



# Your Style

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NEW VENTURE MANAGEMENT

ETM-562/662-001

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Instructor: Dr. Mark J. Ahn

# Problem

- Time is important for customers searching their style
- All things located in different places
- Creation of the whole stile





# Solution

**A web platform** which helps customers:

- Collect everything in one place
- Save time
- Create your style



# Product

- Search your style
- Review your style
- Buy your style





# How it works



2. Enter your body parameters

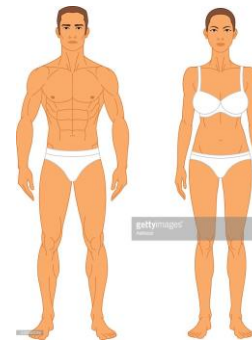


1. Download APP in your smartphone



6. APP offers you to buy your style

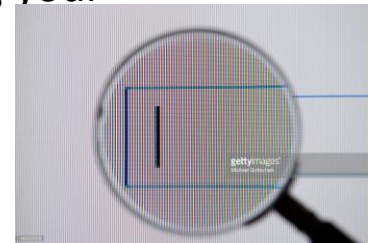
3. APP creates your avatar



4. Enter your preferences (style, price, etc.)



5. APP searching your style in different places



5. APP shows your 3D avatar with your style



# Our team



**Mikhail Moshchin – CEO**

- MS Robotics
- Prior roles as CEO and sales manager



**Sergei Ovchinicov– COO**

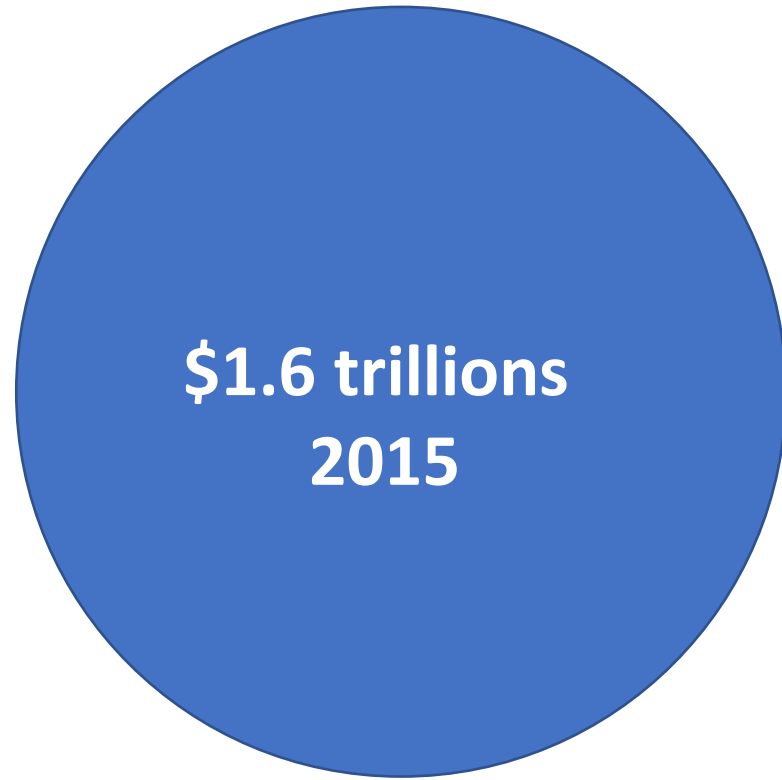
- MS Computer science
- 10 years in start-up industry
- The fourth ongoing project



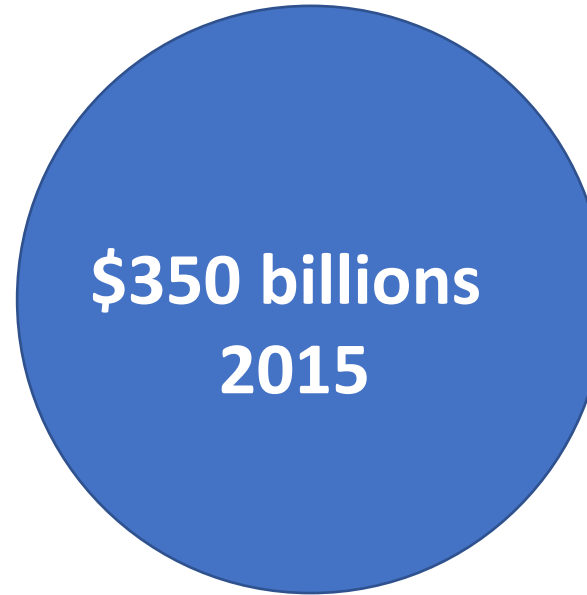
**Kiril Ivanov – CFO**

- MS Account at University of Oregon
- Prior role as a Senior Auditor in Nordgold

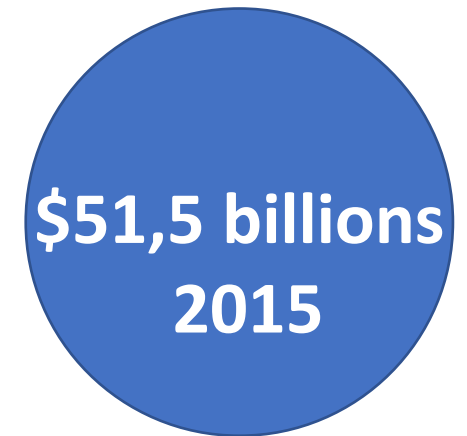
# Market Size



The Global apparel market value  
(data source: Statista.com)



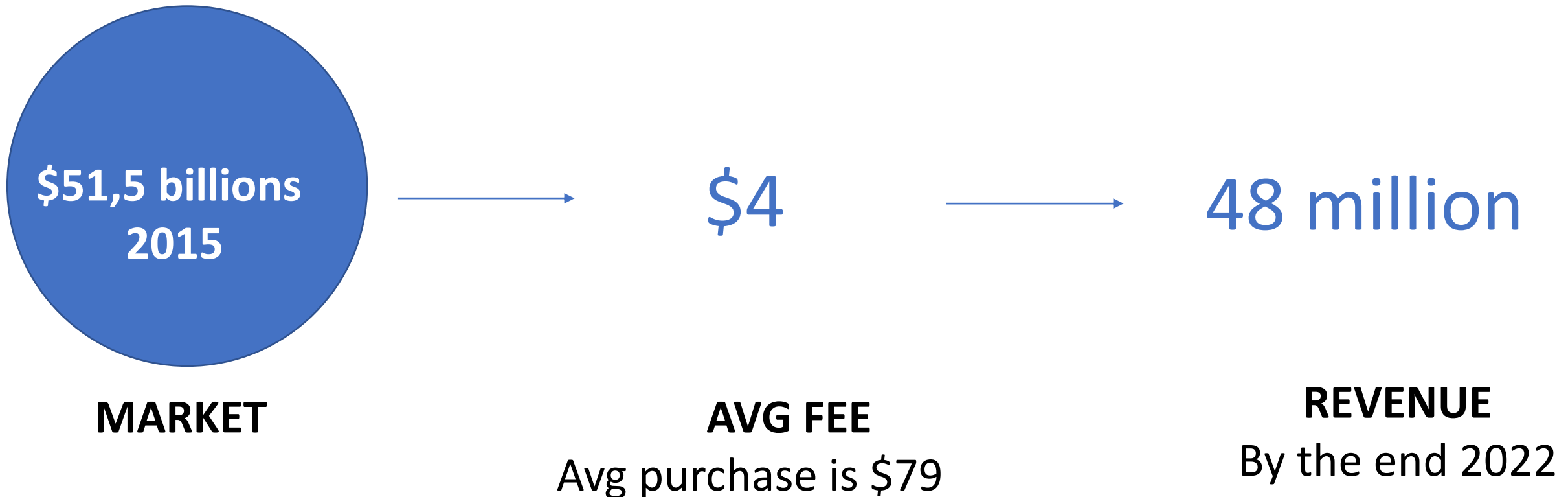
The US apparel market value  
(data source: Euromonitor)



The US online apparel market  
value (data source: ComScore)

# Business Model

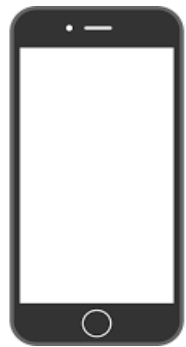
We take a **5%** commission on each purchase





# Go-to-market plan

## Phase I – Performance & Enhancement



2017 Q4

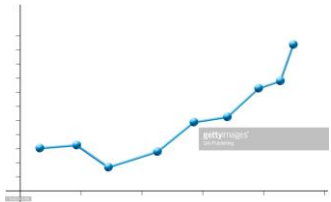
2018 Q1

Develop APP – (\$50K)

Partnership program – (\$450K)

Seed round  
\$500k

## Phase II – Scaling



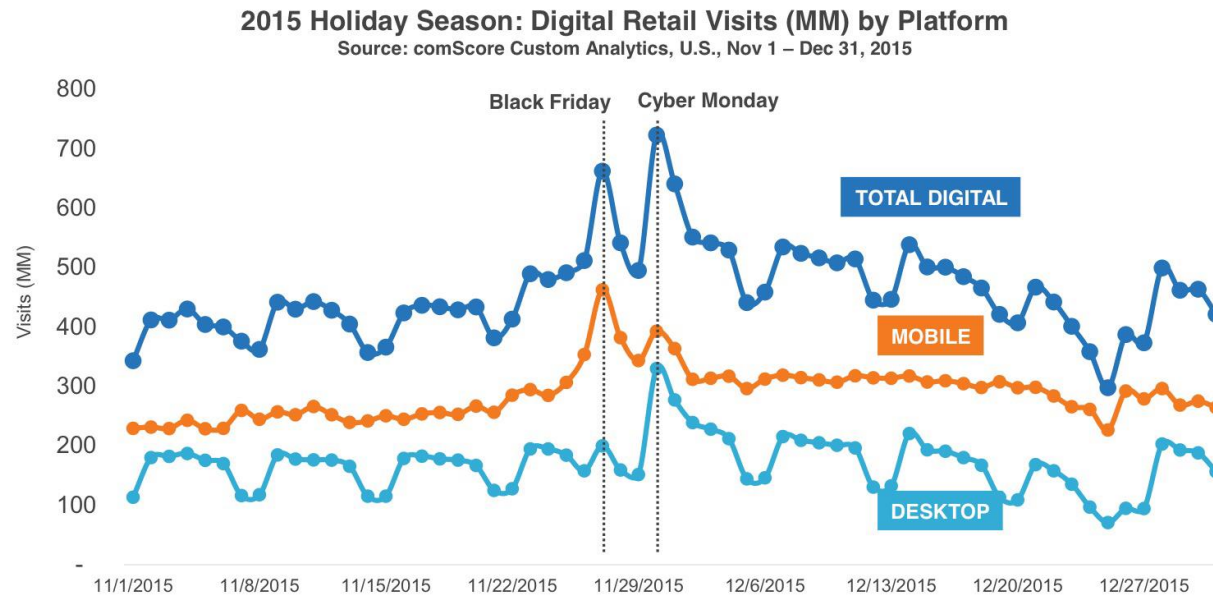
2018 Q2

2019

Increase the number of users to 400k - \$2million

Angel round  
\$2M

# Market Adoption



comSCORE.

## EVENTS

- Mothers Day
- Christmas Eaves
- Black Friday

### INSIGHT

Mobile accounted for 63% of all online retail visits this holiday season and outpaced desktop every single day of the season. Mobile visits peaked on Black Friday, while desktop visits peaked on Cyber Monday, which saw more overall retail traffic than any other day in 2015.

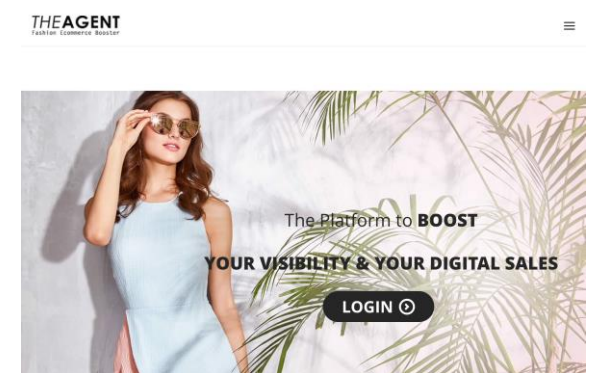
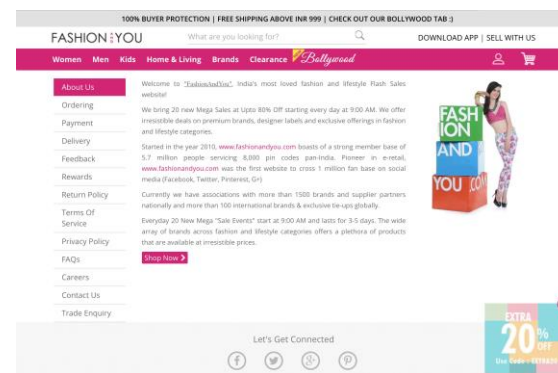
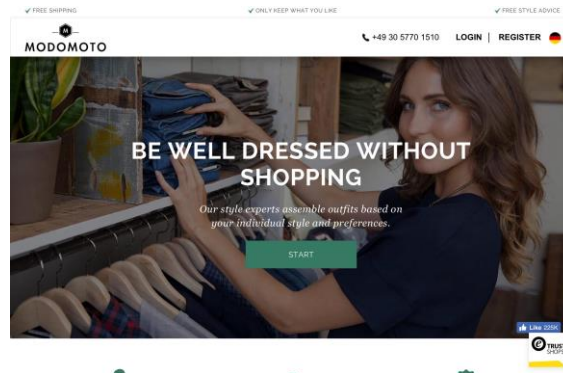
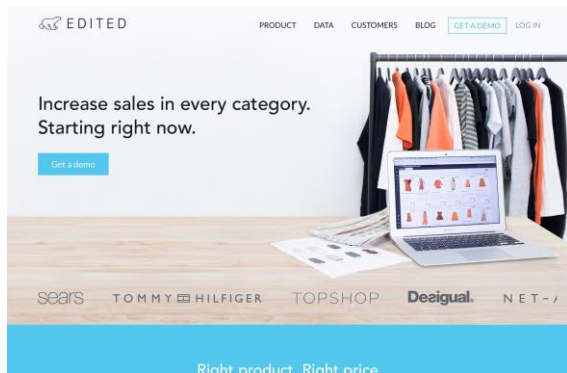
© comScore, Inc. Proprietary.

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## PARTNERSHIP



# Competition



# The financials

## Proforma Financials US\$ 000s

	Year	1	2	3	4	5	6	
		2017	2018	2019	2020	2021	2022	% of Sales
Revenues		0.0	22,000.0	112,000.0	384,000.0	576,000.0	800,000.0	100.0%
Total Revenues		0.0	22,000.0	112,000.0	384,000.0	576,000.0	800,000.0	100.0%
<b>Costs and Expenses</b>								
Cost of Sales		0.0	20,900.0	106,400.0	364,800.0	547,200.0	760,000.0	20.0%
Gross Margin		0.0%	5.0%	5.0%	5.0%	5.0%	5.0%	
Research & Development		470.0	2,000.0	2,000.0	2,000.0	2,000.0	2,000.0	10.0%
Sales & Mktg		20.0	30.0	30.0	500.0	500.0	1,000.0	30.0%
General & Admin.		10.0	10.0	500.0	1,000.0	1,500.0	2,000.0	10.0%
Total Costs and Expenses		500.0	22,940.0	108,930.0	368,300.0	551,200.0	765,000.0	70.0%
Gross Profit		-500.0	-940.0	3,070.0	15,700.0	24,800.0	35,000.0	30.0%
Gross Profit		0.0%	-4.3%	2.7%	4.1%	4.3%	4.4%	
Income Tax		0.0	0.0	921.0	4,710.0	7,440.0	10,500.0	9.0%
<b>Net Income (Loss)</b>		<b>-500.0</b>	<b>-940.0</b>	<b>2,149.0</b>	<b>10,990.0</b>	<b>17,360.0</b>	<b>24,500.0</b>	21.0%
<b>Cash Flow</b>								
Beginning Cash		0.0	0.0	960.0	2,109.0	11,099.0	26,459.0	
Add: Financings/Grants		500.0	2,000.0	0.0	0.0	0.0	0.0	
Capex		0.0	-100.0	-1,000.0	-2,000.0	-2,000.0	-2,000.0	
Net Income (Loss)		-500.0	-940.0	2,149.0	10,990.0	17,360.0	24,500.0	
Ending Cash		0.0	960.0	2,109.0	11,099.0	26,459.0	48,959.0	

## Headcount

Research & Development	3	9	12	15	18	21
Sales & Mktg	2	2	2	10	15	20
General & Administration	3	3	5	8	11	14
<b>Total Costs and Expenses</b>	<b>8</b>	<b>14</b>	<b>19</b>	<b>33</b>	<b>44</b>	<b>55</b>

NPV @ 30% Ke 13,646.0

Terminal Value 35.0

Total NPV 13,681.0



# Investment target

\$500k



Current round investment target

\$2M



Post-money valuation