

TARGET

DEVELOPMENT OF THE ODEX SERVICE, WHICH COMBINES TECHNOLOGIES AND FASHION IN ORDER TO HELP PEOPLE CHOOSING A STYLISH AND EFFICIENT WARDROBE

PROBLEMS:

- ✖ The market is cluttered with e-commerce resources that cannot unify the customer's need for a personal wardrobe
- ✖ Lack of technologies for processing direct customer's requests based on the filled up data on the resource
- ✖ A waste of time in order to make a «quality» purchase

DECISION:

- ✔ personalization of purchases (professional expertise, availability of stylist services)
- ✔ introduction of AI data processing technology
- ✔ outsource of managing wardrobe

HOW DOES THE SERVICE WORK:



Filling out the questionnaire by the client



Processing by AI data and a stylist



Delivery of the good + fitting + payment



Subscription in order to receive parcels

KEY PAREMETERS OF THE FINANCIAL MODEL



Number of users  
(a forecast for 2019)



Cost of a stylist service



Conversion rate  
(a forecast for 2019)



The average bill  
(the total cost of purchased items)

FINANCIAL INDICATORS

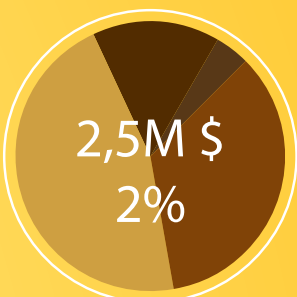
The predicated annual turnover for 2019	Break-even Point	Payback period	ROI	The cost of 1% of the company	The average investment bill
187 279 \$	February 2020	15 month	1287,6 %	9 300 \$	7-10% of the company (max 93 000 \$)

Annual turnover



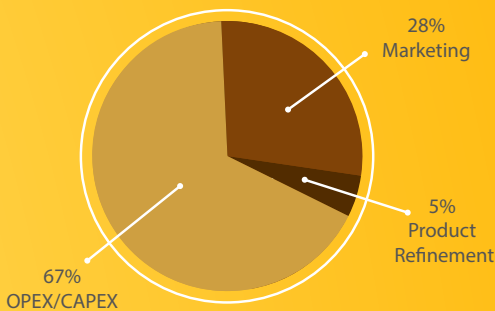
2019

Market share (Ukraine)



2020

Investment distribution



PARTNERS:

TECHNICAL DEVELOPMENT



SUPPLIERS



FINANCIAL ANALYTICS

