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**S T Y L E B E T T E R**  
SEE YOURSELF ● BE YOURSELF

The World's First Complete Fashion Intelligence Platform

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SEE YOURSELF. BE YOURSELF

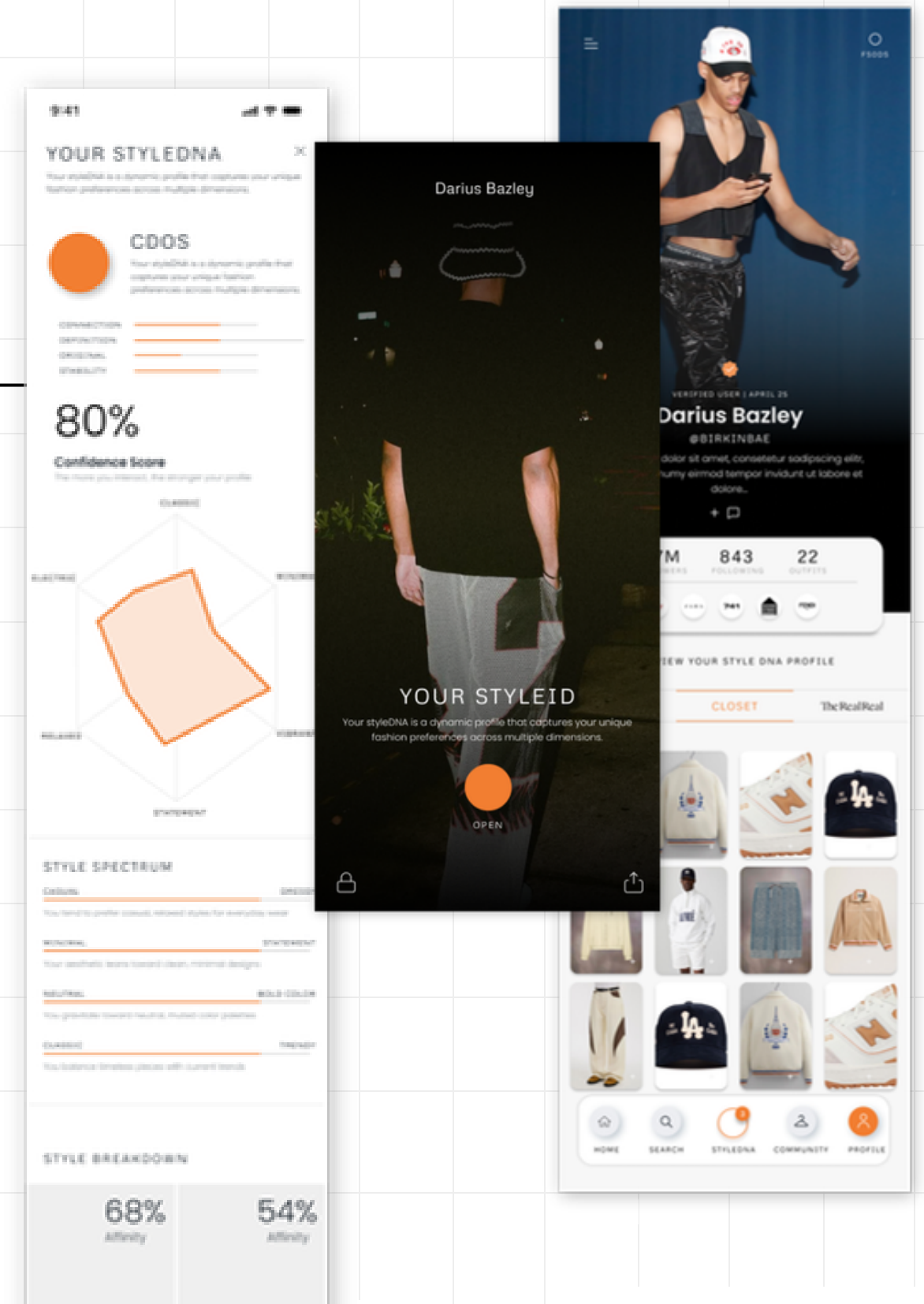


# STYLE BETTER

The world's first comprehensive fashion platform combining StyleDNA, StyleID, Virtual Try-On, and Social Discovery.

StyleBetter is the first of its kind platform that creates a supportive environment for fashion exploration.

We provide seamless fashion experiences – making it possible for anyone to envision themselves in aspirational brands





# The Current Market Gap

- StyleBetter is a pioneering platform revolutionizing fashion connections.
- Instead of endless scrolling, it offers an interactive space for personal, collaborative, and inspiring style experiences.
- Digitalize your closet to experiment with looks, discover new brands, and envision wearing various pieces.
- Offers everything from everyday essentials to luxury fashion.
- Blends social discovery with AI-powered personalization.
- Transforms your wardrobe into a launchpad for creativity, connection, and self-expression.
- Emphasizes exploration and confidence & all fashion experiences accessible to everyone.



# The shopping experience is outdated.



Consumers frequently face challenges with online shopping, as many purchases are returned due to issues with fit and style. Additionally, people often spend a significant amount of time deciding what to wear each day while navigating a multitude of shopping platforms.

70%

of online purchases returned due to fit and style mismatch

47 MINS

Average person spends deciding what to wear daily



Tabs open causing a fragmented shopping experiences



# Brands lack insight into genuine consumer understanding.

Brands struggle to find their ideal customers, spending billions on broad marketing that reaches people who will never buy their aesthetic or price point.

70%

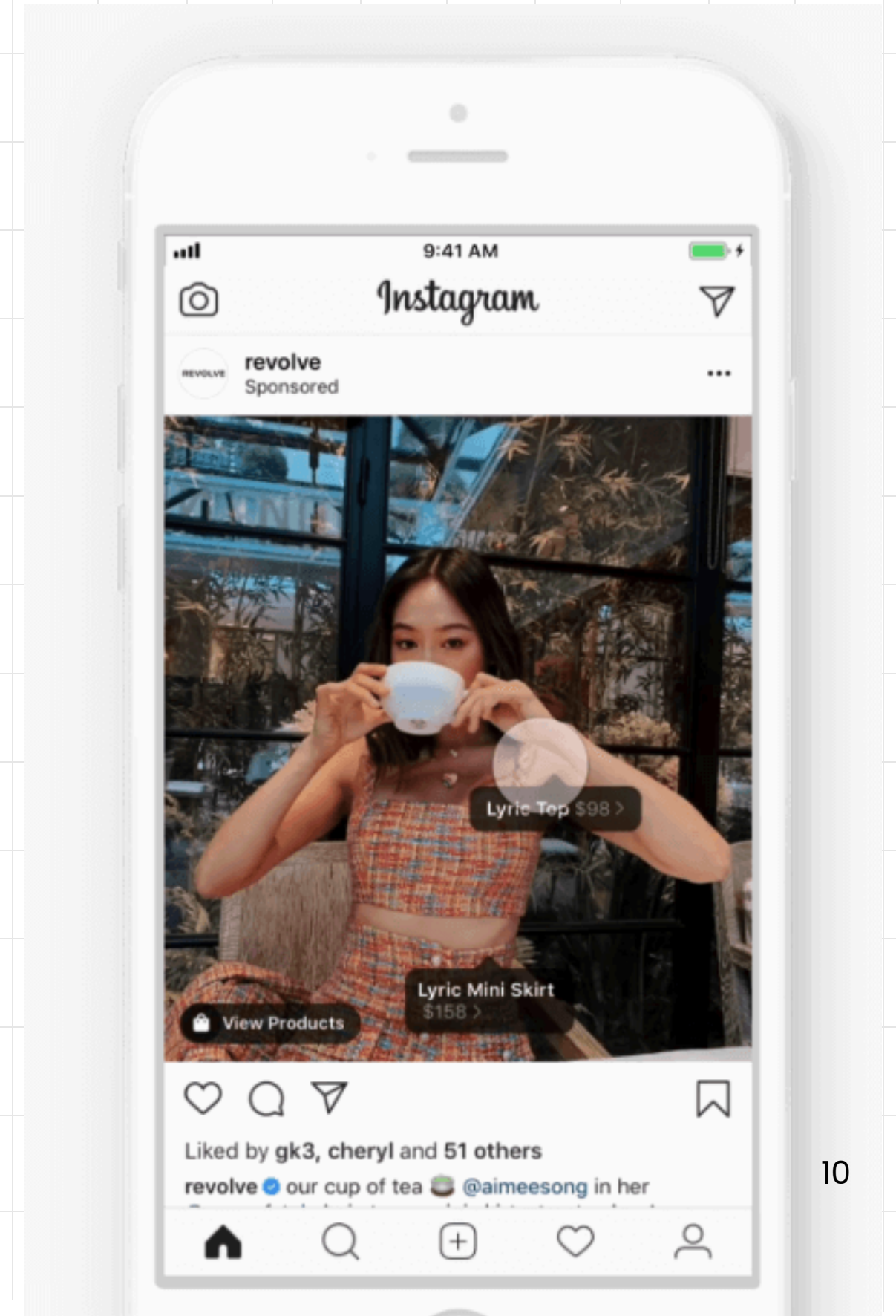
Average return rate due to misaligned model photography

85%

Waste on marketing spend to reach consumers who aren't interested

0%

Actionable data to understand individuals style across segments



# BRANDS & CONSUMERS ARE DISCONNECTED.

There is no bulletproof way to advertise efficiently. But the current ecosystem is based around who has more to spend & annoyed consumers who think their phones are listening to them.

OUR MISSION IS TO  
HELP BOTH BRANDS  
AND CONSUMERS



The world's first AI-fashion intelligence platform that creates your digital StyleDNA and allows you to discover yourself organically.

## StyleDNA Personality (01)

AI creates your unique style fingerprint across 128 dimensions. It allows the user to use the app seamlessly without feeling like Ads are following.

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## Virtual Try-On (02)

See exactly how clothes look on your body before buying.

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## Social Discovery (03)

Share outfits, get inspired, earn through style influence

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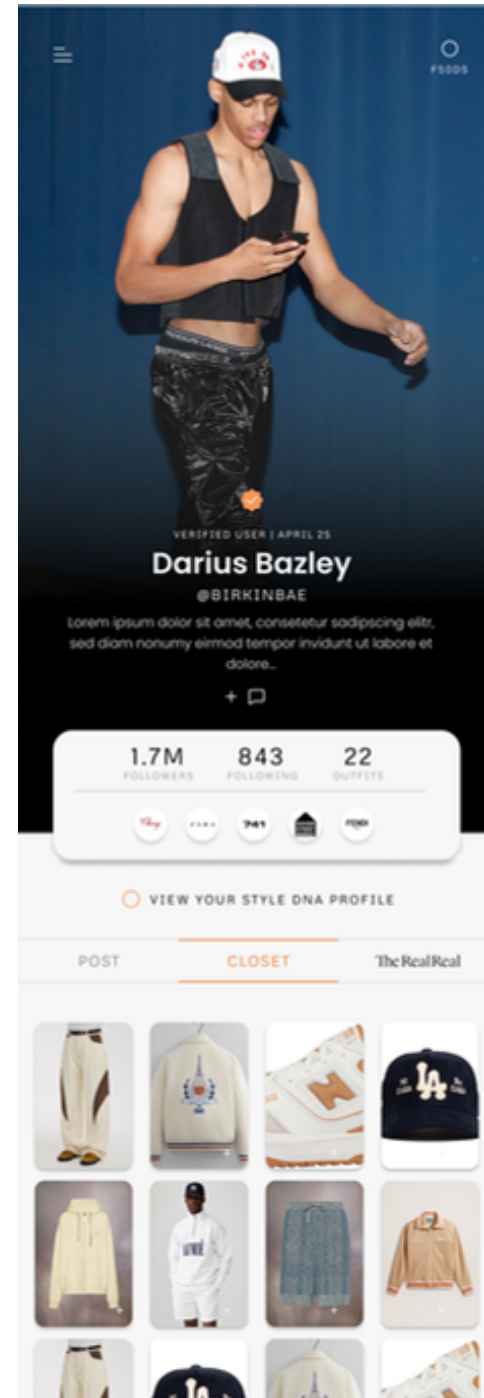
## StyleID System (03)

Share outfits, get inspired, earn through style influence

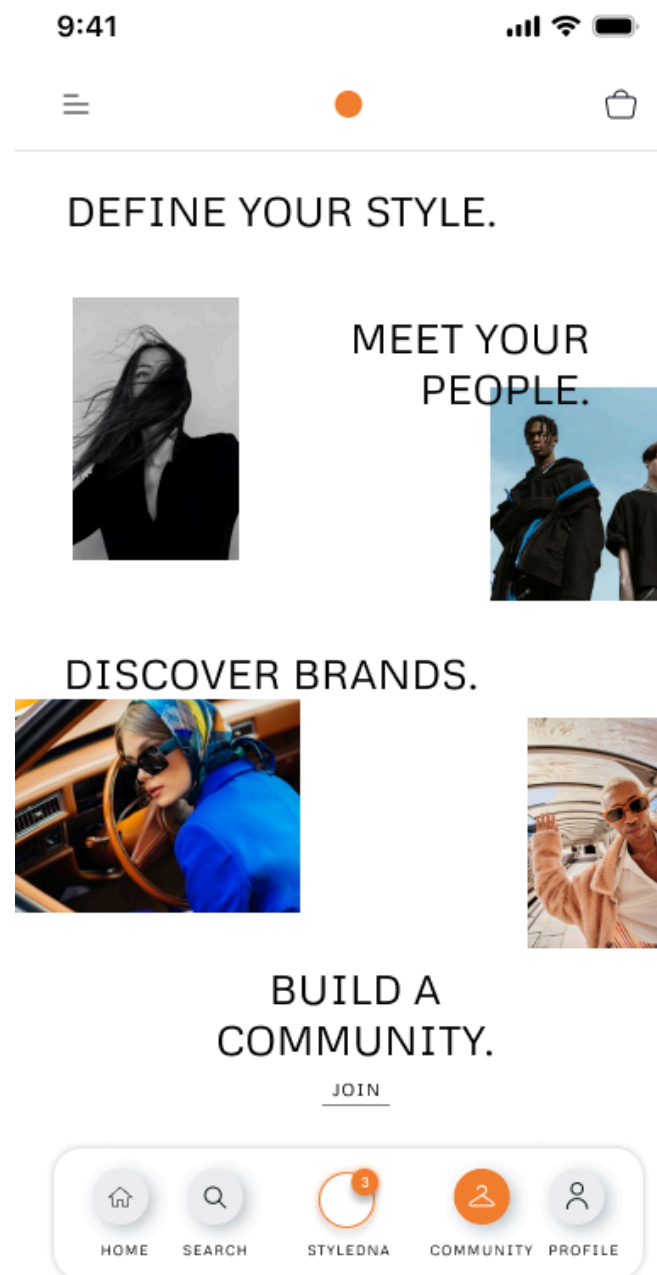
# OUR PLATFORM



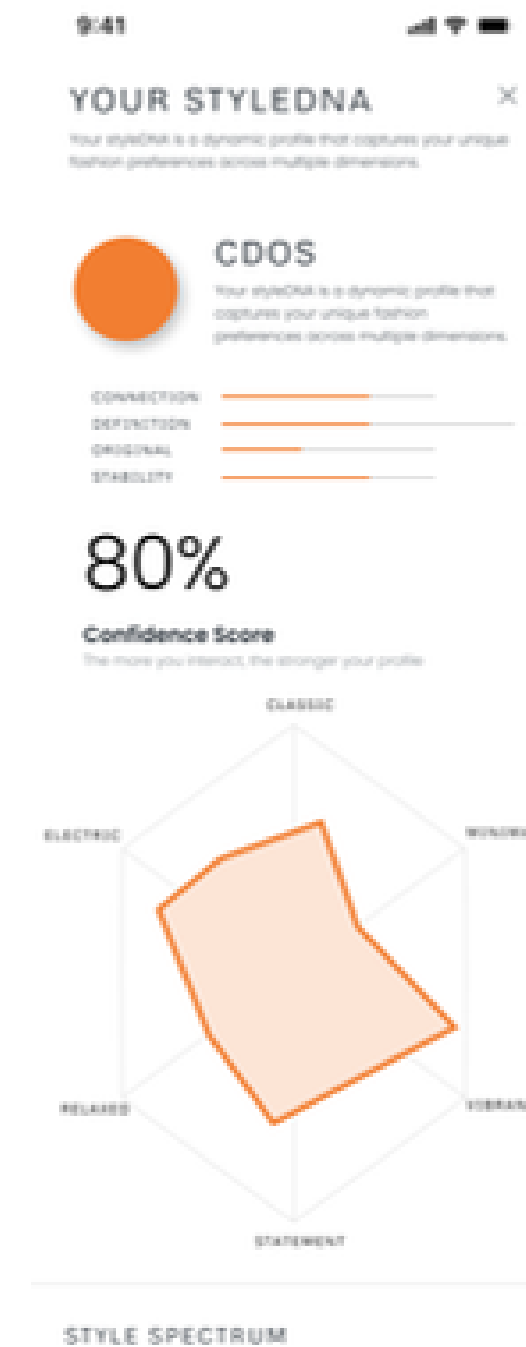
SOCIAL FEED



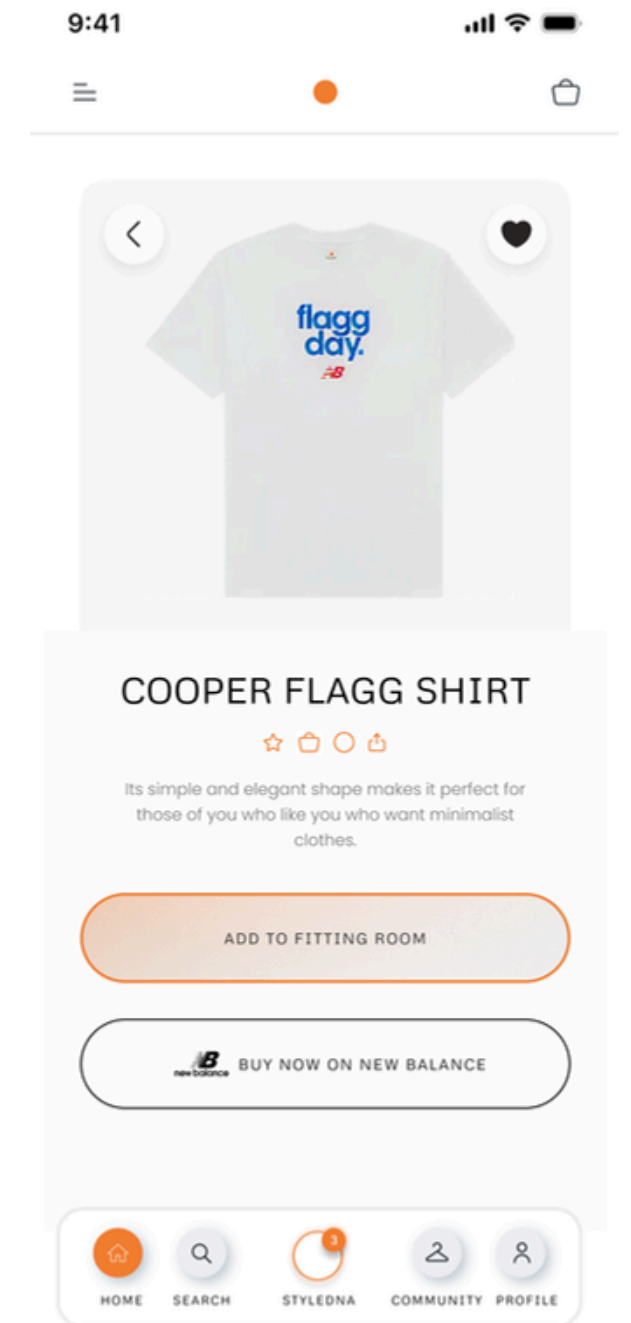
USER PROFILES



COMMUNITY



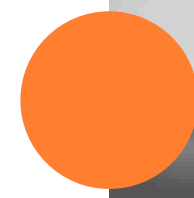
STYLEDNA

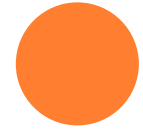


IN-APP PRODUCT PAGE

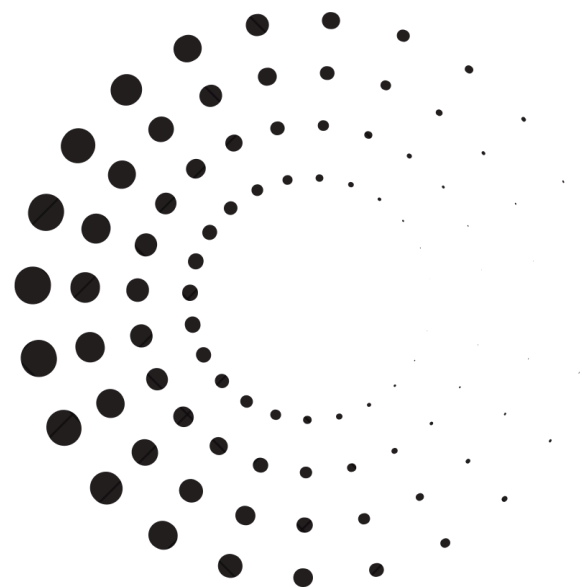
“It’s a movement to make fashion better, more accessible, and more personal for everyone. Welcome to the future of style—better than ever.”

DARIUS BAZLEY





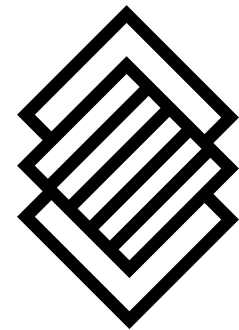
Our comprehensive fashion intelligence platform combining AI-powered StyleDNA, Universal StyleID, Social Discovery, and Privacy-First Architecture, Weather-Based Recommendations, Closet System, Brand Pages, and More



- 15+ Patent Applications filed with the USPTO (June '25)
- Proprietary Algorithms for Style Analysis & Predictions
- First Mover Advantage in AI Fashion
- Defensible Moat against competitors
- Licensing opportunities for endless revenue streams
- Patent Inventor: Takudzwa Spandhla /Co-Inventor: Darius Bazely



# Initial Revenue Streams for Launch



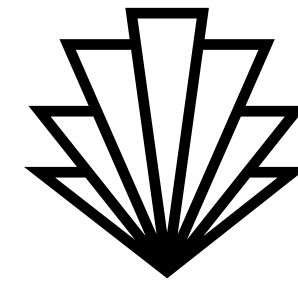
## Transaction Commissions

A small percentage will be deducted from purchases made through the app.



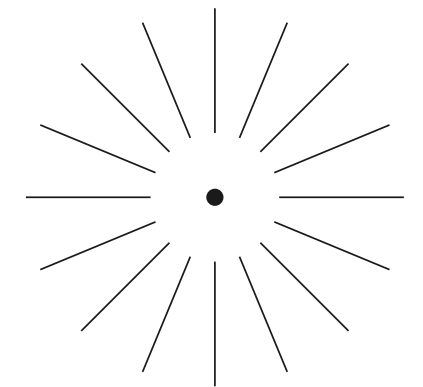
## Ad Placement

Sponsored placements, promoted posts, and brand features strategically positioned within essential areas of the application.



## Shopify Licensing/Plug in

Licensed plug-in for brands that lets consumers virtually try on products directly on the brand's site—brands pay monthly fee to enable this on their product pages



## Data Liscening

Delivering anonymized insights regarding style trends, user preferences, and product performance.

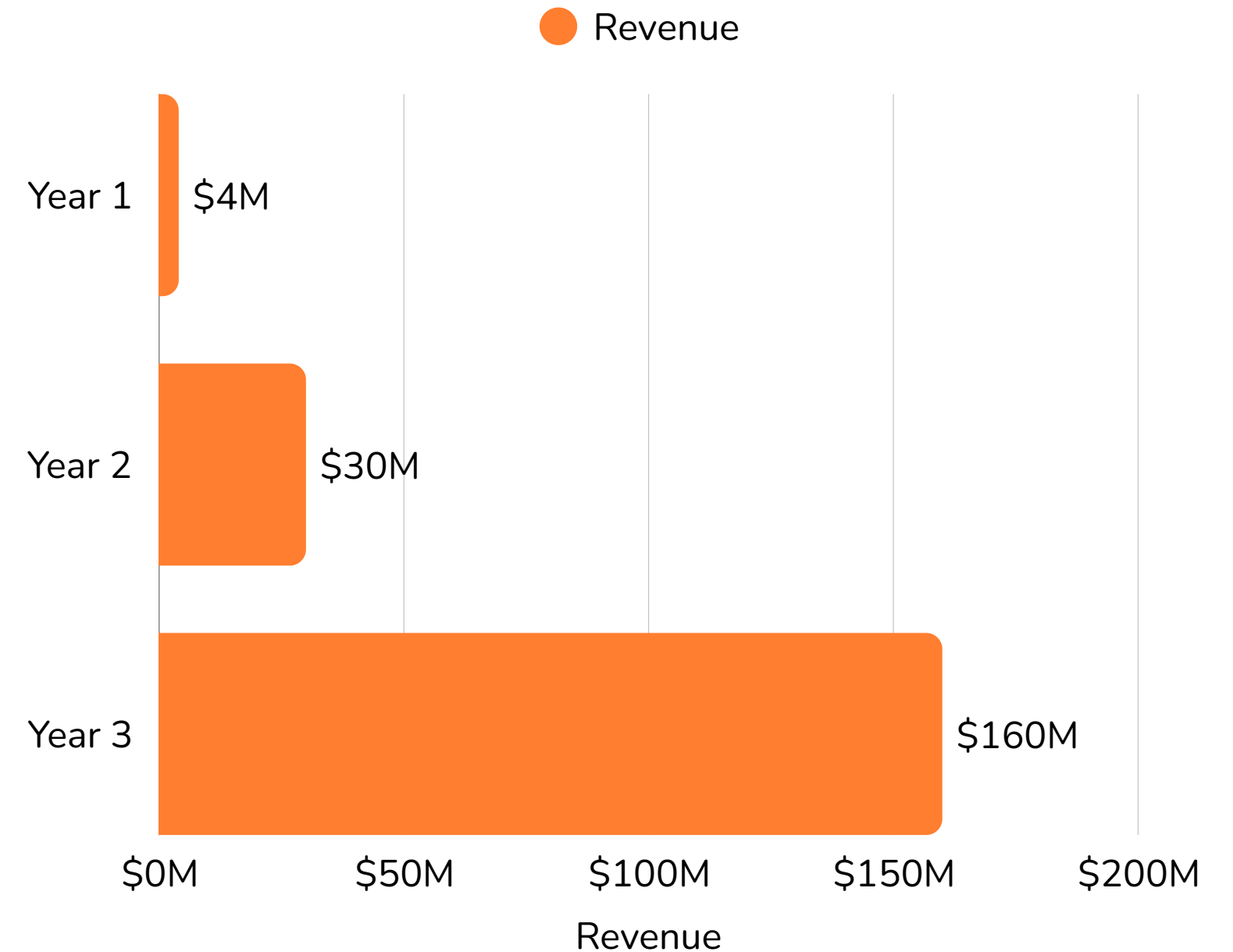


# Built for Limitless Growth

StyleBetter is designed to scale across users, brands, and communities without limits. Our business model blends multiple revenue streams – from brand partnerships and ad placements, to user-driven resale and data insights – ensuring sustainable growth at every stage. By aligning with both everyday users and global fashion leaders, we’ve built a foundation that evolves with culture, technology, and style itself.

**Note: These numbers are based on proven market comparables like Depop (\$1.6B valuation, 30M users) and Poshmark (\$1.8B GMV, 80M users), our conservative projections assume 50% lower user adoption and gradual ARPU growth from \$35-\$65. Our 15% commission rate on \$120 AOV aligns with industry standards, while 15+ patents provide additional licensing revenue similar to other fashion tech IP portfolios.**

## 3-Year Financial Projections



- Year 1: \$4M | 100K Users | \$40 ARPU
- Year 2: \$30M | 500K Users | \$60 ARPU
- Year 3: \$160M | 2M Users | \$80 ARPU



## Revenue Projections (Conservative 2-5% Market Share)

year one

- Users: 50,000
- Average Revenue Per User (ARPU): \$35
- Revenue: \$1.75 million
- Gross Margin: 60% (considering higher initial costs)
- Burn Rate: \$150,000 per month

year three

- Users: 1M (50% of optimistic projections)
- ARPU: \$65 (mature monetization)
- Revenue: \$65M (vs. optimistic \$160M)
- Gross Margin: 70% (operational efficiency)

year two

- Users: 250,000 (50% of optimistic projections)
- ARPU: \$50 (gradual premium adoption)
- Revenue: \$12.5M (vs. optimistic \$30M)
- Gross Margin: 65% (economies of scale)
- Monthly Recurring Revenue: \$1M+

notes

**Note: These numbers are based on proven market comparables like Depop (\$1.6B valuation, 30M users) and Poshmark (\$1.8B GMV, 80M users), our conservative projections assume 50% lower user adoption and gradual ARPU growth from \$35-\$65. Our 15% commission rate on \$120 AOV aligns with industry standards, while 15+ patents provide additional licensing revenue similar to other fashion tech IP portfolios.**



# Competitor Analysis

StyleBetter is strategically positioned to capture substantial value within the fashion technology sector.

Our comprehensive solution and platform integrate AI-driven styling, virtual try-on capabilities, social features, and cross-platform identity management.

Designed with intention and purpose, our tool boasts a unique aesthetic that sets it apart in the market.

Feature	StyleBetter	Instagram	Stitch Fix	WANNA
AI Styling	✓	✗	✓	✗
Virtual Try-On	✓	✗	✗	✓
Social Features	✓	✓	✗	✗
Brand Integration	✓	✓	✓	✗
Cross Platform ID	✓	✗	✗	✗
Privacy First	✓	✗	✗	✗

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