

# DressDial

---

**RENT HIGH-END FASHION, SUSTAINABLY**

Aditi, Co-Founder

Aarushi Agarwal, Co-Founder

# MEET THE TEAM

---



## *Co-Founder* **Aditi**

A seasoned leader with a proven background in technology and finance, Aditi is now applying her strategic acumen to reshape the creative landscape. As a pioneer in the industry, she is committed to driving transformative growth and fostering a culture of innovation.

## *Co-Founder* **Aarushi Agarwal**

With a track record of leadership in innovative technologies and finance, Aarushi is now leveraging her expertise to bring new ideas to the creative industries. As an industry leader, she's dedicated to driving growth and fostering innovation in a sector that is ripe for disruption.



# OUR MISSION

---

**Fast fashion is wreaking havoc on the planet.** The industry is a major contributor to pollution, water scarcity, and waste.

Consumers are becoming increasingly aware of the environmental impact of their clothing choices but often feel limited by the options available to them.

**Additionally, the cost of owning high-end fashion items is prohibitive for many.** These pieces are often worn only a few times, leading to underutilization and a significant environmental footprint.

Our solution addresses these challenges by providing a sustainable and affordable way to enjoy luxury fashion without the long-term commitment or environmental cost.





## OUR MISSION

---

DressDial is revolutionizing the luxury fashion industry by offering a curated platform that seamlessly connects fashion-forward individuals with a rotating selection of high-end designer pieces. Our platform provides unparalleled access to coveted items, empowering customers to explore their personal style without the financial commitment of ownership.

By combining technology with a deep understanding of fashion, we have created a unique and convenient experience. Our platform leverages advanced algorithms to curate personalized recommendations, ensuring that every rental is a perfect match.



# BUSINESS MODEL

---

Our business model is centered around a subscription-based rental service. Customers pay a monthly or annual fee to access our curated collection of high-end fashion items. Additional revenue streams include:

- **Rental Fees:** Customers pay a rental fee for each item they choose to wear.
- **Cleaning and Maintenance Fees:** These fees cover the cost of cleaning and repairing garments between rentals.
- **Late Fees:** Penalties for items returned late to ensure timely availability for other customers.
- **Partnerships:** Collaborations with designers, brands, and events can generate additional revenue.

By offering a flexible and affordable subscription model, we aim to build a loyal customer base and generate consistent revenue.



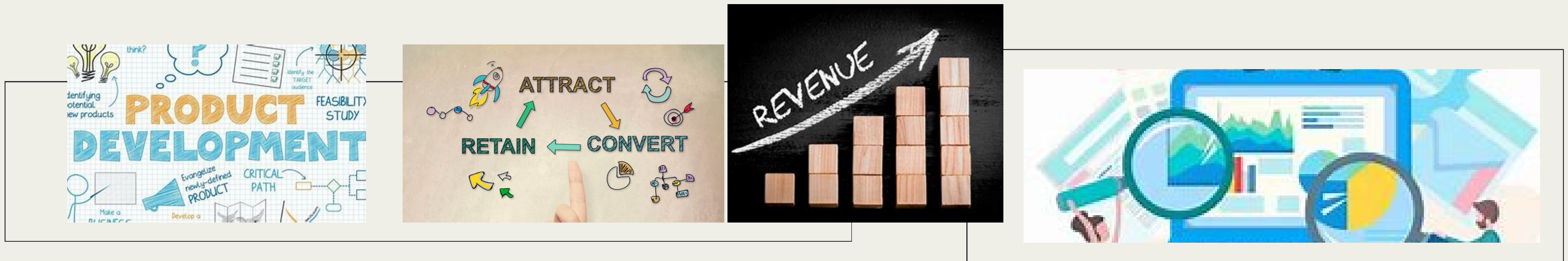
# SIZE OF THE MARKET OPPORTUNITY

---

- India's urban population is estimated to be around 460 million.
- Assuming 20% of this population falls within our target demographic, we have a potential customer base of approximately 92 million.
- Considering a conservative penetration rate of 1%, we can estimate an initial target market of around 920,000 potential customers.
- Average rental price per item is estimated to be INR 1500–3000.
- Assuming an average rental of 2 items per month per customer, potential revenue could be in the range of INR 276 crores to INR 552 crores annually.



# NEW PRODUCTS AND SERVICES



## Product Development:

- Completed development of the MVP (Minimum Viable Product) in March 2024.
- Platform launched in April 2024, featuring a user-friendly interface and secure payment system.

## Customer Acquisition:

- Acquired an initial user base of 10,000 active users within the first three months of launch.
- Secured partnerships with 15 high-end designer brands, offering over 1,000 luxury fashion items for rent.

## Revenues:

- Generated ₹10,00,000 in rental fees within the first quarter.
- Achieved a 30% monthly growth rate in user subscriptions.

## Market Presence:

- Gained media coverage in major fashion magazines and blogs, boosting credibility and attracting more users.
- Established a strong social media presence with 50,000 followers across Instagram, Facebook, and Twitter, driving organic traffic to the platform.





# COMPETITIVE LANDSCAPE

---

## Current and Future Competitors

- **Current Competitors:**
  - Rent the Runway
  - Flyrobe
  - Liberent
- **Future Competitors:**
  - New fashion rental startups
  - High-end fashion brands launching rental services
  - Online marketplaces adding rental sections

## Strategy to Win

- **Unique Value Proposition:**
  - Strong focus on sustainable fashion.
  - Exclusive partnerships with top designer brands.
  - Superior user experience with advanced search and recommendation systems.
- **Operational Excellence:**
  - Efficient logistics and sustainable packaging.
  - Exceptional customer support for styling and fit recommendations.
- **Community Engagement:**
  - Host fashion events and collaborations with designers.
  - Active social media presence to engage users and promote collections.
- **Scalability and Growth:**
  - Leverage AI for personalized recommendations and inventory management.
  - Strategic expansion into new markets.
- **Brand Loyalty:**
  - Introduce loyalty programs and subscription plans.
  - Focus on personalized customer experiences and rewards.





# FINANCIALS CURRENT AND PROJECTIONS

## 3-Year Financial Summary

- **Year 1:**
  - Revenue: ₹2 crore
  - Costs: ₹1.5 crore
  - Profit: ₹50 lakh
- **Year 2:**
  - Revenue: ₹5 crore
  - Costs: ₹3.5 crore
  - Profit: ₹1.5 crore
- **Year 3:**
  - Revenue: ₹10 crore
  - Costs: ₹7 crore
  - Profit: ₹3 crore

## Cost Breakdown

- **CAPEX:**
  - Technology Development: ₹1 crore
  - Infrastructure: ₹50 lakh
- **OPEX:**
  - Salaries: ₹2 crore/year
  - Marketing: ₹1.5 crore/year
  - Operations and Logistics: ₹1 crore/year
  - Customer Support: ₹50 lakh/year

## Unit Economics

- Revenue per Transaction: ₹5,000
- Cost per Transaction: ₹3,000
  - Gross Margin: ₹2,000 per transaction



# FUNDING NEEDS, USE OF FUNDS & PROPOSED VALUATION

---

## Funding Requirements

- Amount to Raise: ₹10 crore
- Planned Usage:
  - Technology Development: ₹2 crore
  - Marketing and Customer Acquisition: ₹3 crore
  - Operations and Logistics: ₹2 crore
  - Talent Acquisition: ₹2 crore
  - Contingency Fund: ₹1 crore

## Co-Investors

- Current Commitments:
  - XYZ Ventures: ₹3 crore
  - ABC Capital: ₹2 crore
- Proposed Valuation  
Current Valuation: ₹50 crore

## Fund Utilization Timeline

- Duration: 18 months
  - Milestones:
    - Reach 50,000 customers
    - Generate ₹15 crore in revenues

## Follow-On Capital

- Future Rounds:
  - Series A: ₹20 crore in 24 months to expand to new markets and enhance technology.



# CURRENT EQUITY STRUCTURE, FUNDRAISING HISTORY, AND INVESTORS

---

## Current Equity Holding (Cap Table)

Founders (60%):

- Pushana G (35%)
- Co-Founder 1 (15%)
- Co-Founder 2 (10%)

XYZ Ventures (20%)

- Strategic investor providing initial seed funding and mentorship.

ABC Capital (10%)

- Early-stage investor with a focus on tech-enabled startups.

Employee Stock Pool (10%)

- Allocated for key hires and early employees to incentivize and retain top talent.

## Founder Investments

Total Founder Investment: ₹2 crore

- Initial seed capital provided by the founding team to develop the MVP and launch the platform.

## Previous Investment History

- Seed Round (2023):
  - Amount Raised: ₹3 crore
  - Investors:
    - XYZ Ventures: ₹2 crore
    - ABC Capital: ₹1 crore
  - Purpose:
    - Development of MVP
    - Initial marketing and customer acquisition efforts
    - Setting up operational infrastructure





# EXIT OPTIONS

---

## *Potential Exit Strategies*

- Acquisition:
- Strategic Buyers: Large fashion retailers or e-commerce platforms looking to expand into the rental market.
- Industry Giants: Companies like Amazon, Flipkart, or Myntra might acquire our platform to integrate high-end fashion rentals into their existing offerings.
- Initial Public Offering (IPO):
- Public Market: As the platform scales and achieves significant market penetration, we could go public, offering an exit route for investors through the sale of shares in the open market.

## *Industry Exit Examples*

- Rent the Runway:
- Acquisition Interest: Rent the Runway has been an attractive target for acquisitions by major fashion retailers and tech companies.
- IPO Path: Rent the Runway went public in October 2021, providing substantial returns to early investors.
- Flyrobe:
- Acquisition: Flyrobe was acquired by GIVA, a leading fashion tech company, highlighting the potential for strategic acquisitions in the fashion rental space.



# Thank you!

---

**NEW BUSINESS OPPORTUNITY**

