



Created by
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Charlotte Fisher

Meet the team



Samantha Hancock

Age: 22

- MA International
Journalism



Lois Ponsford

Age: 23

- MA Multimedia
Journalism



Charlotte Fisher

Age: 21

-MA International
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Mind the Gap

- ★ Got outfit envy?
- ★ See a celeb in an outfit you want to replicate?
- ★ Looking for the latest trends?
- ★ Here's the scenario...



The Facts

- ★ **78%** of shoppers use their phone to purchase items, **31%** of that being clothes.
- ★ Millennials now make **54%** of their purchases online.
- ★ **Two thirds** of online shoppers like to browse before they buy a product.
- ★ Price comparison sites take in over **£650 million** each year.
- ★ **1.92 billion** people will buy online in 2019.
- ★ **72%** of ecommerce will take place online by 2020.



We got it.

Outfit envy is solved with our app. We are a compare site for the world of fashion. Find the clothes you're looking for in an instant with our free, user friendly app.

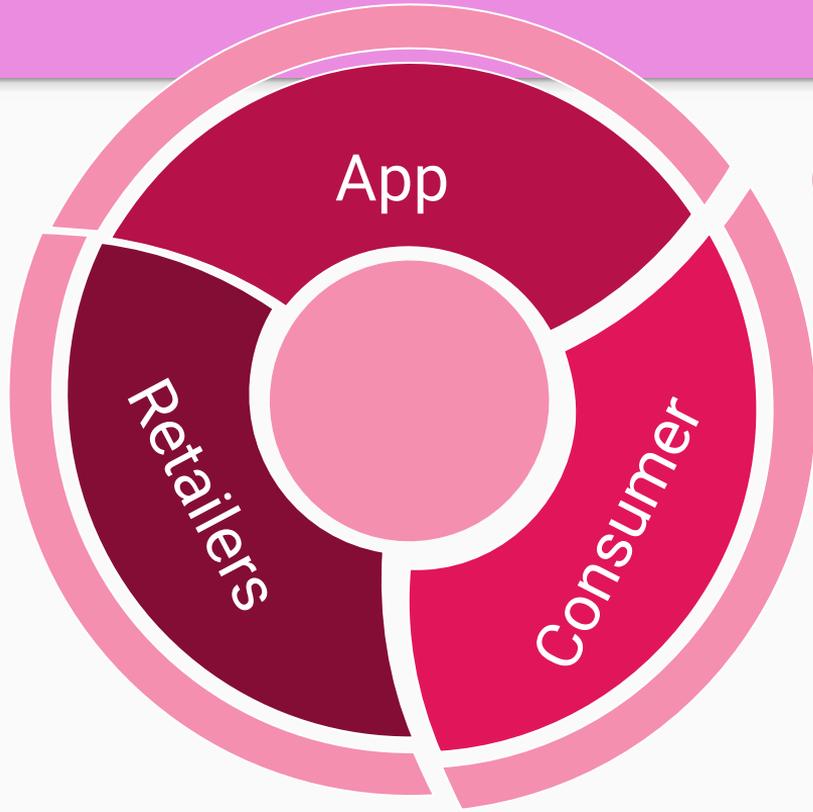


We are the Middle Woman

**We find what you want
so you don't have to do
the leg work.**



How it works



Take an image/keyword search

See an outfit you want

Let our app find your perfect outfit

Money, Money, Money



- ★ Funding from Seedcamp - £20,000 initially
- ★ Take 5% Equity
- ★ We would work as a partnership

Our Income:

- ★ 3-5% per purchase from our partnered retailers
- ★ Look to do paid promotions from non-partnered businesses - not clothing related

Our partner retailers would include:

boohoo

PRETTYLITTLETHING

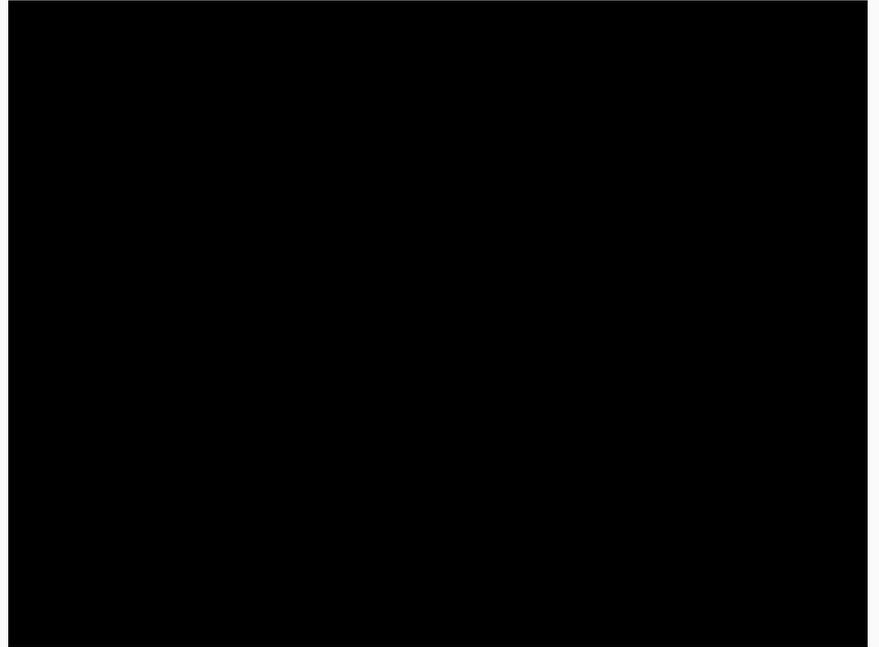
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PEACE. LOVE AND FASHION

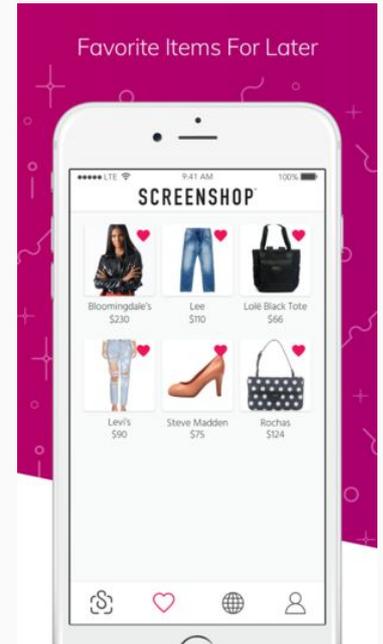
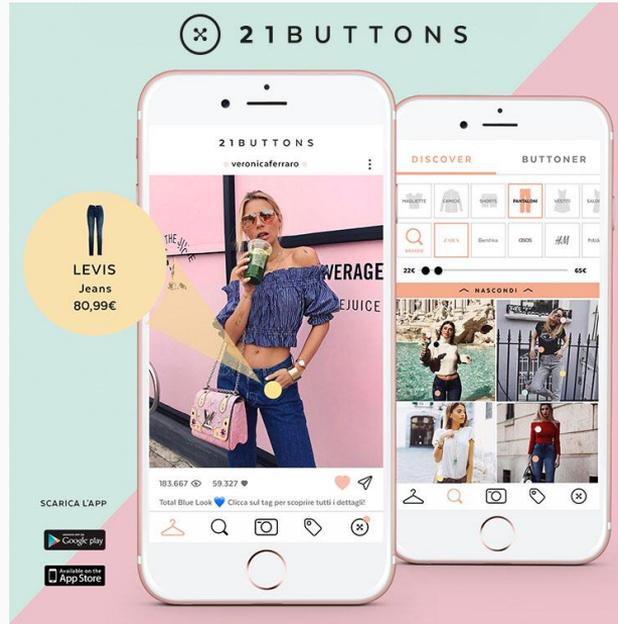
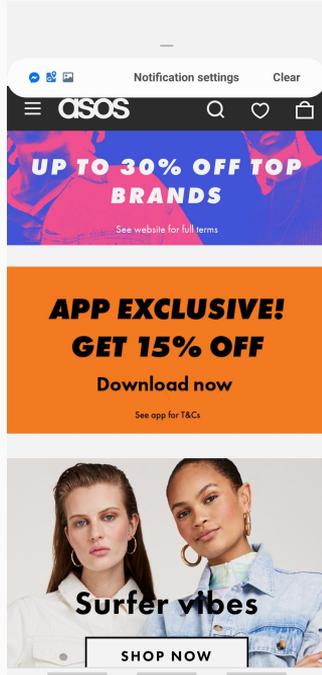
NEW LOOK

Go-To-Market Plan

Social media will be our main advertising platform. Our ads will seamlessly integrate with the app, almost deceiving the viewer it isn't a promotion.



The Competition



The Future

November 2019

Business launched on App Store & Play Store.

Autumn 2020

1st year of business completed. Focus on social media and influencers.

Autumn 2021

2nd year completed. Hope to expand to Europe

Nov 19'

Nov 20'

Jun 21'

December 2020

First six months of trading. Business has gained more partners.

Online expansion - pop up shops.



**Thank you for listening.
Can we answer any questions for you?**