

A woman with dark hair styled in a bun is sitting at a wooden table in a cafe. She is wearing a white button-down shirt and a green floral earring. She is looking out a large window to the left, with her hand near her ear. A white cup of coffee on a saucer is on the table in front of her. The background is a blurred view of the cafe interior and a street outside.

# hippist.

Your AI Partner for Effortless,  
High-Quality Product Photos

# 26.5 MILLION E-COMMERCE VENDORS FACE THE SAME CHALLENGE

Every single one of these e-commerce sites faces the same challenge: without quality styling photos, sales suffer.

Research shows that high-quality photos boost **conversion rates** by **94%** (Source: Indeed), with **75%** of e-shoppers relying on product images for purchase decisions (Source: Retail Technology Review), and **90%** ranking image quality as the top factor in online sales (Source: Statista).

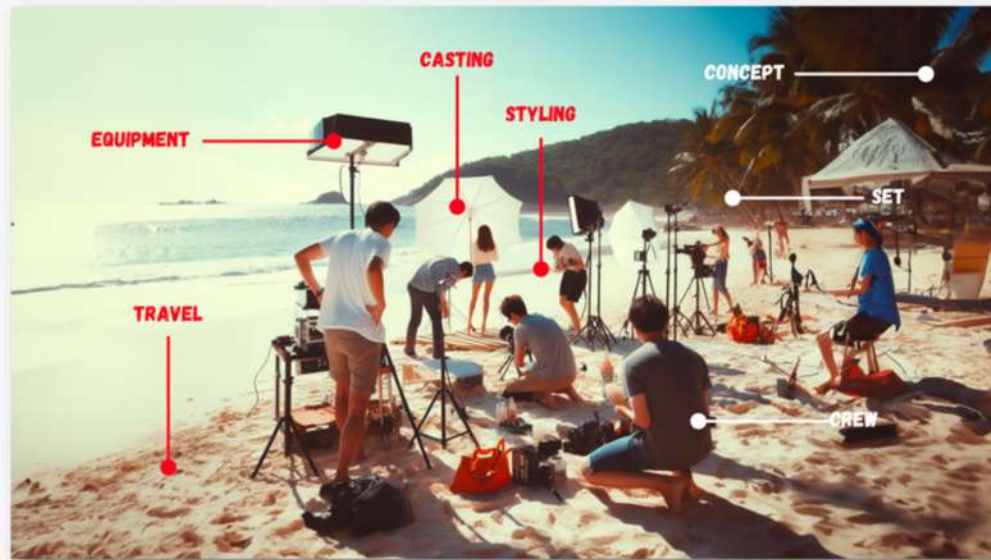


Comparison of two photos: the first had a conversion rate of 0.02%, while the second reached 3.28%, marking a

**164x increase.**



# TRADITIONAL PHOTOSHOOTS: HOLDING EVERYONE BACK



However, traditional photoshoots were costly and time-intensive,

making it difficult to keep up with new collections. Without styling photos for **every launch** or **special season**, many opportunities are missed, especially during peak times like holidays.

This struggle to afford frequent, professional-grade visuals limits the ability of **small to medium-sized businesses**—and **even large brands**—to compete effectively.

# NO WORRIES: WE'VE GOT THE SOLUTION!

We propose an AI-driven SaaS solution that addresses the challenges associated with style photo generation for e-commerce. Our platform leverages cutting-edge artificial intelligence and computer vision technologies to create high-quality, realistic-style photos of your products on virtual models.



[Please watch our introduction video](#)



# SEE THE RESULTS: HIPPIST IN ACTION



original photo



After hippist AI



original photo



After hippist AI



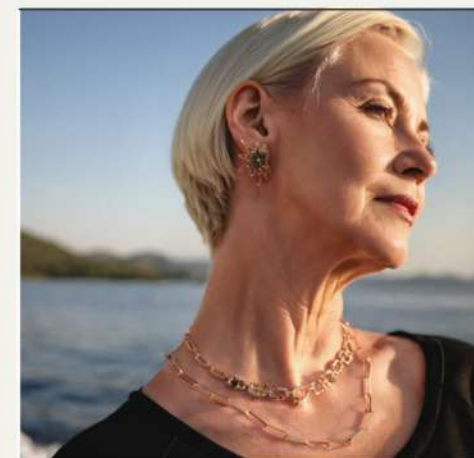
original photo



After hippist AI

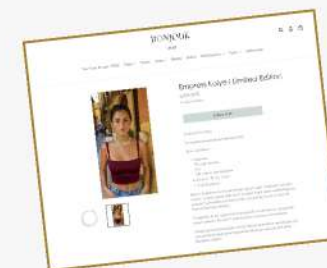


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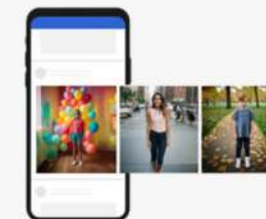


After hippist AI

Online Store Product Photos



Social Media Photos



Marketplace Product Photos



Photos for Ad Creatives



# YES, WE ARE AN AI FIRST COMPANY

## Foundational layer AI company:

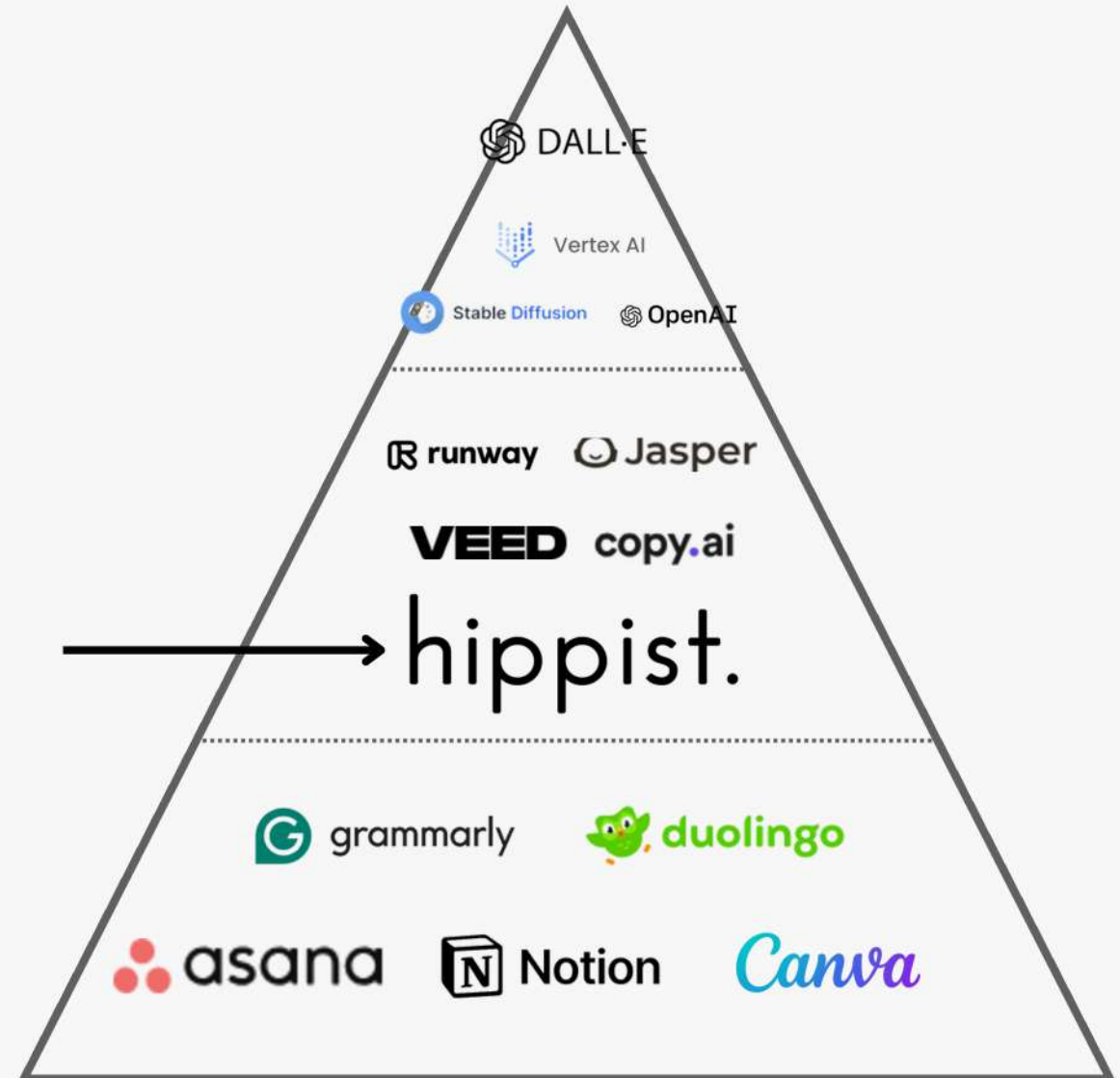
focuses on developing and providing general-purpose, pre-trained AI models that serve as the building blocks for other AI applications.

## Task-specific AI company:

sits between foundational layer AI companies and end-user applications. Create specialized solutions for specific industries or tasks.

## An application layer AI company:

leverages pre-trained models and algorithms from foundational and middle-tier AI companies to develop specific, user-facing applications that address a particular problem or need.





# BEHIND THE SCENES: OUR TECHNOLOGY

## Core Technology

As a task-specific AI company, our core layer is built on **multiple foundational models**. We integrate advanced technologies such as **CLIP, Inpainting, VAE, LoRA, CUDA,** and **cuDNN**, all backed by **thousands of hours of training**. This robust engine supports an intuitive, **user-friendly front-end**, making high-quality image generation accessible to all

## Backed by:



## User Interface



## Technology



## Training



## Foundational Layer

# A TEAM WITH 100+ YEARS OF COMBINED EXPERTISE

**Deniz Kahraman**  
CEO



Deniz Kahraman has 24+ years of experience in corporate marketing and e-commerce, supporting 50+ Turkish brands in global expansion through ventures like Funsy and Bonjouk Studio.

**Galip Aydın, PhD**  
CTO



Prof. Dr. Galip Aydın is a Firat University professor with a Ph.D. from Indiana University and has significant contributions to AI and Big Data and serves on the TÜBİTAK BİLGEM Executive Board since 2019, with research experience at NASA's Jet Propulsion Laboratory.

**Burçin Sayın**  
CPO



Burcin Sayın, our CPO, is pivotal in Hippist's success, having grown sekizsilindir.com to 750k followers and leveraging her e-commerce expertise with brands like Funsy.

**Murat Kahraman**  
CGO



Murat Kahraman, with 25+ years in internet industry roles at DOL, Dogus Yayın Holding, and Turktelekom, founded Game Factory, Europe's largest game incubator. An expert in growth and marketing, he has launched numerous successful startups and lectures at Bahcesehir University.



# BUILDING A STRONG TEAM FOR TODAY AND TOMORROW

We have a strong team of **five developers** and **UX designer**, with plans to recruit three more to enhance our technical capabilities.

We are also forming a dedicated two-member customer success management team for exceptional user support.

	Current	Hiring Plan
Back End Developer	3	2
Front End Developer	2	
Art	1	
Devops		1
Product Manager	1	
Marketing	1	1
Customer Success		2

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## Advisory Board

Guven Fidan, Ph.D.

Founding Partner, CEO at ARGEDOR, Lecturer at Middle East Technical University

Mete TEVETOĞLU

Tevetoglu Legal. Director of Technology and Intellectual Property Law Research Center |  
Maltepe University

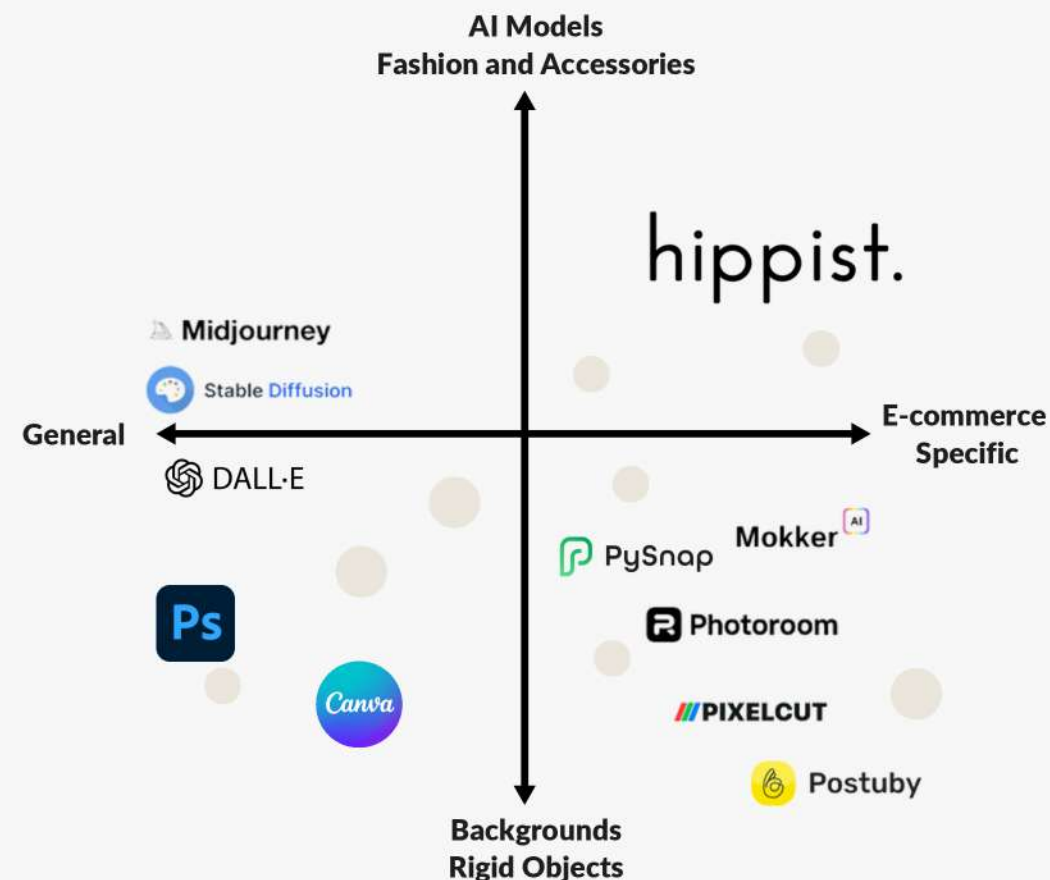
# A MARKET YET TO BE DOMINATED

Nearly 100% of the market still relies on costly and slow **traditional photoshoots**

## Other AI Photo Generators

While leading AI photo generators like **DALL-E** and **Midjourney** require advanced prompt expertise—making them **less accessible for e-commerce and fashion brands**—tools mainly handle background edits, which are **not suitable for model-based imagery**.

Platforms offering flat lay model for fashion attempt styled photoshoots but **lack essential features**, leaving them **without a significant user base**.



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Through ongoing development, hippist AI aims to secure a first-mover advantage, cultivate a loyal user base, and stay ahead of potential competition from larger companies.

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# ROADMAP TO GROWTH

PRODUCT

Phase 1 introduces a user-friendly web app for generating style images

Phase 2 innovates with a mobile app for on-the-go creativity.

Phase 3 expands compatibility with major e-commerce platforms such as Shopify, Woocommerce, Amazon, etc

Phase 4 offers advanced analytics, A/B testing and Data-Driven Insights capabilities to maximize conversions

Q3 2024



Q4 2024



Q1 2025

Q2 2025

GO TO MARKET

Market Analysis and Target Segmentation  
Product Positioning and Value Proposition  
POCs

Marketing and Awareness Campaigns  
Expansion and Scaling  
Account Based Marketing  
Content Marketinn

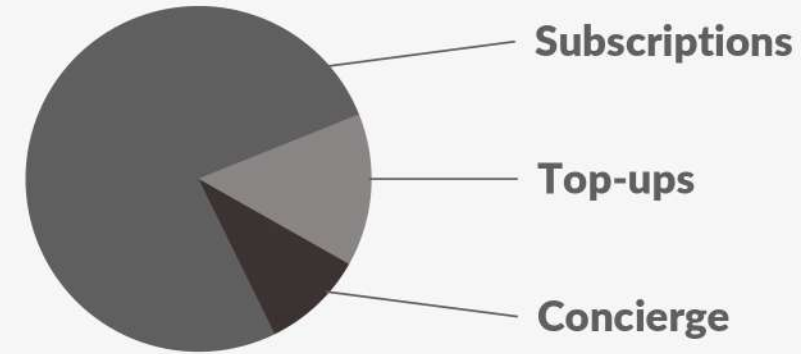
Scaling through ABM  
Content Factory  
Paid Marketing  
Partnerships  
Affilliate Marketing  
Influencer and KOLS  
Community Building

Metrics and Performance Monitoring  
Expansion and Scaling

# REVENUE BLUEPRINT: OUR BUSINESS MODEL

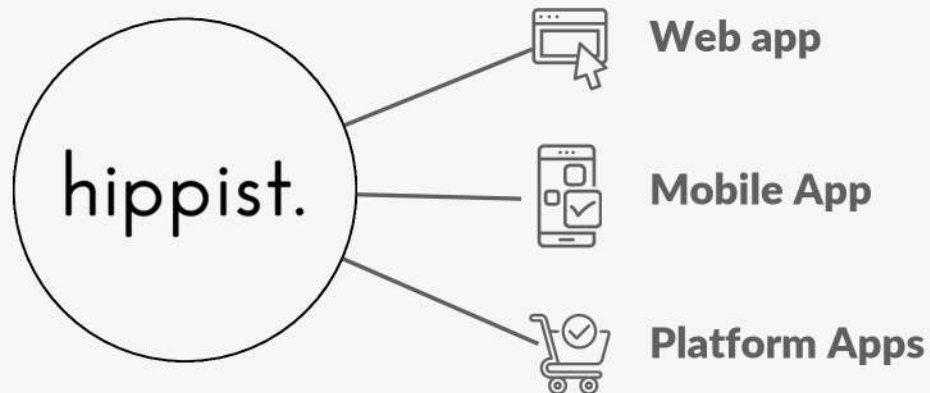
## Revenue Model

hippist AI generates revenue through subscription plans (Essential, Pro, Premium) offering image credits, with additional income from top-up purchases and concierge services for custom photo productions



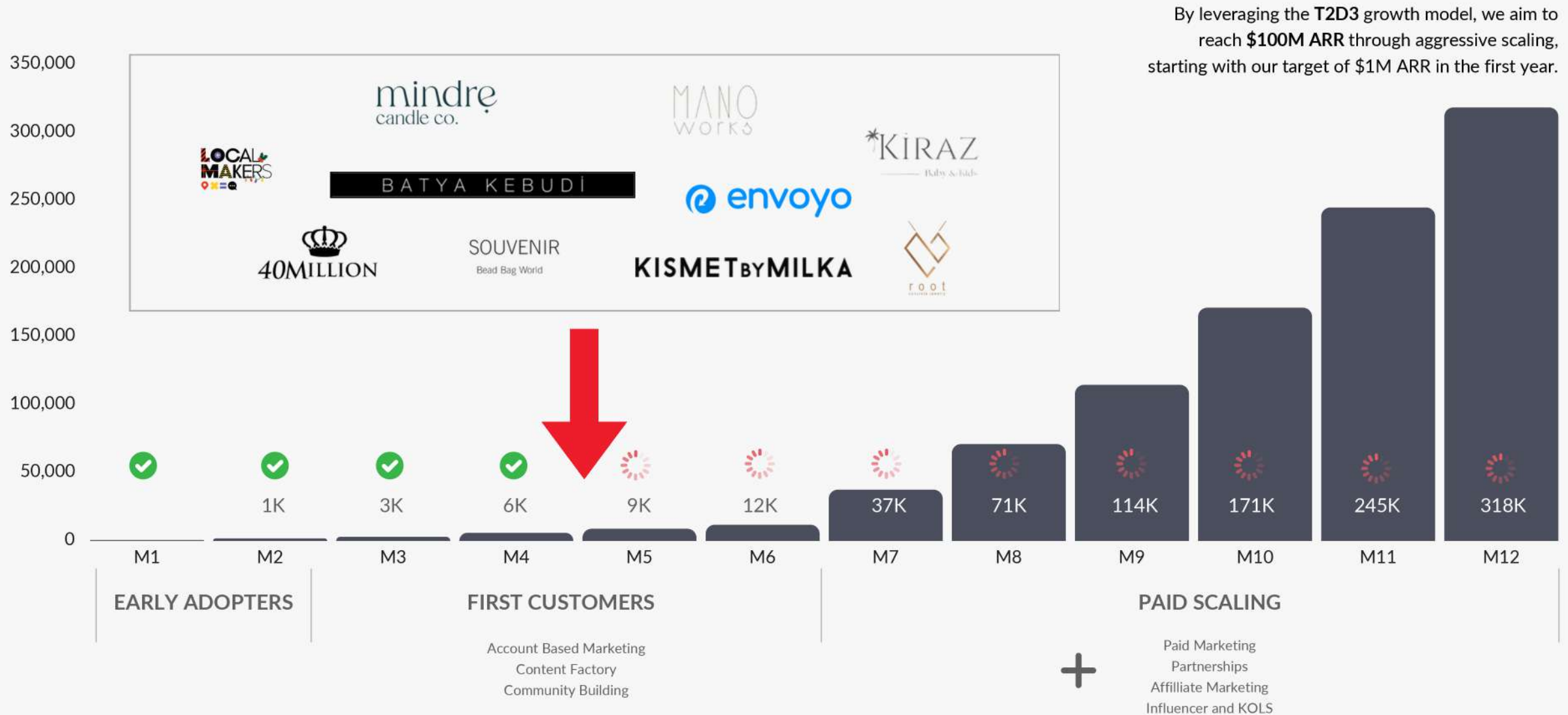
## Distribution Channels

hippist AI utilizes multiple distribution channels to maximize accessibility, including our web app for seamless browser access, mobile applications available on the App Store and Google Play for on-the-go content creation, and integrations with popular e-commerce platforms like Shopify, WooCommerce, and Amazon, allowing retailers to enhance their product imagery directly within their existing systems.





# PATH TO OUR FIRST \$1M IN ARR



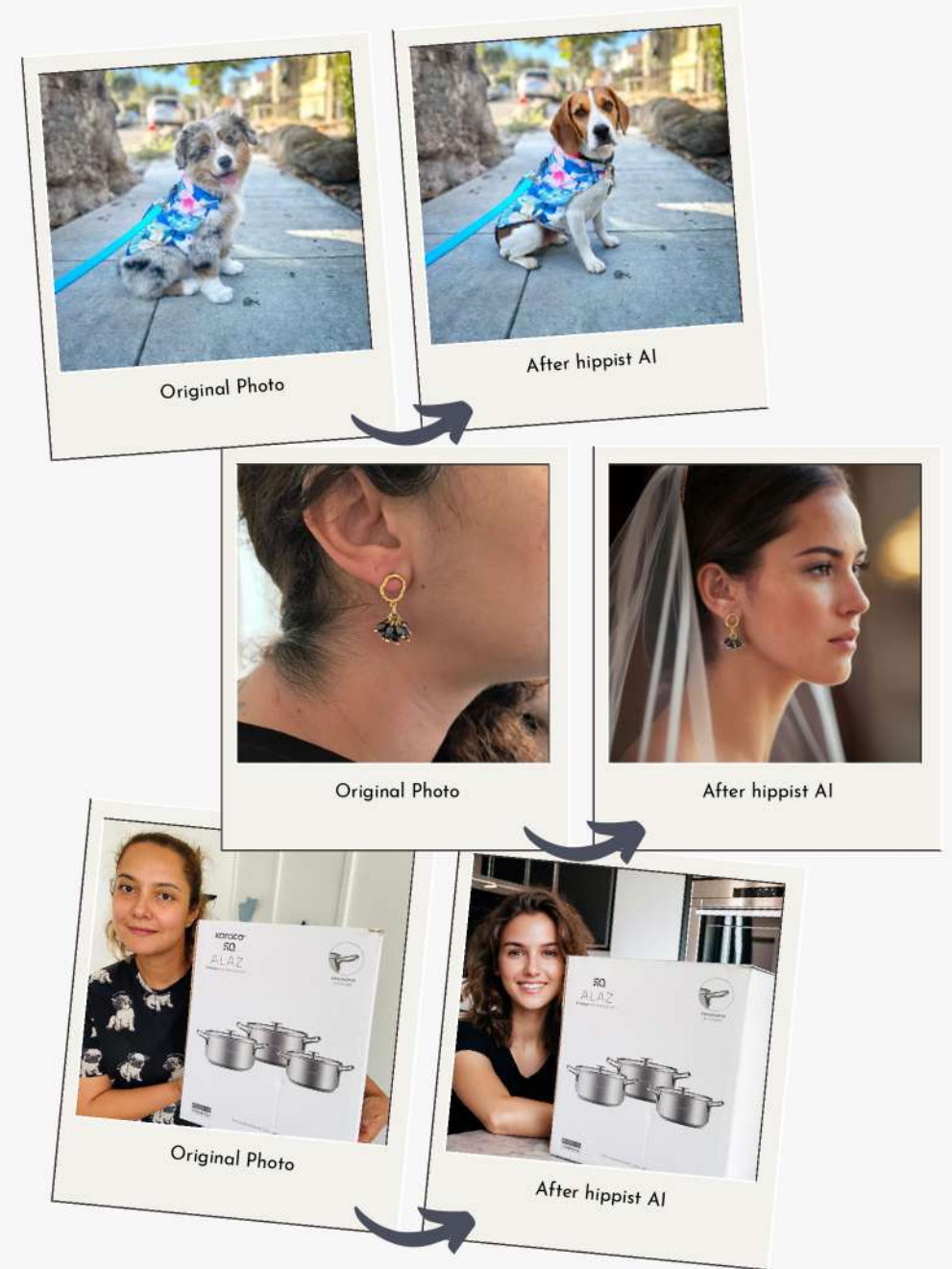
[For detailed income statement: here](#)

# JOIN OUR JOURNEY

We are excited to invite investment partners to join **hippist AI** on our growth journey.

- **Funding Goal:** Raising **\$500k** in our pre-seed round.
- **Purpose:** To support our scaling subsequent development phases
- **Equity Offered:** **10%** in exchange for this round.
- **Investor Structure:** Open to multiple investors.

# hippist.







original photo



After hippist AI



original photo



After hippist AI

# THANK YOU

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# hippist.

Deniz Kahraman

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