

# TOOLAI

## ONLINE BUYING HOUSE

*with*

## DIGITAL GARMENT PASSPORT GENERATOR



MINISTRY OF ECONOMY  
OF KYRGYZSTAN



MINISTRY OF FOREIGN  
AFFAIR OF KYRGYZSTAN



# PROBLEM

## FOR RETAILERS

**40-60% RETURNS**

**CROWDED WAREHOUSES**

**LONG DELIVERY TERMS**

**LARGE BATCH QUANTITY**

## FOR CENTRAL ASIA MANUFACTURERS

**LOSS OF MARKET**

*Kyrgyzstan is the main  
contractor for tailoring services  
and supplier of clothing to  
Russia for retail chains.*





## PROBLEM IN GLOBAL GLANCE

**OVERPRODUCTION**

**WASTE CLOTHING...  
85% OF ALL PRODUCTION**

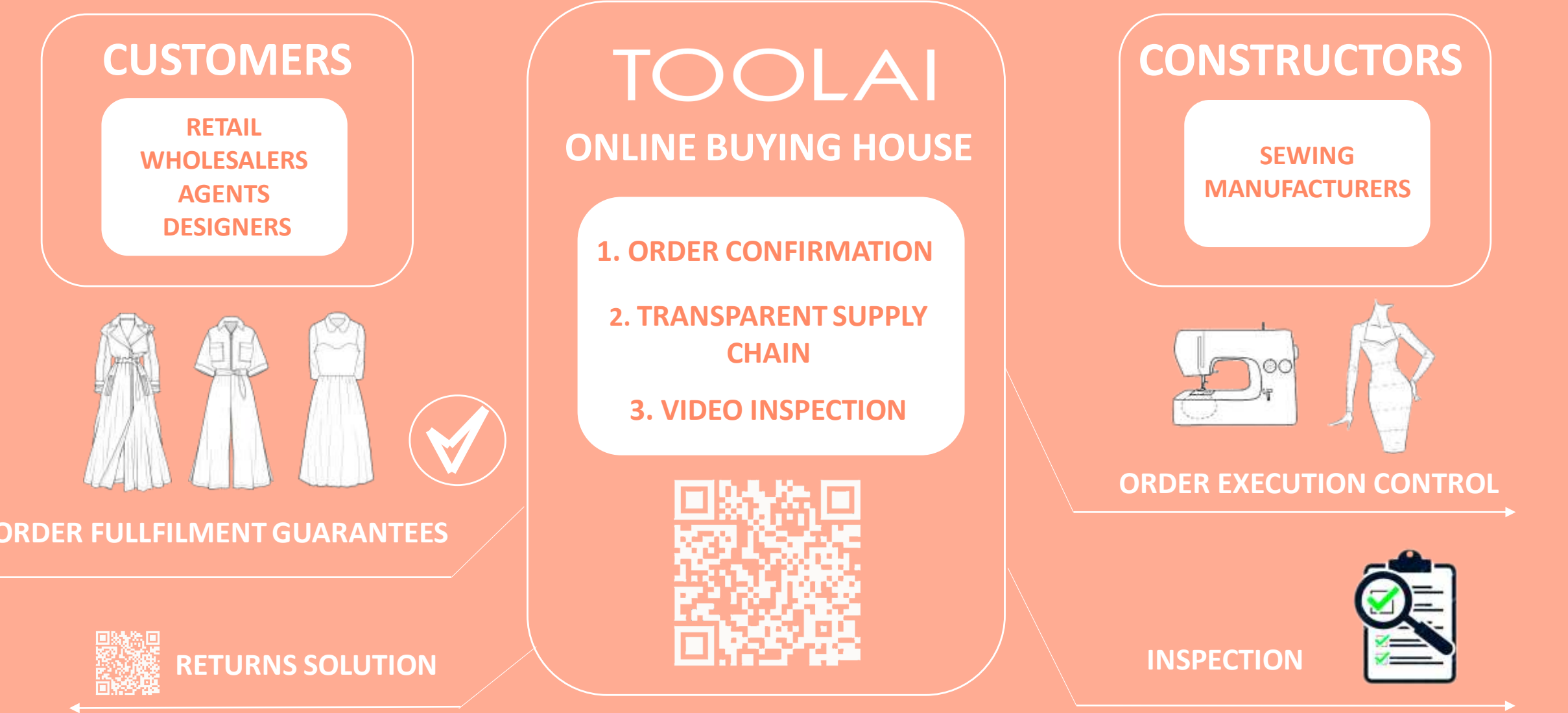
**CLOTHING DEPRECIATION**

**LACK OF MOTIVATION OF  
CONSTRUCTORS TO TRANSFER  
TO SUSTAINABLE MODEL**

**OBSTACLES FOR CONSUMERS  
TO TRANSFER TO CONSCIOUS  
CONSUMPTION**



# SOLUTION



# SOLUTION

## DIGITAL GARMENT PASSPORT



*Digital Garment Passport  
allows  
clothing to be resold before  
the end of its life cycle  
and the consumer  
is its key manager.*

## TRANSPARENT PRODUCT ID IN ONE CLICK

**SCAN**

**LEARN**

**RESELL**

**BUY**

**REPEAT**

# MARKET



## TARGET MARKET

### EUROPE

THE SECOND BIGGEST  
IMPORTER OF APPAREL  
GOODS

€ 190 Billion in 2022

<https://www.cbi.eu/market-information/apparel/what-demand>

450 M PEOPLE

## SERVICE MARKET

### CENTRAL ASIA

THE YOUNG PERSPECTIVE  
SERVICE & COMMODITY REGION.  
GSP+ PARTICIPANT  
TAX FREE

77 M PEOPLE

<https://eabr.org/en/analytics/all-publications/the-economy-of-central-asia-a-fresh-perspective/>

# MARKET SIZE

**EUROPE**  
**THE SECOND BIGGEST**  
**IMPORTER OF APPAREL GOODS**  
**€ 190 Billion in 2022**

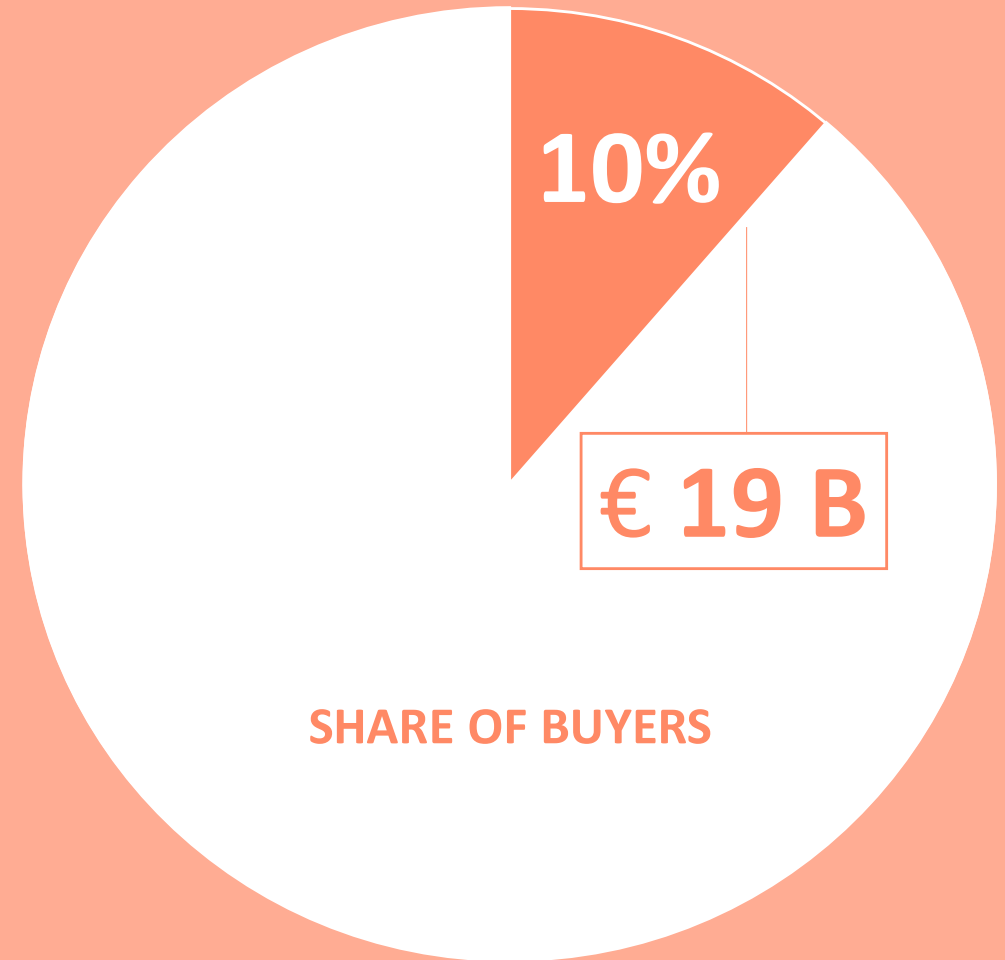
<https://www.cbi.eu/market-information/apparel/what-demand>

## CENTRAL ASIA

**FAST GROWING MARKET = 6,2%**

<https://eabr.org/en/analytics/all-publications/the-economy-of-central-asia-a-fresh-perspective/>

**THE YOUNG PERSPECTIVE SERVICE &  
COMMODITY REGION.**  
**GSP+ PARTICIPANT**



# OUR CLIENTS

## EUROPE

- TRADE CHAINS
- RETAILERS
- WHOLESALES COMPANIES
- AGENTS
- DESIGNERS

TEXTILE AND CLOTHING  
MANUFACTURING COMPANIES

**142 000**

<https://www.statista.com/statistics/417761/eu-european-union-textile-clothing-manufacturing-companies/>

RETAIL CLOTHING COMPANIES

**2 500**

[https://www.retail-index.com/Sectors/FashionClothingRetailersinEurope.aspx /](https://www.retail-index.com/Sectors/FashionClothingRetailersinEurope.aspx/)

## CENTRAL ASIA

- SEWING PRODUCTION  
ENTERPRISES OF VARIOUS  
TYPES AND SIZES FROM  
ATELIE TO BIG FACTORIES.

IN KYRGYZSTAN

**900**

SEWING COMPANIES

<https://invest.gov.uz/ru/investor/textile/>

IN UZBEKISTAN

**1550**

SEWING COMPANIES

<https://uzts.uz/ru/uztekstilprom/>



## PROJECT PAYBACK PERIOD

*ABOUT YEAR*

ATTRACTING CONTRACTORS AND WHOLESALE  
CLIENTS USING  
GENERATION TOOL FOR  
DIGITAL PASSPORTS.

$144500 \times 2\% \text{ minimum} =$   
 $(2890 + 100 \text{ contractors}) \times €$   
 $1200/\text{year} =$   
 $€ 3\,588\,000 / \text{year}$

COMMISSION 10%  
FOR DEAL SUPPORTING.

€ 190 Billion Turnover of  
2022 year

<https://www.cbi.eu/market-information/apparel/what-demand>

€ 16 B for wholesale purchases

$16\text{ B} \times 0,1\% =$   
 $16\,000\,000 \times 10\% =$

€ 1 600 000

# PRODUCT

## PROFESSIONAL SERVICE PLATFORM FOR CLOTHES MANUFACTURERS & BUYERS

**1. DIGITAL GARMENT PASSPORT  
GENERATOR**

**2. DATA BASE OF CLIENTS AND  
CONTRACTORS**

**3. PROCURING GUARANTEES FOR  
ORDER EXECUTION**

**4. DIGITAL COMMUNICATION  
BETWEEN CLIENT AND  
CONTRACTOR**

**5. AUTOMATED DIGITAL  
DOCUMENTATION**

**6. LEGAL SUPPORT FOR  
INTERNATIONAL AGREEMENTS**

# UNIQUE SELLING PROPOSITION

## FOR RETAILERS

1. REDUCE RETURNS TILL ZERO
2. HELPS RETAILERS ADD PRODUCT VALUE TO CONSUMERS
3. EASILY FIND CONTRACTORS IN ANY QUANTITY AND FOR ANY TYPE OF CLOTHING. CUSTOM SOLUTION.
4. DROP SERVICE FOR RETAILERS INCREASES CASH TURNOVER
5. EASY RESELL

## FOR CONSTRUCTORS

1. TOOLS FOR DIRECT DIGITAL INTERACTION
2. SERVICES OF GUARANTEES TO THE CUSTOMERS INCREASE THEIR LOYALTY
3. PUBLIC DISPLAY MOTIVATES CONSTRUCTORS TO DO ITS BEST !

# BUSINESS MODEL

**DEALS  
COMMISSION  
10%**

## PAID SERVICES

1. TECK PACK, SAMPLING,  
DESIGN DEVELOPMENT
2. INSPECTION
3. SHIPMENT SUPPORT

## DGP GENERATION COST

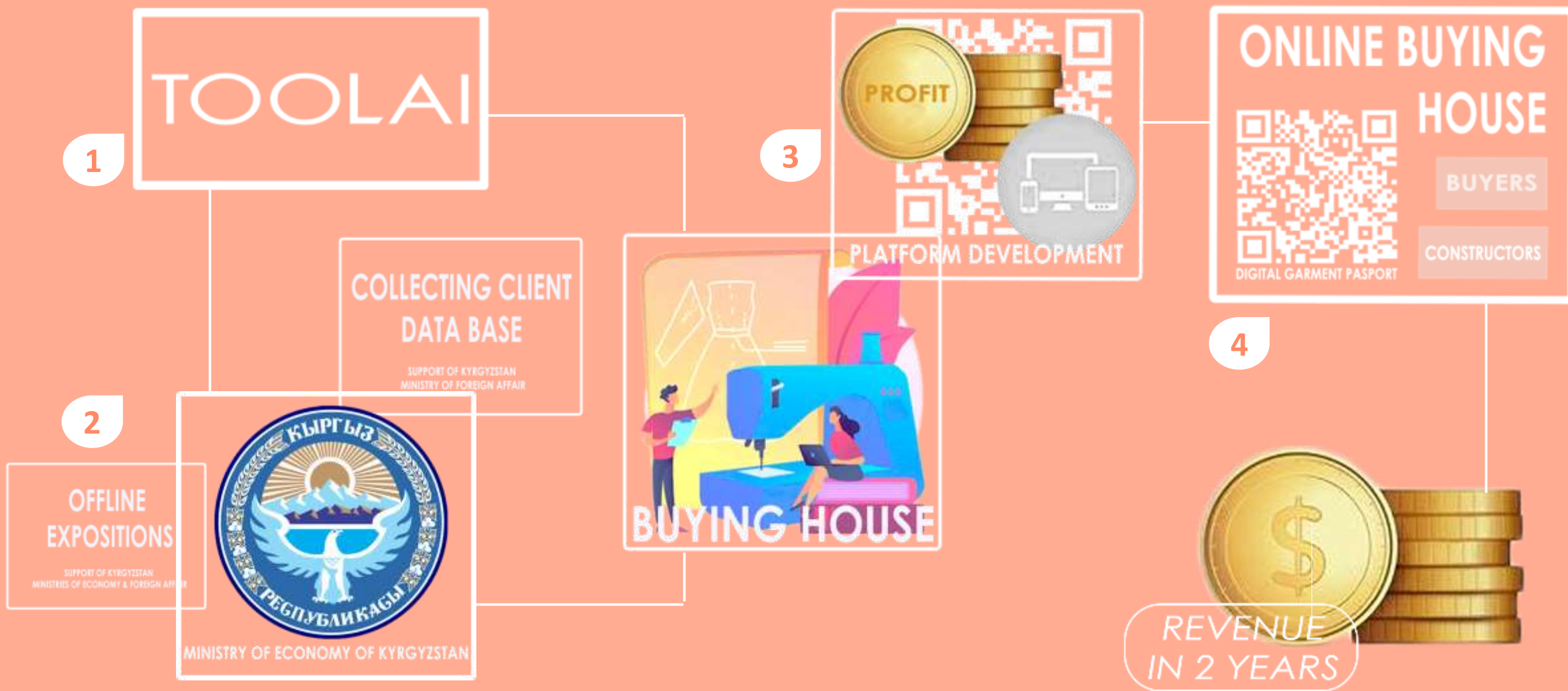
1. BATCH OF GOODS – € 1 LOT (10000 ...)
2. SERIAL NUMBER WITHOUT VIDEO - € 0,02 unit
3. SERIAL NUMBER WITH VIDEO - € 0,05-7 unit

## SUBSCRIPTION



**€ 1200 / YEAR**





# IMPLEMENTATION STRATEGY



# COMPETITORS

COMPARATIVE CHARACTERISTICS.	<b>TOOLAI</b> Online Buying House	PHYSICAL BUYING HOUSES	 www.eongroup.co	 Alibaba Group	WHOLESALE MARKETPLACES
1. ACCESSIBILITY	✓	NO ACCESSIBLE	✓	✓	✓
2. COST OF USING	FEE € 1200 / year	ONLY PHYSICAL	EXPENSIVE	FEE \$ 2-4000	FEE \$ 2-9000
3. DIGITAL PRODUCT PASSPORT	EASY GENERATION ✓	NO ACCESSIBLE	SLOW GOING IMPLEMENTATION ✓	NO ACCESSIBLE	NO ACCESSIBLE
4. TRANSPARENCY	FULL TRANSPANENSY ✓	NO TRANSPARENT	TRANSPARENT ✓	TRANSPARENT ✓	NO TRANSPARENT
5. SCALABILITY	SCALING THROUGH A PARTNERSHIP SYSTEM ✓	NON-SCALABLE INTERACTION SCHEME.	NO MOTIVATION FOR PARTNERS. ✓	SCALING THROUGH A PARTNERSHIP SYSTEM. ✓	HIGH OPERATING COST ✓
6. DIGITAL AUTOMATIC DOCUMENTATION	AUTOMATIC GENERATION OF STAGE-BY-STAGE AND FINAL DOCS. ✓	TRADITIONAL PHYSICAL DOCUMENT MANAGEMENT	DIGITAL DOCS. ✓	DIGITAL DOCS. ✓	DIGITAL DOCS. ✓
7. DIGITAL AUTOMATIC CHECK LIST OF ORDER PROCESS	AUTOMATIC CHECK LISTS STEP-BY STEP ✓	TRADITIONAL PHYSICAL CHECKING	NO AVAILABLE	NO AVAILABLE	NO AVAILABLE

# COMPETITORS

COMPARATIVE CHARACTERISTICS.	<b>TOOLAI</b> Online Buying House	PHYSICAL BUYING HOUSES	 www.eongroup.co		WHOLESALE MARKETPLACES
8. GUARANTEES FOR CUSTOMER AND FOR CONTRACTOR.	TRANSPARENT DIGITAL GUARANTEES ✓	PHYSICAL GUARANTEES ✓	NO GUARANTEES	TRANSPARENT DIGITAL GUARANTEES ✓	NO GUARANTEES
9. CONSTRUCTOR VERIFICATION	PHYSICAL INSPECTION OF CONTRACTORS WITH STATED INSPECTION RESULTS ON THE PLATFORM: CONCLUSION, VIDEO ✓	TRADITIONAL INSPECTION ✓	NO INSPECTION	PHYSICAL INSPECTION OF CONTRACTORS WITH STATED INSPECTION RESULTS ON THE PLATFORM: CONCLUSION, VIDEO ✓	NO INSPECTION
10. VIDEO RECORDING OF QUALITY CONTROL OF EACH UNIT PRODUCT.	VIDEO RECORDING OF EACH ITEM AND INSPECTION ✓	AQL INSPECTION	NO INSPECTION	AQL INSPECTION	NO INSPECTION

# COMPETITIVE ADVANTAGES

*WHY CLIENTS WILL CHOOSE OUR SERVICE PLATFORM?*

**CONTRACTOR**

**RETAILER**

**DIGITAL GARMENT PASPORT**

**GUARANTEES**

**DIRECT DIGITAL  
COMMUNICATION OF  
CLIENTS & CONTRACTORS**

*SOLVES THE PROBLEM OF RETURNING  
CLOTHES ON MARKETPLACES*

*INCREASES THE VALUE OF THE  
PRODUCT AND INCREASES CONSUMER  
CONFIDENCE TO PRODUCT.*

*WE INVOLVE THE CONSUMER IN THE  
PROCESS OF CONSCIOUS  
CONSUMPTION*

*CALCULATION COST OF INVESTMENT.  
OPTIMAL LOGISTIC SOLUTION*

*PUBLIC DISPLAY MOTIVATES  
CONTRACTORS TO SHOW THEIR  
SERVICE AT ITS BEST, WHICH  
IMPROVES QUALITY.*

*GUARANTEES SERVICES INCREASE  
CUSTOMER LOYALTY*

*REDUCE COST OF GOODS AND  
INCREASE QUALITY*



# IMPACT

*WHAT IMPACT WILL OUR PROPOSED SOLUTION HAVE?*

**REDUCING THE CLOTHING  
WASTE PROBLEM**

**INCREASING THE VALUE OF  
WORKERS' LABOR IN GARMENT  
PRODUCTION**

**DEVELOPMENT OF SMALL  
LOCAL PRODUCTION.  
INCREASE IN JOBS.**

**INCREASED VALUE OF CLOTHES**

**RETURN OF CLOTHING  
PRODUCTION TO THE MAAS  
“MANUFACTURE AS A SERVICE”  
MODEL**

**VARIETY OF ASSORTMENT**

# MILESTONE FOR TWO YEARS

1

- Conducting physical transactions to place orders from Greece and Italy at manufacturing enterprises in Kyrgyzstan.
- Attracting partners to delegate operational activities.
- Development of a manual for operational actions for quality control in production.
- Collection of data for adaptation, checking checklists for assortment items.
- Work with providers.

6 MONTHS

2

- Creation of the first passports and testing of the data collection algorithm for their creation. Placing them on products.

6 MONTHS

3

- Creation of a communication platform for placing orders.

1 YEAR

# TRACTION

THIS PROJECT WE LAUNCHED AT OCTOBER 15, 2023.  
FOR ACTUAL MOMENT WE DID THE FOLLOWING:

**1** *SIGNED A MEMORANDUM WITH THE  
MINISTRY OF ECONOMY OF KYRGYZSTAN*

**2** *WE HAVE CREATED A GROUP OF 180  
MANUFACTURERS OF SEWING PRODUCTS*

**3** *WE HAVE FORMED A REGISTER OF 60  
MANUFACTURERS READY TO COOPERATE  
WITH FOREIGN CLIENTS*

**4** *OPENED PARTNERSHIP AGREEMENTS  
IN GREECE*

**5** *We held meetings with the following  
companies in Greece:  
Badoo, Lynne, Milky Way, Marina V,  
Passenger, Bella P, MEI, Dirty Laundry,  
Eleria Cortes, Chrisper  
and received positive feedback.*

**6** *EXECUTED OUR FIRST ORDER FOR ATELIER  
RESPERIS*

## CONSULTING SUPPORT WE NEED?

1. Legal support for drawing up an international cooperation agreement on the location of production in third countries. Mandatory support for legal translation.
2. Information support from EBEA for creating a client database. Lists of clothing importers.
3. Support for preparation for the EIC ACCELERATOR grant program, since our project is directly aimed at solving priority problems identified by the European Commission, such as the creation of a digital clothing passport and the problem of clothing pollution.
4. And lastly, to further scale, we need support in creating a **GUIDE OF FRINCHISE LINE to promote this direction.** (EBRD made this support)





# TEAM



## SAULE' BEISHENOVA

CEO. Financial management of the enterprise, work to attract clients, interaction with various structures to promote the company's project. Higher economic education. Co-founder of three clothing brands that were created in a team with Asel and Eleonora. Has 10 years of experience in managing a fashion enterprise and 8 years in managing a clothing manufacturing enterprise. Speaks four languages: Greek, Russian, English and Kyrgyz.



## ASEL BEISHENOVA

Product manager. Synchronizes the client request for production. Conducts work to prepare the enterprise for the introduction of a specific product into sewing production. Has 25 years of experience in the fashion industry as a clothing designer and garment production engineer. Has a higher mathematical education and professional design education. Co-founder of three clothing brands that were created in a team with Saule and Eleonora. Speaks four languages: Greek, Russian, English and Kyrgyz.



## ELEONORA BEISHENOVA

Product manager. Organizes a program for technical quality control in production carried out during the order process. Conducts diagnostics of apparel production, analysis of the production line and measures to optimize it. Has 25 years of experience in the fashion industry as a clothing designer and garment production engineer. Has a higher mathematical education and professional design education. Co-founder of three clothing brands that were created in a team with Asel and Saule. Speaks four languages: Greek, Russian, English and Kyrgyz.



## STEPAN MISHURA

Heads the IT development department. Engaged in the development of a digital prototype of DPP and the creation of a digital platform for the implementation of the project's business idea. He has a higher education in physics and technology, a software engineer, worked as a leading software engineer at Intel Corporation from 2004-2022. Speaks 2 languages: Russian and English.

# CONTACT

## **TOOLAI LTD GREEK BRANCH**

**13562**

**GREECE, Agioi Anargiri,  
Themistokleous, 44**

**VAT: 996646021**

**WA: +306938301122**

## **TOOLAI LTD KG**

**721900**

**Kyrgyzstan, Balykchy, Sydykova, 30**

**VAT: 02710202110127**

**E: [toolai.fashion@gmail.com](mailto:toolai.fashion@gmail.com)**

**W: [www.toolai.eu](http://www.toolai.eu) T: +996707914335**

**THANK YOU!**