

The background features several abstract, organic shapes in shades of purple and blue. A large, irregular shape dominates the right side, with a gradient from light blue at the top to deep purple at the bottom. A smaller, circular shape is positioned in the upper left quadrant. Another smaller, irregular shape is located in the bottom right corner. The overall aesthetic is modern and minimalist.

PRE-ORDER

We are changing fashion in consumption

This solution is necessary for almost all industries!

But having more than 12 years of experience in the field of fashion industry and textiles, we decided to create a pilot project in this industry and later adapt it for others.

Problem:

Overproduction and Waste: The fashion industry struggles with overproduction, leading to unsold inventory that contributes to waste. Consumers are increasingly concerned about sustainability, and brands that fail to address overproduction are seen as irresponsible. According to McKinsey & Company, fashion's environmental impact is vast, with about 92 million tons of waste generated annually.

Lack of Transparency: Many consumers are demanding more transparency regarding the sourcing and manufacturing processes of fashion brands. Ethical production and sustainability are significant concerns for modern shoppers. According to a 2020 Nielsen report, 73% of global consumers said they would pay more for sustainable products, and 81% feel strongly about companies being transparent about their sourcing practices.

Overcrowded Market and Competition: Small and independent fashion brands often struggle to stand out in an overcrowded market. They lack the resources for large-scale marketing and effective customer communication, making it difficult to build customer loyalty. In an article from Fashionista, it was noted that smaller brands are facing increased competition from fast fashion and well-established brands, which have greater budgets for advertising and distribution.

Personalization Gaps: Consumers want more personalized shopping experiences, especially in the form of tailored recommendations, size fitting, and exclusive designs. According to a report by Deloitte, 36% of consumers expect a personalized experience from the brands they shop with, but many brands still fall short in delivering customized experiences.

Poor Customer Support: As the volume of online orders increases, many brands fail to provide efficient, personalized customer service. A poor experience with customer support can lead to loss of trust and brand loyalty. Studies by Zendesk reveal that 42% of consumers will stop buying from a brand after a bad customer service experience.

Addressing overproduction, waste, and ethical concerns in the fashion industry



The textile industry is a major polluter, accounting for 10% of total CO₂ emissions and 20% of industrial water pollution. Producing a single T-shirt emits CO₂ equivalent to driving 260 km. Moreover, the industry ranks second in freshwater consumption, exacerbating environmental degradation and the global water crisis.



Overproduction leads to significant waste, with 50% of clothing discarded within a year. This textile waste is often disposed of in landfills or incinerated, contributing to greenhouse gas emissions and soil and water contamination. The current model is not sustainable and requires urgent change.



Fashion relies on low-paid, exploitative labour, including women and children working in poor conditions. The industry is deficient in fair labour policies and supply chain transparency, raising ethical concerns. Urgent reforms are needed to protect workers and promote ethical production.



On-demand manufacturing minimizes waste and overproduction, lowering the environmental impact. An advanced order management system facilitates efficient connections between fabric suppliers, manufacturers and consumers. This sustainable model represents a strong investment opportunity, aligning fashion with ethical and profitable practices.



TECHNOLOGY INTEGRATING

Leveraging blockchain and AI for secure, transparent, and efficient operations



Artificial Intelligence

- ▶ **Demand Forecasting:** Predicts customer demand to reduce overproduction.
- ▶ **Personalized Recommendations:** Tailors product suggestions to individual preferences.
- ▶ **Automation:** Streamlines order management and inventory tracking.
- ▶ **Third-party Tools:** Integrates with chatbots and voice assistants for better interaction.
- ▶ **Real-time Insights:** Provides analytics for fast, data-driven decisions.



Blockchain Technology

- ▶ **Data Security:** Protects sensitive information and prevents tampering.
- ▶ **Transparent Transactions:** Builds trust with a clear, immutable ledger.
- ▶ **Digital Product Passports:** Tracks product origin and lifecycle for authenticity.
- ▶ **Logistics Tracking:** Monitors real-time shipments for accuracy.
- ▶ **Sustainability:** Ensures traceability and promotes eco-friendly practices.



Superapp Concept

- ▶ **API & Microservices:** Enables flexible third-party integrations without disrupting the core system.
- ▶ **Unified Payments:** Supports digital wallets, blockchain and seamless in-app transactions.
- ▶ **Real-Time Processing:** Delivers instant updates, notifications and AI-driven decisions.
- ▶ **Superfast Mobile UX:** Native mobile apps ensure smooth navigation, reducing load times despite the complex integrations.

Development flow for the PRE-ORDER app, integrating with the blockchain platform

The PRE-ORDER platform aims to revolutionize the fashion industry by providing a seamless and efficient order management system. Therefore, it is important to develop native mobile applications for both Android and iOS, leveraging Kotlin and Swift respectively, and integrate the blockchain platform to enhance security, transparency, and efficiency

Android App Development (Kotlin):

- ▶ **Setting up the development environment:** Installing Android Studio and configure it to use Kotlin.
- ▶ **Creating a new project:** Opening Android Studio and create a new project for PRE-ORDER.
- ▶ **Designing the UI/UX:** Using XML or Jetpack Compose for a user-friendly interface.
- ▶ **Implementing core functionality:** Writing Kotlin code to handle user interactions and data processing.
- ▶ **Integrating blockchain platform:** Using API JavaScript library and Kotlin's interoperability with JavaScript.

iOS App Development (Swift):

- ▶ **Setting up the development environment:** Installing Xcode and register for an Apple Developer Account.
- ▶ **Creating a new project:** Opening Xcode and create a new project for PRE-ORDER.
- ▶ **Designing the UI/UX:** Using Interface Builder, SwiftUI, or UIKit for intuitive interfaces.
- ▶ **Implementing core functionality:** Writing Swift code to handle user interactions and data processing.
- ▶ **Integrating blockchain platform:** Using API JavaScript library and Swift's interoperability with JavaScript.

Blockchain Platform Integration:

- ▶ **Setting up blockchain platform development environment:** Developing app logic to handle user interactions and data processing.
- ▶ **Creating smart contracts:** Writing and deploy smart contracts using a blockchain platform
- ▶ **Integrating with app:** Using API JavaScript library for blockchain interactions.
- ▶ **Handling authentication:** Implementing a digital wallet for user authentication and transaction management.
- ▶ **Testing integration:** Ensuring all blockchain interactions function as expected.



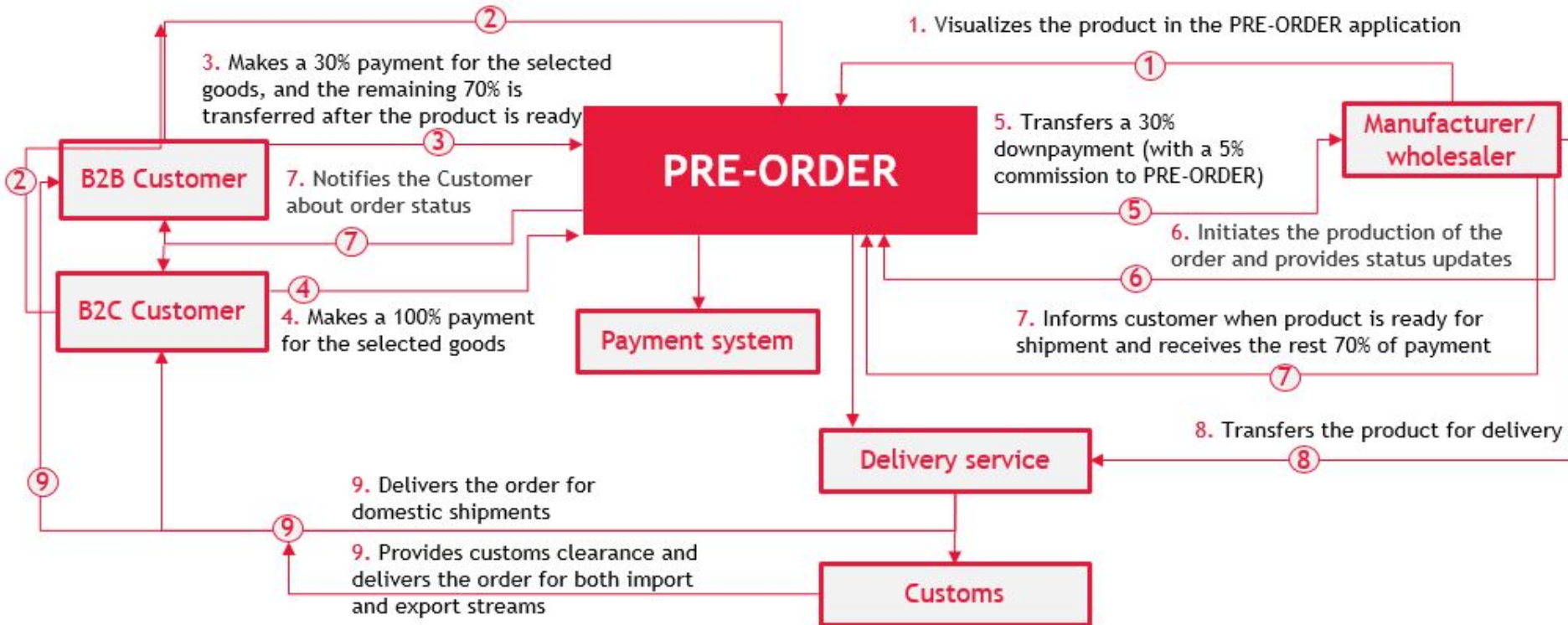
BUSINESS MODEL: KEY STREAMS



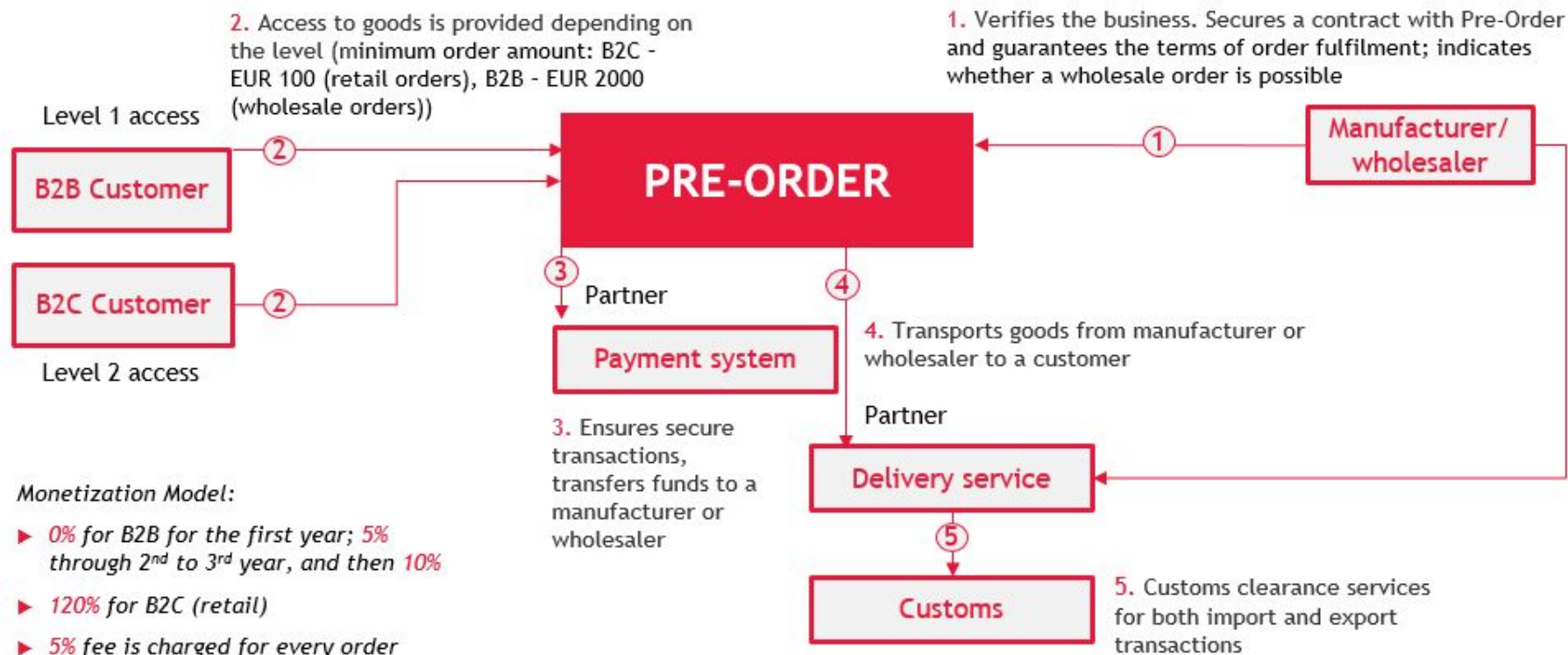
2. Performs a visual search of a product and selects the requested items

3. Makes a 30% payment for the selected goods, and the remaining 70% is transferred after the product is ready

1. Visualizes the product in the PRE-ORDER application



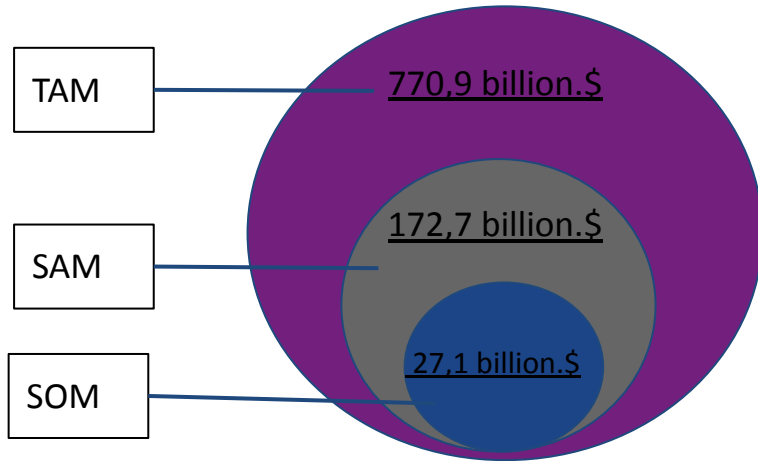
BUSINESS MODEL: KEY STAKEHOLDERS AND ACTORS



Monetization Model:

- ▶ 0% for B2B for the first year; 5% through 2nd to 3rd year, and then 10%
- ▶ 120% for B2C (retail)
- ▶ 5% fee is charged for every order placed through the PRE-ORDER application

Market analysis



TAM: Forecast of the global fashion market in 2024 - \$770.9 billion

The annual revenue growth rate (CAGR 2024-2029) is expected to be 8.94%, leading to a projected market size of USD 1,183.00 billion by 2029.

<https://www.statista.com/outlook/emo/fashion/worldwide>

SAM: European fashion sector in 2024 - \$172.7 billion

The revenue is expected to exhibit a compound annual growth rate (CAGR 2024-2029) of 9.49%, leading to a projected market size of USD 271.70 billion by 2029.

<https://www.statista.com/outlook/emo/fashion/europe>

SOM: 10% of the European online fashion market in 2029 - \$27.1 billion

The revenue of the fashion e-commerce market in Europe is projected to grow steadily between 2024 and 2029 by USD 98.9 billion (+57.27 percent). After a sixth year of growth, the figure is expected to reach US\$271.7 billion, thus a new peak in 2029

<https://www.statista.com/forecasts/1301873/europe-fashion-e-commerce-revenue>

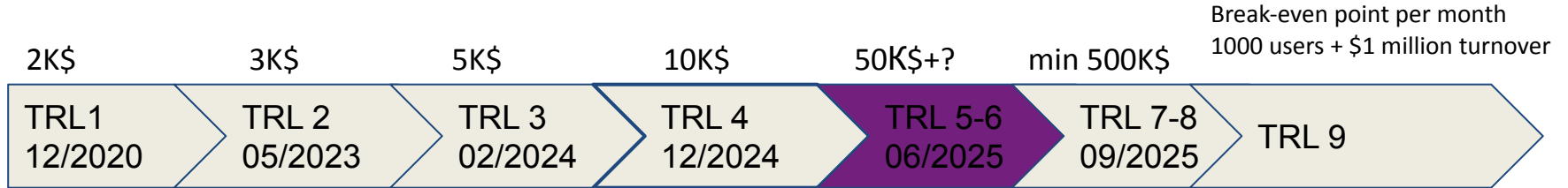


COMPETITIVE ADVANTAGES OF PRE-ORDER

PRE-ORDER's market advantages: superapp concept, exclusive access, and sustainability focus

	PRE-ORDER	Moda Operandi	JOOR	Inditex
Superapp concept	✓	✓	✗	✗
PRE-ORDER Support	✓	✓	✓	✗
Exclusive access to early runway collections	✓	✓	✗	✗
Luxury market	✓	✓	✓	✗
Middle market	✓	✗	✓	✓
Mass market	✗	✗	✗	✓
Market reach for B2B and B2C	✓	✓	✗	✗
Innovative technology	✓	✗	✗	✗
Sustainability focus	✓	✗	✗	✓

Our road map



- **TRL 1:** Idea, legal entity registration, logo, company website.
- **TRL 2:** Website development initiated, market analysis, idea testing with existing clients.
- **TRL 3:** Team assembled, algorithm development, search for AI and blockchain specialists, funding search.
- **TRL 4:** Secured a **\$10K grant** under the **SEEDS of BRAVERY** program, developed a detailed **business plan and investment memorandum** in collaboration with **BDO**.
- **TRL 5-6:** Securing funding to complete the MVP, testing phase.
- **TRL 7-8:** Establishing full operational capacity, testing tools, and export-import operations.
- **TRL 9:** Expansion to international markets, opening new branches.



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12 years of experience
in international trade



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The founder of the PRE-ORDER project,
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Earn more by spending less with PRE-ORDER!