The Fitting Room

AI-POWERED 3D DEEP TECH TO DISRUPT ONLINE APPAREL SHOPPING

9:15

The Fitting Room

loading

NVIDIA
INCEPTION PROGRAM

CREATIVE DESTRUCTION LAB

On Deck
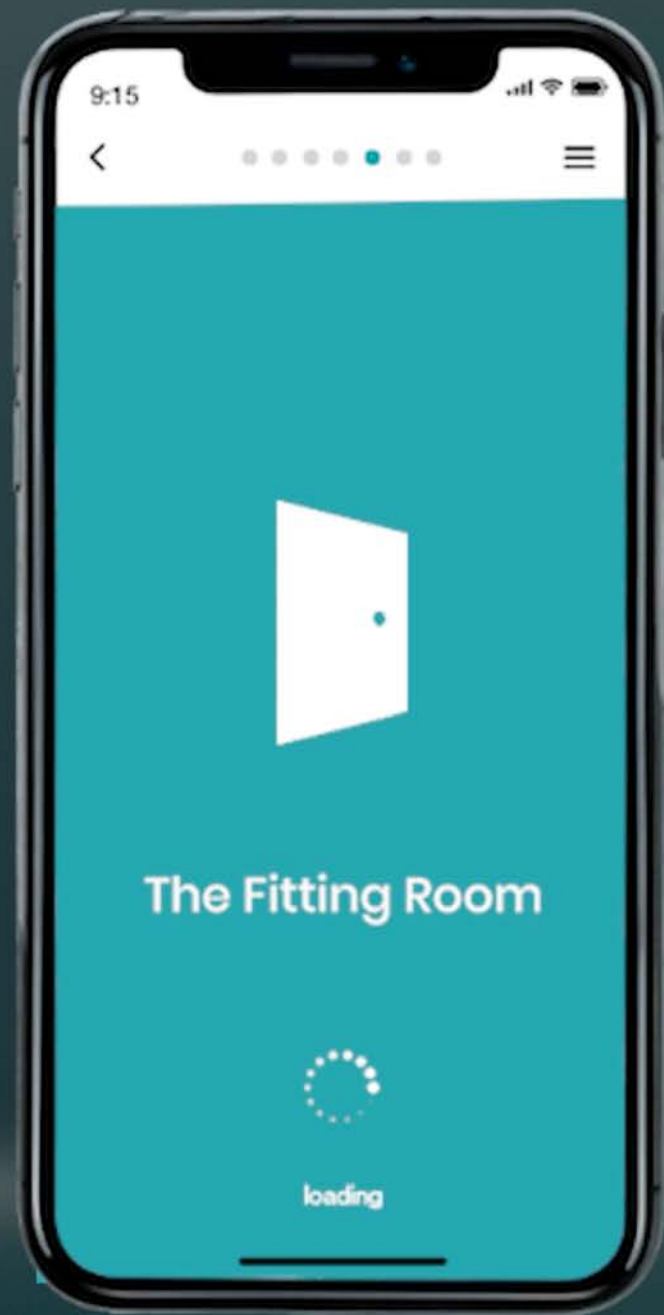
THE FASHION INDUSTRY IS BROKEN

The New York Times

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H&M, a Fashion Giant, Has a Problem: $4.3 Billion in Unsold Clothes

yahoo!news

A mountain of unsold clothing from fast-fashion retailers is piling up in the Chilean desert

Cheryl Teh
November 8, 2021, 2:38 am

Vox

Why fashion brands destroy billions' worth of their own merchandise every year

BBC earth

PEOPLE

Will fashion firms stop burning clothes?

By Chris Baraniuk

Forbes Subscribe Sign In

Returns, An Epidemic Which The Fashion Industry Is Choosing To Ignore

Fast fashion in the U.S. is fueling an environmental disaster in Ghana

SEPTEMBER 18, 2021 / 7:36 AM / CBS NEWS

Ghana is only a country of 30 million people.

PROBLEM

ONLINE APPAREL SHOPPING IS BROKEN

- **84%** of women feel that **sizing is arbitrary** depending on brand
- **30%-50%** of all online womenswear apparel purchases are **returned** (compared to 6% in store)
  - **77%** of returns are driven by **sizing challenges**
- **61%** of shoppers under the age of 30 **buy multiple sizes**
- **88%** of people **would shop more online if they didn't have to worry about fit**

- **40%** of manufactured garments are **never purchased** (84% of which end up in the landfill or incinerated)
- These two inefficiencies make up **30-40% of topline revenue for the average brand**

MEET THE TEAM

KIRILL MOISYEYEV
CEO

Successfully launched three other revenue-generating businesses in completely different industries including alcohol, video cloud processing and VR entertainment.

In particular, Kirill's experience in VR has been a major catalyst in the creation of The Fitting Room.
LinkedIn

NATHAN HUNTOON
CTO

PHD, ex-prof and Director of the Innovation Gymnasium at Southern Methodist University, with 15 yrs of deep tech industry experience.

Upon leaving academia, Nathan became the principal CV engineer for Frito Lay / PepsiCO setting up automation in their factories, and then worked on many deep tech projects including classified ones at a top Defense company.
LinkedIn

ERIC ALFORD
Head of Engineering

Engineering leader with 5 years of VP of Engineering experience and 12 years of development experience.

At Stocktwits, Eric Successfully scaled the engineering team from 4 to 40. At MoneyLion he managed a team of 150 engineers.
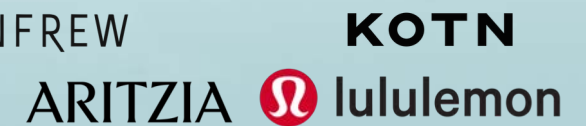LinkedIn

JAMES WATT
Chief Revenue Officer

James's rich 20 year career includes being the Lead Corporate Buyer at Nordstrom, Director of Sales at Peter Millar and Vice President of Holt Renfrew.

As a fashion industry leader, he has successfully led and transformed sales teams, streamlined operations and led marketing efforts to reach aggressive sales targets within the luxury fashion retail space.
LinkedIn

DIVRGE
PEPSICO

SOUTHERN METHODIST UNIVERSITY
DALLAS TEXAS

GENERAL ATOMICS
LEONARDO DRS

FritoLay

NORDSTROM
PETER MILLAR

HOLT RENFREW

KOTN
ARITZIA
lululemon

ABRAHAM PILCER

CV/ML Engineer

3x Chief Scientist; 15+ years of industry experience in CV and ML development
LinkedIn

RYAN AMORE

Chief Fashion Officer

Ryan has 14 years of experience across various facets of the fashion industry, encompassing product development, commercial collaborations, marketing initiatives, and operational management.

Distinguished as a globally recognized authority in the realm of garment fit, pattern making, and digital apparel development, Ryan has worked with brands such as Aritzia, LuLuLemon, and Kotn.
LinkedIn

ANDREEA BUNICA

Head of Made-To-Fit

Ex-lecturer and 2x founder in the XR/3D vertical
LinkedIn

VITALIY ISIKOV

Senior Frontend Developer

15+ years of frontend experience, including at Amazon
LinkedIn

BENJAMIN TIESSEN

### Senior Backend Developer

6 years of backend development experience
LinkedIn

amazon

MoneyLion

Stocktwits

SOLUTION

A SUITE OF PRODUCTS TO REDUCE RETURNS, INCREASE CONVERSION, AND ELIMINATE OVERPRODUCTION

- **Phase 1: Avatar Scanning with Size Recommendation** (live) – expected to reduce returns by 6%+ and increase conversion by 16%+

- **Phase 2: Virtual Try-On system of existing sizes** (launching in May/June) - expected to reduce returns by 30%+ and increase conversion by 45%+

- **Phase 3: End-to-end Custom-Fit system** (launching in September) – eliminate overproduction, reduce returns by 90%, expected to ~2x gross profit margin and 2-3x the market size
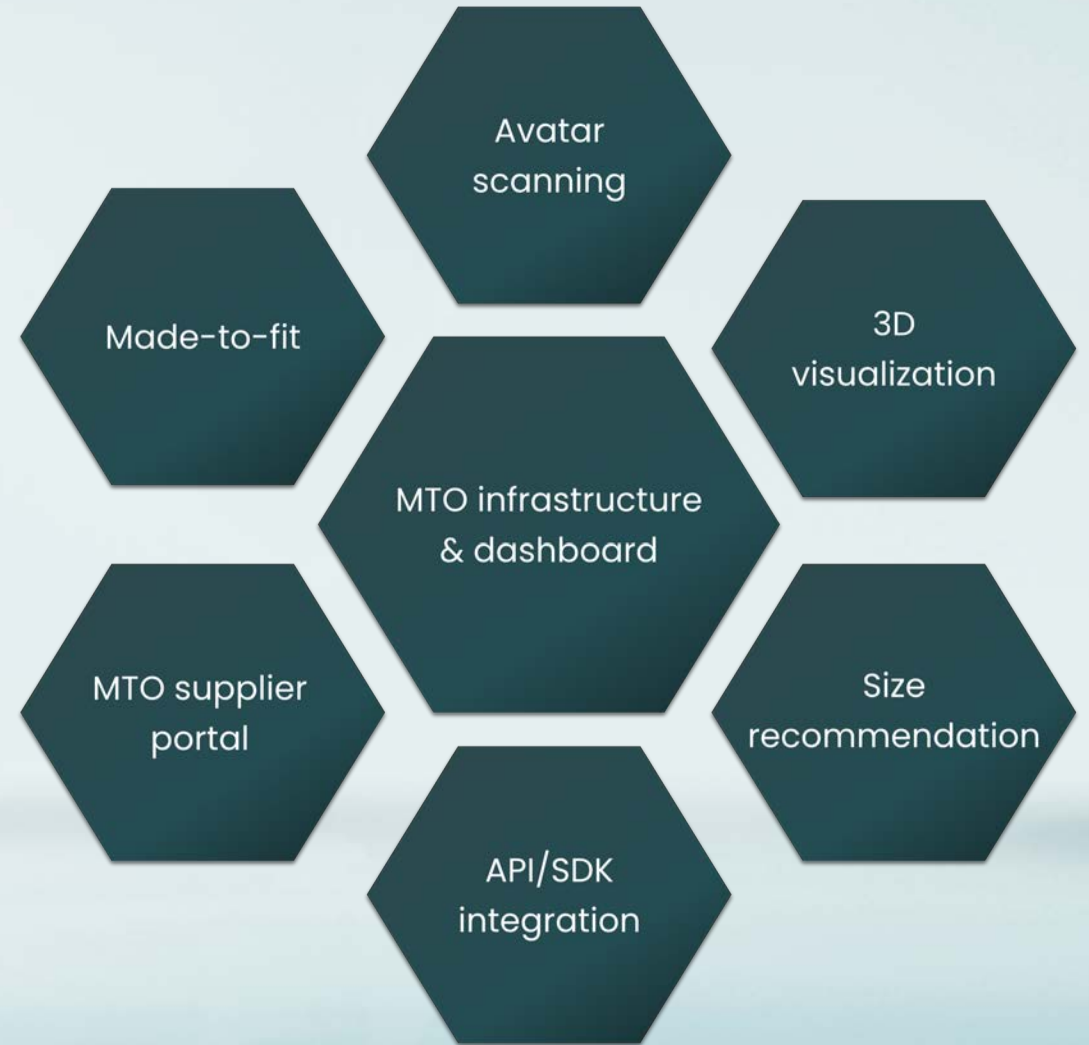
3D DEEP TECH
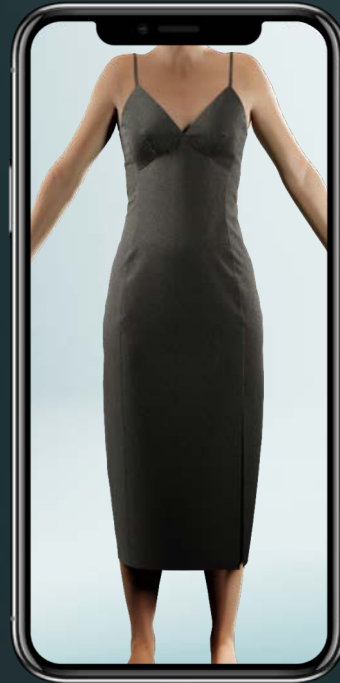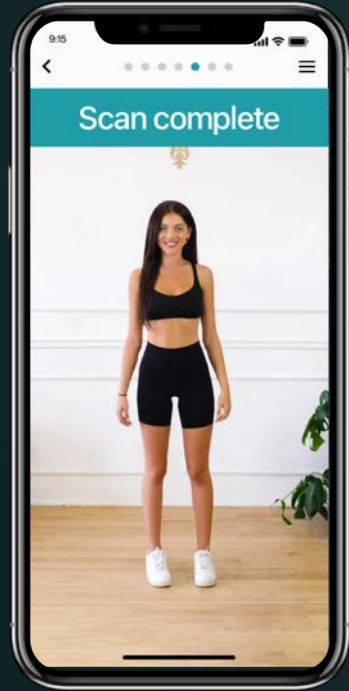
PHASE 1
SCANNING + SIZE REC

AI powered and deep learning
reinforced mobile scanning app.
Error rate of **less than 5% on all major
body parts**

PHASE 2
VIRTUAL TRY ON

Nvidia OmniVerse
powered hyper-realistic 3D
Visualization

PHASE 3
MADE TO FIT

Patent-pending custom-fit
algorithm – key to scalable MTO
production

CLICK FOR DEMO

BUSINESS MODEL

AS WE BUILD TOWARDS OUR NORTH STAR, WHICH IS MADE TO FIT PRODUCTION AT SCALE, WE WILL MONETIZE EACH TECHNOLOGICAL COMPONENT OF OUR SOLUTION ALONG THE WAY.

	Phase 1 Size recommendation	Phase 2 Virtual try-on (Coming Q3 2024)	Phase 3 Made-to-Fit (Coming Q4 2024)
Avatar scanning	●	●	●
Size recommendation	●	●	●
3D visualization	○	●	●
Made-to-fit	○	○	●
MTO dashboard	○	○	●
	$0.02 / API call yields **$1,000–$20,000 / month**	$0.05–0.08/API call yields **$5,000–$200,000 / month**	5–7% of sale yields **$15,000–$600,000 / month**

While any clients onboarded during phase 1 and 2 will be encouraged to funnel into the next phase, brands will have the option to use any part of our technology at any point.

BUSINESS MODEL

To reach $100M+ in ARR, we must help brands convert $3B in sales. In order to do that in 4 years, we must onboard **the following:**

280 EMERGING DESIGNERS (Ex. $3M in rev) will generate ~24M in ARR

56 MID SIZE BRANDS (Ex. $20M in rev) will generate ~37M in ARR

13 LARGE BRANDS (Ex. $150M in rev) will generate ~$47M in ARR

$3B IN SALES → **3.6% OF EVERY SALE** → **$108M IN REVENUE**

Less than 0.17% of the addressable market

Blended average of revenue streams

Goal by end of 2027

MARKET SIZE

There are over 38,000 brands worldwide making up the $1.8T apparel TAM.

Our SAM for Phase 1 is $4B+ ; Our SAM for Phase 2 is $40B+ ; Our SAM for Phase 3 is $20B+

**The TAM for our North Star - Phase 3 in just the regions below is $304.5B**

Phase 3 <u>currently</u> works for mid-tier brands and above ($80+ USD)

$12B
Canada

$140B
Europe

$28B
Japan

$116B
USA

$7B
Australia

$11B
S. America
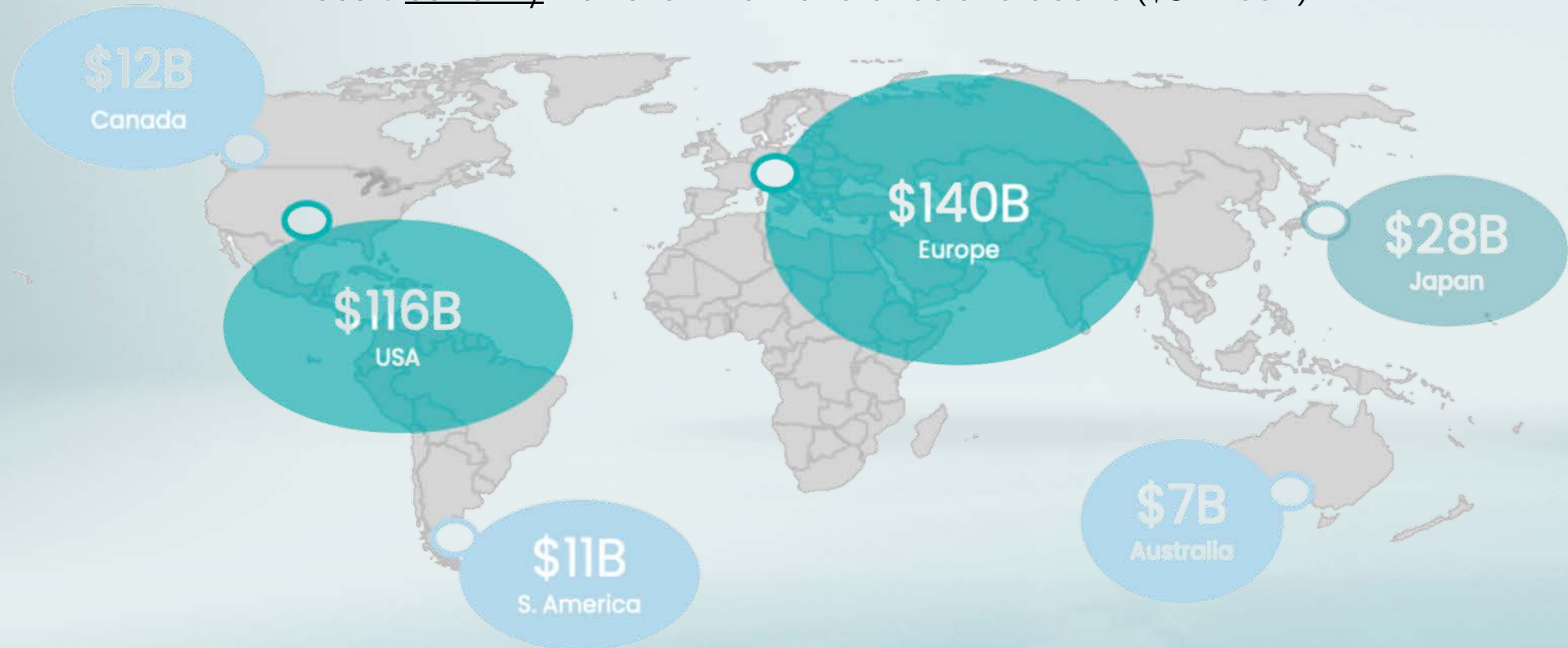
VISUALIZATION COMPETITIVE EDGE

- In-order for 3D visualization to achieve mass adoption, three crucial factors must seamlessly work together: **accurate pattern geometry** of a garment, **precise drape simulation,** and true personalization of a consumer's body shape, proportions and **skin tone**

- Our cutting-edge technology ensures that the garment's pattern geometry is accurately represented, enabling a realistic visualization of how it will fit the consumer
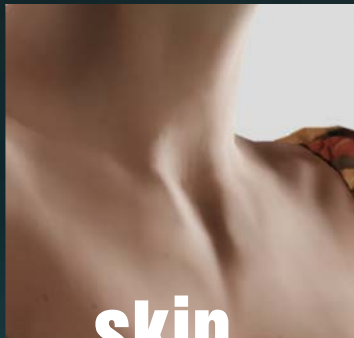
skin

cloth

fit

TRACTION

WE HAVE

- **8** brands have signed **Letters of Intent**
- **1** brand has signed a **contract**
- **2** more **contracts** in the works
- **60** brands **in the sales pipeline**

AS WELL AS

- **Three sustainable textile suppliers** (including a deadstock LVMH subsidiary)
- 25 fashion freelancers for 2D & 3D development
- Four overseas MTO **manufacturing partners** (15,000 units monthly capacity)

Ahiri

genia *evelina*

Early Majority

ALTERRAGE

BODICI

COMPETITIVE ADVANTAGE

WE ARE THE ONLY ONES TO HAVE THESE COMPONENTS IN A SINGLE SOLUTION

	The Fitting Room	iTailor / eShakti / INDOCHINO	denim unspun / MTAILOR / TAILOR STORE	perfitly / IN3D / DeepGears	REACTIVE REALITY / CLO / BODS	BESPOKIFY	3D LOOK	UNMADE / PlatformE
Mobile scanning	✓		✓	✓			✓	
Custom-fit**	✓	✓	✓			✓		
Virtual try-on	✓			✓	✓			
MTO dashboard (In development)	✓							✓

**Made-to-fit is far superior to the traditional custom-fit algorithms

COMPARABLE RECENT EXITS

OUR TECHNOLOGY IS ALREADY COMPARABLE TO THAT OF FISION AND PRESIZE.AI AT THE TIME OF THEIR ACQUISITIONS

Company	Description	Acquirer	Exit valuation
Fit Analytics	Size recommendation with questionnaire	Snapchat	$124 million
Fision technologies	Avatar scanning and size recommendation tech	Zalando	$36 million
Presize.ai	Avatar scanning and size recommendation tech	Meta	$50 million
Zeekit	2D virtual try-on	Walmart	$200 million

FUNDRAISING & PRODUCT ROADMAP

TO DATE WE HAVE RAISED USD $1M
WE ARE RAISING $200K TO GIVE US RUNWAY UNTIL Q4

JANUARY 2024
PHASE 1
Size recommendation release

Q3 2024
PHASE 2 BETA
Release of Virtual Try-On

Q4 2024
LARGE SEED
Scaling up of our offerings

2024

MAY 2024
PHASE 1 +
Tailoring measurements
dashboard releasee

Q4 2024
PHASE 3
Release of Made-to-Fit

The Fitting Room

THANK YOU

For investment opportunities, reach us at:
hello@thefittingroom.tech

For more information, please contact:
hello@thefittingroom.tech

SCAN. SHOP. TRY.

NO SIZE FITS ALL