3-D visualization and measurement technology company, focusing on human body parts

“Will this fit?”

Taking this question out of the everyday decision making process
Sizing is #1 Barrier to Lucrative e/m-commerce

#1 Problem
is Sizing/Fit
for apparel e-retail

89%
of shoes purchased in-store, USA 2015;
Conversion rates < 2%

50%
and higher e-commerce shoe return rates globally
$34.5 Billion/ Yr
Worth of apparels bought online are returned globally

“A one percent drop in the return rate will add $10 million to the bottom line every year”

-Nick Robertson, CEO of ASOS, UK's #1 eretailer
Scan foot with smartphone to size online shoes.
Zori: Tech Demo

Scan your feet to get your best fitting shoes.

Let's get sized

Please enter your height:

1 Meter
77 Cm
78 Cm
79 Cm

2 Meter
80 Cm
81 Cm
82 Cm
83 Cm

Which shoes would you like to shop for?

Male
Female

Continue
Zori: Tech Demo: 3-D Reconstruction
Zori: Only Usable Product w/ High Accuracy

Usability = remote accessibility + convenience (including calibration objects required) + natural usage feel + duration of time + human power needed + environment flexibility

Accuracy

*corpus.e*

RightShoes

fitfully

FOOT FAIRY from Dr. ShoeMom

shoefitr

ZORI

Usability*
Zori: Market Potential

$1.3 Trillion
Annual ecommerce

7%
Annual growth rate of ecommerce

$41.5 Billion
By 2020

10%
Annual growth rate of ecommerce

41%
of GCC nationals buy pair of luxury shoes every 2-3 months
Zori: Go to Market Strategies

1: Feature tool for integration (B2B)

2: App (Limited Curation of sponsored shoes) Revenue Streams (B2B2C)


Luxury Brands

E-retailer

Other Brands
For certain customers such as custom shoe manufacturers, Zori will be offered as a plug-in feature with a tranche-based subscription model.

**Revenue**

- 1-time setup fee based on scale of integration
- Subscription fee based on quantity tranches, average pricing of shoes sold, and a fixed monthly maintenance cost that also covers customer service.

**Variable Costs**

**Server-side costs:**

| Doomsday Scenario | $0.02 / shoe sale |

**One-time acquisition Cost:**

| Client acquisition cost | ~$14k, see marketing |

**Customer Service Costs:**

| % of subscription | 10% |

**Account Maintenance:**

| % of subscription | 4% |
Zori Timeline to $1 Million Gross Revenue

- **May 1**: 5 clients: 4 brands, 1 retailer
- **Aug 1**: 10 clients: 7 brands, 3 retailers
- **Dec 1**: 17 clients including 2 big European luxury brands
- **March 2016**: $1mm revenue mark
- **May 2016**: Add sponsored recommendations

**April 15**: Beta Pilot
**Jun 1**: Official Launch

Product Dev: continue to tweak UX based on user feedback- one or two more versions of the product
Since our incorporation four months ago, we have accomplished the above

*All media and press have been unsolicited due to our focus on client and product development*
Top Level Strategy

B2B2C Products

- Zori (Remote Shoe sizing)
- Anaken (Prosthesis sizing)

Additional 3D vision/ reconstruction verticals from medical to apparel to pets

Image processing center of Excellence

Enterprise Freelance
Project io: Vision and Growth Avenues

**Additional Verticals:** Our core technology and UX experience can prove instrumental with other apparel types, prostheses, and in countless other industries and sectors.

**Enterprise Solutions:** Freelance image processing enterprise providers are in high demand.

**Secondary Revenue Streams:**
- Sponsored Search
- Analytics
- 3rd Party Ratings
- Niche Distribution
Contact Us:

Ahmad: ahmad@projx.co
Evanna: evanna@projx.co
Sami: sami@projx.co

www.projectio.co
Our Founders

Ahmad Saddedin
- Expertise: software design and development management for corporations and startups
- 3+ years in management and executive positions in Canada, the Middle East, and Asia (China)
- Education: Carleton University (B. Comm) + MIB School of Management (MIRM)
- Citizenship: Canada + Jordan

Evanna Hu[tian]
- Expertise: mobile enterprise technology + M4D for developing markets (business)
- 8+ years in startups with three successful (social) enterprises in the US, the Middle East, and Africa
- Advisory Committee, UN Women; Afghan/ US gov’t
- Education: University of Chicago (BA with honors)
- Citizenship: US

Sami Yabroudi
- Expertise: private equity in MENA with a specialization in technical fields, including clean tech greenfields and software
- Background: electrical engineering + computer science + stochastic mathematics
- Education: Princeton U (BSE with honors) + Stanford U (MS in Management Science and Engineering)
- Citizenship: US
### 3D Reconstruction Engineer

*Core technology regardless of product is similar*

<table>
<thead>
<tr>
<th>Time</th>
<th>Hiring Lead</th>
<th>Scanning</th>
<th>UX</th>
<th>Core team and Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1mo</td>
<td>$15k/mo consultant + developers</td>
<td>Scanning is fairly accurate ($8k total)</td>
<td>UX beats competitors ($0k total)</td>
<td>$35k/mo</td>
</tr>
<tr>
<td>2mo</td>
<td>$8k/mo</td>
<td>Scanning is very accurate ($8k total)</td>
<td>UX is up a notch ($15k total)</td>
<td>$35k/mo</td>
</tr>
<tr>
<td>3mo</td>
<td>$8/mo</td>
<td>Scanning is perfection ($16k total)</td>
<td>UX wins awards ($34k total)</td>
<td>$35k/mo</td>
</tr>
<tr>
<td>6mo</td>
<td>$12k/mo Zori</td>
<td>$12k/mo Zori</td>
<td>$24k/mo Travel + staff</td>
<td>$40k/mo</td>
</tr>
<tr>
<td>1yr</td>
<td>$15k/mo Zori</td>
<td>$10k/mo Zori</td>
<td>$30k/mo Travel + staff</td>
<td>$50k/mo</td>
</tr>
</tbody>
</table>

**Sample Budget Items**

- **Hiring Lead Time**
  - 1mo: $15k/mo consultant + developers
  - 2mo: $8k/mo
  - 3mo: $8/mo
  - 6mo: $12k/mo Zori
  - 1yr: $15k/mo Zori

- **Scanning**
  - 1mo: Scanning is fairly accurate ($8k total)
  - 2mo: Scanning is very accurate ($8k total)
  - 3mo: Scanning is perfection ($16k total)
  - 6mo: $12k/mo Zori $8k/mo other products*
  - 1yr: $15k/mo Zori $8k/mo other products*

- **UX**
  - 1mo: UX beats competitors ($0k total)
  - 2mo: UX is up a notch ($15k total)
  - 3mo: UX wins awards ($34k total)
  - 6mo: $12k/mo Zori $5k/mo other products
  - 1yr: $15k/mo Zori $8k/mo other products*

- **Core team and Operations**
  - 1mo: $35k/mo
  - 2mo: $35k/mo
  - 3mo: $35k/mo
  - 6mo: $40k/mo
  - 1yr: $50k/mo

**Total Budget**

- 1mo: $84k total
- 2mo: $79k total
- 3mo: $95k total
- 6mo: $225k total
- 1yr: $525k total
Core Revenue

In its first phase, Zori’s core revenue will come from commissions set by curated sponsorship (until Zori obtains bargaining power). These commissions begin in range from 3.5% to 17% of item value.

From the beginning we will be looking to increase these commissions through direct strategic partnerships.

For worst-case scenario reference, given bottom-end 5% average commission, $50mm in core revenue requires five million pairs of $200 shoes sold.
# Integrating with Zori

<table>
<thead>
<tr>
<th>Availability:</th>
<th>Your Mobile App</th>
<th>Your Web Store</th>
<th>Your Mobile Web Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Integration</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Via e/m-commerce platforms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Via Affiliate Programs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Zori Login</strong></td>
<td>Seamless Frame</td>
<td>Seamless Frame</td>
<td>Seamless Frame</td>
</tr>
<tr>
<td><strong>Zori First-time Scan</strong></td>
<td>Seamless Frame</td>
<td>Automatic Zori Download</td>
<td>SMS with Download Link</td>
</tr>
<tr>
<td><strong>Ready-made-shoe Sizing Functions</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Calling Foot Dimensions</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Converse All-Star Hightops
Web ID: 1089772

US $49.99

Quantity: 1

Size with Zori
Converse All-Star Hightops
Web ID: 1089772

US $49.99

Size with zori

Result

Confirm
Relevant Trends

Tech trends:

1) 3D vision, including on mobile (Intel RealSense, 3D scanners, printing, etc)
2) Augmented reality – our scanning guidance system uses augmented reality that has been gathering interest on its own
3) Online marketplaces fleshing out niche services – online
4) Apparel E-retail frustrations
5) Virtual fitting
6) Digital health (Anaken and other concept products)
7) Enterprise image processing freelance

Retail Trends:

1) Boomers and millennials will continue to heavily influence retail
2) Retailers will adopt and experiment with technology.
3) More retailers will take control of their value chain and improve order fulfillment.
4) Mobile will continue to grow in all directions.
5) Stores with omnichannel strategies will continue to thrive.

Retail trends source: 
A2 Appendix: Anaken
Current prosthetics fitting process is prohibitively expensive, wasteful, and cumbersome

In Fragile Countries:

- Current process: Private contractor hired by NGOs goes to place where amputees congregate to put wet casts on their residual limbs. Once casts dry, they are airlifted to be manually measured. Based on these measurements, prosthetics are then brought back to the amputees.
- This process is inaccurate, time consuming, and costly.

<table>
<thead>
<tr>
<th>Logistics cost per amputee to do prosthetics fitting (not inc. cost of actual prosthesis)</th>
<th>60%</th>
<th>4-6 Mos</th>
<th>Ill-fitted prosthetics given to amputees due to lag time</th>
<th>Average lag time between casting and receiving prosthetics</th>
<th>20% - 50% out of pocket</th>
<th>$350-7200 Cost of each fitting after insurance coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; $3,200</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In Stable Countries:

- Multiple fittings (4-7) are required in the first month alone
- During fittings, caregivers and/or family members need to accompany the amputee = more opportunity cost
- Insurance only covers selected costs and private companies have been rejecting much of what they are supposed to cover (Boston Globe)
- Leading cause of amputations: diabetes type II followed by traumatic events, such as wars and violence
Number* of amputees is on the rise

On average, an adult needs 20 prosthesis and children need 25 in their lifetime to keep up with bodily changes.

Fragile Countries:
- *Numbers are hard to come by and are severely underrepresented due to the social stigma associated with amputations in many countries
- Leading cause: traumas such as landmines and wars
- There are a total of 435 million people in 33 fragile countries (World Bank)

6 out of 1000 Of population in FC that are amputees

2.4 M Amputees

USD 7.6 Billion Market
Need to be spent on fitting using the status quo

USD 767 Billion
On fittings after insurance coverage if only 10% of amputees opt for prosthetics

25.4 million Amputees by 2023

Stable Countries:
- Leading cause: 40-70% of amputations in developed countries are due to diabetes II, especially in the Middle East/North Africa region where the taboo against diabetes means that prevention is hard and scarce
- 382 million people suffer from diabetes II globally; 4% are amputated
- In the US, there are 3 million amputees alone.
Anaken is a Smartphone 3D scanner:
Aid workers/doctors or amputees use our app to scan the residual limbs and automatically get the necessary measurements to get prosthetics that fit in two simple steps:

1. Calibration
2. Scan

**Status:** We have three clients and partners lined up to try the technology when it’s ready. We are looking to leverage R&D money to further develop our technology, user experience, and sales channels.