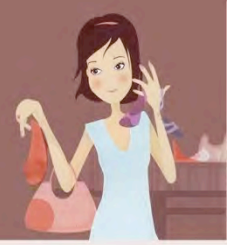
SUIT UP Men & Women



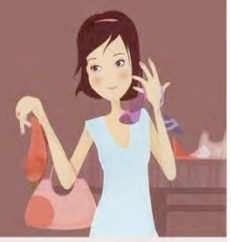
An individualized way to make shopping more desirable

February, 8.2.2008

Business Pitch

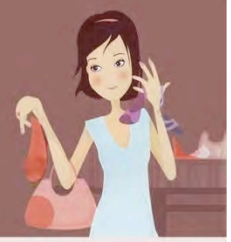
Chantal Donders
Ecaterina Puricel
Jiayi Tang
Noemi Rom

SUIT UP *Men & Women*



Do you like shopping?
Do you like queueing?

SUIT UP Men & Women



What are the key problems?

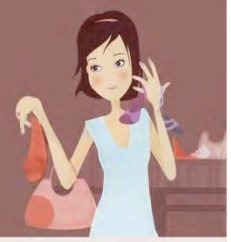
Customer

- Very individual
- Overcrowded
- Clothes size vary
- Wardrobe matching
- Buying presents

Shops

- Messy fitting rooms
- Cleaning up
- Cloth returning
- Rate of successful purchase is low

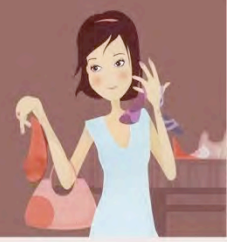
SUIT UP Men & Women



That’s the solution

- Virtual fitting room
- Individual data stored on mobile phone and PC at home
- In the shop scan selected item with camera of mobile phone
- and see if it fits your body and any item from your wardrobe at home

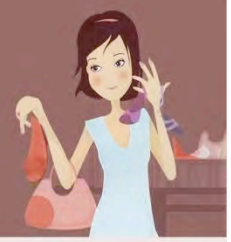
SUIT UP Men & Women



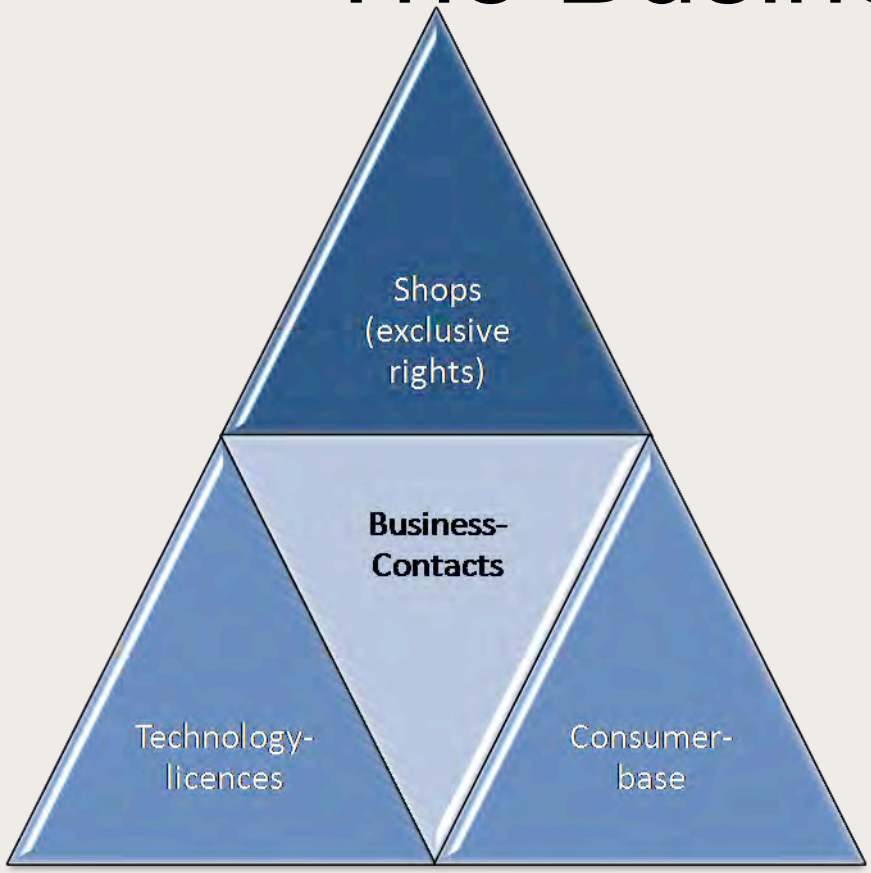
How do we do it?

- Measure personal data on your body through video technology
- Data collection of personal wardrobe through visual sensor system
- Software for customers/shoppers, PC and mobile phone
- Software for shops to transfer data to make it available for customers

SUIT UP Men & Women



The Business Model



- Buy technology
- Create Software for users and shops
- Sell package to shoppers
- Contract shops, free SW and get revenues

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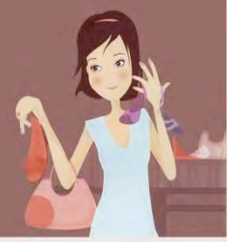
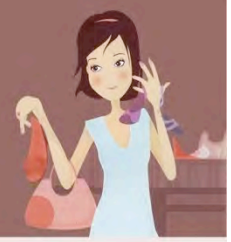


Financial Analysis

- Market size: 12.5 bio CHF in Switzerland
- Revenues in 5 years: 5.54 Mio CHF
- Main cost:
  - Licensing of technology
  - Software
  - Acquisitions & Marketing

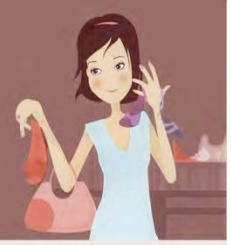
SUIT UP Men & Women



Marketing

- Target group: young professionals, men and women
- Target market: Switzerland with options to expand on EU and other markets
- Shops: Esprit, Globus, PKZ and more to come

SUIT UP Men & Women



Time Line and Outlook

Discussion with technology supplier and shops

Test run on selected customers and shops

Market entry with specified shops for Christmas sales

time

2/08

7/08

12/08

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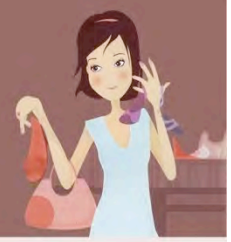

That's the future

- Get daily suggestions on what to wear
- Get professional consulting on outfit
- Individual online shopping with high success rate
- MMS service to ask friends on their opinion
- Update with your agenda, personal mood, bio-rythm, weather forecast, washing days, etc.

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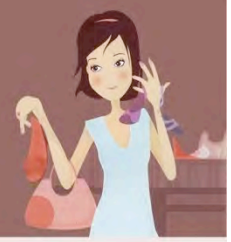


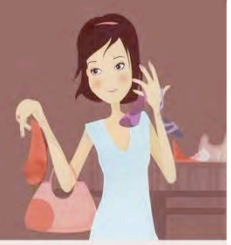
Invest

-

and your money will suit up!

Thank you for your attention

SUIT UP Men & Women



Benefits

Shops

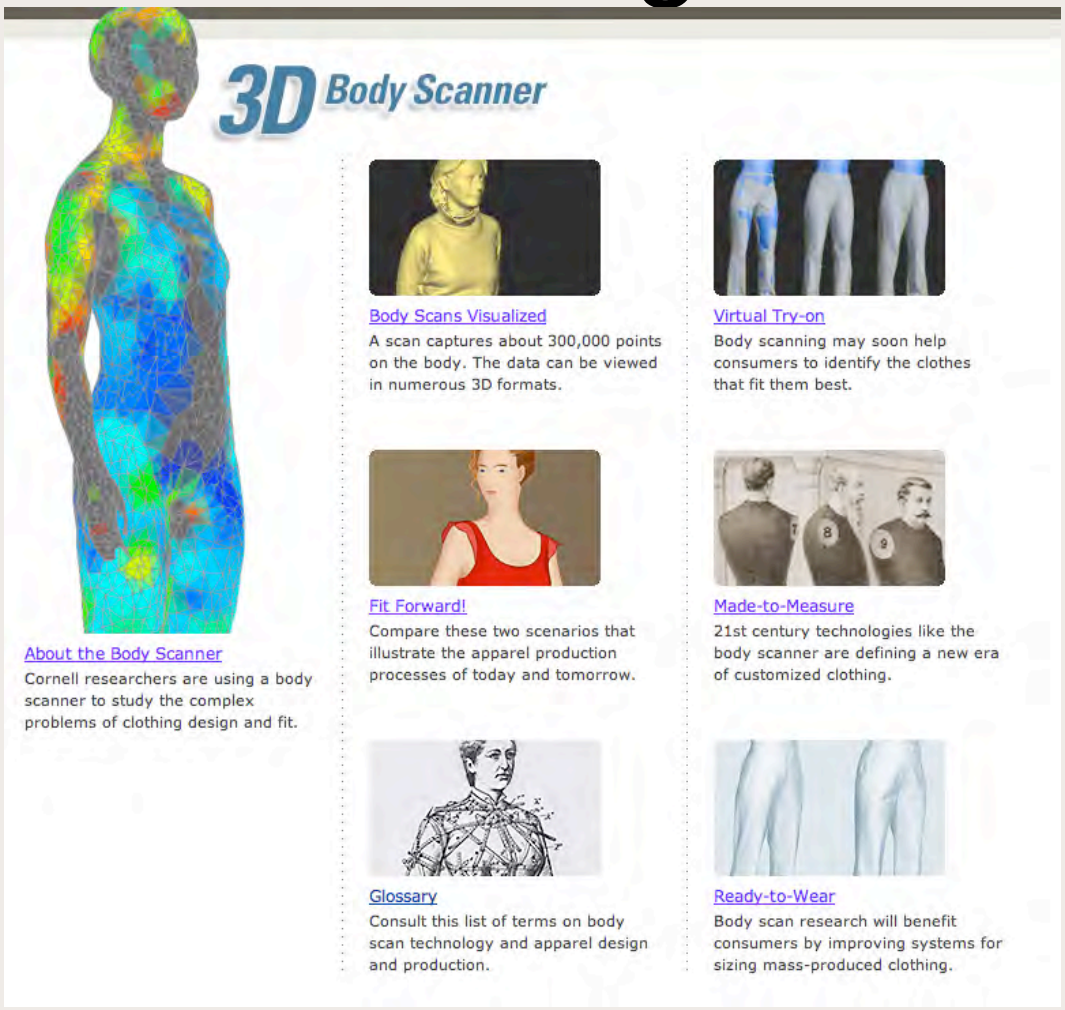
- Sell more items
- Save time: no mess to put cloth back in shelf
- Highlight product information
- Higher hitting rate and sell therefore more
- Reducing “return-rate”
- Get more information on the value chain
- Selling of matching products (accessoirs etc.)
- Promotion of new collection

Customer

- Time saving (no returning, less shopping time)
- Better self-confidence
- Higher success rate
- Better overview of wardrobe
- More product information (e.g no child labour)
- Gift options, easy shopping for other person
- Better hygiene (no multiple usage)

SUIT UP *Men & Women*

Technological Background



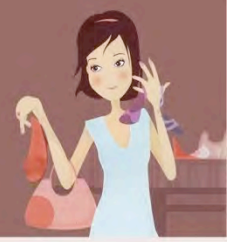
Cornell University
College of Human Ecology

Appliying the technology in stores
Also: http://it-fits.info/Home.asp

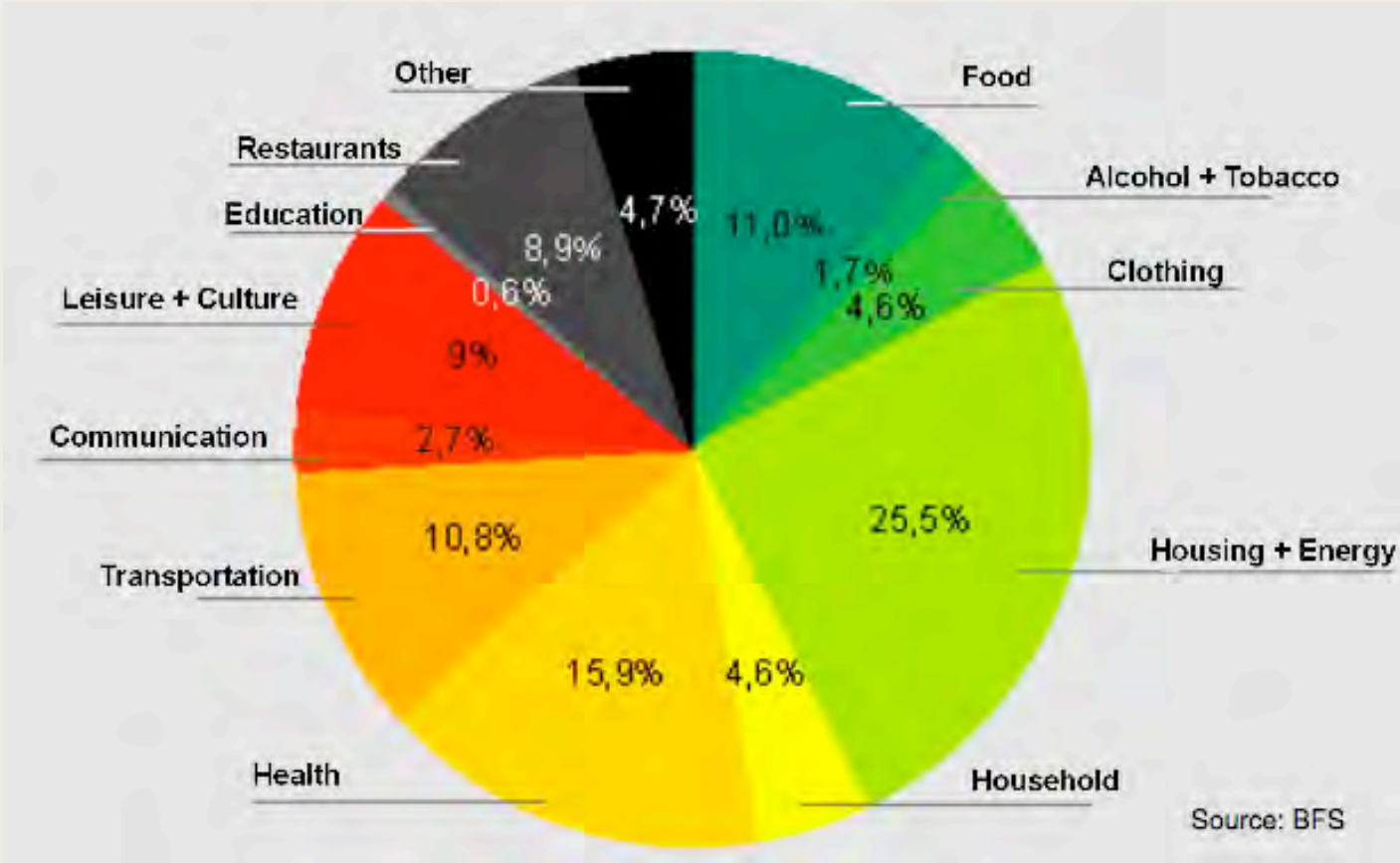
intellifit

www.bodyscan.human.cornell.edu/scene26a9.html

SUIT UP Men & Women



CPI Switzerland, 2006



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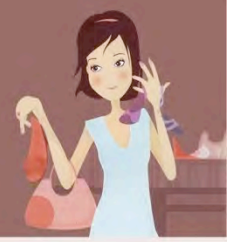

GDP Switzerland

GDP and Its Components: Switzerland, 2006

	Total (in Mln. CHF)	Per person (in CHF)	Percent of Total
GDP, Y	486,259	64,759	100%
Consumption, C	287,885	38,340	59%
Investment, I	103,749	13,817	21%
Government purchases, G	53,962	7,187	11%
Net exports, NX	40,663	5,415	8%

Source: BFS

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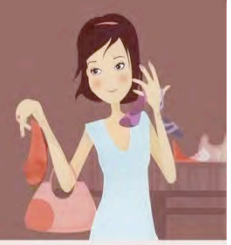

Financial expenses in the first year

Licensing fee‘s	200 000 CHF
Software engineers	250 000 CHF
Marketing expenses	300 000 CHF
Equipment	35 000 CHF
Rent & other expenses	470 000 CHF
Corporate identity	45 000 CHF
Total	1 300 000 CHF

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Back-up Strategy

Biometric Identification

3D whole-length scanned body image

Medical Uses

Distend diagnose, full-length body image plus other medical devices

Personal Category

Personal categories: you are the model

SUIT UP Men & Women

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Risk analysis

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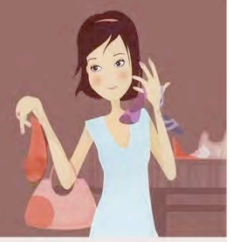

Risk Analysis

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Two different types of risk

Internal risks

risks inside/of the company

External risks

risks caused by the industrial environment

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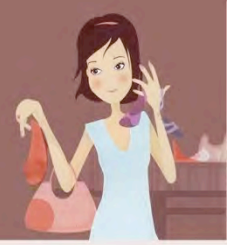
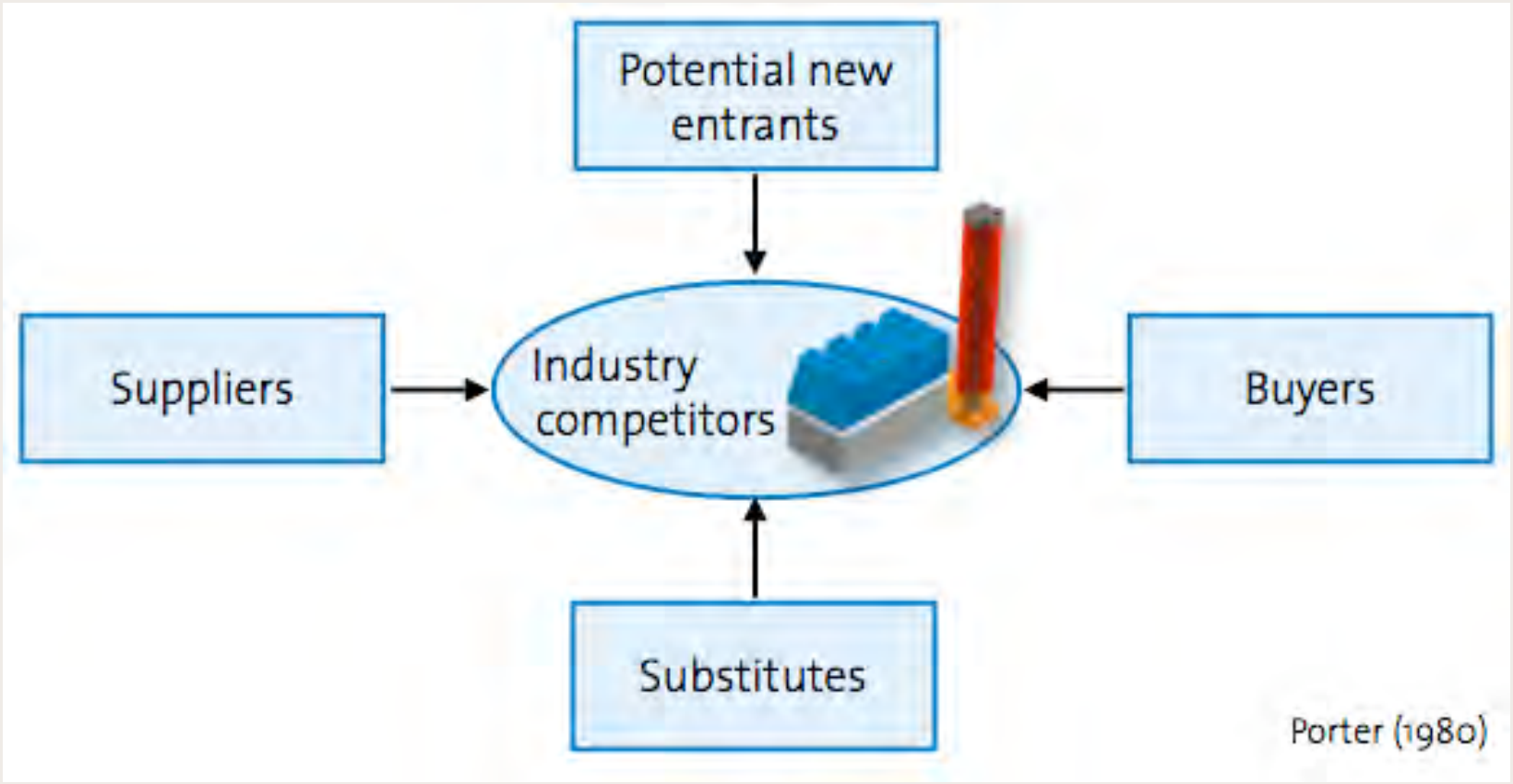
Internal risks

- People (Commitment and trust!?!)
- Liquidity problems
- Software developing problems
- Software errors
- Unrealistic planning
- Cost overrun
- Marketing mistakes
- Wrong communication
- Insufficient protection



External risks



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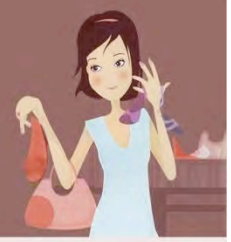

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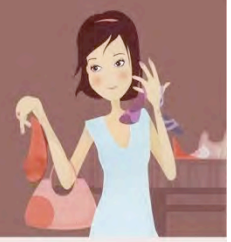


Porter's Five Forces

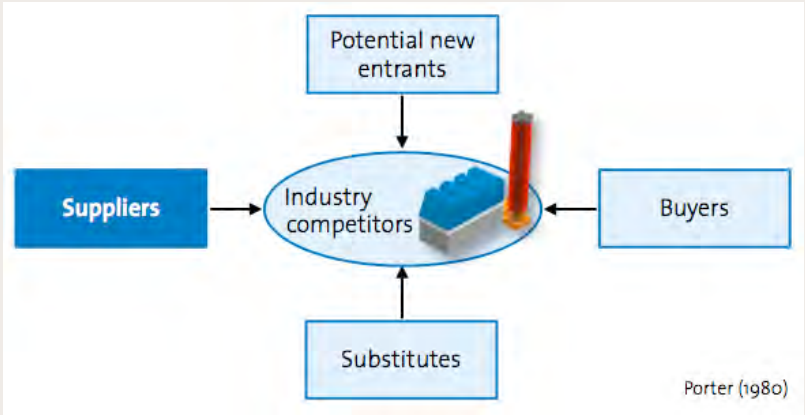
Inaccurate measurement, inevitable distortion

Device fault, operational risk

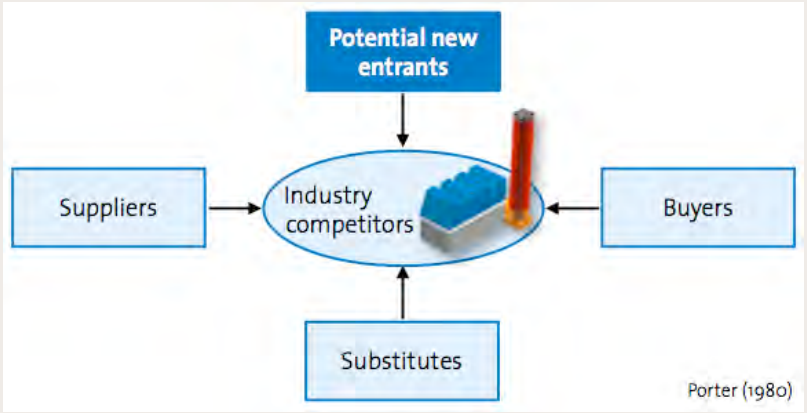
Innovative destructive technology

More fancy clothing shopping mode

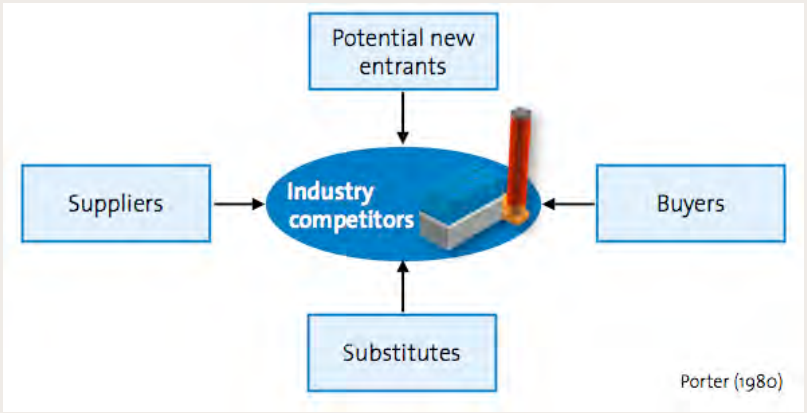
External risks - Suppliers



External risks - New entrants

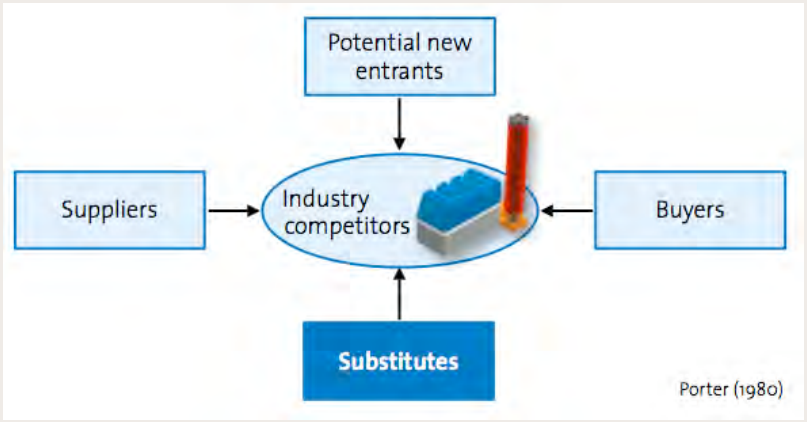


External risks - Competitors



- „Traditional“ shopping
- Post shopping
- Online shopping
- Taylors

External risks - Substitutes



- Online shopping
- Innovative disruptive technologies

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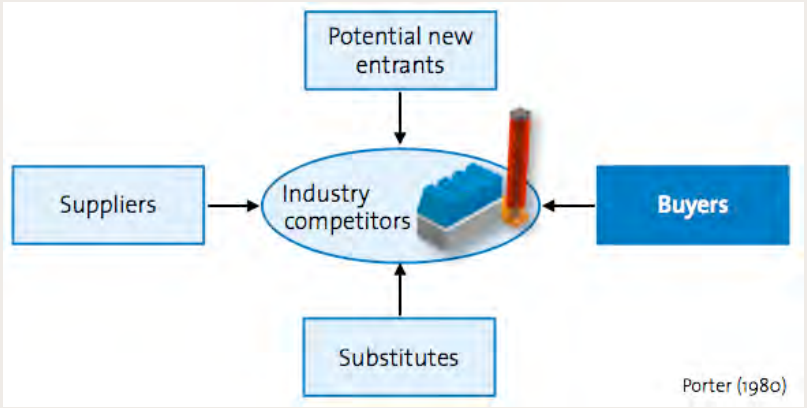
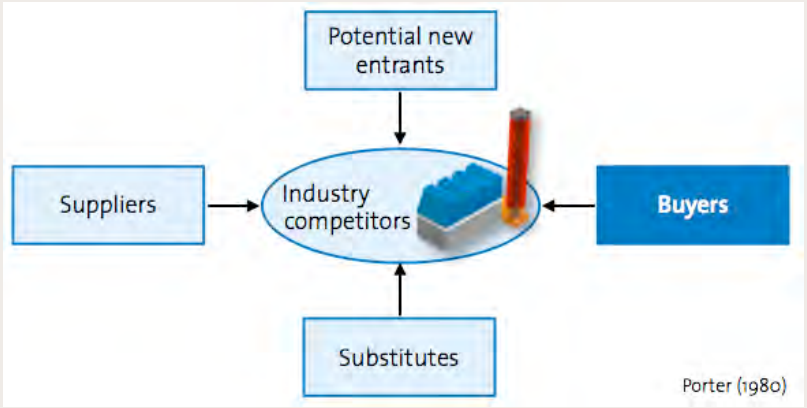
External risks - Customers



- Shops
  - ⇒ high bargaining power
  - ⇒ dishonesty
  - ⇒ hiding information
  - ⇒ low switching costs

External risks - Customers



- Shoppers
  - ⇒ privacy issue!!
  - ⇒ low switching costs
  - ⇒ aversion against technology dependence

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