

## CORPORATE INFORMATION

Founded : AUS	Melbourne, 2019
Founded : USA	Dallas, 2020
Business Model	SaaS, B2B2C
Target Customer	eCommerce Apparel and Apparel Retail Stores
Solution	Recommend best fitted clothes and Customer Retention

## KEY MARKET STATISTICS

eCommerce Apparel Stores : Lead	907,449
Online Penetration (10%) : 3 Yrs	90,000
Physical Apparel Stores : Lead	200,000
Retail Penetration (5%) : 3 Yrs	10,000
Initial target size : Next 1 Year	2,000
Total addressable market : 5 Year	150,000

## FUNDING STRATEGY

Funding Stage	Seed
Target Amount	US \$1.25 m
Pre-money value	US \$12.5 m
Close Funding date	December, 2021
Round Type	SAFE / Convertible Note/ Equity
Use of funds	Customer Acquisition
Investment to date	US \$200,000

## PRODUCTS

Size Guarantee : Online	\$49/Month
Size Corner : In-Store	\$29/Month
Transactional	0.01 per Apperal
Size Interface : API	\$499/Month
Customisation	\$2400/Year

## Product on Market

## For Online Shopper Search Size Guarantee

• Shopify Apps • WooCommerce Plugin • Chrome Extension

## For Retail Shoppers Search Size Corner App

• Apple Play Store • Google Play Store

## Web



• www.sizecorner.com • www.sizeguarantee.com



## Contact

Office Locations

AUS: Melbourne  
IND: Hyderabad  
USA: Dallas

## For more information, contact:

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"We assist shoppers in selecting the ideal clothing size for them and others when shopping in-store and online and provide a hassle-free shopping experience."



**Problem:** Size is one of the important factors for everyone to buy apparel. It differs to brand, retail, store and online. **Do you get what you see:** Shopper doubts if apparel will fit my style, prefer colour, material, looks and right match with other clothes.

**Location and Price:** There is no platform available today where I can buy the ideal size and style you prefer based on location, price and nearby store and online.



**Solution:** We solve this problem with cutting-edge technologies (AI), where shoppers can get the ideal clothes size without trying them. We get the shoppers' measurements from the pictures, or they can manually provide them. The Web and Mobile App recommends best-fitted size with available style, colour, material, virtual preview, and where can buy nearby retail stores and eCommerce sites.



**Market:** The total apparel retail global market by 2022 is 2 Trillion. In this, our target market includes North America \$365bn, Asia-Pacific \$336bn, and the Middle East \$28bn; that is \$619 billion in total by the year 2022. In this target market, our ideal target is to approach small and medium-sized businesses. As such, our target is 0.5% to 1% out of 619 billion. Therefore, our target market is \$3 to \$6 billion from the small and medium apparel retailers.



**Competition:** MySizeID, Fit Analytics, Sizer Me, BodyID, Nettel, Presize.ai, and Easy Size are the key competitors of Colakin. Our main competitor on the field would be MySizeID, recently they launched Shopify App, targeting small and medium eCommerce businesses, and it will be a race to capture the market. However, Colakin believes that customer experience and the measurement calculation between us are entirely different, so we believe we have the edge.



**Magic Potion: Automation** comes in handy for onboarding stores with our AI engine, which processes all the products in the eCommerce websites or the stores and creates dynamic size.

**Privacy:** As for Privacy, we do not usually store customer's pictures. We will use them to get the measurements, and later we will delete the photos from our system.

**Customer Experience:** Customers can shop hassle-free, meaning they need not worry about clothing sizes or fits when they shop online or offline.



**Customer Acquisition:** Marketing strategy primarily focuses on 3 areas for both Size Guarantee and Size Corner products, which are Inbound, Outbound, and Branding. We clearly defined and separated the two sets of audiences (Businesses & Shoppers). The sales of our products will be open field sales, where we will dive into Indirect (via Marketing leading to Sales Automation), Direct (via Campaigns), and Partner sales (Connecting with established entities in retails)



**Fund Raising:** We have an estimate of 10-20% of equity to sell on this round for the US \$1.25 M with a pre-valuation of US \$12.5 million. We will projection of generating \$10 million revenue each year with an exit value of US \$100 million by the Year 2026 and NPV is US \$76 million. The 70% fund will be used for customer acquisition of 1,493,643 stores comprising physical and online stores and retain 10% of them within the first 5 years.

Details	2021	2022	2023	2024	2025	2026	Total
Revenue	\$0	\$174,500	\$774,500	\$2,574,500	\$6,174,500	\$12,324,500	\$22,022,500
COGS	\$62,260	\$100,920	\$157,020	\$193,020	\$241,020	\$241,020	\$995,260
SG&A	\$368,315	\$1,403,837	\$1,825,060	\$1,960,063	\$2,090,312	\$2,203,287	\$9,850,874
EBITDA	\$(430,575)	\$(1,330,257)	\$(1,207,580)	\$421,417	\$3,843,168	\$9,880,193	\$11,176,366
EBITDA margin	--	0.00%	0.00%	16.40%	62.20%	80.20%	158.80%
Free cash flow	\$2,050,444	\$(1,355,232)	\$(1,219,568)	\$400,393	\$3,601,524	\$8,205,860	
DCF	\$2,050,444	\$(1,355,232)	\$(1,219,568)	\$400,393	\$3,601,524	\$107,007,791	

• NPV \$75,975,285 • Cash Infusions \$2,500,000 • Exit Value \$107,007,791

## Management Team:

Our founder and Chief Executive Officer **Ramesh Rajaram**, is a visionary leader of cutting edge technology innovator and a result-oriented entrepreneur over 20 years of experience in software.

Our Co-founder and Chief Product Officer, **Lohamanjari Vaiyali**, is a process-driven person .She is an Entrepreneur and Ex-CEO of LiveBot.AI and believes and promotes simplicity in the products.

Our Chief Operating Officer, **Syed Rahman**, over 17 years of experience in Finance, Retail, Telecom and headed dedicated technical teams in India, Asia Pacific and the Middle East.

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