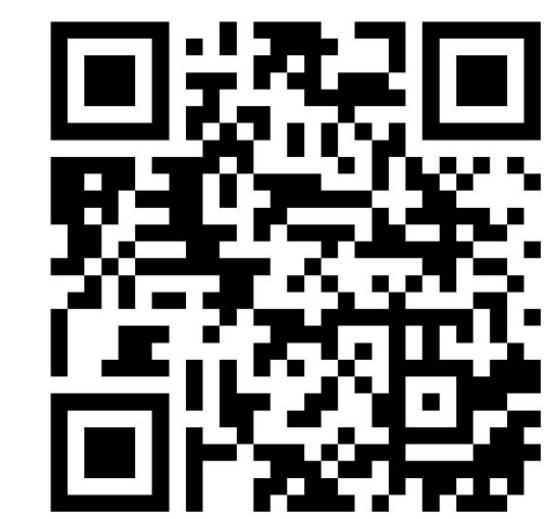


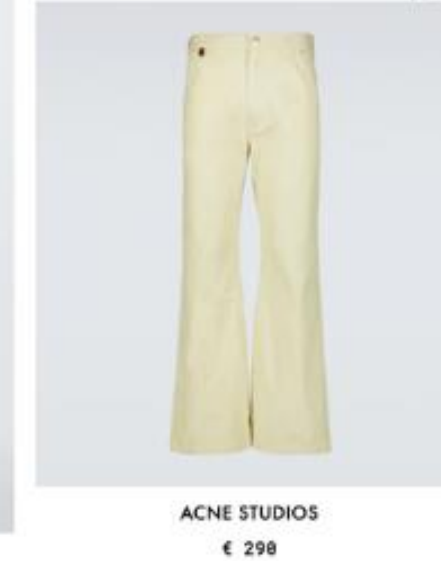
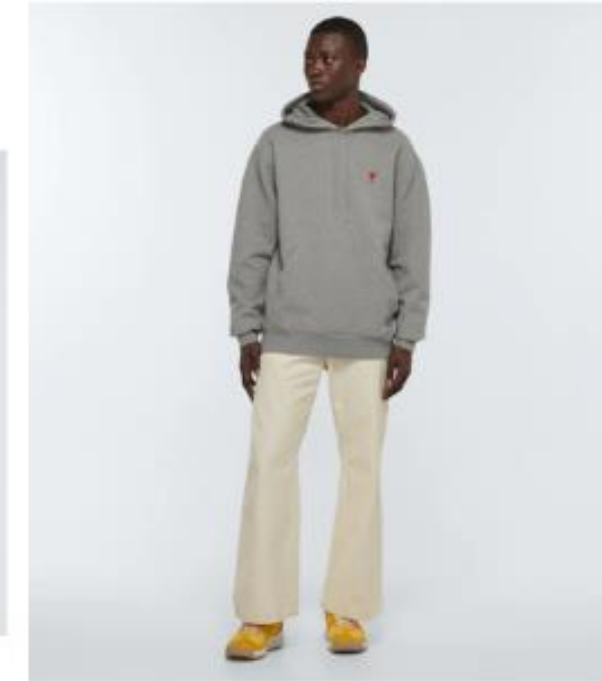
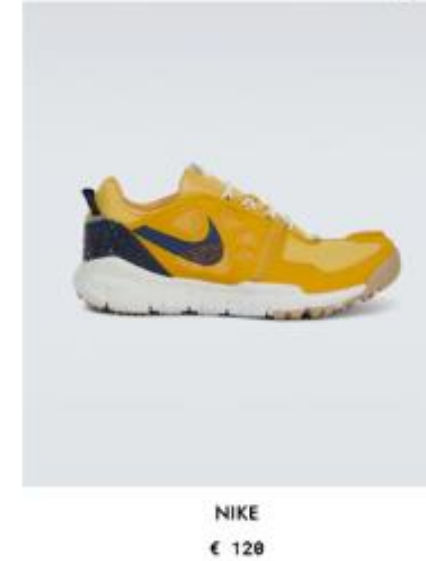
**AI-POWERED OUTFITS IN REAL TIME FOR FASHION  
ECOMMERCE THAT BOOST REVENUE BY 8%**

● ■ ▶ **SaaS solution**



**We generate unlimited outfits  
in real time just from items photos  
100x times faster in comparison to  
traditional outfits creation approach**

## Styled by stylists



Limited options  
of outfits

Time consuming

High cost

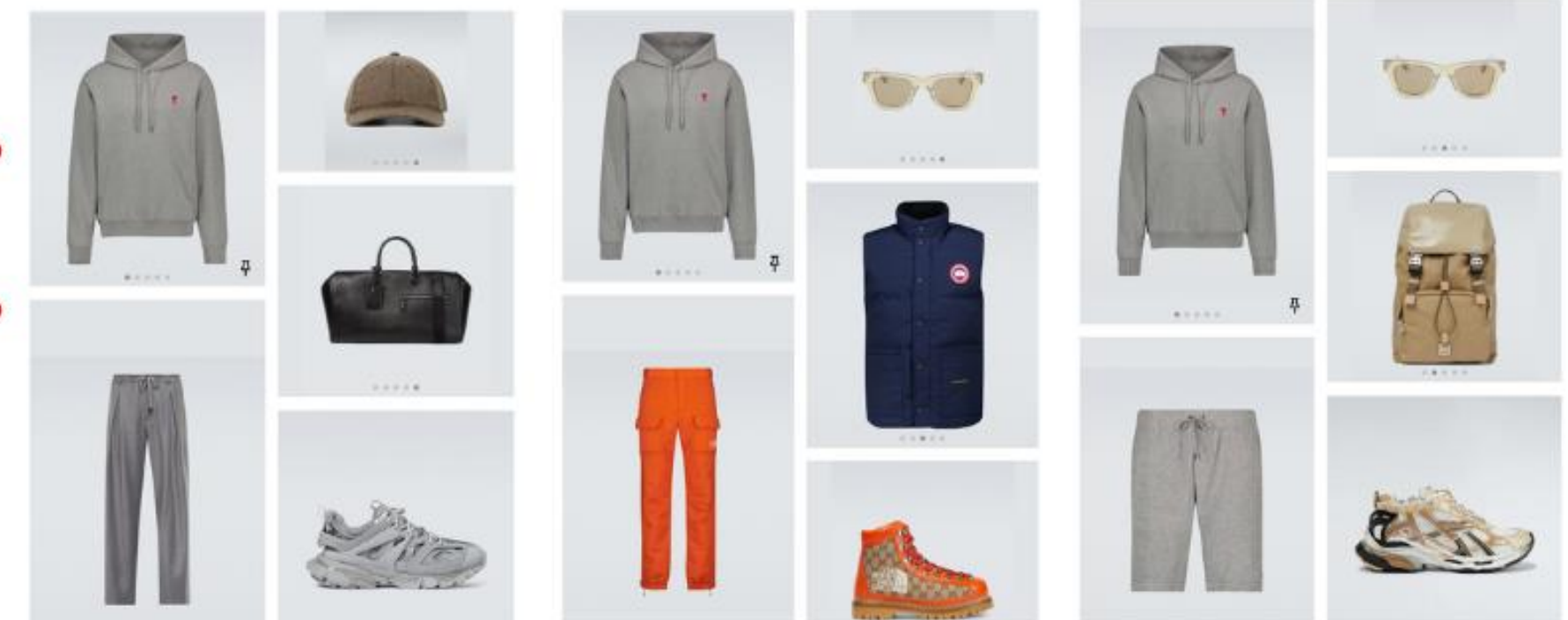
## Styled by ML-algo



Unlimited looks  
in real-time

Prover Revenue  
Growth by >8%

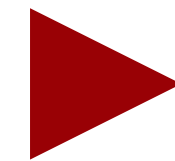
Low cost



# FASHION E-COMMERCE CHALLENGES

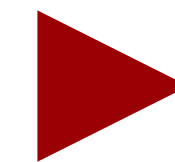
**ONLY 5-10**  
WEB PAGES

of online fashion stores  
users open on average



**>55%**  
inventory

has a lack of efficient visibility  
in the catalogue



**- \$2,25B**

lost in revenue across fashion  
e-commerce market in 2021  
due to catalogue navigation  
and visibility issues

# TYPICAL FASHION ONLINE STORE ISSUES:

from 21,000 SKUs – more than half of them  
11,500 SKUs (55%) may not be seen by online  
users



REVENUE  
**Loss**

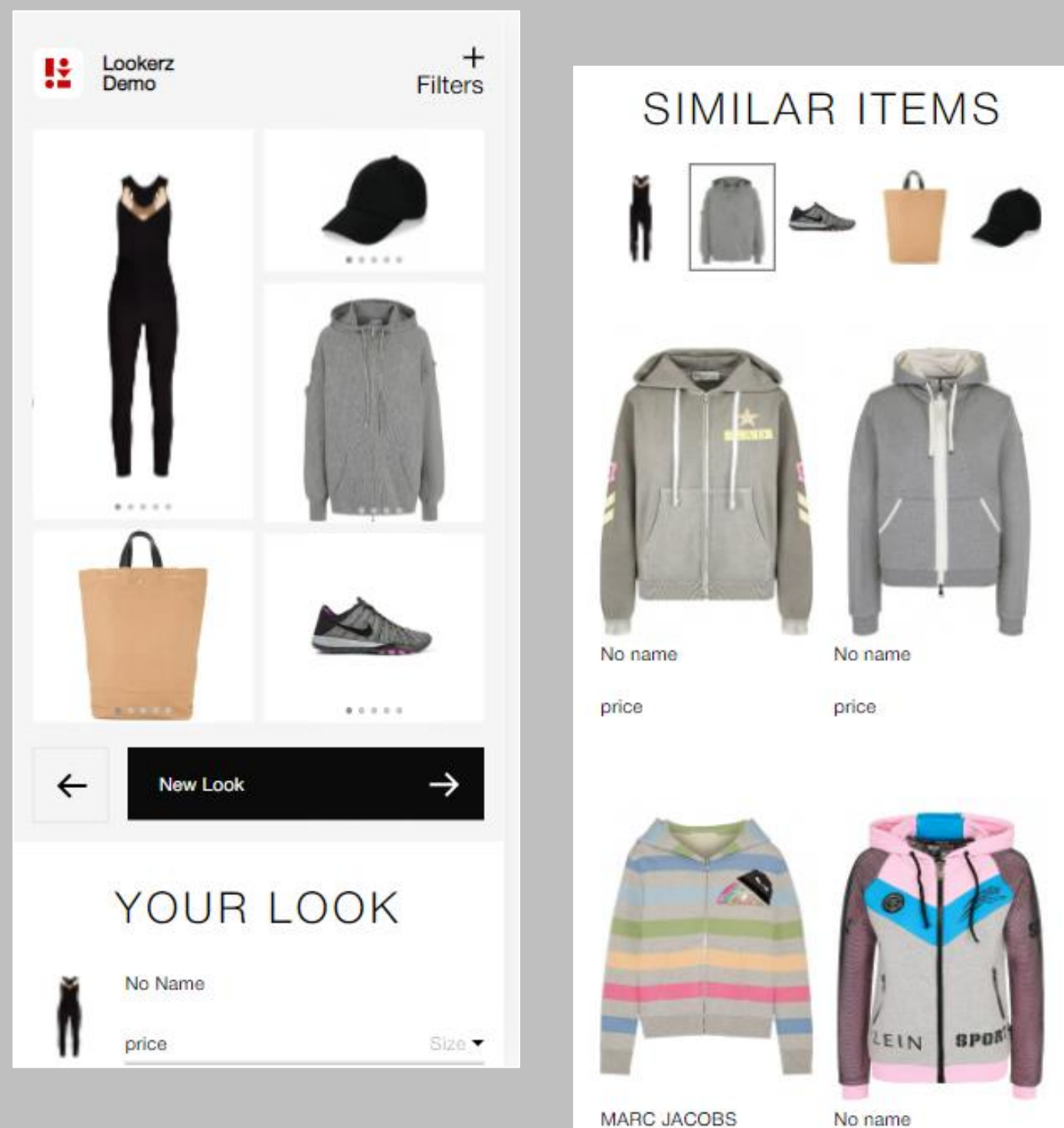
**with *Lookerz* – you can boost revenue at least by 8%  
and make a navigation system more efficient**

# WHAT ARE TYPICAL WAYS TO CREATE OUTFITS?

Outfits created by **LOOKERZ**

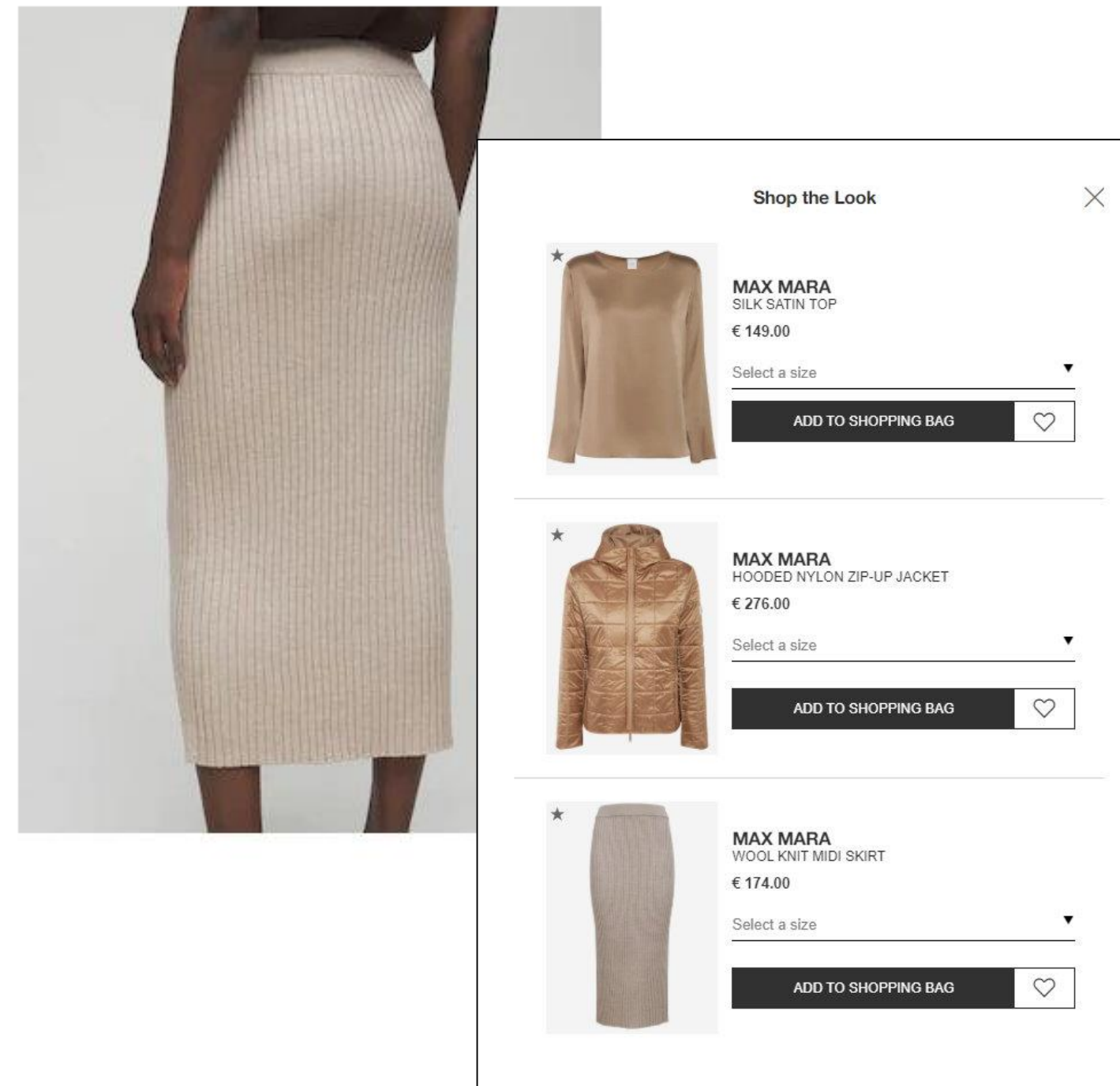
ML-powered algorithms can generate unlimited number of outfits instantly

cost **\$1/100 outfits**



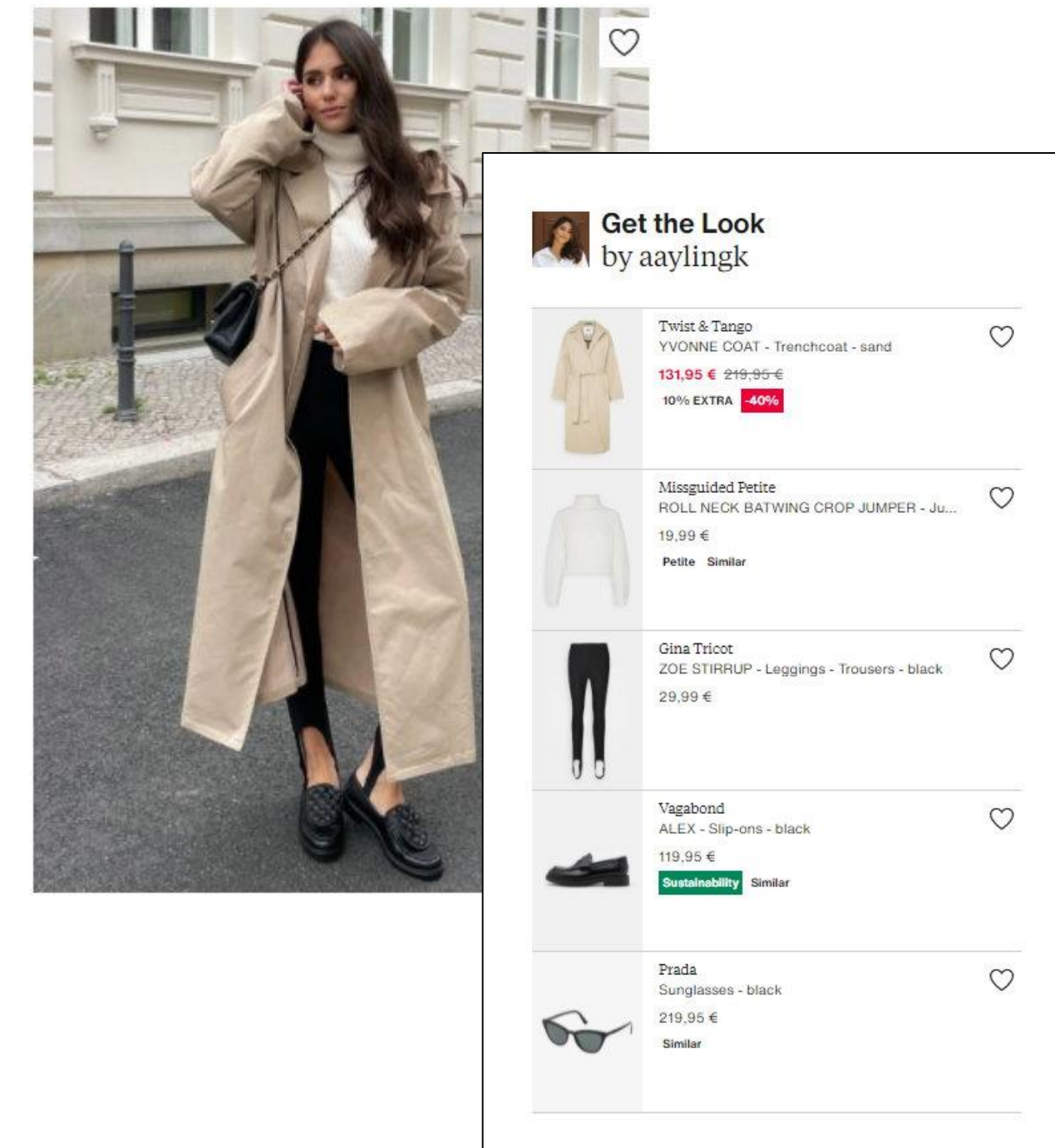
**IMAGE** based outfits.  
Recommendations are recognized from photos.

1 outfit for the item per season  
cost by **\$5/1outfit**



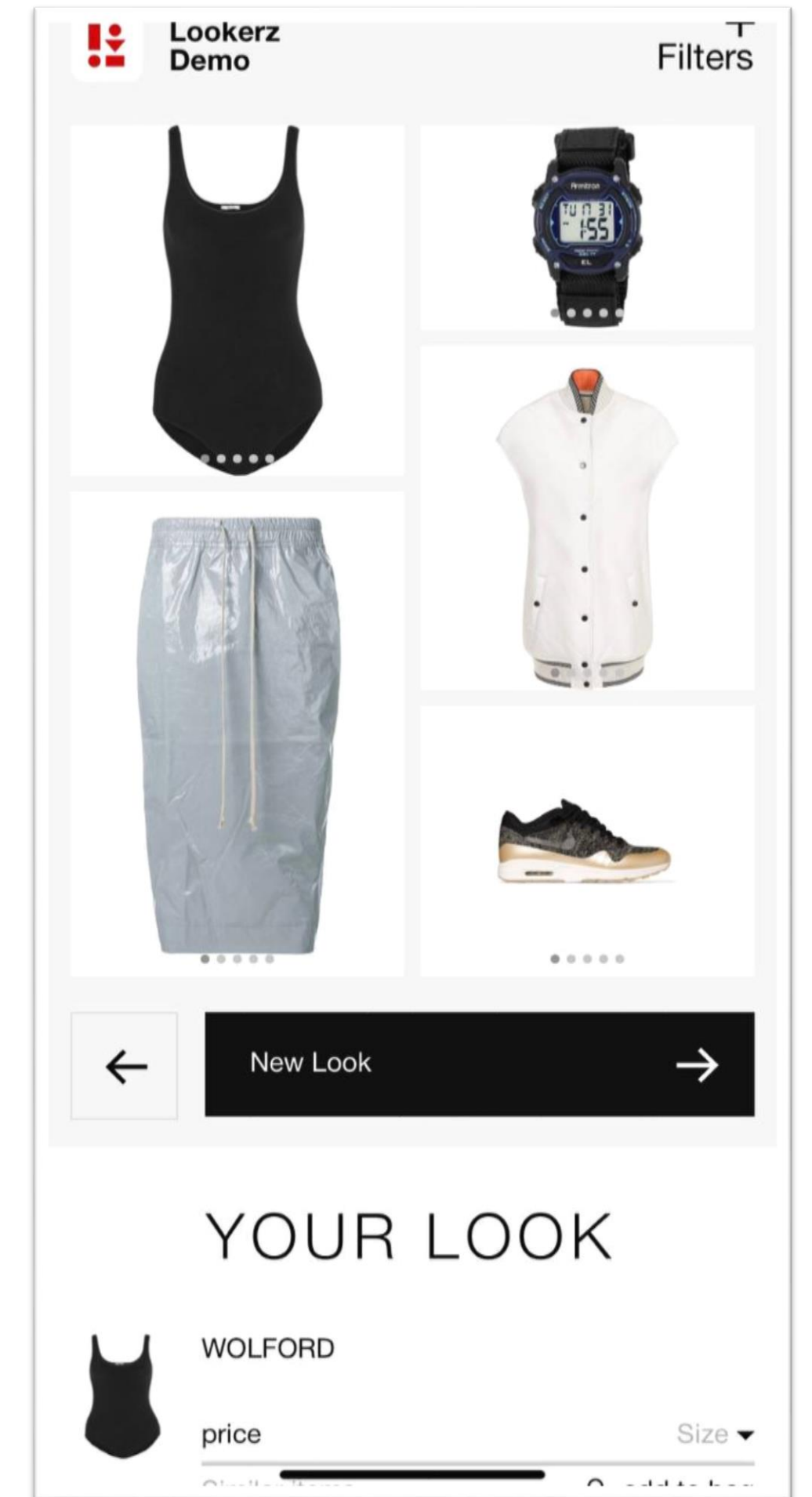
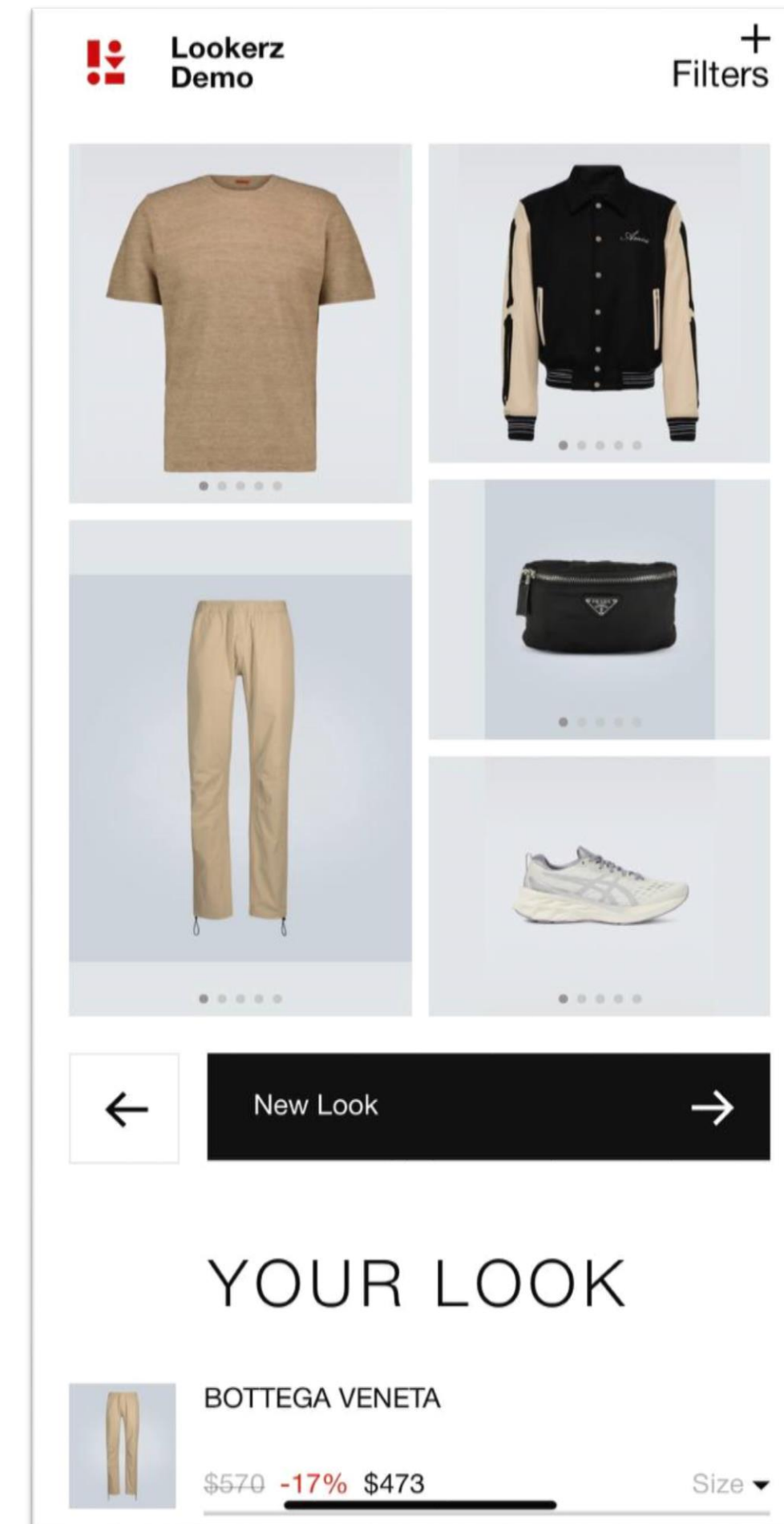
Outfits by **BLOGGERS**  
or **STYLISTS**

cost by **\$20/ 1outfits**



# LOOKERZ WIDGET FOR ONLINE STORES:

- **Widget is placed on a Product Page or Main Page**
- **Outfits generated from the whole inventory**
- **Unlimited number of Outfits**
- **Made in Real time**
- **No Stylist Needed**
- **Instant Outfits**



# HOW IT WORKS?

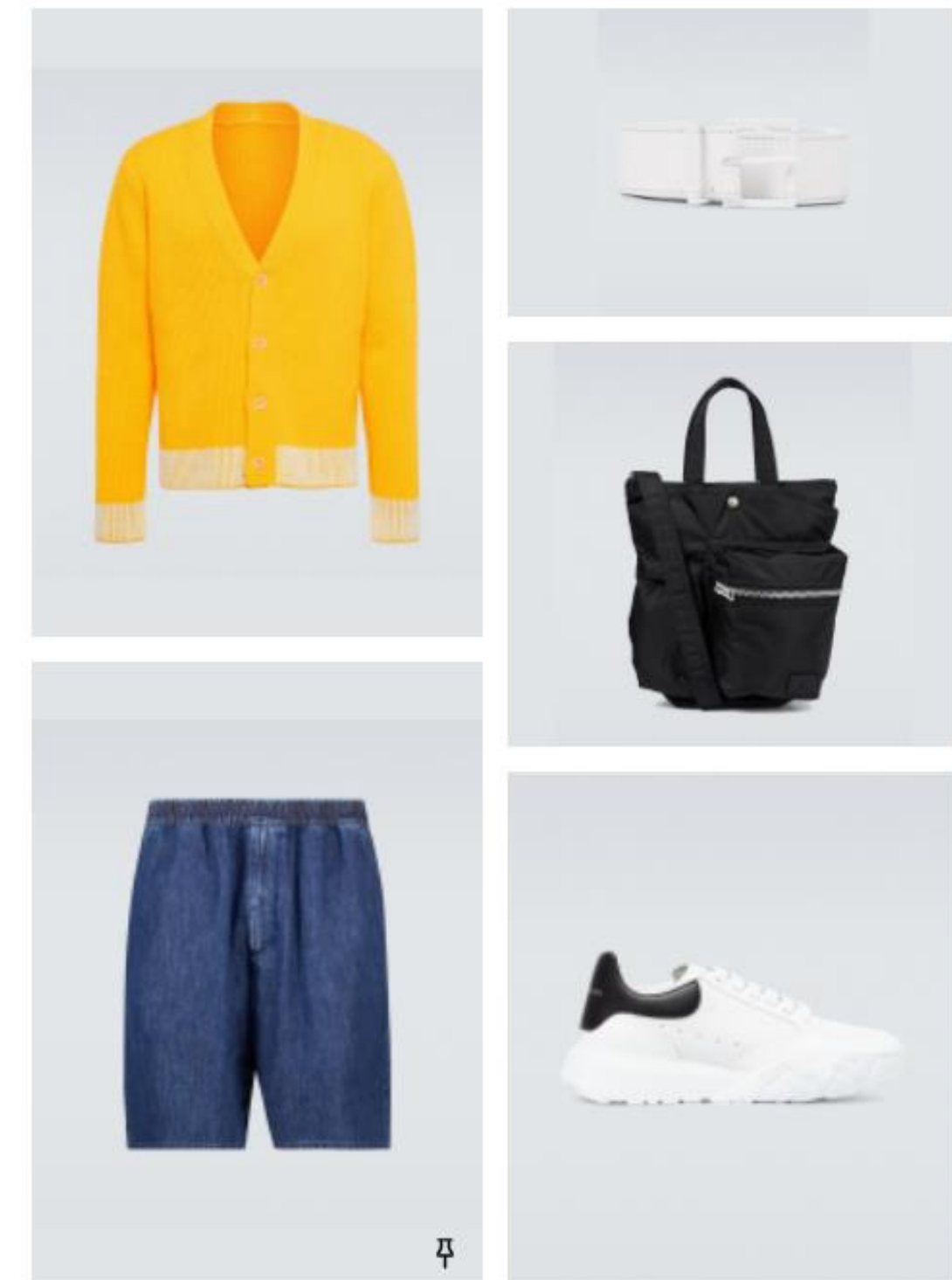
**1** transferring item photo to Lookerz



**2** item recognition by photo, tagging



**3** generate outfits in 0,7 sec.



# B2B POTENTIAL CUSTOMERS: ENTERPRISE MARKET

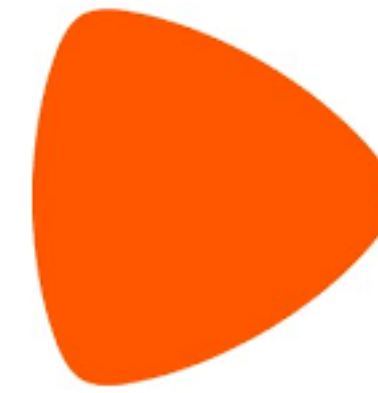
Neiman Marcus



OTTO

MATCHES FASHION.COM

Harrods



zalando



FARFETCH

Theory

★ macy's

MODIVO  
by eobuwie.pl

bon  
prix

▲ LUISAVIAROMA.COM



# OUR MARKET

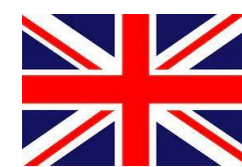
	<b>PAM</b>	<b>\$470B</b>	Fashion eComm
	<b>TAM</b>	<b>\$115B</b>	Enterprise Fashion eComm with 8K SKU and more
	<b>SAM</b>	<b>\$75B</b>	Enterprise Fashion eComm with 8K SKU including MALE and FEMALE clothes, shoes and accessories
	<b>SOM</b>	<b>\$7,5B</b>	<b>10%</b> of the SAM market



US



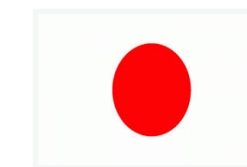
Germany



UK



Portugal



Japan



China

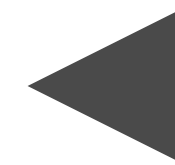


Australia

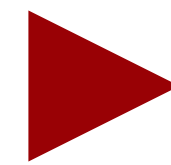
# SAAS BUSINESS MODEL

**3.8%**

CPA (Cost per purchase)



**OR**



**MONTHLY SUBSCRIPTION**

starting from \$3000/month

# COMPETITORS

unlimited Outfits



Outfits are made by Bloggers, Stylists

AI-Powered Outfits

multi-brand or mono-brand Fashion online stores

FINDMINE®



ZARA



THE OUTNET

Browne

FARFETCH

intelistyle

1 Outfit

# WHY LOOKERZ? KEY METRICS

**+8%**  
REVENUE BOOST

**+40%**

INCREASE IN SALES OF ACCESSORIES

**-1\$ / +8\$**

GET 8\$ REVENUE ON 1\$ SPENT LOOKERZ SERVICES

**22%**

INCREASE IN NUMBER OF OUTFITS FROM MONTHLY VISITORS

**+65%**

INCREASE IN SALES OF PRODUCTS FROM LAST CATALOGUE PAGES

**+30%**

INCREASE AOV(AVARAGE ORDER VALUE)

**8 Outfits**

GENERATED ON AVERAGE BY USER PER 1 SESSION

**+50%**

INCREASE TSS (TIME SPENT ON SITE)

**+70%**

INCREASE PPV (PAGES PER VISIT)

# PRODUCT ROADMAP

**NOW**  
2021

**5 B2B**

contract and test

**70K REVENUE**

- Women's and Men's Outfits
- Women's and Men's Similar Items
- Tags
- Integration process — 20 days
- Dashboard, Analytics
- Integration into the website

**2022**

**+400% GROWTH**

**280K REVENUE**

- Change of UX/UI design
- Mobile App integration
- Integration process - 12 days
- New service - Static Outfits
- Improve Dashboard, Analytics
- Redesign website

**2024**

**+1900% GROWTH**

**5,4M REVENUE**

- New service - Remarketing with Outfits
- New service - Looks based on customer behavior (past purchases, favorites, etc.)
- Improve Dashboard, Analytics
- Update UX/UI design

# TRACTION

**5 B2B**

**CUSTOMERS**

**contract and test**

**+8%**

**BOOST**

**in customer  
Revenue**

**\$7500**

**MRR 12/2021**

# UNIT ECONOMICS

**\$ 3-5K**

**CAC (Customer acquisition cost)**

**\$ 325K**

3 years

**LTV**

\$ 10K – MRR  
\$ 360K – Revenue 1 customer per 3 years  
\$ 5K – CAC  
\$ 25K - customer service costs per 3 years  
(0,7K per month)

$\$360K - \$5K - \$25K = \$330K$

**\$10K**

**ARPU ENT**

**LTV/CAC= 65**

# TEAM



**Svitlana Sutyrina**  
**Co-Founder, CEO**



**Miroslav Shvets**  
**Co-Founder, CTO**



**Nataly Trusova**  
**Co-Founder, BizDev**



**Vlady Berezina**  
**CBDO**

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[Lookerz.me](https://lookerz.me)





**ASK**



**we are looking to raise \$1m in H2 2022 to scale  
and enhance marketing activities**

**Lana.s@lookerz.me  
info@lookerz.me**

