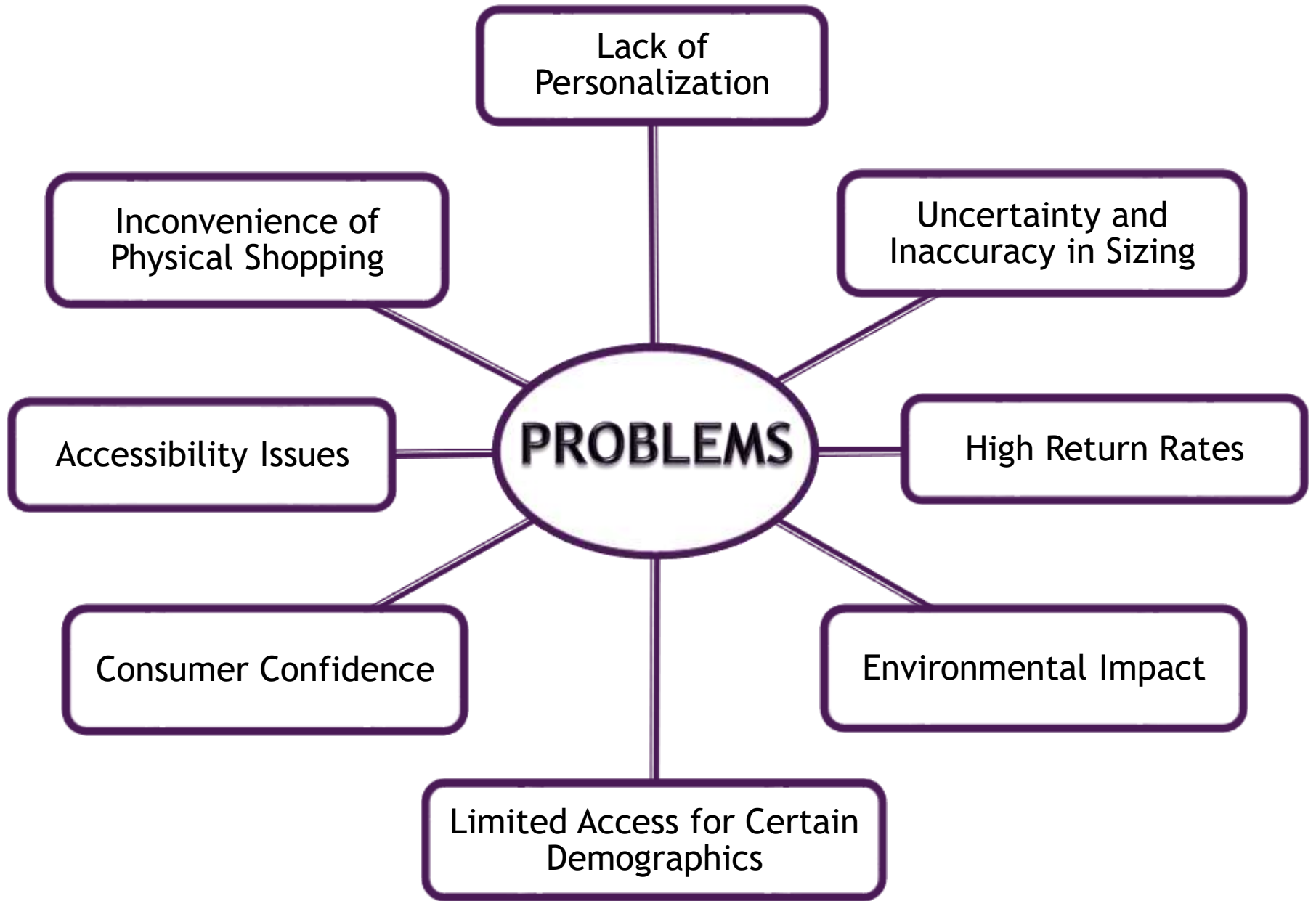# FIT MIRROR
FREEDOM OF EASY CHOICE

FitMirror: the future of fashion and shopping.
We're empowering everyone with cutting-edge AI and ML technologies

PROBLEMS

- Lack of Personalization
- Inconvenience of Physical Shopping
- Uncertainty and Inaccuracy in Sizing
- Accessibility Issues
- High Return Rates
- Consumer Confidence
- Environmental Impact
- Limited Access for Certain Demographics

SOLUTIONS

Reduce the guesswork in sizing and fit
using AI to create personalized 3D models

Reduce the need for returns
by allowing virtual try-ons

Reduce carbon footprint
associated with online shopping, supporting sustainability efforts by minimizing returns
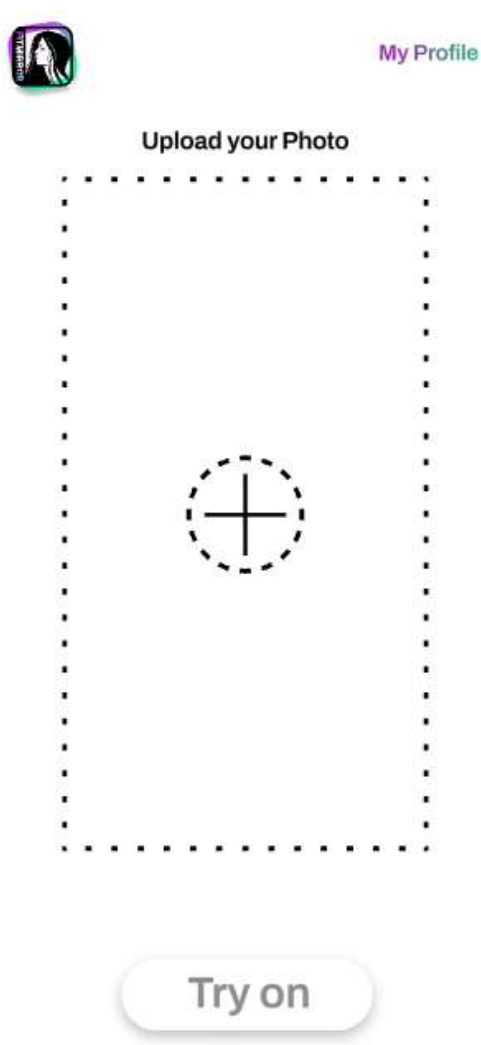
FITMIRROR

Streamline online shopping process
by offering a centralized platform for trying on and comparing clothes from various retailers

Boost consumer confidence
by providing a realistic preview of outfits, thereby encouraging more informed purchasing decisions

PRODUCT

Enter all required information

Make a full-length photo

Choose a clothing style

Add to wishlist

Buy what you like in stores

Make the world easy

ENJOY!

MAKE A PHOTO

UPLOAD PHOTO

My Profile

Upload your Photo

Try on

My Profile

OUTERWEAR

BLOUSES/SHIRTS

SWEATER/JEMPER

HOODIE

T-SHIRTS

SUIT

BLAZER

DRESS

1 Upload a Photo

2 Add Photos
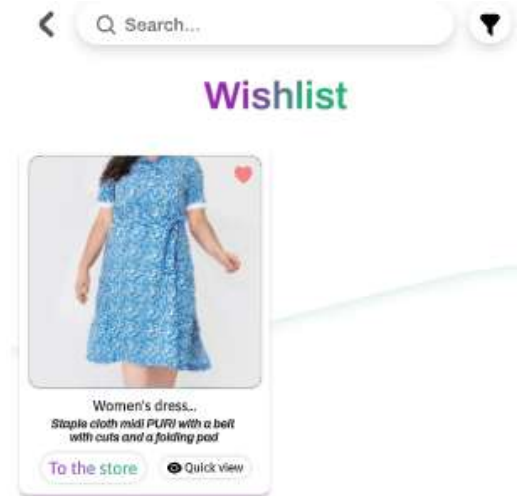
3 Select Clothes

PRODUCT

4 Try on
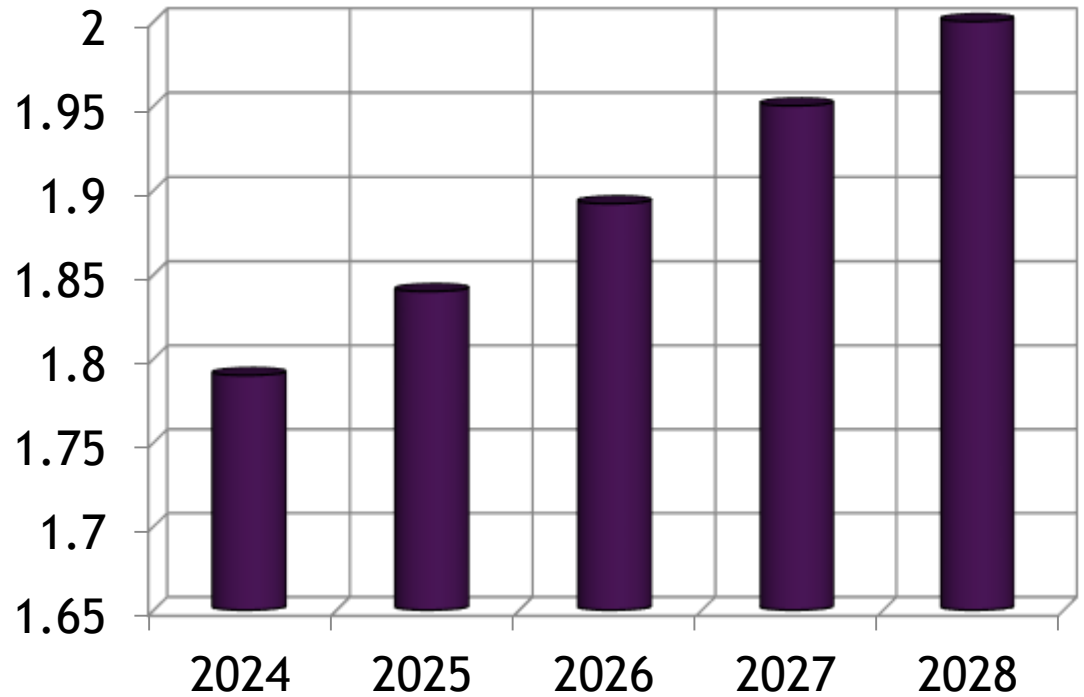
5 Add to the Wishlist

6 Check your Wishlist anytime

GLOBAL MARKET SIZE
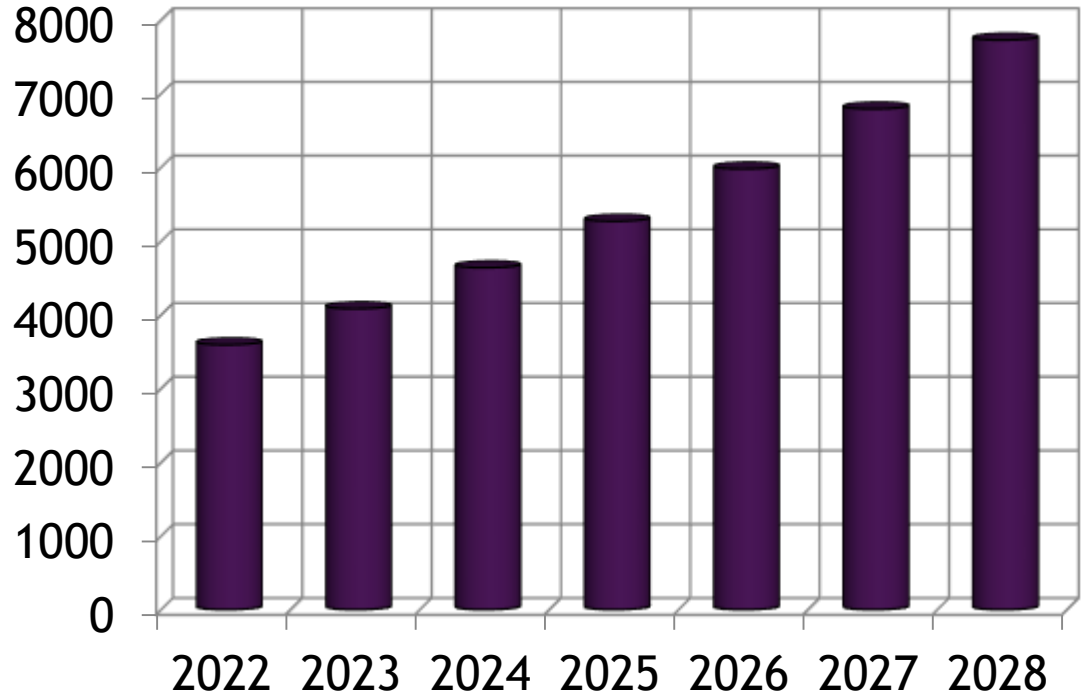
$1.79tn

Global online apparel market size

Projected annual growth rate between 2024 and 2028 (CAGR), tn USD

GLOBAL VIRTUAL FITTING ROOM MARKET

$3593.48 mill.

Market size in 2022

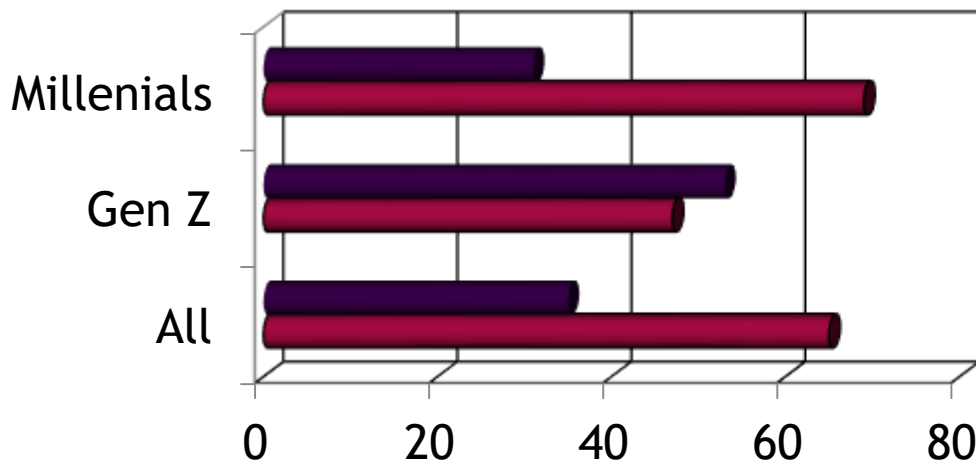Projected annual growth rate between 2022 and 2028 (CAGR), mill USD

E-COMMERCE FASHION INDUSTRY TRENDS

- An average of 21 of global fashion retail sales are made online

- Over 2.14 billion people shop online which is 27% of the world's population

- The world's 10 biggest ecommerce businesses account for more than 60% of the revenue generated by online apparel sales

- 69% of millennials prefer online fashioning

- 47% of Gen Z primarily purchase clothes online

- 65% of fashion consumers across all demographics care about the environment

	0	20	40	60	80
Millenials					
Gen Z					
All					

E-COMMERCE FASHION INDUSTRY TRENDS

- 63% of clothes returns are considered to be caused by the wrong size

- Statista estimates average apparel returns in 2023 as 26% or $34.97 bn in the US only.

- Global financial impact can reach $1.32 tn

- Annually, the process of returning apparel contributes 16 million metric tons of CO_2 to the atmosphere, as highlighted by research from Optoro and the Environmental Capital Group.

- Additionally, 2.63 million tons of returned goods, considered unfit for resale, are directed to landfills, underscoring the environmental impact of these practices.

AI IN FASHION RETAIL MARKET VALUE

$0.91 bill.

Market size in 2023

5
4.5
4
3.5
3
2.5
2
1.5
1
0.5
0

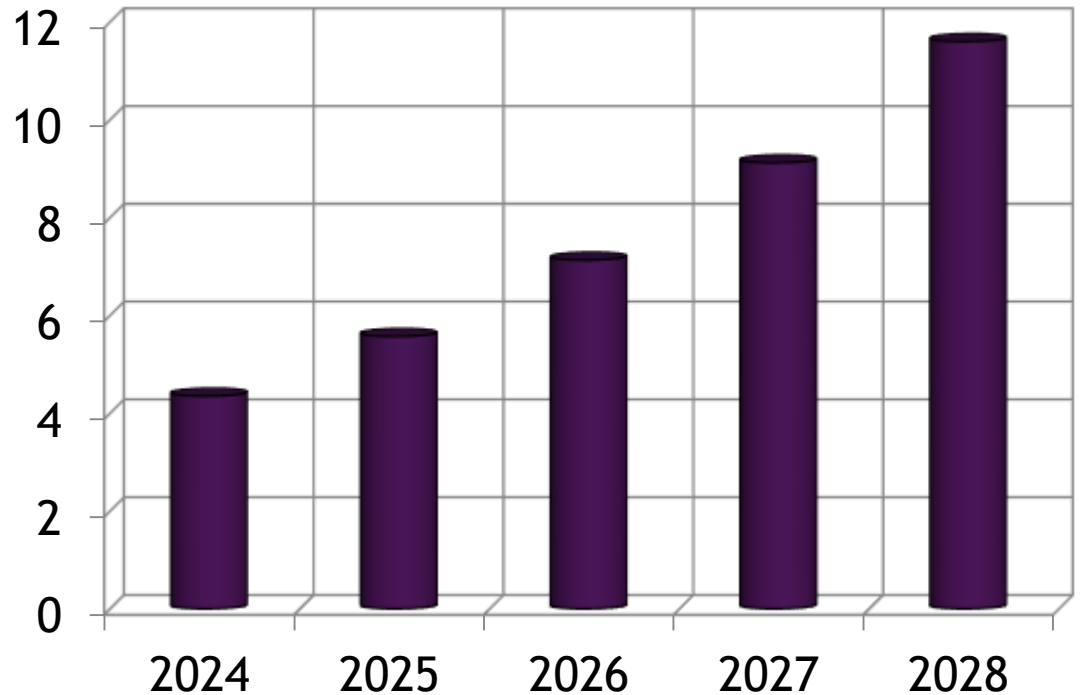2024   2025   2026   2027   2028
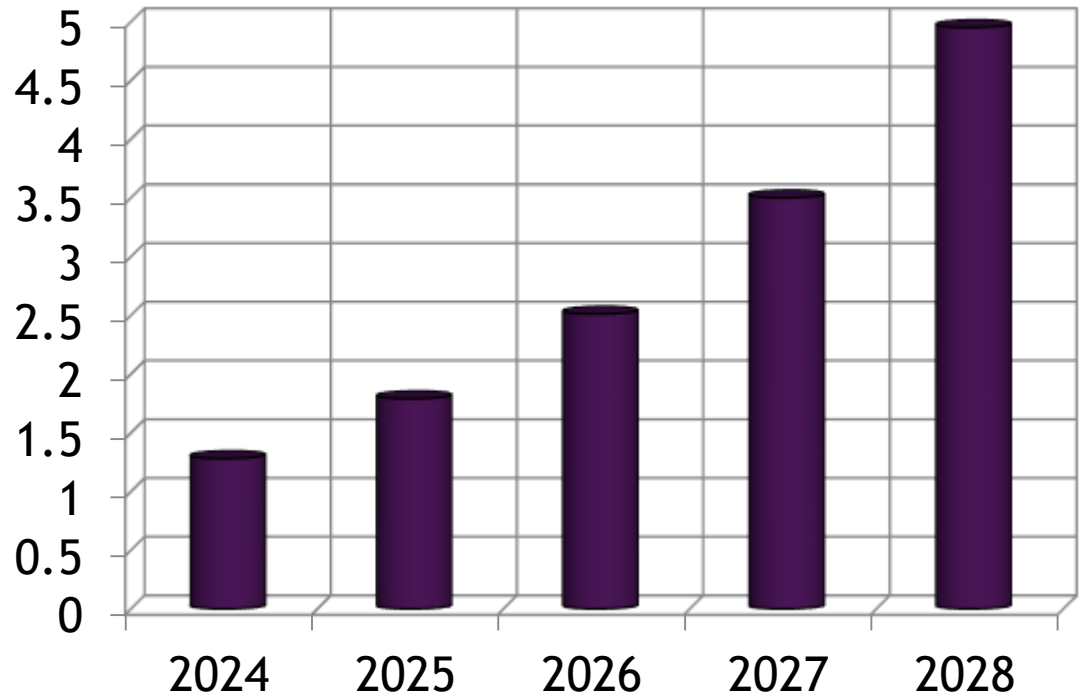
Projected annual growth between 2024 and 2028 (CAGR), bill. USD

AUGMENTED REALITY SHOPPING ADOPTION RATE

$3.4 bill.

Market size in 2023

Projected annual growth between
2024 and 2028 (CAGR), bill. USD

BUSINESS MODEL

2 mill. → $7 → $14 mill.

Share of Market   Subscription cost   Monthly Revenue

CUSTOMER AUDIENCE ANALYSIS

- **Demographics:** Busy professionals, individuals with unique body types, people with disabilities, environmentally conscious consumers

- **Psychographics:** Values convenience, tech-savvy, fashion-conscious, prefers online shopping

- **Behavioral Aspects:** High online engagement, likely to use other e-commerce and fashion apps, responsive to digital marketing

ADOPTION STRATEGY

Tech-focused events

- Consumer Electronics Show
- South by Southwest
- Web Summit
- TechCrunch Disrupt

Partnerships

- asos
- zalando
- MaxMara
- TOMMY HILFIGER
- bonprix.
- gárne
- CK Calvin Klein

COMPETITION

	FitMirror	YourFit	Metail	Virtusize	True Fit	Shopify	Zugara
Visual try-on function	✔	✔	✗	✗	✗	✔	✔
Using AI for recommending size	✔	✔	✗	✗	✗	✗	✔
Wishlist	✔	✔	✗	✗	✗	✗	✗
Personal Wardrobe	✔	✗	✗	✗	✗	✗	✗
Searching in online stores	✔	✔	✗	✗	✗	✔	✗
Availability for regular customers	✔	✔	✗	✔	✗	✔	✗
Integration with online stores	✔	✔	✗	✔	✔	✔	✗
Uploading own photos of clothes	✔	✗	✗	✗	✗	✗	✗
Availability regardless of disabilities and body proportions	✔	✔	✗	✗	✗	✗	✗

COMPETITIVE ADVANTAGES

CONSUMER CONFIDENCE

Eliminate hesitation to boost sales rates

AVAILABLE FOR ALL

We care of every person regardless of their body shapes or disabilities

SAVING ENVIRONMENT

Reducing emissions by reducing return rates

EASY TO USE

Upload a photo and provide basic measurements.
We will do the rest

AFFORDABLE

Subscription cost of $7 per month is affordable for everyone

B2C and B2B APPROACH

Availability for a wide audience along with cooperation with any brand and shop

FINANCIAL

$560 000

100 000

$700 000
monthly

$3 500 000
monthly

ANGEL ROUND
Initial investment

SUBSCRIBERS
$7 per month

REVENUE
11 month after
launching

AFTER REACHING
500 000
subscribers

TEAM

Marharyta Tantsiura, CEO & Founder of MelodyWare Technologies

Experienced project manager & QA automation engineer. Product owner, the author of the project idea

Andrii Khomenko, Co-Founder, Product Manager

Ph.D., experienced product manager, communication with clients and partners, troubleshooting

TEAM

Alexander Fedorov, Lead AI Scientist & Chief AI Architect

Former CTO at TextBack and Kidspace Indonesia with a track record in technological strategy and team leadership. Expertise in developing educational and communication solutions.

Additionally, served as a Solution Architect at EPAM Systems, enhancing product innovation and architectural designs for complex systems, furthering organizational growth and technological excellence

TEAM

Yurii Tanasohlo, Android Developer
A graduate of Hillel IT school (Java Enterprise)

Michael Pochapsky, UI/UX designer

Artist who's goal is to make our product not only good looking, but pleasant to use.

A graduate of The Grekov Odesa Art School

OUR CONTACTS

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Thanks for watching!

Q&A Session