



Fall 2022 Team 3

Chandan Rao

Joe Wimmer

Shweta Tripathi

Siby Thomas

Vikas Kumar

Seem Familiar?



Problem

- **40% online purchase return rate** due to incorrect fit impacts retailers' revenue
- **Frustration** with online shopping due to size mismatch
- **Time and effort** lost in sizing the perfect shoe

Why SizeMeUp?

Need a technology driven solution
that suggests
the perfect fitting shoe

As per survey 80% of customer looking forward to this

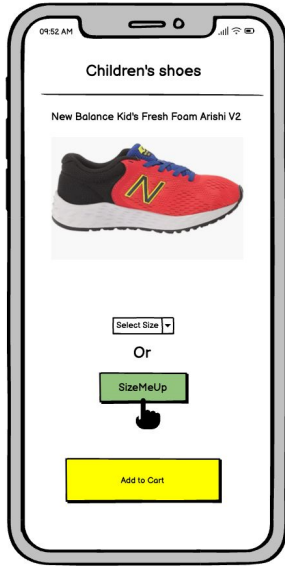
What is Our solution?

SizeMeUp is a service for online shoe retailers that allows them to **save money** by reducing the rate of returns

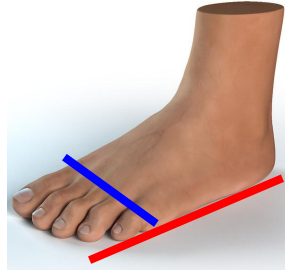
And helps Consumers **save time** by suggesting perfect fitting shoe

How Our Solution Works?

User Launches
SizeMeUp via retail
integration



SizeMeUp App
Measures the Users
Foot



Compares
measurements to
internal sizing
database



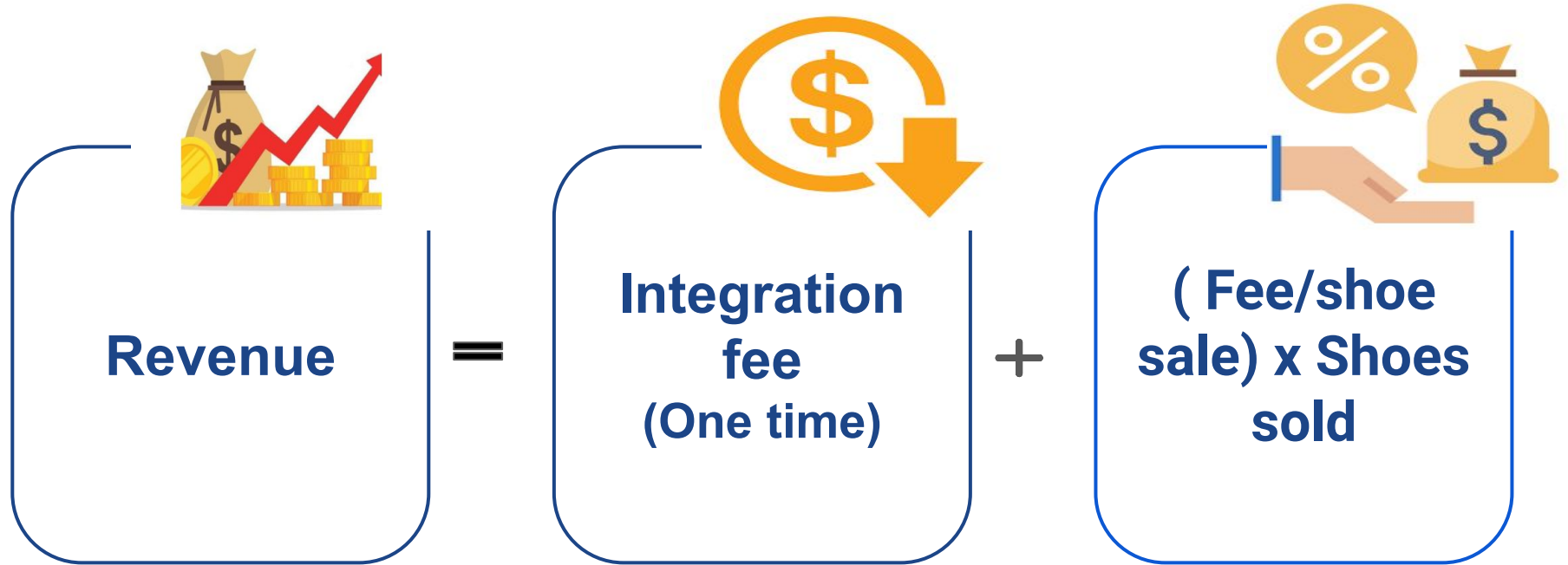
Recommends perfect
shoe size to user

Nike Dunk High
Big Kids' Shoes
\$105

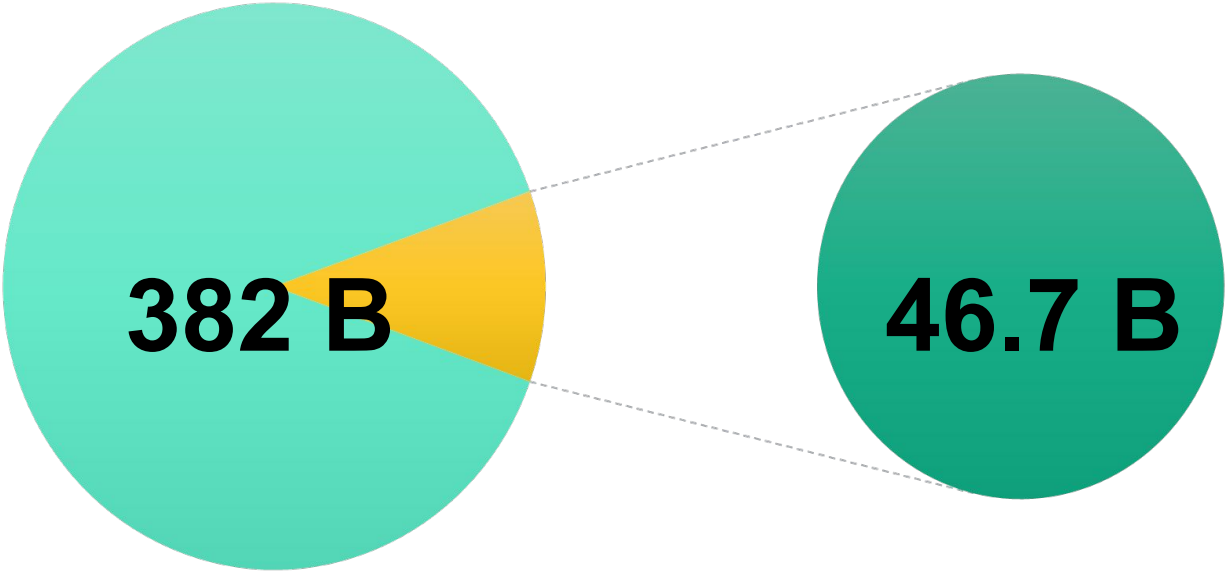
Select Size Try On Virtually!!!

W 5 / 3.5Y	W 5.5 / 4Y	W 6 / 4.5Y
W 6.5 / 5Y	W 7 / 5.5Y	W 7.5 / 6Y
W 8 / 6.5Y	W 8.5 / 7Y	

Business Model



Market Validation



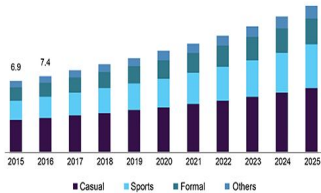
Global footwear market

Global kids footwear market

Survey : Online sale - 74% ; Concern with size - 89%

Starting with Kid's Shoes

U.S. kids footwear market size, by product, 2015 - 2025 (USD Billion)



Source: www.grandviewresearch.com



Market size

- \$46.7B in 2022
- Projected to grow to \$59.2B by 2025
- Estimated Annual Growth - 8.2% (2018-2025).

Demand

- Physical growth ~age 16
- Wear and tear

Celebrity and influencers

- Fashionable, trendy and premium footwear products available only online

Market Size

Total Addressable Market

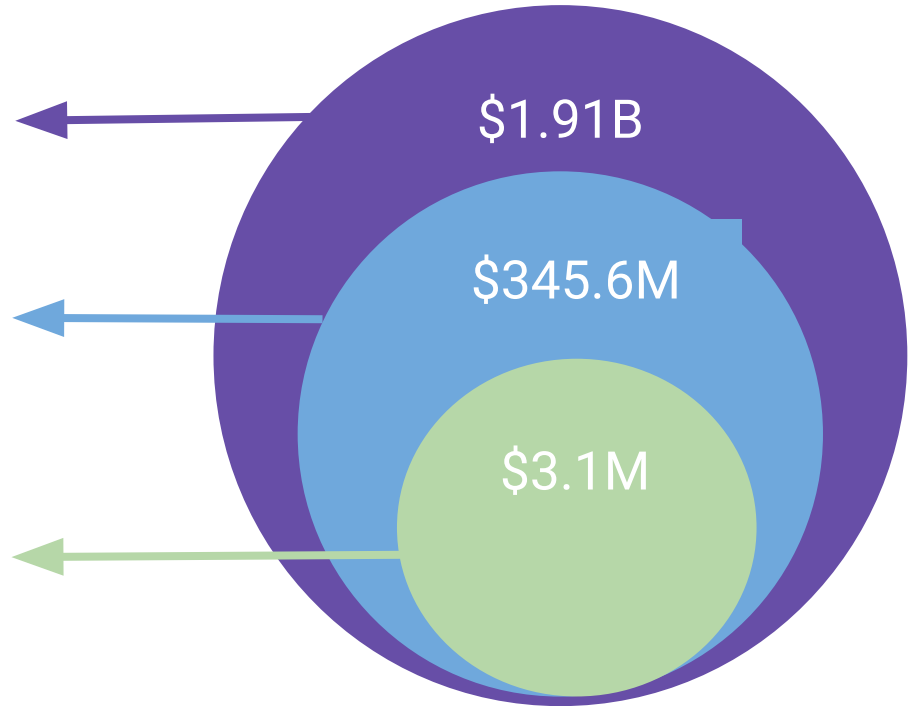
Total shoe market Revenue

Served Addressable Market

Kids online (74%) shoe market Revenue

Target Market (1st year)

1% of 89% of SAM



Go To Market Strategy

Focus Segment



Kids Shoes

Lead Generation



Marketing & **Data**

Initial Partners



Shoe **Retailers**

Happy Customers



Happy Businesses

Potential Customers

SHOE CARNIVAL®

carter's®

Coggins
shoes
for kids



TARGET



SHOEPALACE

THE CHILDREN'S
PLACE

Walmart*



stride rite.



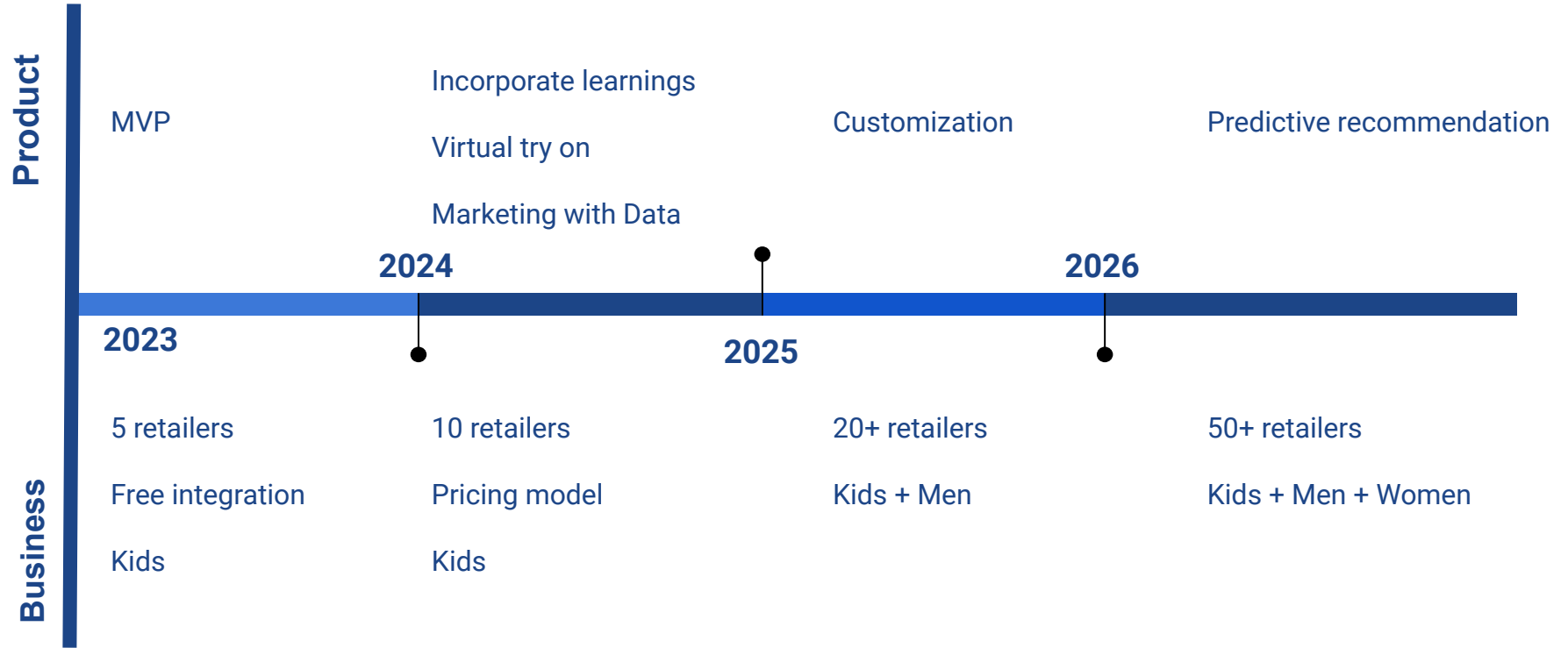
Opportunity For Customers

- 17% more revenue in 2021 from Kids shoes
- Shift in business - directly selling to consumers
- 19% growth in digital sale, 33% in North America
- Focus on digital metaverse - tie-up with Roblox and acquisition of RTFKT.



(Dollars in millions)	TWELVE MONTHS ENDED		% Change	% Change Excluding Currency Changes ¹
	5/31/2021	5/31/2020		
NIKE Brand Revenues by:				
Sales to Wholesale Customers	\$ 25,898	\$ 23,156	12%	10%
Sales through NIKE Direct	16,370	12,382	32%	30%
Global Brand Divisions ²	25	30	-17%	-17%
TOTAL NIKE BRAND REVENUES	\$ 42,293	\$ 35,568	19%	17%
NIKE Brand Revenues on a Wholesale Equivalent Basis:³				
Sales to Wholesale Customers	\$ 25,898	\$ 23,156	12%	10%
Sales from our Wholesale Operations to NIKE Direct Operations	9,872	7,452	32%	30%
TOTAL NIKE BRAND WHOLESALE EQUIVALENT REVENUES	\$ 35,770	\$ 30,608	17%	15%
NIKE Brand Wholesale Equivalent Revenues by:³				
Men's	\$ 18,883	\$ 16,694	13%	11%
Women's	8,555	6,999	22%	20%
NIKE Kids'	5,884	5,033	17%	15%
Others ⁴	2,448	1,882	30%	26%
TOTAL NIKE BRAND WHOLESALE				

SizeMeUp - 4 Year Roadmap



Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Shoes sold	30M	60M	188M	435M	908M
Integration fee (One time per partner)	\$0	\$50K	\$150K	\$250K	\$500K
Fee per shoe sale	0C	10C	10C	15C	15C
Total revenue	\$0	\$6.1M	\$19M	\$65.5M	\$136.7M
Variable costs	\$130K	\$175K	\$175K	220K	220K
Gross profit	\$(130K)	\$5.9M	\$18.8M	\$65.3M	\$136.5M
Fixed costs	\$850K	\$3.5M	\$3.5M	\$3.5M	\$3.5M
Net profit	\$(980K)	\$2.4M	\$15.3M	\$61.8M	\$133M

Competitive Analysis

					
Business Model	B2B	B2B & B2C	B2C	B2C	B2C
Recommend Size	✓	✓	✓	✓	✗
Measurement Detection AR/ AI	✓	✗	✗	✓	✗
Virtual Try on	✓	✗	✗	✗	✓
Ease of Use	✓	✗	✗	✗	✗

Meet Our Team



Siby Thomas

Chief Executive
Officer



Joe Wimmer

Chief Technology
Officer



Shweta Tripathi

Chief Product
Officer



Vikas Kumar

Chief Marketing
Officer



Chandan Rao

Chief Financial
Officer

Our Ask

Seed funding of **\$2M** to scale up our business



Thank You!

Fall 2022 Team 3

Chandan Rao

Joe Wimmer

Shweta Tripathi

Siby Thomas

Vikas Kumar