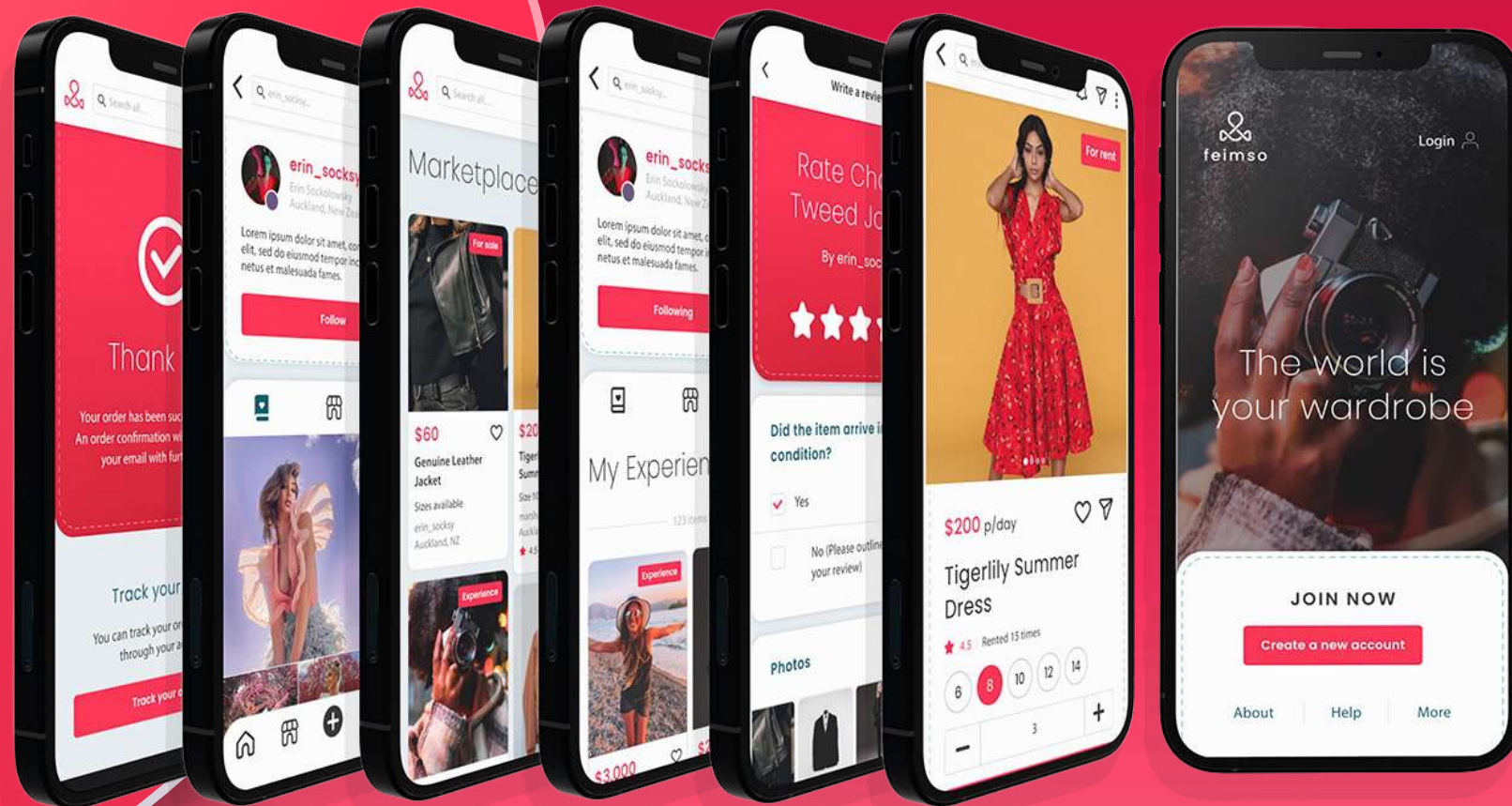




feimso

The new home for fashion

Pitch Deck 2024



More About feimso
www.feimso.com



Available on the
App Store



ANDROID APP ON
Google play

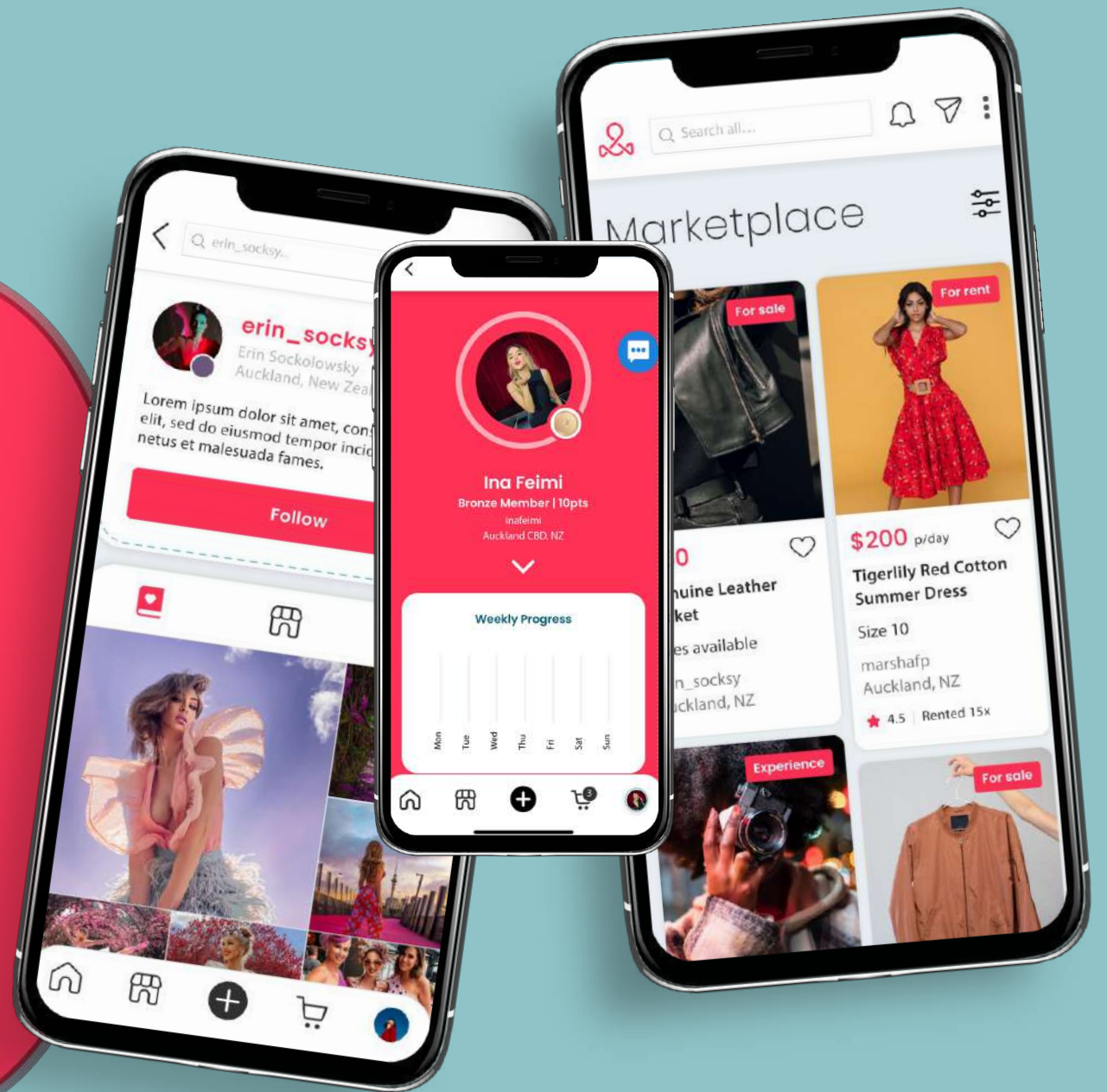
What is **feimso**?

Part social media, part fashion guide, part fashion market.

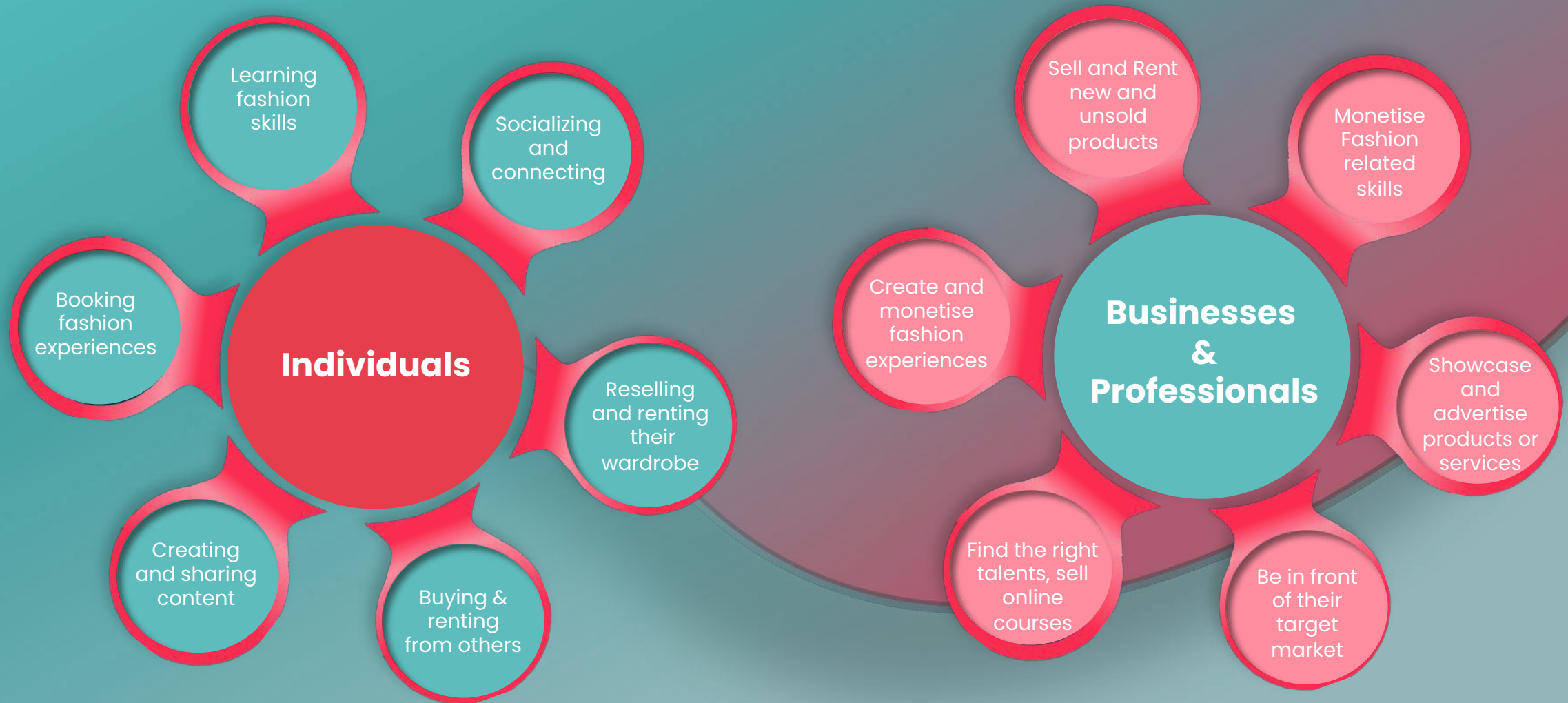
feimso is a *digital adaptation of the fashion industry.*
One STOP for everything fashion where people, influencers, creators, professionals and retailers can make money from, have ACCESS to unlimited choices and connect both locally and globally.

feimso app is simple to use and to fall in love with.
We have connected all the elements of the fashion industry in one platform.

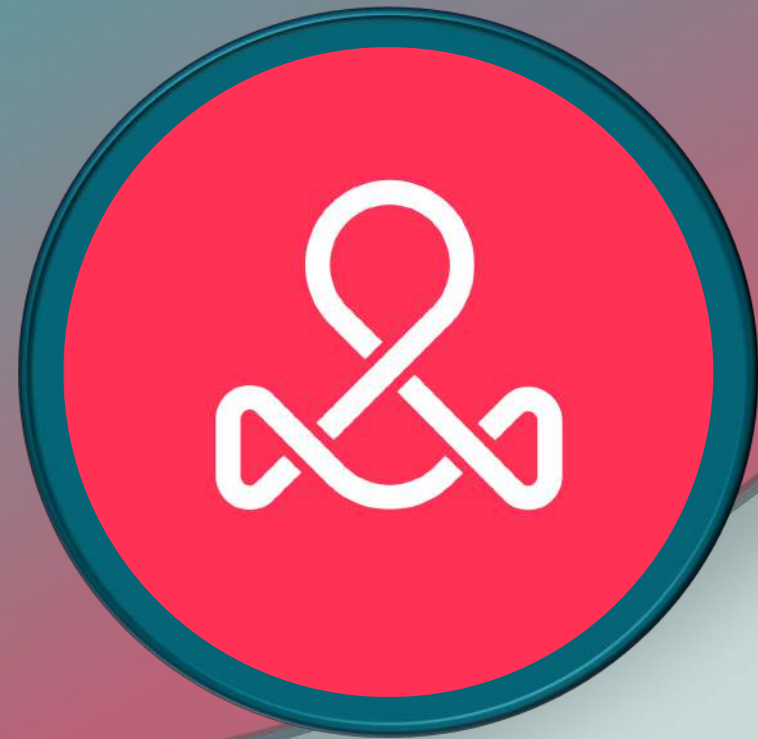
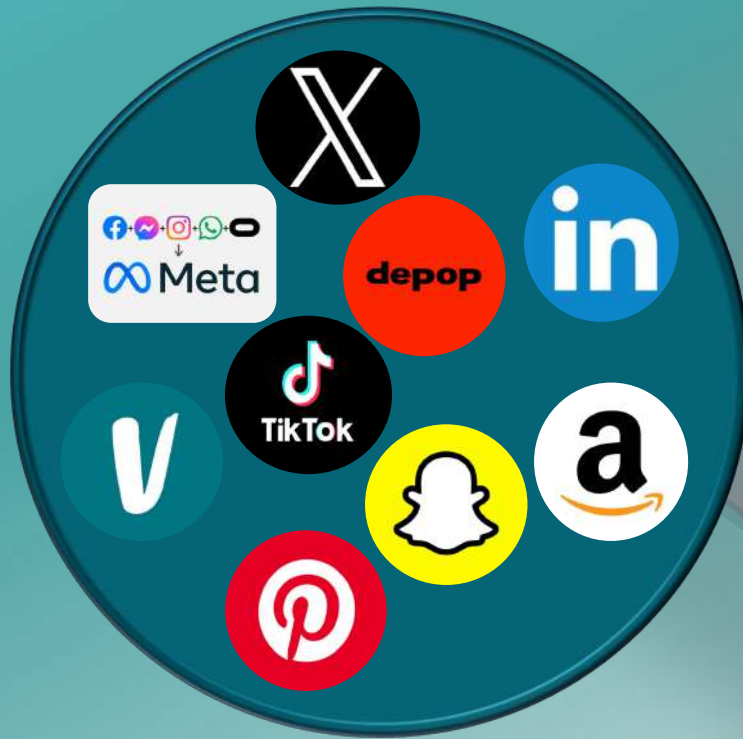
Feimso Limited is privately-held and earns its revenues from commissions, advertising, subscription and many other revenue streams.



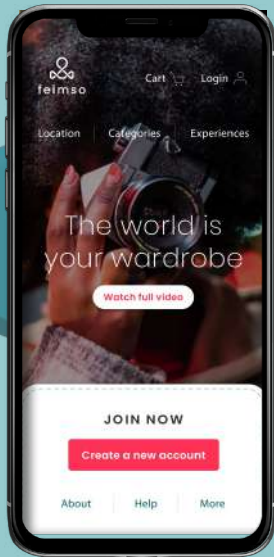
What users can do in feimso



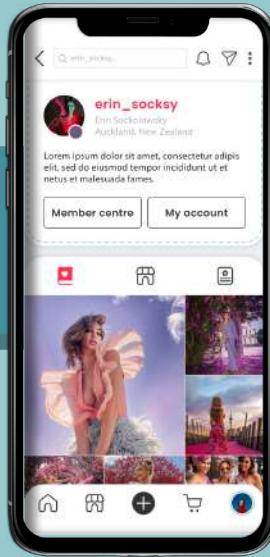
The feimso Effect



How we do it



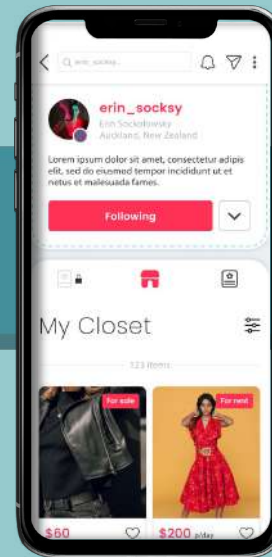
Open one or more accounts & customize your profiles



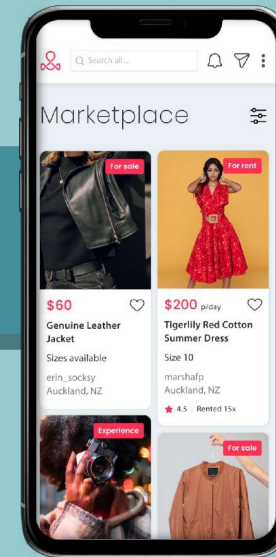
Create & share content in **Lookbook** or list items



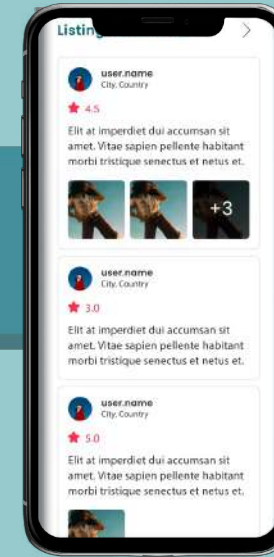
Scroll your feed to see what the accounts you follow are doing or selling



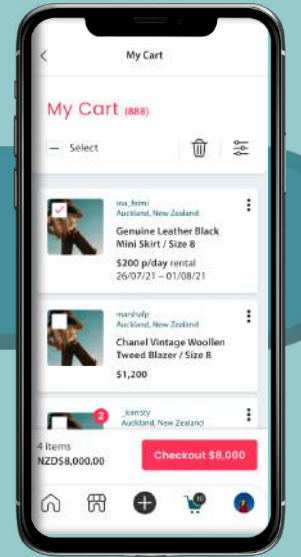
Connect and collaborate with other users



See listings on profiles and in the **Marketplace**



Make educated choices with reviews, Q&A and ratings



Sell, rent, book and check out in the app

Users make money via their **'My Shop'** and **'My Experiences'** tabs.



Selling pre-loved & new items



Adding Subscribers



Selling fashion experiences



Selling fashion skills



Renting clothes & accessories



Why feimso?



Attractive Market

\$759B Online Target market as of 2021, **22%** of all world fashion sales.



Unique Position

One stop for everything fashion. A platform that is dedicated only to fashion doesn't exist, until now...



App Infrastructure

App has been built to support growth with present & future trends in mind



Social Shopping Platforms

\$475B in sales in 2020, \$3.3T by 2028, **28.4%** annual growth pace.



Value to User. Value to Partners.

- A Personalized Customer Journey so users can have full control of their accounts.
- The platform offers scalability, visibility and global reach.



Why feimso Now – Market Trends

Secondhand/Resale
Global Phenomenon,
Expected To Grow
127% by 2026 from
\$98B in 2021 to
\$218B in 2026.

Re-Commerce

Post-Covid consumers
are looking online for
challenger brands,
occasional wear and
domestic luxury.

Consumer Shift

The Creator Economy is
estimated **\$100B**.
50 million people are
now creators.
48% growth rate

Content Creators

46% of retailers will
deploy AI/VR solutions.
37% growth in product
passport and digital
design.

Digital Fashion

Consumers embrace
“better for you” app
platforms. **70%** of
consumers like to shop
secondhand by growing
8X faster brands that
support sustainability.

Sustainability

50% of Millennials and
70% of Gen Z have a side
hustle. Individuals can
create their own online
shops in feimso.

Entrepreneurial Opportunities

Users are becoming
more committed to
products that consider
their mental health and
contribute to their
identity.

Entertainment & Online Learning





Lack of connectivity

Connecting users with all elements of the fashion industry in one platform.



Fashion Waste + Unused Stock

Wardrobe reboot, Circular Economy & Sustainability



Lack of Visibility & Talent Deficit

Platform dedicated only to fashion with extended search engine for items, experiences, services, profiles or professionals



Lack of Accessibility

Access to all trends past & present, local and global.
More choices.



Lack of Inclusivity & Diversity

Democratization of the fashion industry.
People want to have more impact in the fashion industry and be more involved.



Enhanced Consumer Journey

User Friendly
Time Saver
Money Saver
Educated Choices
Custom Experiences
Social e-commerce
Internal payment system

Problems we're Solving



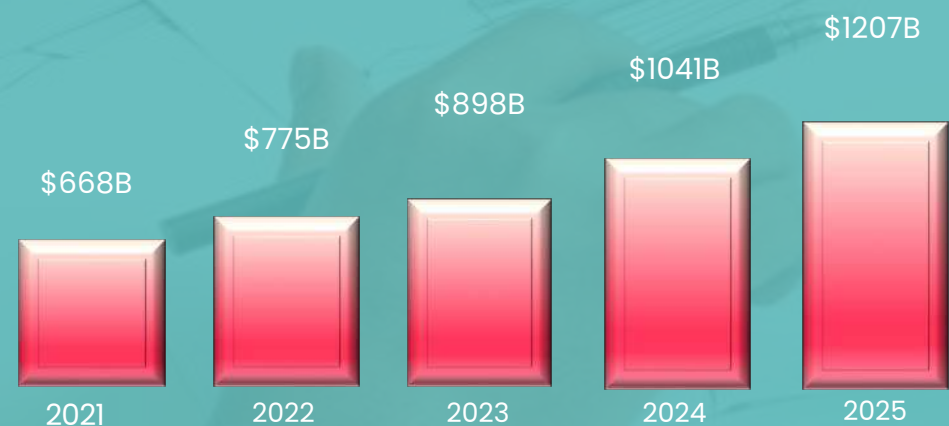
Market Overview

feimso Industry Sectors

E-Commerce	\$4.28 Trillion
Saas/AI	\$130 Billion to \$716 Billion in 2026
Social Media	\$559.7 Billion to \$2.9 Trillion in 2026
Marketing	\$130 Billion to \$262 Billion in 2028

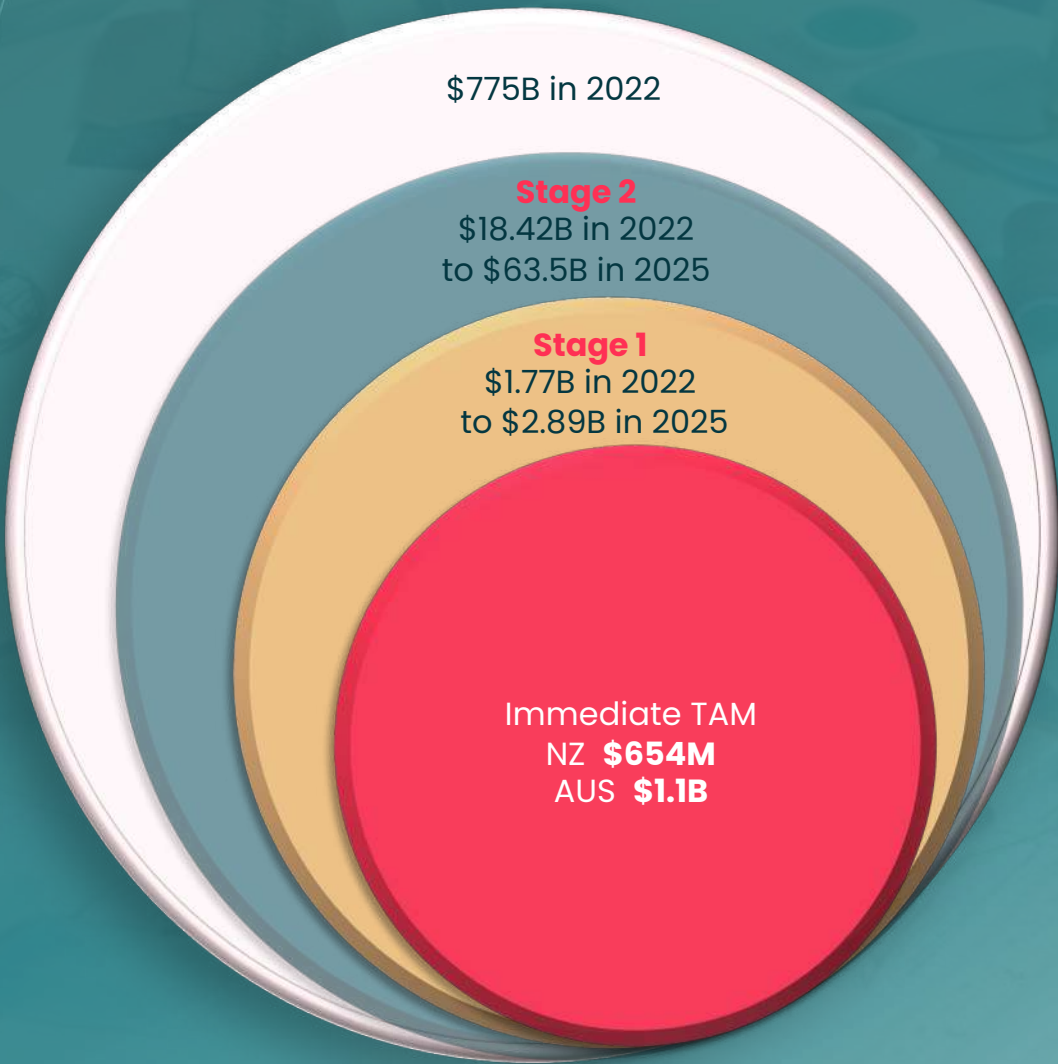
Market Expansions

- Stage 1**
New Zealand, Australia
- Stage 2**
Targeted International Market Expansion



Fashion e-commerce growth from 2021 to 2025 (USD)

Fashion Target Market



Immediate Customer Targets

Immediate Target Users

NZ

32% of age 18-34;

UAE, AUS

41% of age 18-34

Professionals

Become the LinkedIn hub for fashion designers, stylists, photographers, models to connect and collaborate

**User
Personas
2024 – 2026**

Fashion Creators

(dedicated market for Creators, influencers, digital designers to monetize their content)

Local Retailers

Provide a fashion focused market place for their new or unsold stock.

Early Birds

Value Conscious Customers.
Targeting Gen Z Wardrobe

Student

A platform to showcase their portfolio for Fashion Academia

User Growth

100k

2024

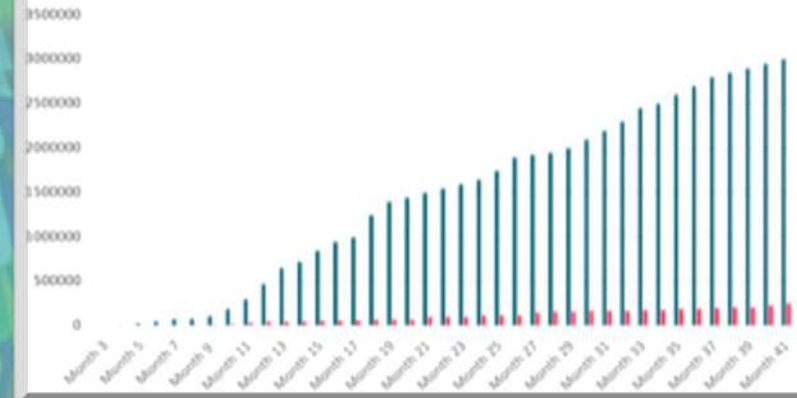
1M

2025

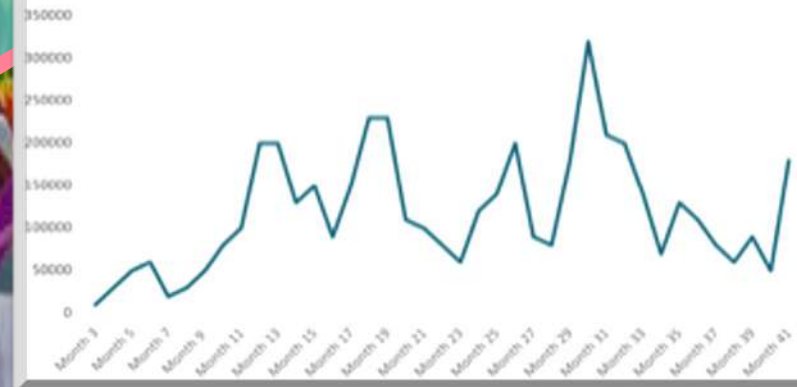
3M

2026

Monthly User vs. Monthly Active User projections of the feimso app in New Zealand, Australia, Philippines & Balkans from Year 1 to Year 5



Monthly download projections of the feimso app in New Zealand, Australia, Philippines & Balkans from Year 1 to Year 5 (4,610,000 total downloads)



CAGR 2022-2026 of 178.32%



The Size of the Prize and Competitor Analysis

Company	Valuation	First Funding	Total Funding
Vinted	\$4B USD	\$5.2M Euro	\$564.4M Euro
Poshmark	\$2.1B USD	\$3.5M USD	\$153M USD
Gardrops/ Trendyol	\$1.5B USD	\$500K	\$500K
Depop	\$1.6B USD	\$2M Euro	\$105.6M Euro
Mercari	\$7.4B USD	\$10M Yen	\$17.6B Yen
Rent The Runway	\$1.7B USD	\$24.4M USD	\$526M USD
Trade Me	\$2.56B NZD	\$670K NZD	\$22M NZD
Etsy	\$3.5B USD	-	-
Designer Wardrobe	-	\$18K NZD	\$2.3M NZD

Service Features	Vinted	Poshmark	Gardrops/Trendyol	Depop	Mercari	Rent the Runway	Trade Me	Etsy	Designer Wardrobe	feimso
Experiences										
Social										
Rental										
E-Commerce										
Insurance (Buyer/Seller Protection)										
Content Creators &/or Royalties										
Memberships &/or Subscriptions										
Partnerships										
Internal Ads & Promotion										
Licensing										

Phase 2 (Post MVP)



Business Model

Revenues

🔗 Phase 1

E-commerce

(Amazon & AliExpress Model)

- 8% Commission on transactions
- \$1 Buyer Protection fixed fee
- 13% Commission on Experiences

🔗 Phase 2

Freemium – Premium Model

(Canva & LinkedIn Model)

- 39\$/month Membership fee for Businesses
- 5% commission on Subscriptions between users

Advertising Platform (META Model)

- Internal - \$1/day boost per post/listing
- Internal boosting packages
- External - \$350 - \$1000/week Banners
 - \$0.5-\$8 CPM or \$0.2-\$2 CPC

🔗 Phase 3

New Revenue Opportunities

Data warehouse & Mining
Algorithms & Analytics
feimso Auction
feimso Credit Bank
Insurance Packages
Partnerships & Collaborations
Patents & AI
CRM Tiers
Delivery Logistics
Waste Management



Financials

Our projections Nov 23- to Mar 28

Nov 23 to
Mar 24

Mar 24 to
Mar 25

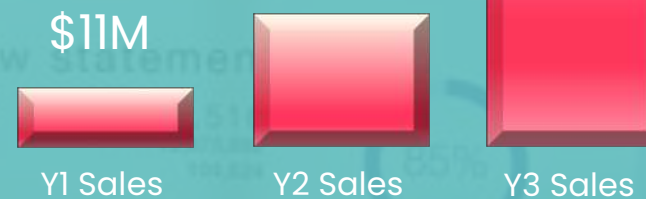
Apr 25 to
Mar 26

Apr 26 to
Mar 27

Apr 27 to
Mar 28



Income **-\$630K** **-\$820K** **\$1.1M** **\$3M** **\$9.5M**



In the Fashion segment, the number of users is expected to amount to 3,380.7m users by 2027.

The average revenue per user (ARPU) IN FASHION is expected to amount to US \$360.30

User penetration is expected to hit 77.2% by 2025.

ARPU from all segments is expected to amount to US \$1200



We are Raising

USD \$1.5M

Planned
Investment
Round
from Feb24

Founders
Shares 90%



Pre-Seed '23

Seed '24

Series A '26

Series B '29



\$5M

\$945K

\$1.5M

\$xxM

\$100M+

Pre - Money Valuation

\$15M
Post-Money Valuation

10% – X,XXX,XXX

Number of Shares Issued

XX

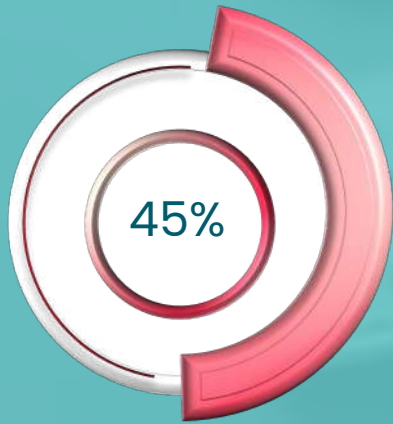
Share Price

XX

Par Value



Money Spend



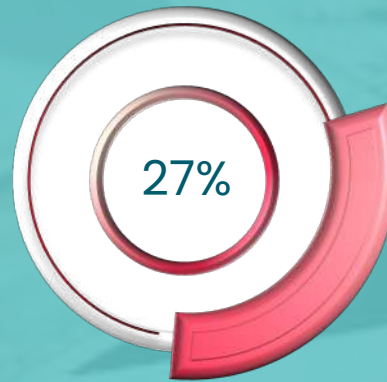
Marketing

Inorganic Growth
High focus in
Australia & NZ
Customer
Acquisition



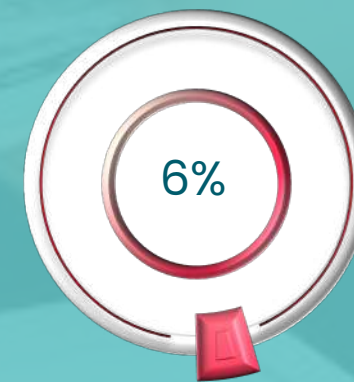
Operations

Regional
Establishment
Customer Service
Infrastructure



Tech

MVP to full App & Web
+ introducing feimso's
new features for a
more enhanced
customer journey



Overheads

Ongoing day-to-day of
running feimso



Management

Admin & Team
expansion



Path Forward

Timeline & Development Roadmap

feimso international
Expansion



2024-25

2026



Global Expansion stage 3

Regional Expansion
New Zealand, Australia+



2024

2024



Introduce :

- feimso Subscription,
- Auction, Swap & Donate
- feimso Membership
- feimso Creators/Network Marketplace
- Buyer Protection
- feimso Web

Secure Seed
Investment



Feb-Nov 2024

- ✓ App platform architecture build
- ✓ Company infrastructure that supports fast growth
- ✓ App UI/UX / Web land page
- ✓ Pre-Seed investment
- ✓ AWS partnership
- ✓ Research and data policy compliance



2022

2023



- ✓ 30.000 NZ feimso email Database/200 beta testers
- ✓ feimso beta Launch
- ✓ Test MVP in NZ
- ✓ Executive Team
- ✓ Originals – fan base
- ✓ Marketplace populated

2021



- ✓ feimso Born
- ✓ Market research
- ✓ feimso first prototype
- ✓ Trademarks secured



Feimso Operating Segments in the MENA Region

Fashion Consumption: This includes expenditures on clothing, footwear, and accessories by consumers across various income levels and demographic segments in MENA. The TAM would depend on factors such as population size, income distribution, and consumer preferences.

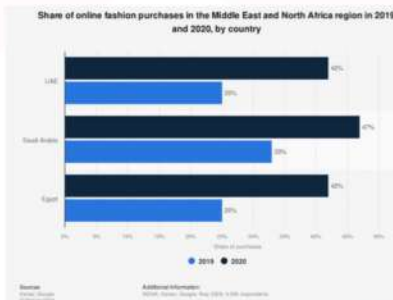
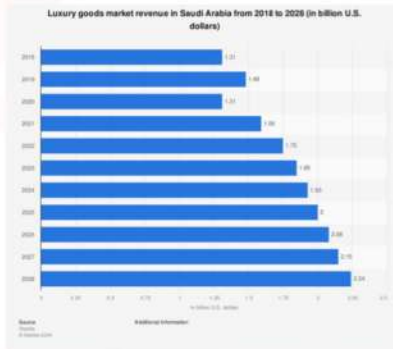
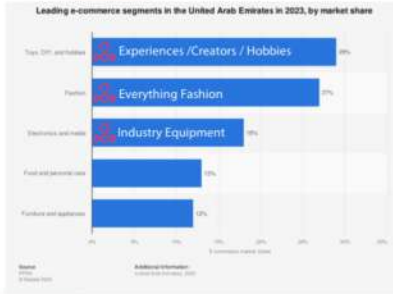
Luxury Goods: The luxury goods market in MENA includes high-end fashion items such as designer clothing, handbags, watches, and jewelry. It caters to affluent consumers and high-net-worth individuals in countries like UAE, Saudi Arabia, and Qatar.

Fashion Creators: This segment encompasses fashion designers, stylists, photographers, and other creative professionals contributing to the fashion industry in MENA. The TAM would reflect the size and growth potential of the local and regional fashion design and creative sectors.

Fashion Professionals: Professionals in this segment include those working in retail, marketing, merchandising, logistics, and other supporting roles within the fashion industry in MENA. The TAM would include employment opportunities and professional services within this sector.

Fashion Experiences: This category covers events, fashion shows, workshops, and exhibitions that attract fashion enthusiasts and industry professionals in MENA. The TAM would include revenues from ticket sales, sponsorships, and related expenditures on fashion-related events and experiences.

Feimso is not just another e-commerce marketplace. We are the whole ecosystem of the fashion industry in a tech platform that helps people make money from fashion, have fun, collaborate and enhance their overall lifestyle.



Hi beautiful, downloaded your app. I think it's very user friendly and easy to use even for older generation. Putting everything fashion in one app it's genius, I would have a ball with this app when I was trying to get some modeling jobs. Back then if you didn't have an agent or for extra work you'd only use starnow. Getting the right casting director and fashion designers in time, will be huge!!! As for the market place as well, makes things a lot easier when you declutter. I normally give all my stuff to a second hand shop in person because after trying to sell some pieces on insta... became too much work and I didn't have the time for it 😊

I'll be definitely following your journey and I know this will be big for you!! This is an excellent business you have there!! Congratulations!!

Thank you so much it all sounds so amazing and so ideal for future and bringing it all together in a good safe environment for everyone in the industry, just what it needs in this country!! Yes I would absolutely love if you could send me more information [asarahmaree@icloud.com](#) to see more about it...

Appreciate your message and your time so so much u really do and look forward to hearing from you! Xox

Fashion for all! 6 Mar
★★★★★ Cassandra greenfield 0071234
Love the access to so much fashion items and ideas



Sarah Maree is looking for 20 New Zealand based content creators...
Hi, this concept is so good and wish you all the best for success to be a great success. I'm interested in modeling and fashion style and would love to apply for this. I'm aware of what all is needed so would appreciate more information please. Thank you.

aww I'm so glad! It's an awesome thing that you guys are providing, and yesss right! The hidden gems that can be restored or given to someone else for new life! And vice versa... such a cool creative project 🥰 I have about 2 suitcases full of pre-loved and new clothes I need to upload to Depop 🤗

Yay I have applied! Thank you 🙏

Replied to your story
Story unavailable

This is awesome!!

Thank you so much 🥰 that sounds so cool! It's pretty hard to break into the industry and get noticed, this sounds fantastic for models and creatives to connect with brands, what a fabulous idea 🥰

I would love to hear some more information, thank you! My email address is sarahmaree.mcd@gmail.com

Thanks so much for your message 🥰

Yeah I've been missing it! Thank you

That's awesome I've always thought it needed that and have felt disconnection in the industry before!

Wow it sounds like something both me and my partner would be very interested in.

I can't wait to see you flourish and to grow with you 🥰

Oh amazing that sounds great! How can I help share your brands story?

Must download app for all fashion lovers 11 Mar
★★★★★ The Vintage Connection
I closed my online business in 2023, leaving me with a lot of merchandise. Luckily thanks to this app I've been selling all my items without worrying about the cost of maintaining a website or doing any social media.

bhav_maharaj 2h 📖 by author
I need to start listing! X
Reply Hide

esokolowskyj 47m · Author
@bhav_maharaj I can't wait to see what you have in your wardrobe 🥰
Reply

03:08

Hi Erin & Ina

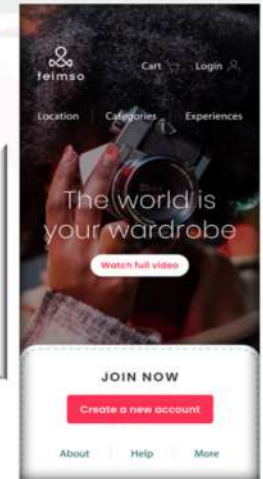
I'm quite impressed with the app. Very interesting. Super easy to use! Smooth process of buying. Thinking about how can I use it as a dressmaker. I have some ideas 🤔 will see. But I love it ❤️

Will tell about it to the fashion designer, I'm working with and spread the word to my girls

Thanks 📖
Anastasia

I'm really excited to use this app as I've been waiting for something like this in New Zealand for a very long time. I've so much of wardrobe with very beautiful clothes that I have hardly worn and don't wear them anymore. I still have some with the tags on. Looking forward to see how far this works out for me. Have a great evening. :)

I think this is such a great idea for an app, I've been thinking for some time about how to merge my passion for content creation, fashion and music and think this would be a great opportunity to explore so yes please send it through to



JOIN NOW

Create a new account

About Help More

Long Term Vision

Growth opportunities segments

Virtual
Shopping in
Metaverse

feimso
Gift Boxes

feimso AI
Virtual Size

Stock Waste
Management
& Circular
Textile

Online
Fashion
School &
Employment

Venue Rental
for fashion
events

Users
Fashion
Channel
& Online
Magazine

Product
Passports:
NFT & Digital
Art

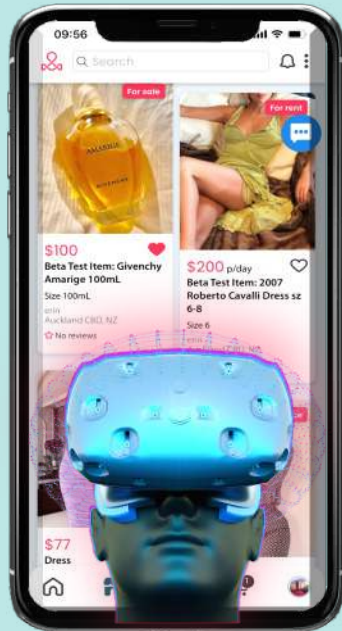
feimso
Credit,
Coin,
&
Crypto

Ticket
destination
for fashion
events

feimso introduces social media, gamification and **3** marketplaces in its debut year: a platform for selling, renting, and donating fashion items; a space for creating and booking fashion experiences; and a networking marketplace for monetizing skills and expertise. We aim to be the most efficient, diverse and inclusive fashion ecosystem ever created. The **feimso BETA** version we are launching, is just a fraction of what the back end platform is built to provide.



Transformation of feimso e-commerce into immersive v-commerce



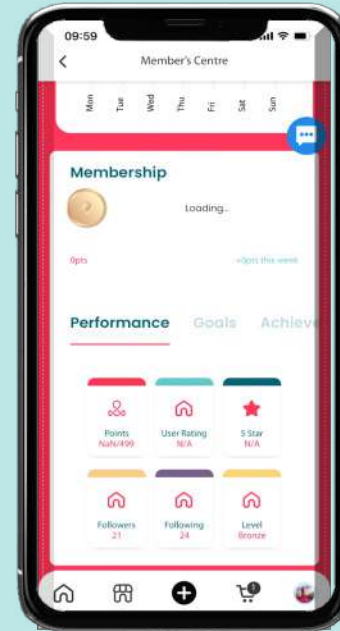
DUAL INTERFACE

Shoppers can toggle between standard e-commerce and virtual commerce done via multiple devices including tablets



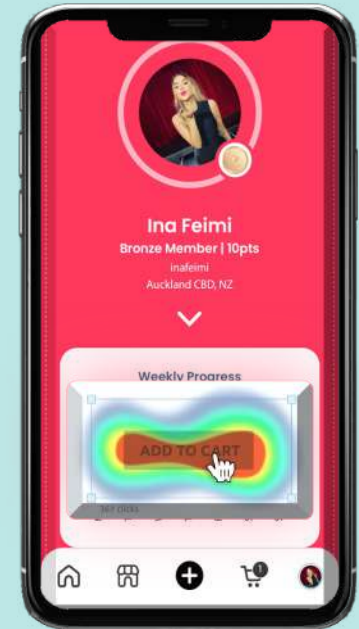
AUTOMATED TRANSFORMATION

Brands, Professionals and Retailers enjoy seamless integration via a public API



POWERFUL ANALYTICS

Both individuals and retailers can enjoy data analytics with filtering features in their member centre dashboard



AI-BACKED SHOPPER RESEARCH

Heatmaps, price sensitive analysis & real time shopping research that empowers and speeds up user's decision-making process.

Meet our founding team



Ina Feimi

CEO & Founder
Startup feimso

inafeimi@feimso.com

Head of Product Development at feimso with a background of 15+ years of directing multiple businesses and a passion for the fashion industry.



Erin Sokolowsky

CXO & Founder
Startup feimso

erin@feimso.com

Spokesperson / CXO at feimso. 10y experience in administrative infrastructure and HR, 5y in international digital management space as founder of Lowsky Media Ltd



Mike Taylor

CTO
Project Manager

mike@bbtdigital.com

Founder and MD of BBT Digital, 10+ years of experience on creating digital technology and customer-focused software and design.



Arran Hunt

Director of Legal Affairs

ahunt@mcveaghfleming.co.nz

Partner at law firm McVeagh Fleming, with experience in IT law, Web/App Data policy and cyberspace.



feimso Assets and Intellectual Property



Email Subscribers

- User Database
- Retailers database
- Influencer Database
- Investors Database



feimso App

- App design
- App infrastructure & source codes
- App available in Google Play & App Store
- Cybersecurity Check



Research & Analysis

- Local and international markets
- Competitors
- Innovation & Future Features



Trademarks

- feimso logo
- Virtual fashion city
- The world is your wardrobe



Imagery

- Digital Content Cache
- Digital Design Cache



Website

- Global URLs
- Blogs
- Data Capture
- Web design development



Legal

- Shareholders Agreement
- feimso T&Cs
- Data Policy
- Term Sheet
- Disclaimers & NDAs
- Incorporation
- Tax & Banking Structure



Social Media Accounts

- Facebook
- Instagram
- LinkedIn
- Tiktok
- Twitter



Company Docs

- Business Plan
- Marketing Strategy
- Brand Book
- Financials
- Culture Deck
- Cust. Acq. Plan
- Starter Pack
- Pitch Deck
- Cache



Equipment

- DSLR camera, production + staging equipment for photo and video content



Digital Design

- Content Production
- Assets and account subscriptions



Team

- Digital Design
- Sourcing
- Copywriting
- Research/Analysis
- Tech Dev
- Influencers
- Photography & Videograph





stylestorytellernz All signed up, can't wait to hear more ❤️

40w 1 like Reply Send



veronicatyne I love this idea 😊 thank you for finding amazing ways to keep clothing out of landfills!!

39w 1 like Reply Send



feimso @veronicatyne thank you! The future is circular and thank YOU for being so forward thinking to embrace it! 🙌

39w 1 like Reply Send



inapavl.cgn Cant wait for it 🤔🤔🤔

2d 1 like Reply Send



nat_gala Yes I'm here for it! 🥳

39w 3 likes Reply Send



travelinstylewithdebs I'm totally in for this

44w 1 like Reply Send



chelseasimmons this is so incredible !!! i'm so excited for what's coming up ❤️

29w 1 like Reply Send



freeing_faye @feimso I'll be sure to check it out! 💕

17w 1 like Reply Send



fredem.nz Can't wait ❤️

38w 1 like Reply Send



artfcll Can't wait ❤️

40w 1 like Reply Send



feimso @artfcll neither can we! 🙌

40w 1 like Reply Send



travelinstylewithdebs When r u launching? Can't wait

40w 1 like Reply Send



otos_nz 🌟👏🌟 so excited to be a part of your launch🔥

21w 2 likes Reply Send



_kiki_in_wonderland_ This sounds amazing and I can't wait to learn more 🤩

10w Reply Send



paintedbirdnz So absolutely true - can't wait to see what you do in this space!

36w 1 like Reply Send



whattesswore Such a great concept! ❤️

42w 1 like Reply Send



feimso @veronicatyne we can't wait until we're live! Imagine having a place and space JUST for fashion! 🙌

28w 1 like Reply Send



veronicatyne @feimso it will surly be amazing 🤩

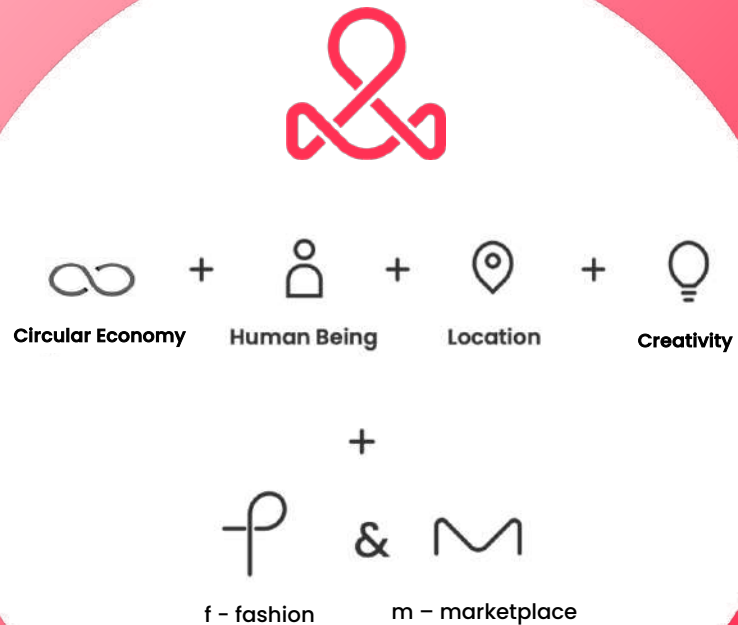
8w 1 like Reply Send

Our mission and values matter more than ever

“ – By connecting all the fashion elements together we can create a New Home for the fashion industry and be the largest fashion platform that Makes Fashion Inclusive & Accessible to everyone in the world.

***We have the opportunity to do what Airbnb did for traveling, LinkedIn for professionals, Uber for transportation, Facebook for social media, Canva for creators, Google for information ...
Feimso for fashion!!***

And we would love if you join us for the ride.



hello@feimso.com

www.feimso.com

 facebook.com/feimsoHQ

 [@feimso](https://www.instagram.com/feimso)

 linkedin.com/company/feimso

