their closet

02


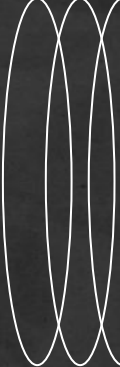
Our Purpose

Inspires users to delve into their own closets and express their individual style with flair

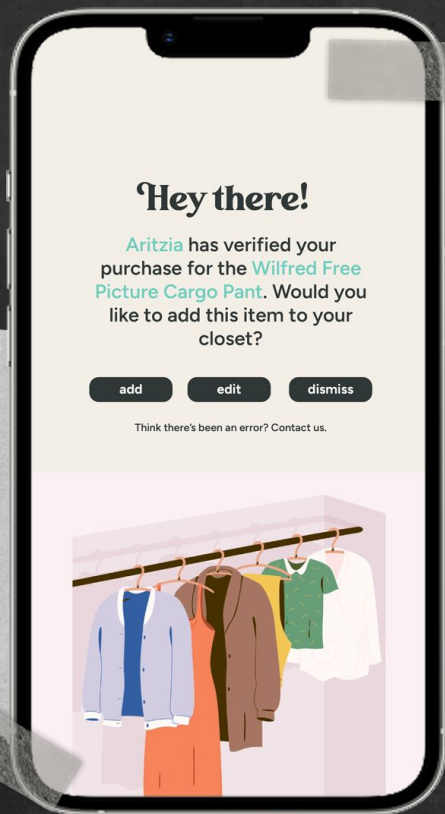
04

Target Audience

Busy, fashion savvy individuals



Store Integration



*Wardrobe management is
made easy with in-app
clothing store integration!*

ASOS

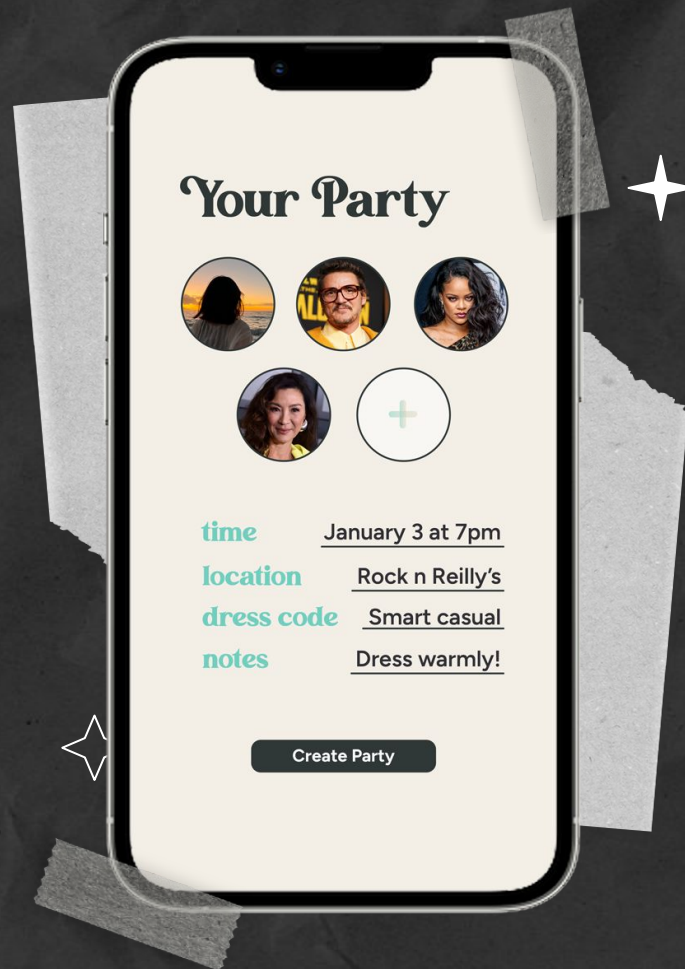
ARITZIA

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Create Parties with Friends!

- Connect with friends and family
- Form groups and establish clothing themes/dress code
- Post your outfits publicly



Smart AI

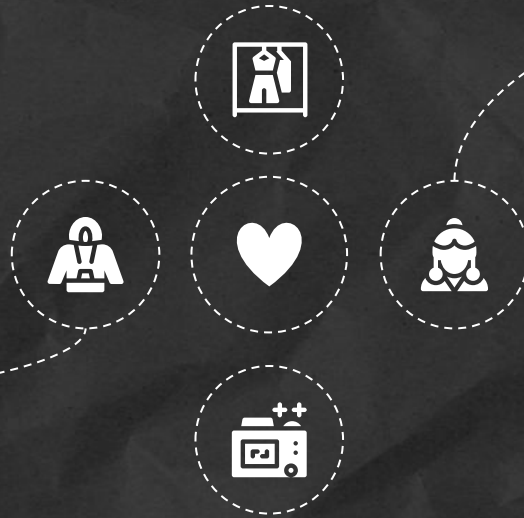


*Revolutionizing the Way
We Get Dressed with
Smart AI*

Premium Features

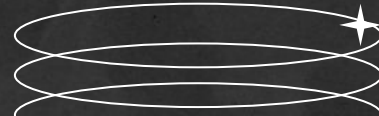
particular item

Check the
compatibility of the
rest of your
wardrobe

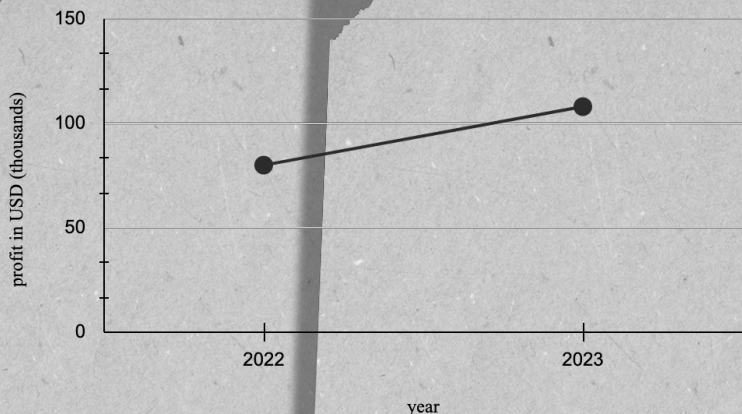


personal stylist

Pick items from the
latest collection
from your favorite
designers



Profits



80,000

USD IN PROFITS IN 2022

120k registered users, 6.5k subscribers

108,000

USD IN PROFITS IN 2023

35% YoY growth

In the future...



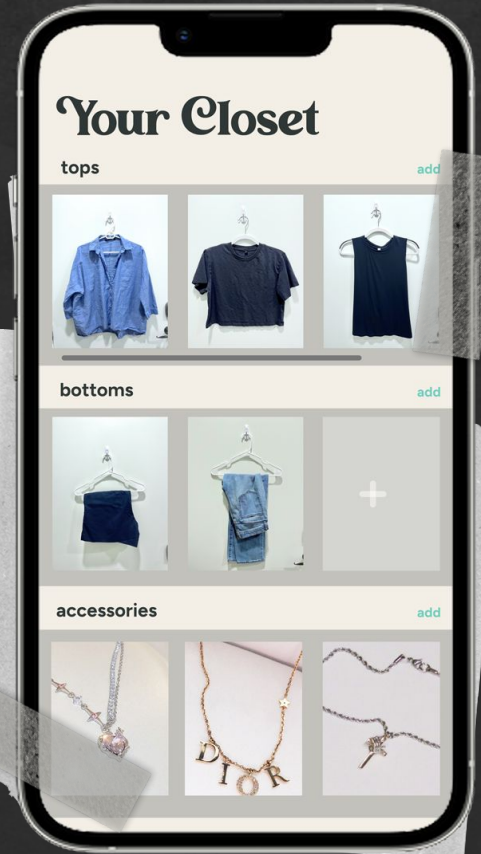
Develop New Partnerships

Expanding the number of vendors that are available for store integration

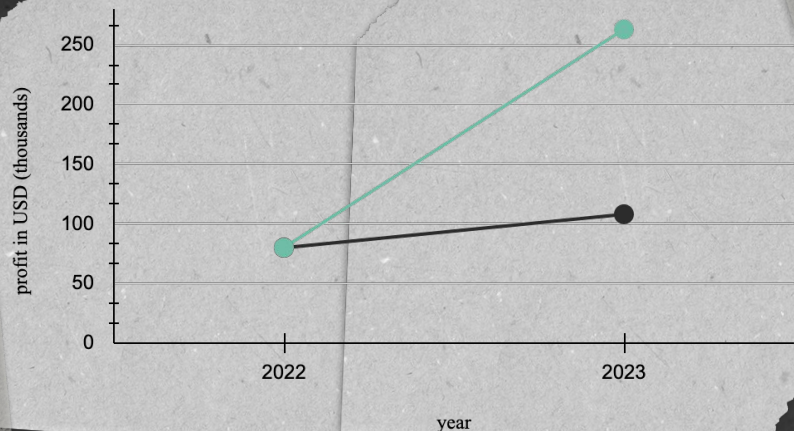


Expand to More Platforms

To double the size of our user base and subscribed users



With your investment...



263,000

USD IN PROFITS IN 2023

228.75% YoY growth
155k increase from 2023's
projected profits



2022

| Profit | Revenue | | Cost | |
|--------|--------------------|---------|--------------------|---------|
| 80,000 | In-App Advertising | 77,000 | Payroll | 120,000 |
| | Sponsorships | 185,000 | App | 81,000 |
| | Subscriptions | 45,500 | Brand Partnerships | 20,000 |
| | | | Other | 6,500 |
| | Total | 307,500 | Total | 227,500 |



2023

| Profit | Revenue | | Cost | |
|--------|--------------------|---------|--------------------|---------|
| ??? | In-App Advertising | 100,000 | Payroll | 150,000 |
| | Sponsorships | 220,000 | App | 48,000 |
| | Subscriptions | 70,000 | Brand Partnerships | 50,000 |
| | | | Marketing | 22,000 |
| | | | Other | 12,000 |
| | Total | 390,000 | Total | 282,000 |



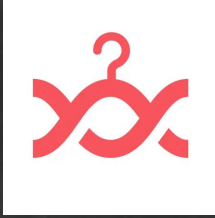
2022

| Profit | Revenue | | Cost | |
|--------|---------------------------|---------|---------------------------|---------|
| 80,000 | <i>In-App Advertising</i> | 77,000 | <i>Payroll</i> | 120,000 |
| | <i>Sponsorships</i> | 185,000 | <i>App</i> | 81,000 |
| | <i>Subscriptions</i> | 45,500 | <i>Brand Partnerships</i> | 20,000 |
| | | | <i>Other</i> | 6,500 |
| | <i>Total</i> | 307,500 | <i>Total</i> | 227,500 |

2023

| Profit | Revenue | | Cost | |
|---------|---------------------------|---------|---------------------------|---------|
| 108,000 | <i>In-App Advertising</i> | 136,000 | <i>Payroll</i> | 150,000 |
| | <i>Sponsorships</i> | 375,000 | <i>App</i> | 107,500 |
| | <i>Subscriptions</i> | 154,000 | <i>Brand Partnerships</i> | 85,500 |
| | | | <i>Marketing</i> | 47,000 |
| | | | <i>Other</i> | 12,000 |
| | <i>Total</i> | 665,000 | <i>Total</i> | 402,000 |

Competitors



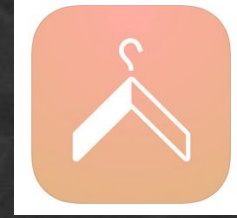
StyleDNA

Social feature and
wardrobe management
BUT
huge focus on
shopping and basic
recommendations



SmartCloset

Smart AI that makes
custom suggestions
BUT
lacks closet tracking
and no social feature



Cladwell

Easy to upload closet
and quality
recommendations
BUT
less personalization
and no social feature



Thank You!