Style Matcher
Be Inspired. Be Delighted.

Guy Dassa, Amod Panshikar, Pranjali Dani

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Meet The Team

Guy Dassa
CEO
Product and engineering, Microsoft, Facebook, Yahoo, ML/AI, computer vision expert, Fashion enthusiast

Amod Panshikar
CTO
Engineering leadership, Yahoo, Altavista, Large scale commerce expert, Fashion enthusiast

Pranjali Dani
CPO
Product leadership, Amazon, NetApp, Customer success champion, Fashion enthusiast
The Problem

Covid-19 has accelerated e-commerce and majority of women now prefer to shop for apparels online.

Online apparel shopping services lack personalization and the ability to experience apparels before buying.

Apparel returns and competition with Amazon have a significant negative impact on the profitability of retailers.
Introducing: Style Matcher

Women’s one stop shop for online apparel discovery and experience

👍 Personalized recommendations

.BLL Visual experiences

Gear Easy to integrate with any retailer
The Numbers Backup the StyleMatcher Story

- 30% revenue loss for retailers due to product returns
- 40% of all returns are due to ‘wrong size’
- 65% of women prefer to shop online post-Covid19
- 54% of women feel comfortable with virtual try-ons
- 57% of women are looking for style advice and matching

Sources: ResearchGate, FastCompany
Market Size

- Digital spend (US): $82B
- # of women 18-40 (US): 55M
- Avg spend per shopper: $1.5K/year

*Total available market (Fashion companies represent 10%)*
About StyleMatcher (online, b2b2c)

1. Rich multi-dimensional data collection
   - Avatar/Picture
   - Past Purchases
   - Preferences

2. Search for an item
   - blue dress with flowers

3. Personalized recommendations

4. Virtual Try-On (cross retailer)
Simple Integration with Retailers

Retailer upload product catalog → Style Matcher → Browser extension → Personalized experiences → Retailer mobile App/SDK
Greater Value for Retailers and Consumers

- More sales
- Fewer returns
- Returning customers
- Increase in profitability

Retailer stickiness
Business Model

Retailers pay us commission of 5% on each successful transaction.

$8B 15%  $60M

Fashion companies Target transactions Revenue
Share of Market Our share 2021-2025
Data Driven Growth

New *cross-retailer* business model opportunities to emerge as our platform accumulates learnings of consumer preferences and feedback at scale.

Every retailer would want to upload their catalog to StyleMatcher.
Market Landscape

Tech driven e2e experience

StyleMatcher

Personalized style matching
Competitive Advantage

**PERSONALIZATION**

Technology based matching between rich product metadata and consumer preferences.

**E2E EXPERIENCE**

Delivering both product recommendations and visual try-on in a single experience.

**BUILT WITH FASHION COMPANIES**

Designed and implemented in partnership with top fashion companies for fashion companies.

**RISK FREE**

Retailers pay commission only for transactions that end with non-returned purchases.

**FRICTIONLESS RETAILER ONBOARDING**

Retailer only needs to give us access to their product catalog and integrate our SDK/plug-in.

**SEAMLESS INTEGRATION**

Our service is self-contained and seamlessly integrated into mobile and web applications.
Go To Market Strategy

- **MVP development**: Co-development with 1-2 fashion partners
- **UX Studies**:
- **Expanded Testing**: 6-month free trials Top fashion companies
- **Service Launch** (app, SDK, SaaS): GA for all US retailers

Now 12 months 18 months 21 months
# Financial Projections

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Partners</strong></td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td><strong>Avg Garment Price</strong></td>
<td>$55</td>
<td>$58</td>
<td>$62</td>
<td>$66</td>
<td>$72</td>
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<tr>
<td><strong>Number of Garments Sold with Style Matcher</strong></td>
<td>0</td>
<td>6,000</td>
<td>300,000</td>
<td>2,700,000</td>
<td>20,000,000</td>
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<tr>
<td><strong>Paid Partner Sales with Style Matcher</strong></td>
<td>$0</td>
<td>$348,000</td>
<td>$18,600,000</td>
<td>$178,200,000</td>
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<td><strong>Revenue</strong></td>
<td>$0</td>
<td>$17,400</td>
<td>$930,000</td>
<td>$8,910,000</td>
<td>$72,000,000</td>
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<td><strong>Company Size</strong></td>
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<td>13</td>
<td>20</td>
<td>33</td>
<td>70</td>
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<tr>
<td><strong>Opex/Labor</strong></td>
<td>1,050,000</td>
<td>2,008,500</td>
<td>3,182,700</td>
<td>5,408,999</td>
<td>11,817,843</td>
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<tr>
<td><strong>Office Space/Other</strong></td>
<td>200,000</td>
<td>300,000</td>
<td>500,000</td>
<td>1,500,000</td>
<td>3,500,000</td>
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<tr>
<td><strong>Cost</strong></td>
<td>1,250,000</td>
<td>2,308,500</td>
<td>3,682,700</td>
<td>6,908,999</td>
<td>15,317,843</td>
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<tr>
<td><strong>Gross Profit</strong></td>
<td>-$1,250,000</td>
<td>-$2,291,100</td>
<td>-$2,752,700</td>
<td>$2,001,001</td>
<td>$56,682,157</td>
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Join Our Journey

- We are seeking an investment of $2.5M:
  - Hire talent (engineers, scientists, UX experts, marketers)
  - Establish strategic partnerships with early adopters (fashion companies)
  - Build a MVP with partners

- We welcome your advice and participation

- Referrals and pointers welcome!
THANK YOU!
APPENDIX
Challenge: Data Privacy

Privacy is fully controlled by the consumer, multiple configuration options, all data stored locally

Upload your image Or configure an avatar