A master tailor in your phone

MeasureUP

3D Scanning, Visualization, and
Sizing via Mobile Phones
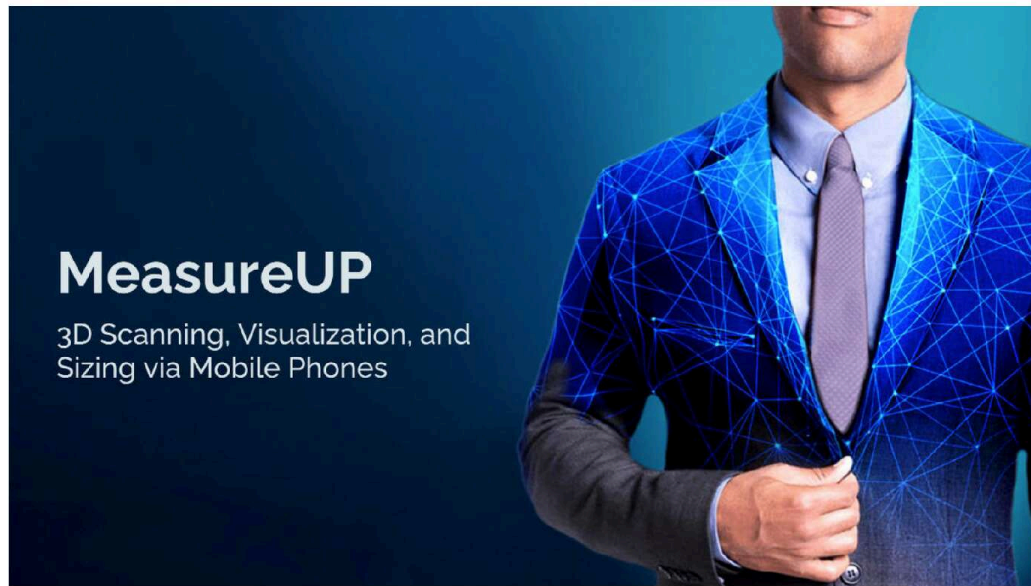
mtailor.com   San Francisco CA   [Twitter] [Facebook]

Software   Technology   Fashion   Mobile

Highlights

1. Profitable Ecommerce business with $5M+ in annual revenue

2. Backed by Y Combinator and Khosla Ventures

3. Utilizing 7+ years of data gathered to launch sizing and visualization as a service (SaaS)

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4. AI + computer graphics end online returns w/ the largest commercially tested fit database worldwide

5. 20% more accurate than a tailor - goal to become the sizing platform for all online retail

6. Metaverse implications by scanning your body and face to make ones appearance realistic

7. Industry / Marketsize

8. Founder recognized on Forbes 30 under 30 list

Our Founder

Miles Penn Founder

Fashion and AI entrepreneur and YC founder with a deep analytic/AI/big data background. Stanford grad. Turned down largest Shark Tank deal ever.

The Total Addressable market for online retail is currently $15B per year, a massive number. As we integrate into mainstream, we expect a transition of consumers demanding the technology - once they've experienced the convenience of buying clothing that fits properly the first time, their expectations are raised.

Why MeasureUp?

We've perfected the technology that retail companies need -- to create a significantly more profitable and better user experience.

Retailers Need MeasureUP

Online clothing returns represent a $13.5B per year problem for retail sales. A significant justification for these returns is poor sizing, which makes up 70% of the data. Compare this to just 6% return rate for sizing for clothing bought in-person and it's obvious there is a problem to solve.

What would the world look like if everyone could know the clothing they are buying will fit accurately before they place their order? And not just accurate, but perfect - using AI and advanced software algorithms, our patented technology scans measurement features of consumers and creates an identical digital clone of their body -- all using the phone in their hands?

In developing this technology for mass retail distribution, we wanted to be sure it worked effectively and that we had enough data to perfect our technology.

We used our own technology solution to launch a custom clothing brand to great success. While our end vision has always been to become a major component for all online retail, our own direct to consumer brand has had its own success.

Since launching, MTailor has already fit more than 100,000 customers creating the largest commercially tested fit dataset in the world. More importantly, we're generating $5.5M annual revenue with this 'trojan horse' brand.

The Total Addressable market for online retail is currently $15B per year, a massive number. As we integrate into mainstream, we expect a transition of consumers demanding the technology - once they've experienced the convenience of buying clothing that fits properly the first time, their expectations are raised.

Companies utilizing MeasureUp will see a significant reduction in returns and happier customers, creating additional demand for MeasureUp to integrate into more and more companies as we become the standard for online clothing purchases.

ECOMMERCE SIZING IS AWFUL AND EXPENSIVE

Returns: a $13.5bn Problem

- Apparel ecom returns in the US alone cost retailers $13.5bn in 2021; 70% of returns are for fit

- 6% of clothing purchased in-person is returned vs. 30% online is returned

In-Store to Online: a $224bn Opportunity

- Only 30% of clothing is currently purchased online; $224bn is still sold in-person) in the US

- 48% of people "hate" trying on clothes in a fitting room, but 67% of people end up trying on clothing in-store

MEASUREUP

THERE IS A BIG GRAVEYARD OF COMPANIES THAT HAVE TRIED TO SOLVE THIS

- ZOZO
- UPcload
- Metail
- Avametric
- Etc...

MEASUREUP

TLDR: NONE OF THEM EVER ACHIEVED A COOL, EASY, AND ACCURATE EXPERIENCE (MOSTLY VAPORWARE)

- ZOZO: $6bn public company spent $100mm+ making the "zozosuit" – required a physical suit (expensive) and fit at launch was so bad, CEO sold ZOZO to Yahoo Japan and left
- UPcload: tech never worked, pivoted to survey sizing, eventually sold to Snap
- Metail: raised $15mm+, had 3 TC articles, never launched their "lauded" virtual fitting room (now do B2B stuff)
- Avametric: raised $15mm on the promise of a mobile fitting room that never launched, eventually merged as software arm of Gerber
- Etc...

MEASUREUP

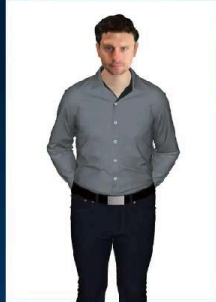## MEASUREUP: ACCURATE VIRTUAL TRY-ON VIA PHONE SCAN

3D preview of MeasureUP CEO trying on new clothes. Body and face measured via phone; physics-based rendering / preview of clothing (realistic sizing, fit, and draping).

MEASUREUP

OUR VISUALIZATION IS PHYSICALLY ACCURATE, AND OUR TECH ACTUALLY WORKS

"State of the Art" from Amazon
- Fit obviously "painted on" (no physics)

MeasureUP Looks Believable
- Physically faithful
- Realistic lighting
- Face scanning adds huge dimension of realism

MEASUREUP

MTAILOR: THE TROJAN HORSE FOR MEASUREUP R&D

MTailor, our owned DTC custom clothing brand, was always the trojan horse to collect data and iterate on the tech and UX for MeasureUP.

We have been able to measure and receive feedback from over 100,000 paying customers through MTailor. This includes ½ inch or smaller size adjustments on dozens of measurements.

MeasureUP is built on the largest commercially tested fit dataset in the world.

MEASUREUP

VIRTUALLY TRY ON CLOTHES ON YOUR 3D BODY MODEL, LAUNCHING H1 2022

Look Familiar?

Think your 3D body model wearing the item in your custom-tailored size. You'll see all items this way from now on.

Tap to explore it in 3D.

Physics-based rendering of clothing (accurate sizing, fit, and draping); 3D face visualization will be ready for launch in H1 2023

MEASUREUP

$1.5T	X	**20%**	X	**5%**
global apparel market		brought online by MeasureUP		average MeasureUP platform fee

TAM of $15BN

- Apparel ecom returns in the US alone cost retailers $13.5bn in 2021

- 70% of apparel ecom returns are due to fit

- 53% of electronics in the US are currently sold online, while only 38% of apparel is sold online

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MEASUREUP HAS THE BEST TECHNOLOGY AND DATA

3Dlook Unspun	Amazon	**MTailor**
		Stitch Fix
Zeekit		Fit Analytics TrueFit

Potential Accuracy at Scale

Real Customer Data

STRONG INTEREST FROM APPLE FOR THEIR ECOM APP PARTNERS

"Unofficially" worked with Apple to design v1 UX of our 3D visualization

They have already introduced us to one multibillion dollar company and want to introduce us to more once our tech is public

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RAISING $5MM TO BUILD OUT SALES AND CONTINUE ADVANCING OUR TECHNOLOGY

- Business Model: free for consumers, B2B SaaS for companies that want 3D visualization and advanced sizing recommendations. Become the global sizing platform for all ecommerce stores

- R&D: launch v2 previews (faces), expand overall tech lead

- Platform Build Out: build out APIs, SDKs, and onboarding systems for partners

- Sales & Partnerships: build out a team for attracting, onboarding, and retaining partners

MEASUREUP

COMPANIES KEEP APPROACHING US FOR MEASUREMENTS AS A SERVICE

Custom firefighter apparel
$200m+ revenue company

Custom police body armor
$60m+ revenue company

Hair wig fitting
3000+ person company

3D feet scanning
top 5 sneaker maker

Ping Golf custom clubs
700 person company

MEASUREUP

MEASUREUP WILL KEEP EXPANDING ITS BREADTH OF TECHNOLOGY

Feet
Scan feet and make shoe size and style recommendations

Hands
Fit engagement rings and supply AR previews

Head
Scan heads for toupee and hair system sizing and 3D previews

Face
Scan faces for glasses sizing and adjustments

Bust
Privacy first system to supply accurate bra size and style recommendations

Health Metrics
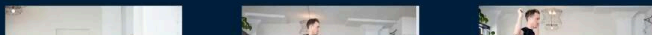Estimate body fat percentage, muscle mass, waist size changes, etc..

MEASUREUP

OUR FIRST MEASUREMENTS AS A SERVICE CUSTOMERS

University of Utah bookstore apparel sizing

MedTailor (custom fit healthcare scrubs)

Made to Fit (custom clothing in Denmark)

MEASUREUP

GET MEASURED <15 SECONDS

1. Put Phone Down

2. Step Back 6 Feet

3. Turn Around Once

- A user can go from a download to placing an order in minutes

- Tailor-level accuracy for a true custom fit

- Remeasuring yourself (in 3 months, 1 year, 3 years) is easy and convenient,
  since the app (no hardware) is the only thing you need