

A collage of various fashion items arranged around the central text. At the top left are white-framed sunglasses with red lenses. To their right are the tips of two red high-heeled shoes. Further right is a pink and orange woven straw hat. A string of colorful, oval-shaped beads (pink, orange, yellow, and white) is draped diagonally across the center. On the left side is a sleeveless dress with a vibrant, multi-colored geometric pattern. At the bottom center is an orange clutch bag. On the bottom right is a pair of blue denim jeans.

# Style Matcher

Be Inspired. Be Delighted.

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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



Visual experiences



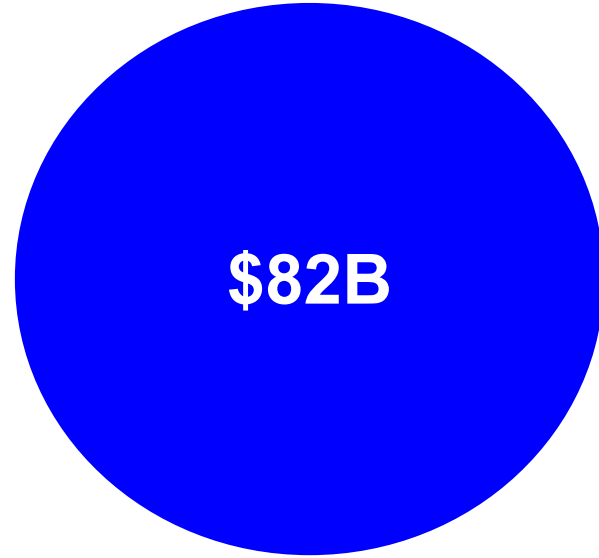
Easy to integrate with any retailer



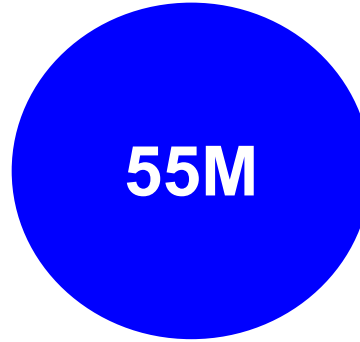
# The Numbers Backup the StyleMatcher Story

- ✓ 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

# Market Size



**Digital spend (US)**  
Total available market  
(Fashion companies represent **10%**)



**# of women 18-40 (US)**  
Total addressable market



**Avg spend per shopper**  
Online Apparel budget



# About StyleMatcher (online, b2b2c)

## 1 Rich multi-dimensional data collection



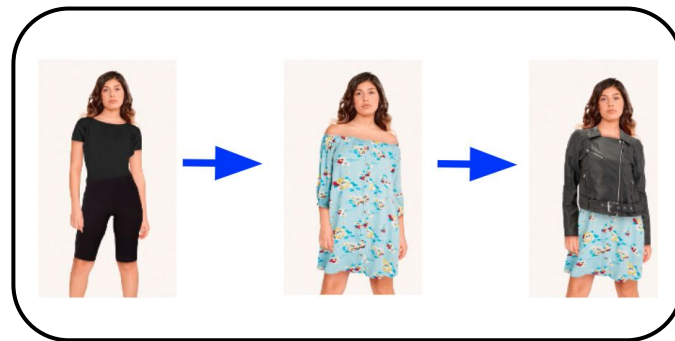
## 2 Search for an item



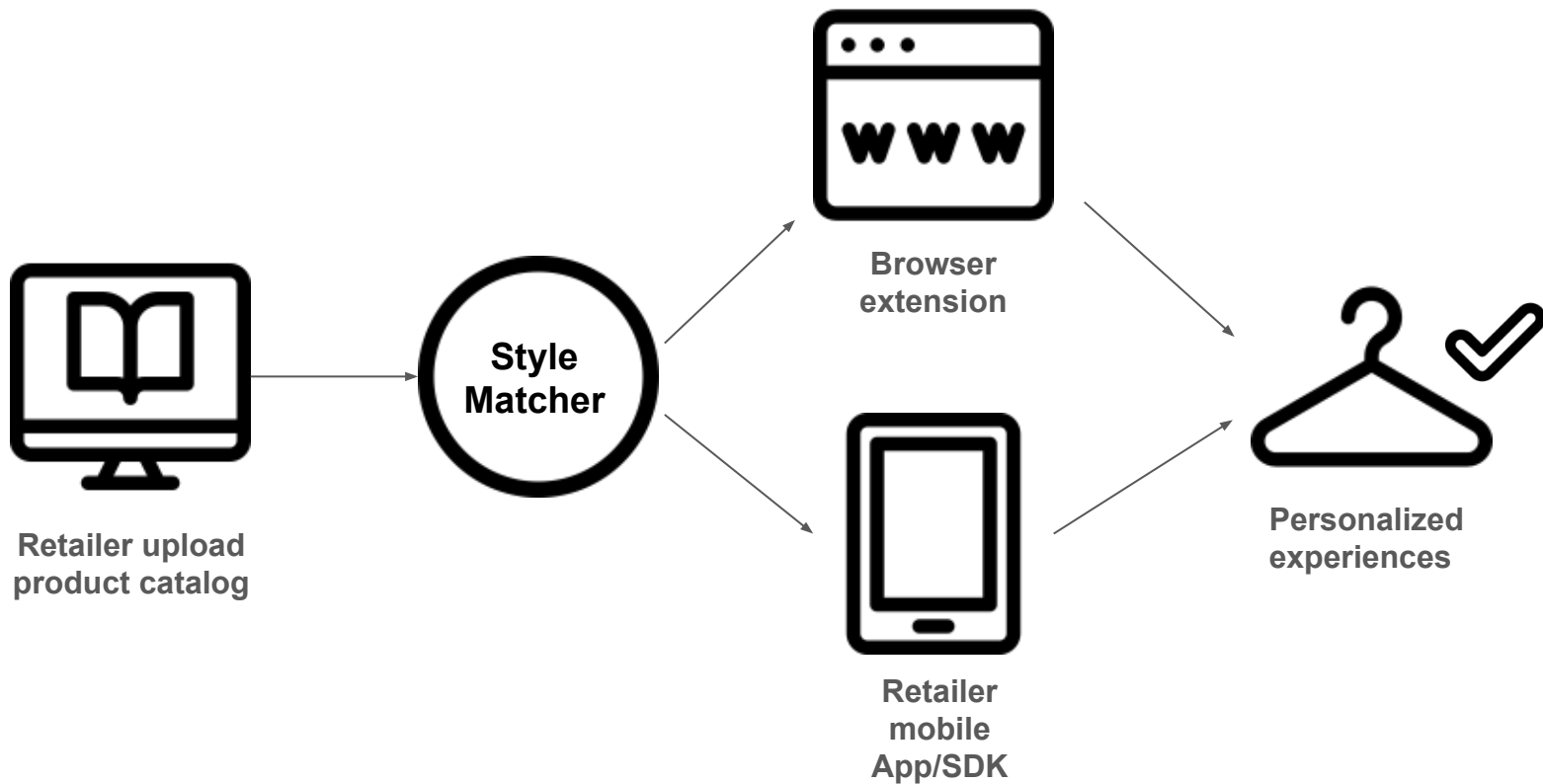
## 3 Personalized recommendations



## 4 Virtual Try-On (cross retailer)



# Simple Integration with Retailers





# Greater Value for Retailers and Consumers



**More sales**



**Fewer  
returns**



**Returning  
customers**



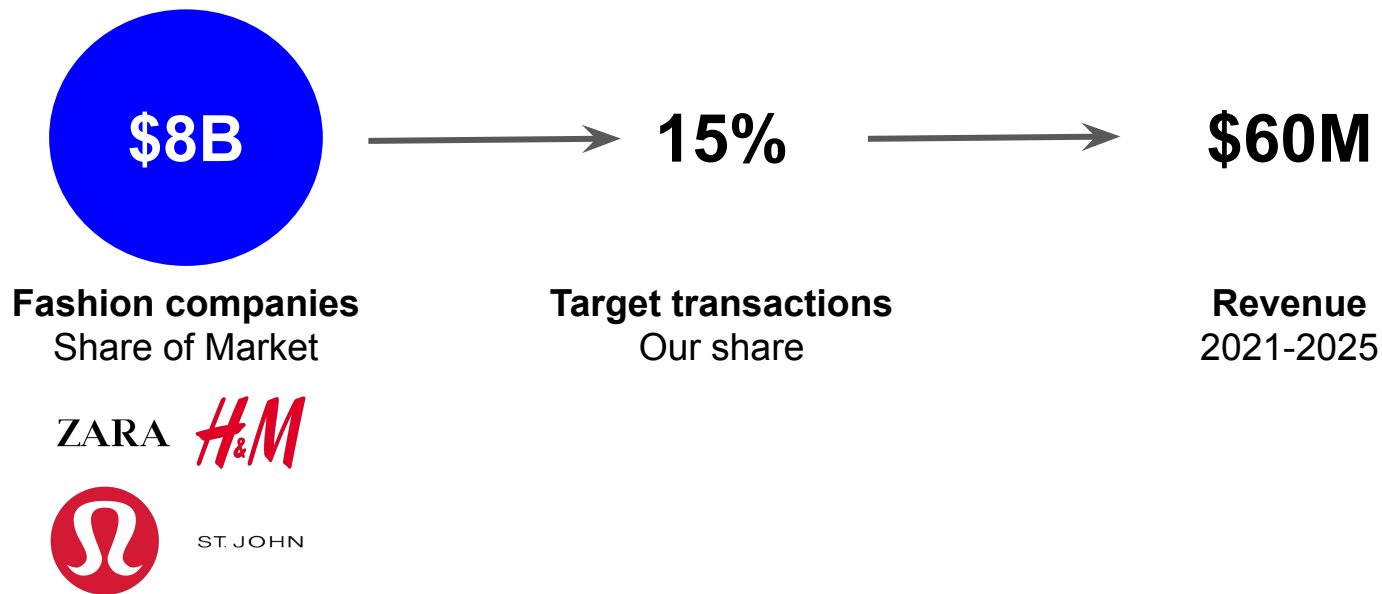
**Increase in  
profitability**



**Retailer stickiness**

# Business Model

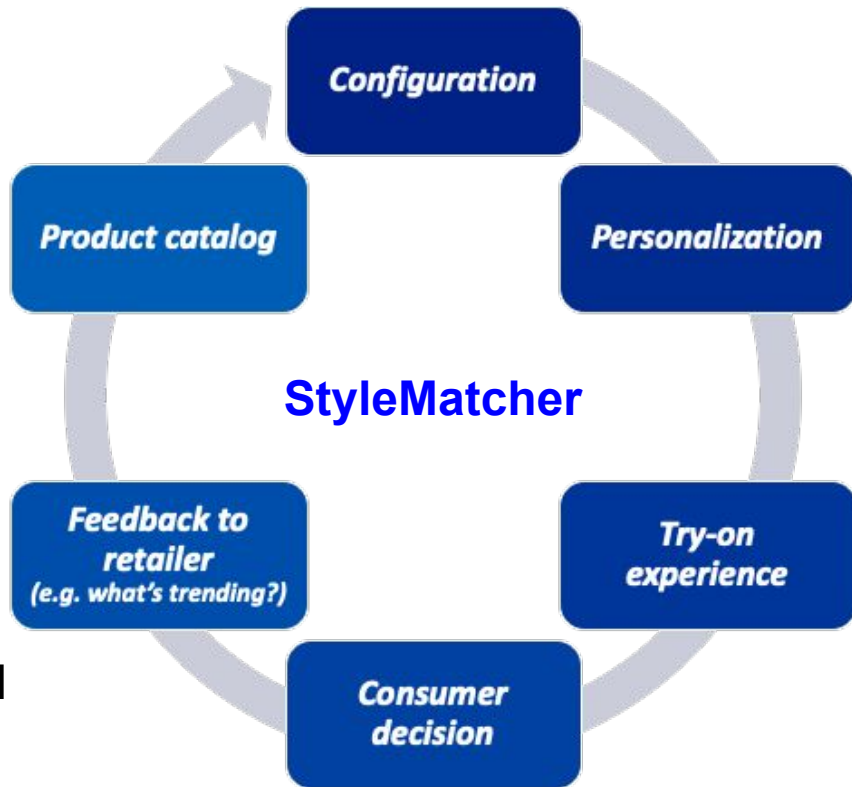
Retailers pay us commission of 5% on each successful transaction.



# 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

QUYTECH

ZEEKIT

visuallook

FIT MATCH<sup>®</sup>  
SHOP WHAT FITS. NOT WHAT DOESN'T.

secret  
sauce  
PARTNERS

TRUE FIT<sup>®</sup>

StyleMatcher



STITCH FIX

FIT LE

THIRDLOVE

Personalized  
style matching

ME  
MY STYLE MATCHER<sup>®</sup>  
*My key to personal inspiration*

# 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.*

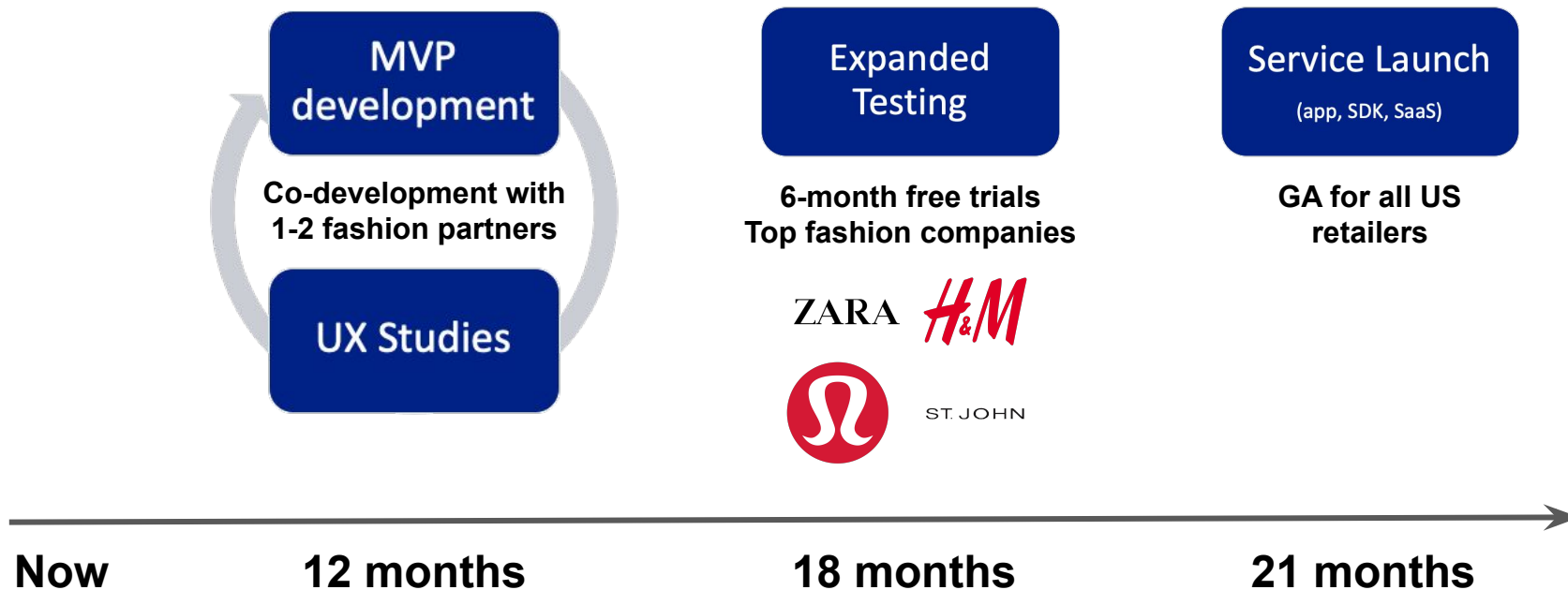
## FRICTIONLESS RETAILER ONBOARDING

*Retailer only needs to give us access to their product catalog and integrate our SDK/plugin.*

## SEAMLESS INTEGRATION

*Our service is self-contained and seamlessly integrated into mobile and web applications.*

# Go To Market Strategy



# Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Partners	1	2	4	7	15
Avg Garment Price	\$55	\$58	\$62	\$66	\$72
Number of Garments Sold with Style Matcher	0	6,000	300,000	2,700,000	20,000,000
Paid Partner Sales with Style Matcher	\$0	\$348,000	\$18,600,000	\$178,200,000	\$1,440,000,000
Revenue	\$0	\$17,400	\$930,000	\$8,910,000	\$72,000,000
Company Size	7	13	20	33	70
Opex/Labor	1,050,000	2,008,500	3,182,700	5,408,999	11,817,843
Office Space/Other	200,000	300,000	500,000	1,500,000	3,500,000
Cost	1,250,000	2,308,500	3,682,700	6,908,999	15,317,843
Gross Profit	-\$1,250,000	-\$2,291,100	-\$2,752,700	\$2,001,001	\$56,682,157



# 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**

