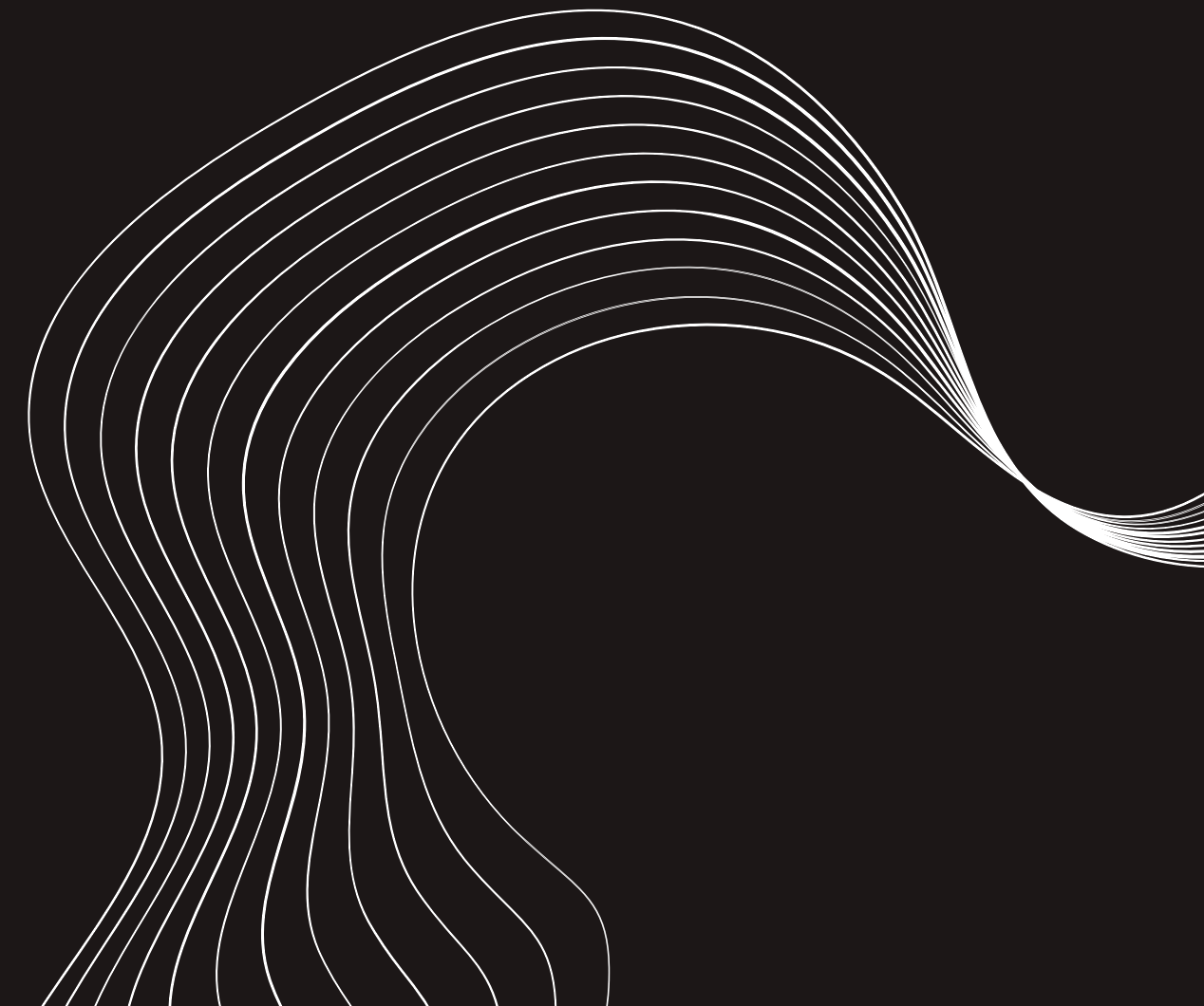




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Team



CEO



COO

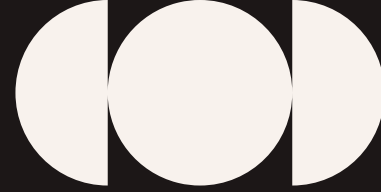


CFO



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*

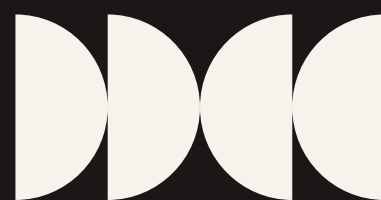




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Solution

- *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



FABRIC EXPRESS

Sign in

Email
example@gmail.com

Password

Remember me [Forgot Password?](#)

or sign in with

Sign in

Don't have an account? [Sign up](#)

Search your style

Women Men

Select a service

Tailored clothing Customized clothing Ready-made clothing

Top selling [see all](#)

Product Name ₹1,990 Product Name ₹1,990

My order

Fabric

Product Name ₹75/meter 3

Product Name ₹85/meter 1

Book a designer near you

Proceed to confirm

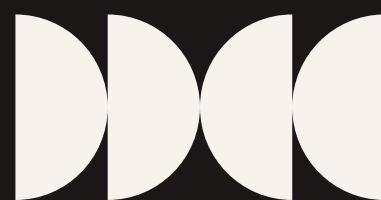
Search your style

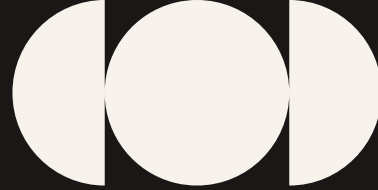
Order placed :)

Track your order

Edit your order details

Cancel order





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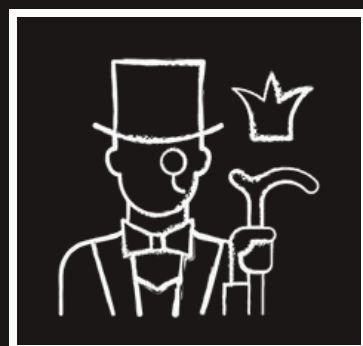
Business Model

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

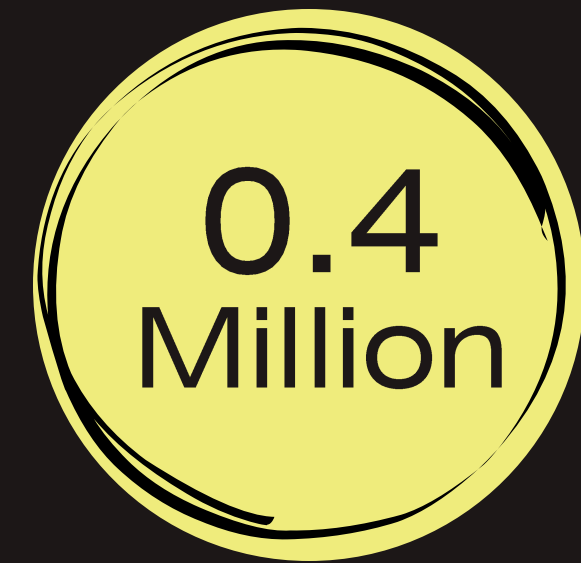
(In India in terms of total people)



Total Addressable Market

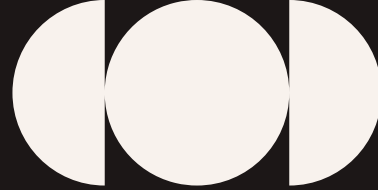


Serviceable Addressable Market

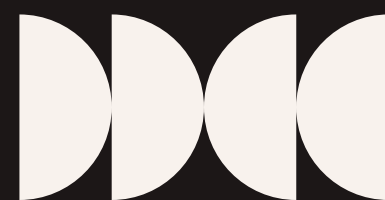
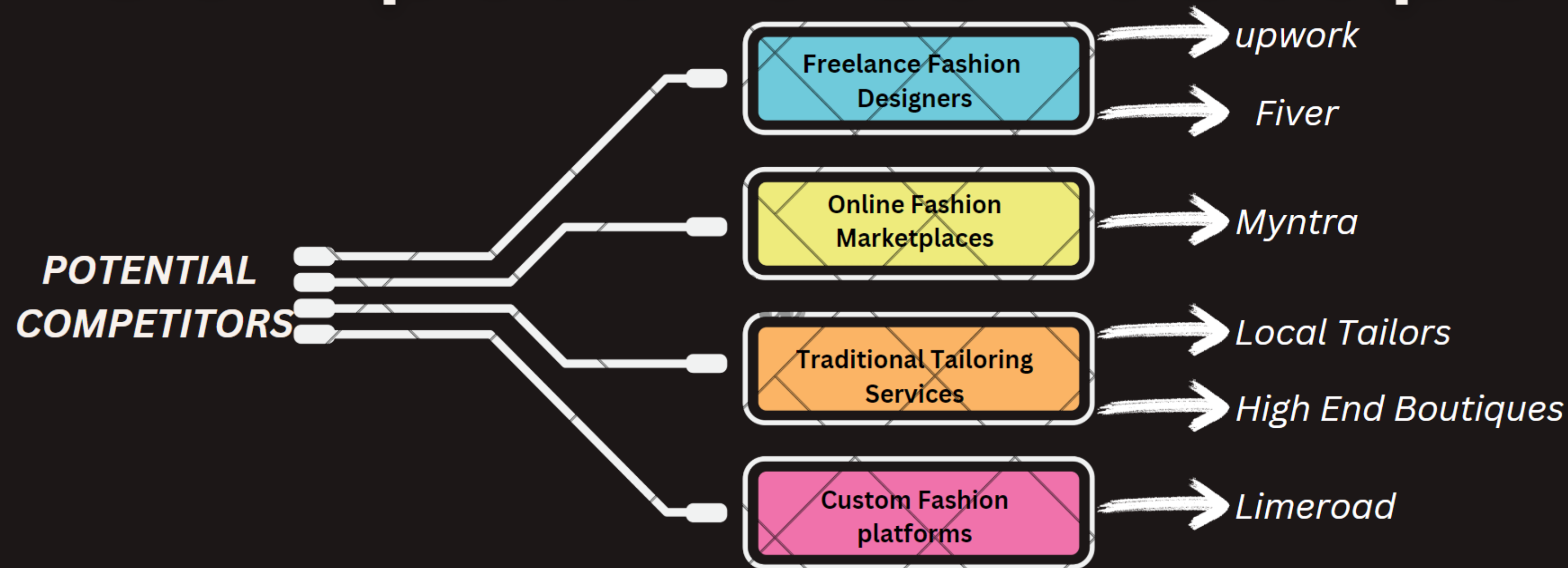


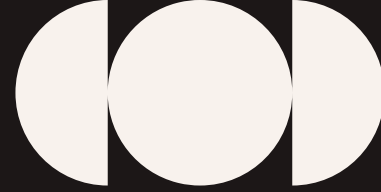
Serviceable Obtainable Market





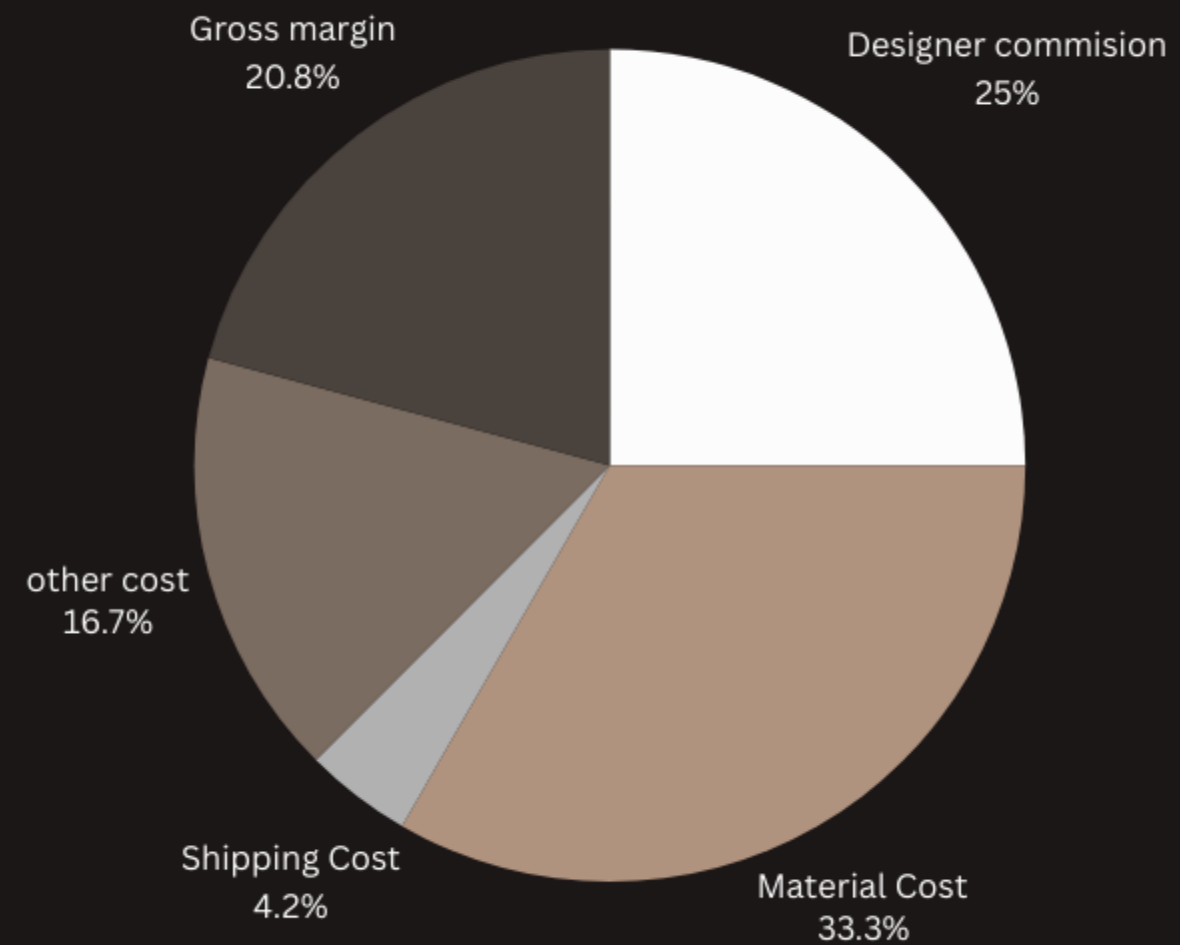
Competitive Landscape



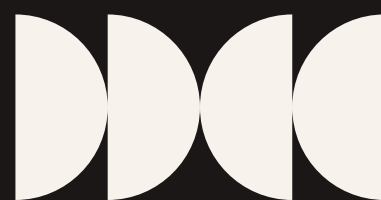


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Unit Economics



REVENUE PER CUSTOMER ORDER ₹ 2500





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

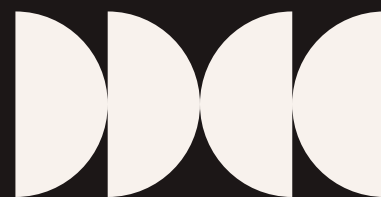
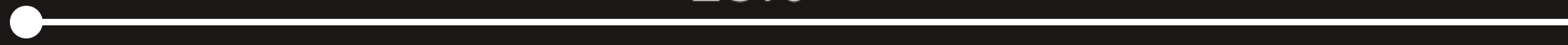
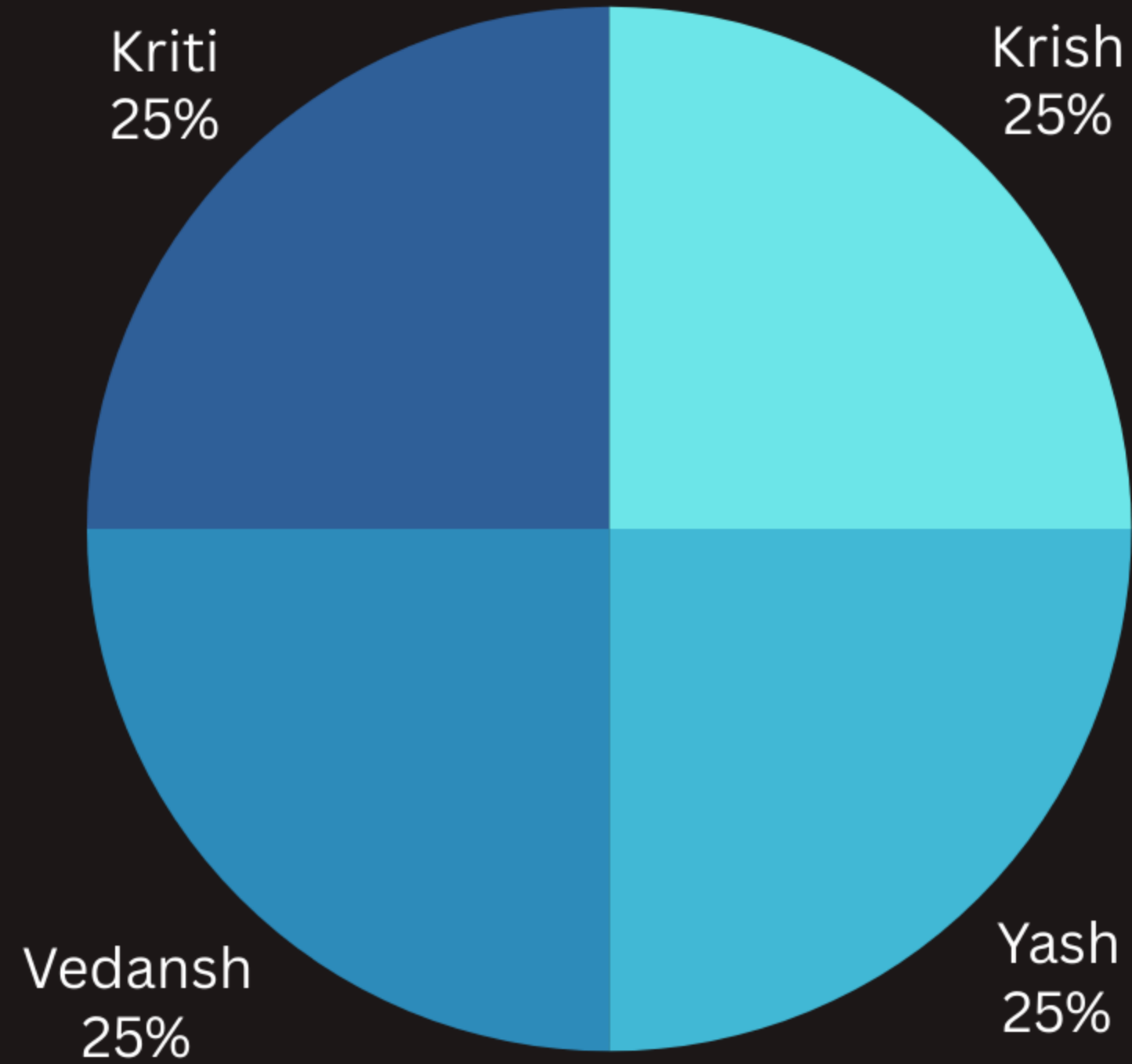




Equity Structure



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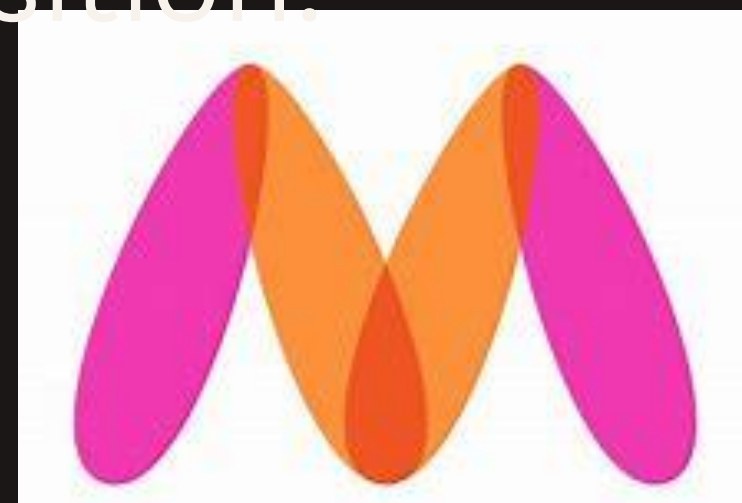


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Exit Option

1.

Acquisition:



- LimeRoad
- Myntra
- Meesho

2.

Franchising

3. IPO

Consideration



Thank You



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