

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



ORDER FULLFILMENT GUARANTEES



RETURNS SOLUTION



ORDER EXECUTION CONTROL



INSPECTION

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

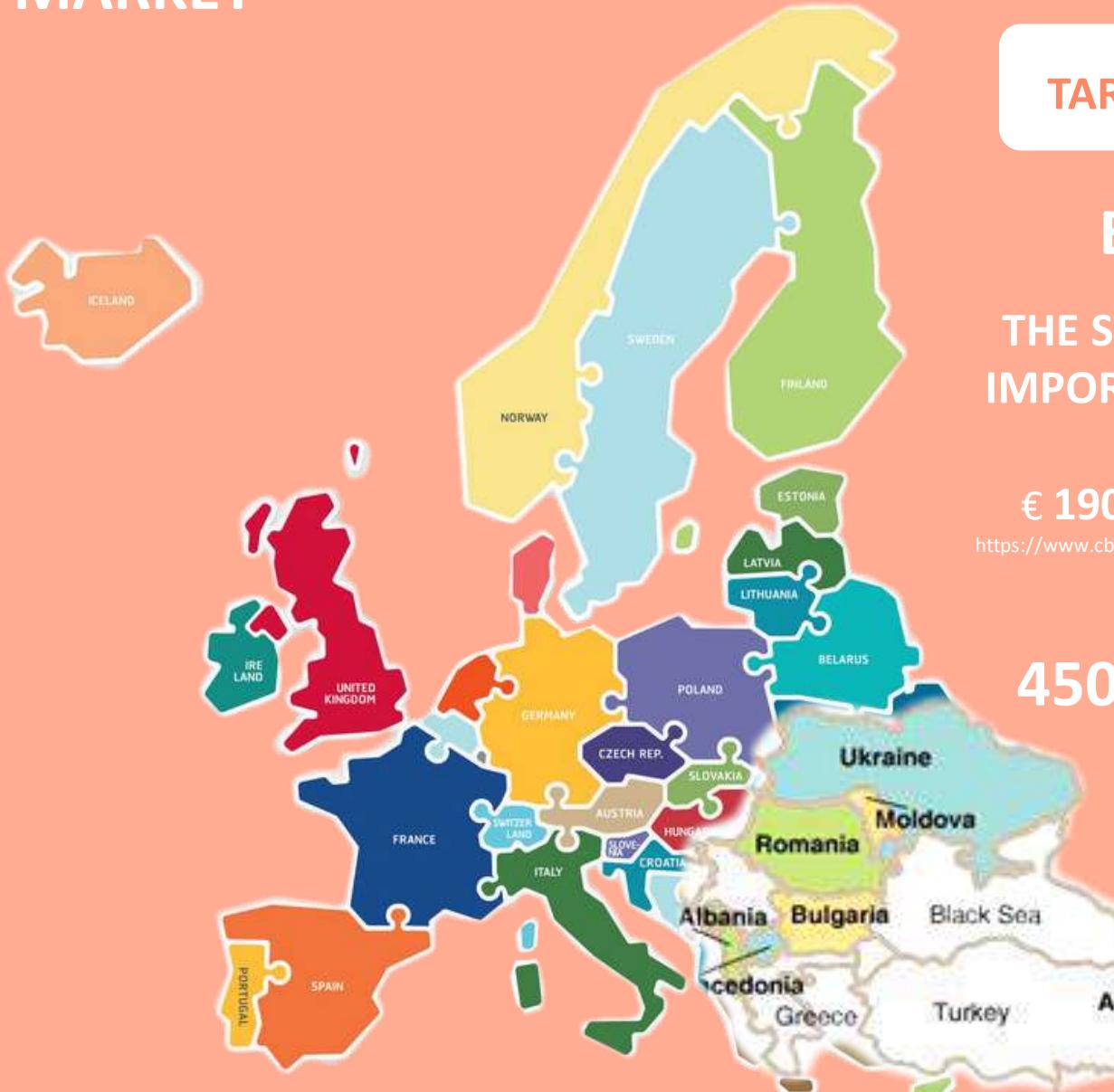
LEARN

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/>

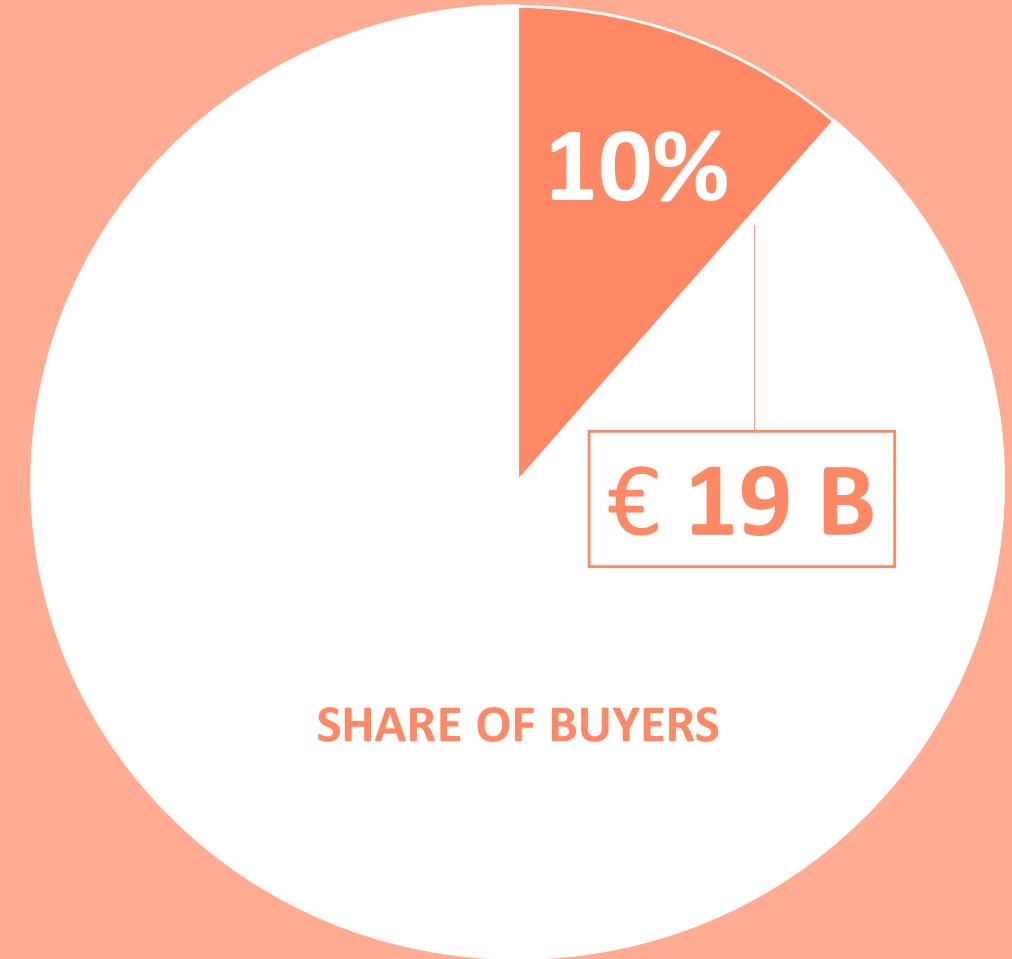


MARKET SIZE

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/>

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.

COMMISSION 10%
FOR DEAL SUPPORTING.

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

€ 3 588 000 /year

€ 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

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 LOYALITY
3. PUBLIC DISPLAY MOTIVATES CONTRACTORS TO DO ITS BEST !

BUSINESS MODEL

DEALS
COMMISSION
10%

PAID SERVICES

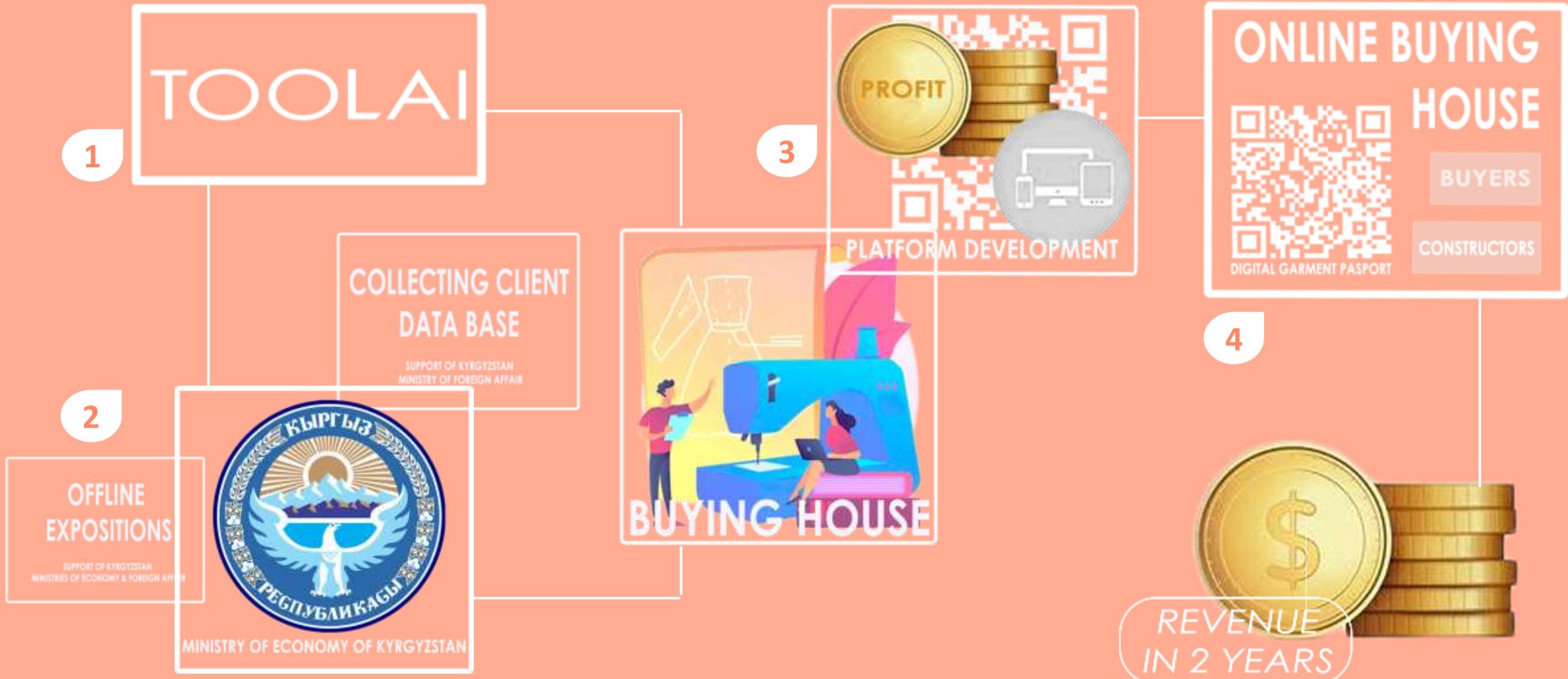
1. TECK PACK, SAMPLING, DESIGN DEVELOPMENT
2. INSPECTION
3. SHIPMENT SUPPORT

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.	TOOLAI Online Buying House	PHYSICAL BUYING HOUSES	EON www.eongroup.co	Alibaba Group	WHOLESALE MARKETPLACES
1. ACCESSIBILITY	✓	NO ACCESSIBLE	✓	✓	✓
2. COST OF USING	FEES € 1200 / year	ONLY PHYSICAL	EXPENSIVE	FEES \$ 2-4000	FEES \$ 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.	TOOLAI Online Buying House	PHYSICAL BUYING HOUSES	ECN <small>www.egngroup.co</small>	Alibaba Group	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

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

RETAILER

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

DIGITAL GARMENT PASPORT

GUARANTEES

DIRECT DIGITAL COMMUNICATION OF CLIENTS & CONTRACTORS

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.

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.

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.



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

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THANK YOU!