

Your Clothes Sizing Partner

The logo for Vestofy features a large, stylized letter 'V' on the left. The left side of the 'V' is a solid blue shape, while the right side is a yellow ruler with black markings. To the right of the 'V', the word 'estofy' is written in a bold, blue, sans-serif font.

OPPORTUNITY

Size Hesitation

Clothing Misfit

**Big Brand
Take It All**

**Cart
Abandonment**

**Returns.
Logistics.
Margin.**

**Low Conversion
Rate**

MARKET

250K

Fashion stores on Shopify

80%

Of the products returns are due to fit issues

35%

Abandon cart items due to fit concern.

800K

Online stores worldwide

\$8.4B

Apparel returns are size related

\$18B

Abandon cart due to fit concern

<https://www.shopify.com/enterprise/ecommerce-returns>

https://cdn.statcdn.com/static/pdf/ca_study_readsample/DMO_sample_38340.pdf

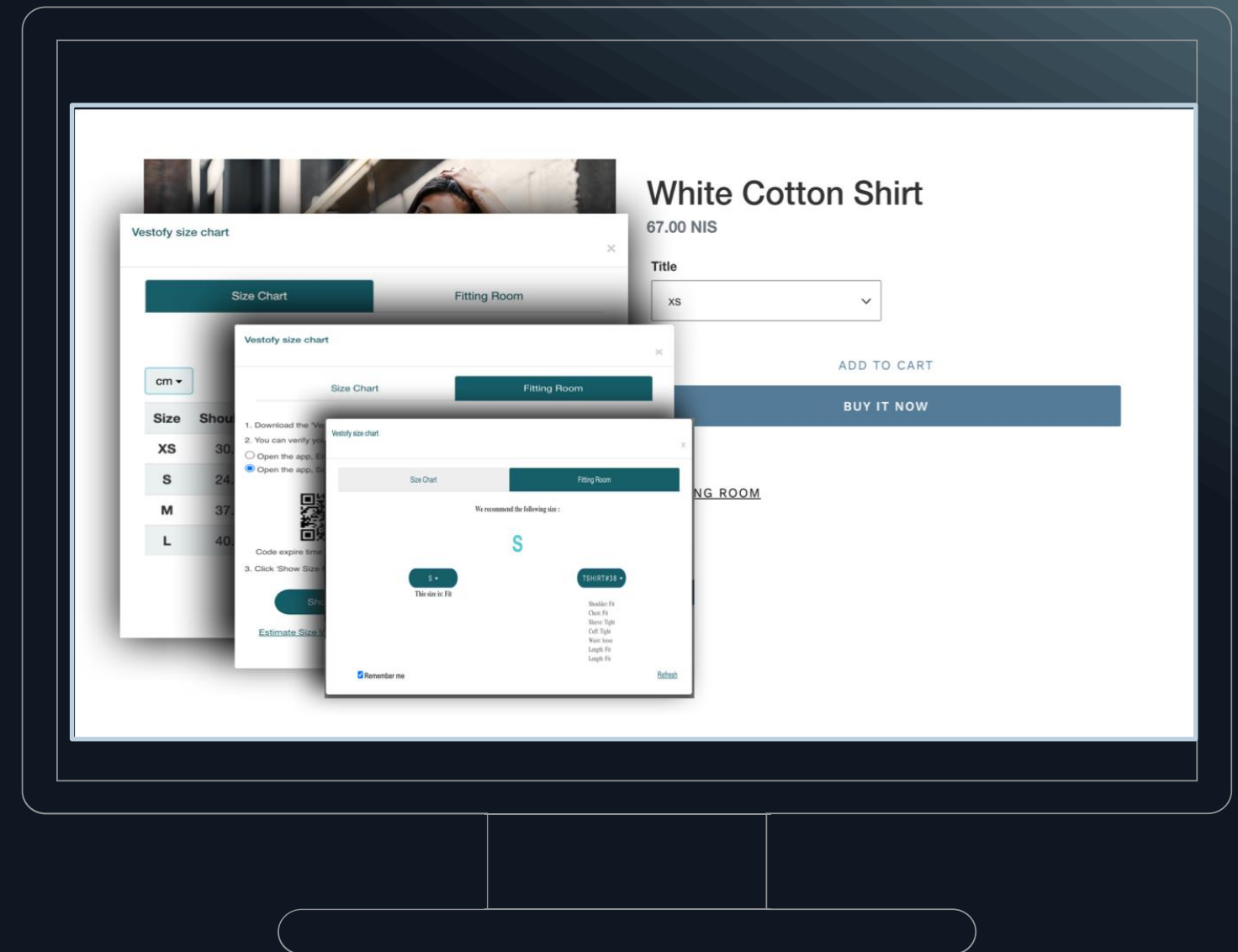
<https://www.dynamicsyield.com/lesson/shopping-cart-abandonment-strategy/>

<https://www.vestofy.com/>

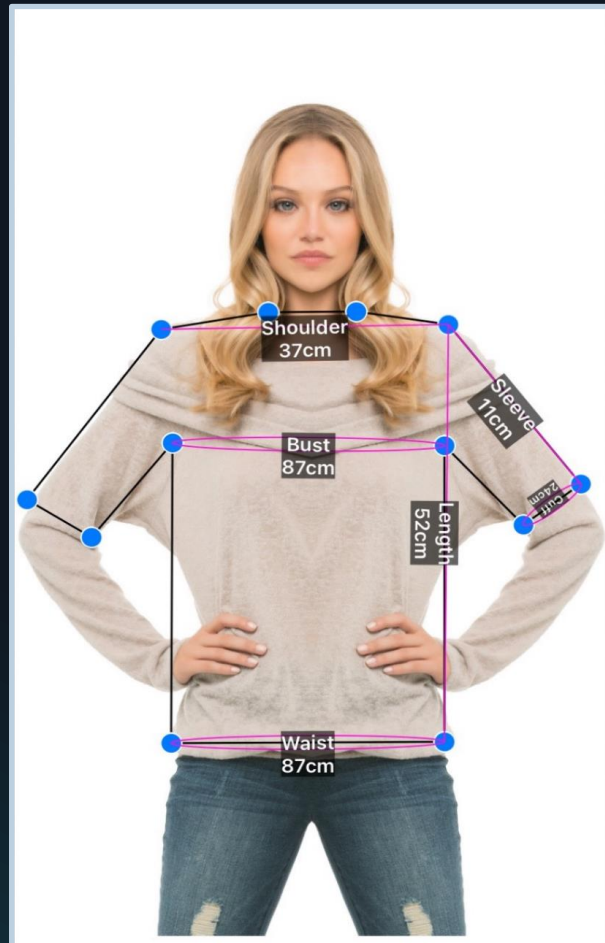
SHOPS

Marketplace & Shopify shops

- Store admin console.
- Website plugin with size chart and fitting room.
- Size chart hosting.



Video



CONSUMERS

- Next generation of size fitting.
- Your clothes size is your size.
- Reliable & accurate measuring algorithm.
- Easy and dynamic size charts creation and publication (App for stores).

Business Model

\$5/50\$

Subscription bases charge for commercial use.

B2B2C

Fitting room.
Match size for consumer

B2B

Commercial size chart creation

~10%

Sale channel fee (Next stage).

COMPETITORS

Accuracy



Depends on customer previous purchases



Comprehensive solution.
Ai clothes measurement.

Simplicity



3D Avatar model.
1 day to prepare
and scan.



Manual
measuring



Using device sensor
Lack of accuracy.



Approximation by
height and weight.
(Walmart)

FINANCIALS

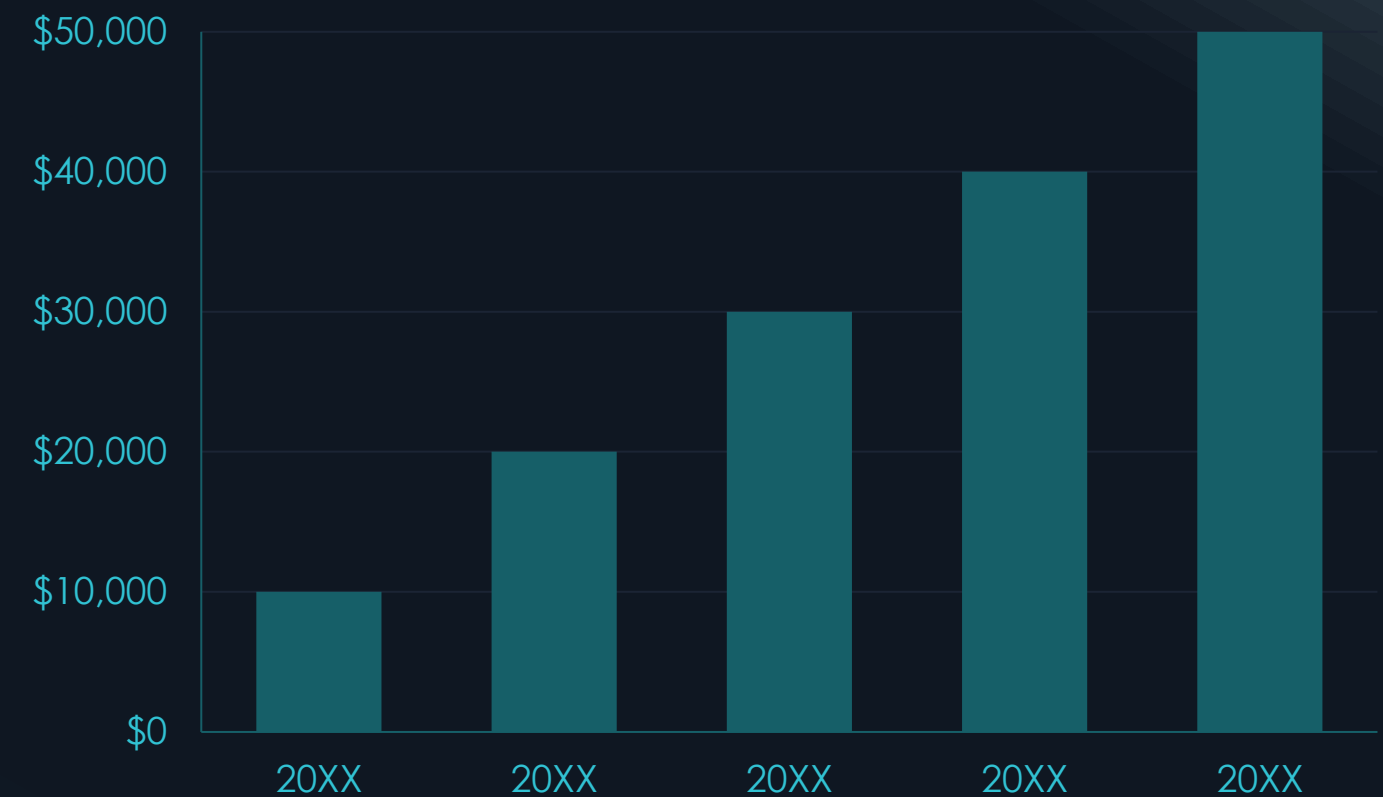
funding target: \$200k

- Marketing and sales expenses.
- WooCommerce & WIX plugin development.

Key Metrics

	STORES	SALES	GROSS REVENUE	NET REVENUE
2022 Q4	0	0	\$0	\$0
2023 Q1	10	\$510	\$306	\$16,000
2023Q2	200	23,280\$	\$13,968	\$25,000
2023 Q3	300	26,100\$	\$25,839	\$30,000
2023 Q4	500	570,000\$	\$56,480	\$40,000
2024 Q1				

Revenue by Year



REVENUE	2022 Q4	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2024 Q1	Yearly
Investment	\$400,000	\$0	\$0	\$0	\$600,000	\$0	\$2,000,000
Estimated Product Sales	\$0	\$510	\$20,400	\$30,600	\$91,500	\$197,200	\$203,290
Total Online Shops	\$0	10	200	300	500	800	1200
Shopify	\$0	\$510	\$10,200	\$15,300	\$25,500	\$40,800	\$244,800
WooCommerce	\$0	\$0	\$10,200	\$15,300	\$25,500	\$40,800	\$103,680
SalesForce	\$0	\$0	\$0	\$0	\$40,500	\$64,800	\$77,760
Standalone	\$0	\$0	\$0	\$0	\$0	\$40,800	\$48,960
Affiliate Revenue	\$0	\$0	\$0	\$0	\$0	\$10,000	\$10,000
Net Sales	\$0	\$510	\$20,400	\$30,600	\$91,500	\$96,400	\$203,290
3rd services	\$0	\$204	\$8,000	\$261	\$570	\$964	\$2,033
Gross Profit	\$0	\$306	\$13,968	\$25,839	\$56,430	\$95,436	\$191,979
EXPENSES	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023 Q1	Yearly
Salaries & Wages	\$0	\$9,000	\$48,000	\$48,000	\$96,000	\$144,000	\$960,000
Marketing/Advertising	\$0	\$450	\$450	\$450	\$900	\$900	\$20,000
Rent	\$0	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$12,000
Total Expenses	\$0	\$12,450	\$51,450	\$51,450	\$99,900	\$147,900	\$363,150
Income Before Taxes	\$0	(\$12,144)	(\$37,482)	(\$25,611)	(\$43,470)	(\$52,464)	(\$171,171)
Income Tax Expense	\$0	(\$1,822)	(\$5,622)	(\$3,842)	(\$6,521)	(\$7,870)	(\$25,676)
NET INCOME	\$0	(\$10,322)	(\$31,860)	(\$21,769)	(\$36,950)	(\$44,594)	(\$145,495)
BALANCE	\$400,000	\$389,678	\$357,818	\$336,049	\$899,099	\$854,505	\$2,709,009

Who Are Us



**Leon
Bangiev**

Founder

- Hand on product management



**Stas
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Co-Founder

Over 5 years In lead software teams

THANK YOU!

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