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Team

CEO

COO

CFO

CTO

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Problem

- *Struggle to find the right fit for the clothing, especially formal suits and ethnic wear*
- *Too much time required to look for the right fabric and design*
- *Lack of personalized experience at the stores*
- *Lack of proximity to the fabric stores*
- *Talented designers and tailors relatively new in the market, struggle to find a steady stream of clients*

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Solution

- *We bring the boutique experience to the user’s home*
- *Customers can directly request custom designs to the designer chosen by them*
- *Browsable options for the clothing designs on the app*
- *Bring home a fabric chart to choose from a variety of options*
- *Connect the customers with a curated network of freelance designers and tailors*

Product

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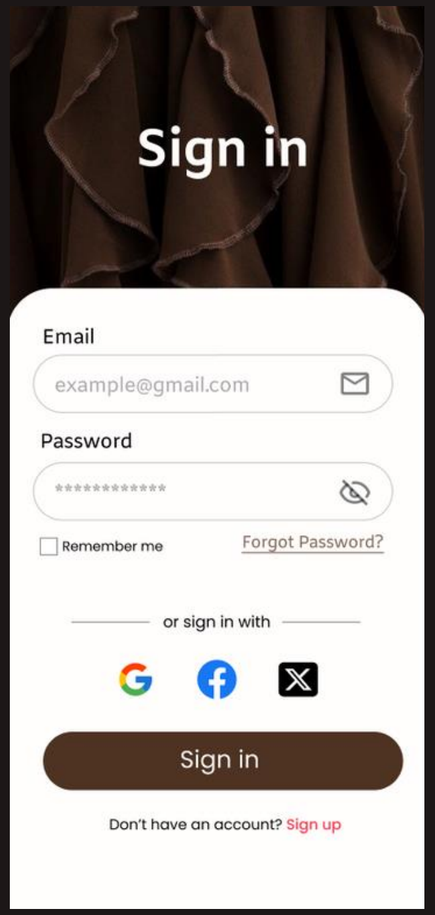

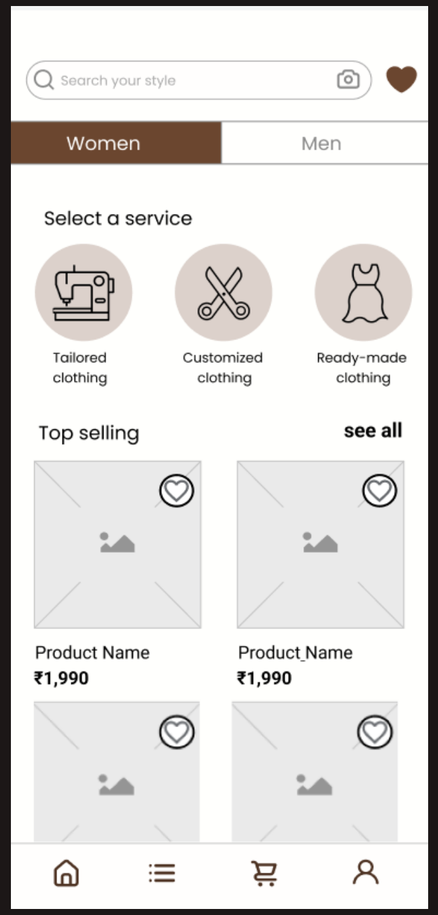

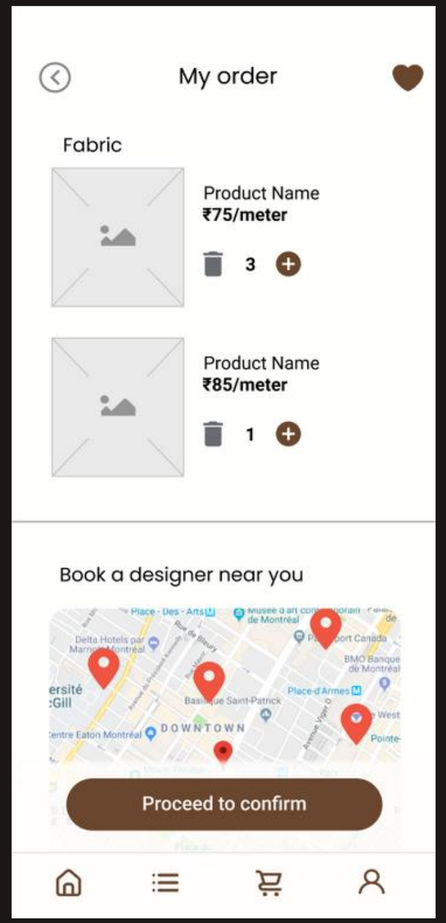

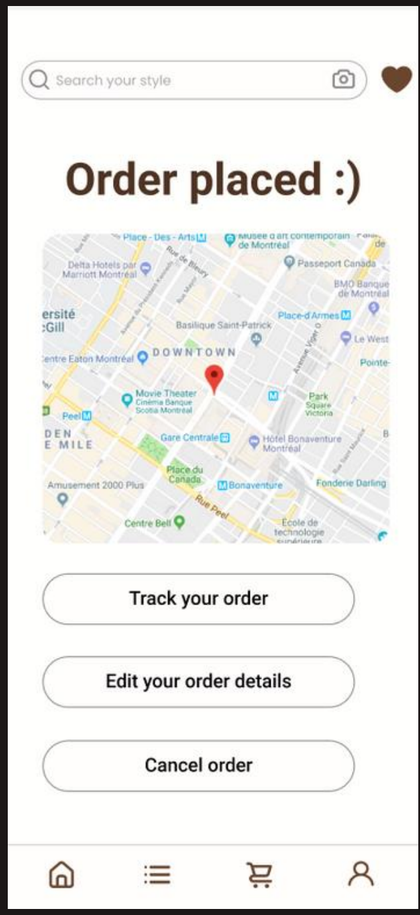

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Business Model

Customer Segment

Upper middle class
Women

Upper middle class
Men

Working
Professionals

Revenue Streams

Custom Ethnic
Clothes Sale

Tailor Service

Fashion Designer
Consultancy

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Market Size (In India in terms of total people)

Total Addressable Market

Serviceable Addressable Market

Serviceable Obtainable Market

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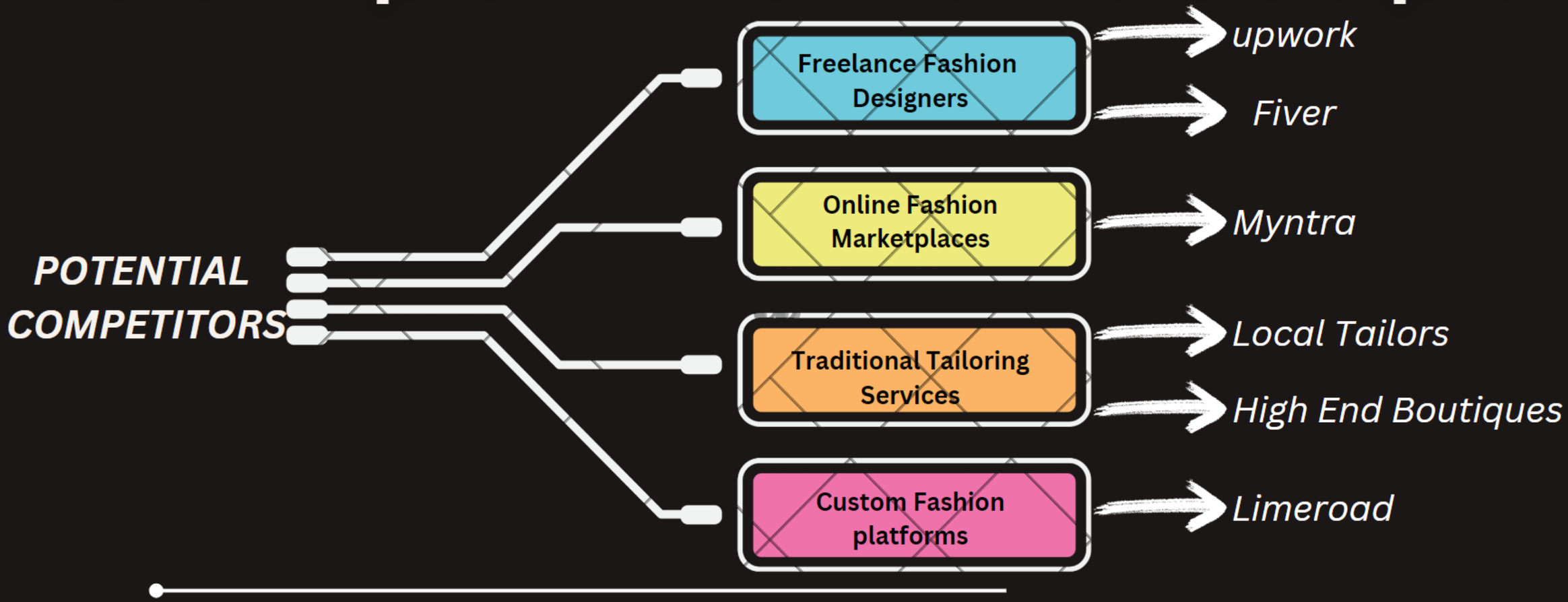
Competitive Landscape



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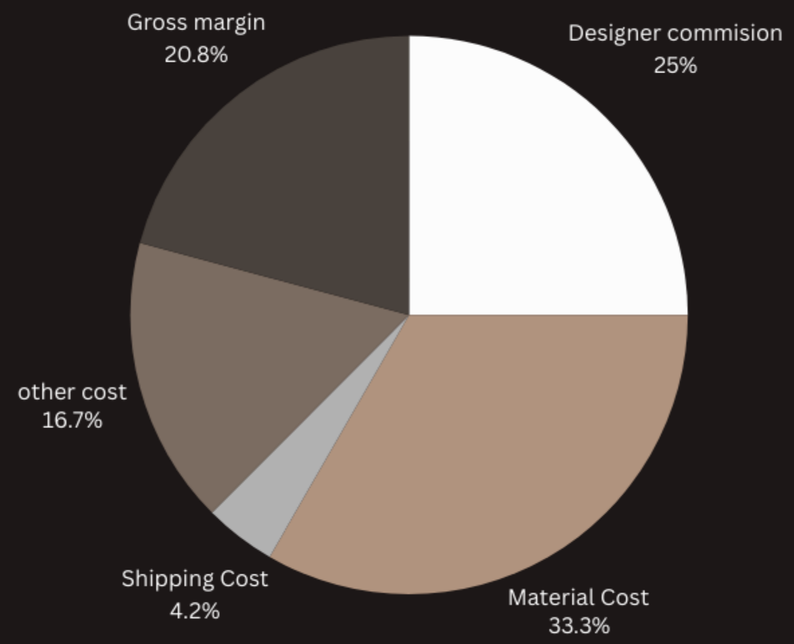
Unit Economics



REVENUE PER CUSTOMER ORDER ₹ 2500

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Funding

Expenditure	Amounts in INR
App Development	1,00,000
Website Development	50,000
Operations Cost	1,00,000
Capital Cost	2,50,000
Total	5,00,000

Equity Structure

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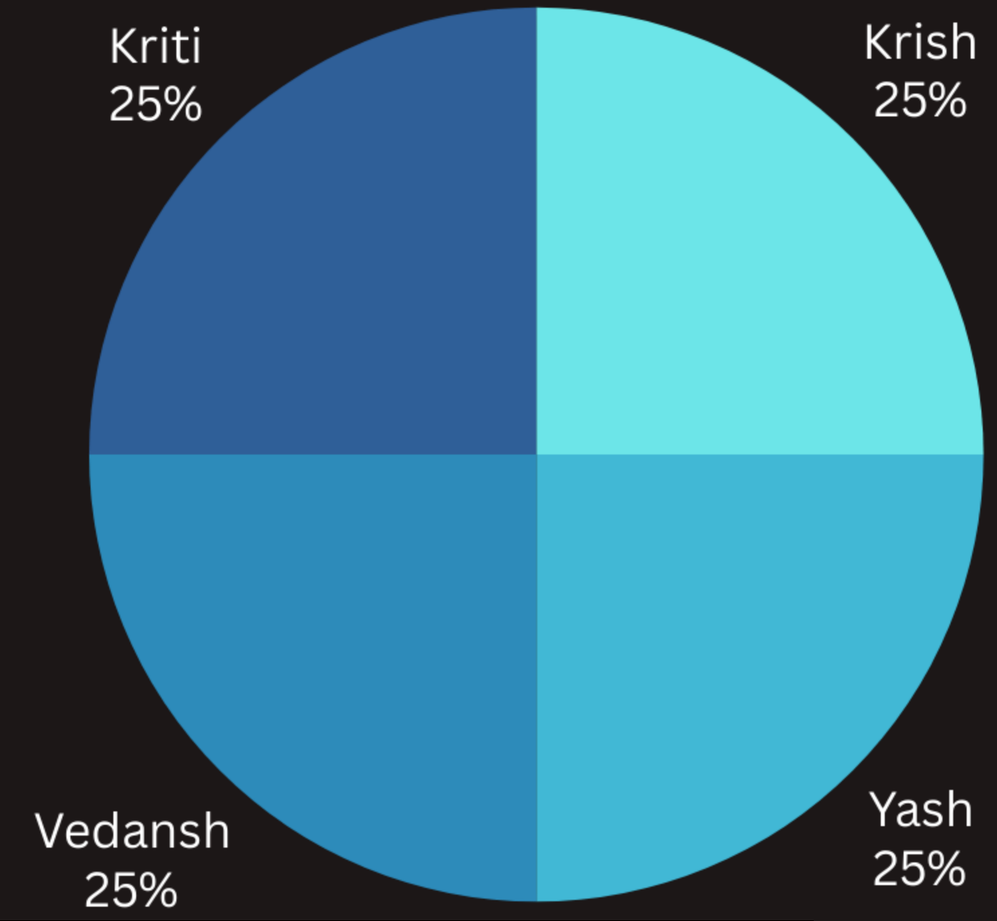

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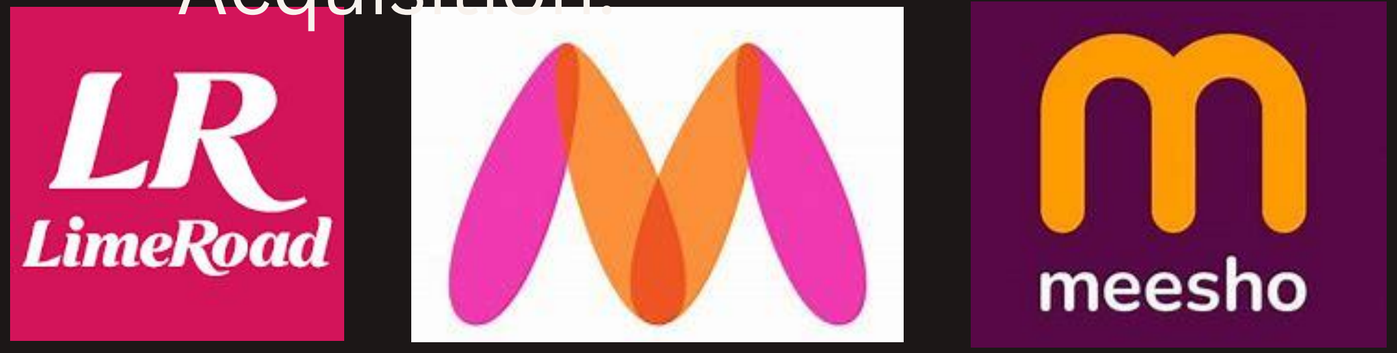
Exit Option

1. Acquisition:



- LimeRoad
- Myntra
- Meesho

2. Franchising

3. IPO Consideration

Thank You

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