



# PROJECT IFASHIONUP

HBA TECHNOLOGY & TRADING JSC

[www.ifashionup.com](http://www.ifashionup.com)

START



# ■ PROBLEMS

- WHAT IS THE MOST SUITABLE THINGS (CLOTHES) FOR ME ?
- HOW TO DRESS WELL ANYTIME, ANYWHERE WITH AFFORDABLE BUDGET ?
- HOW TO BUY THE MOST SUITABLE CLOTHES WITH BETS PRICE ?





# SOLUTION

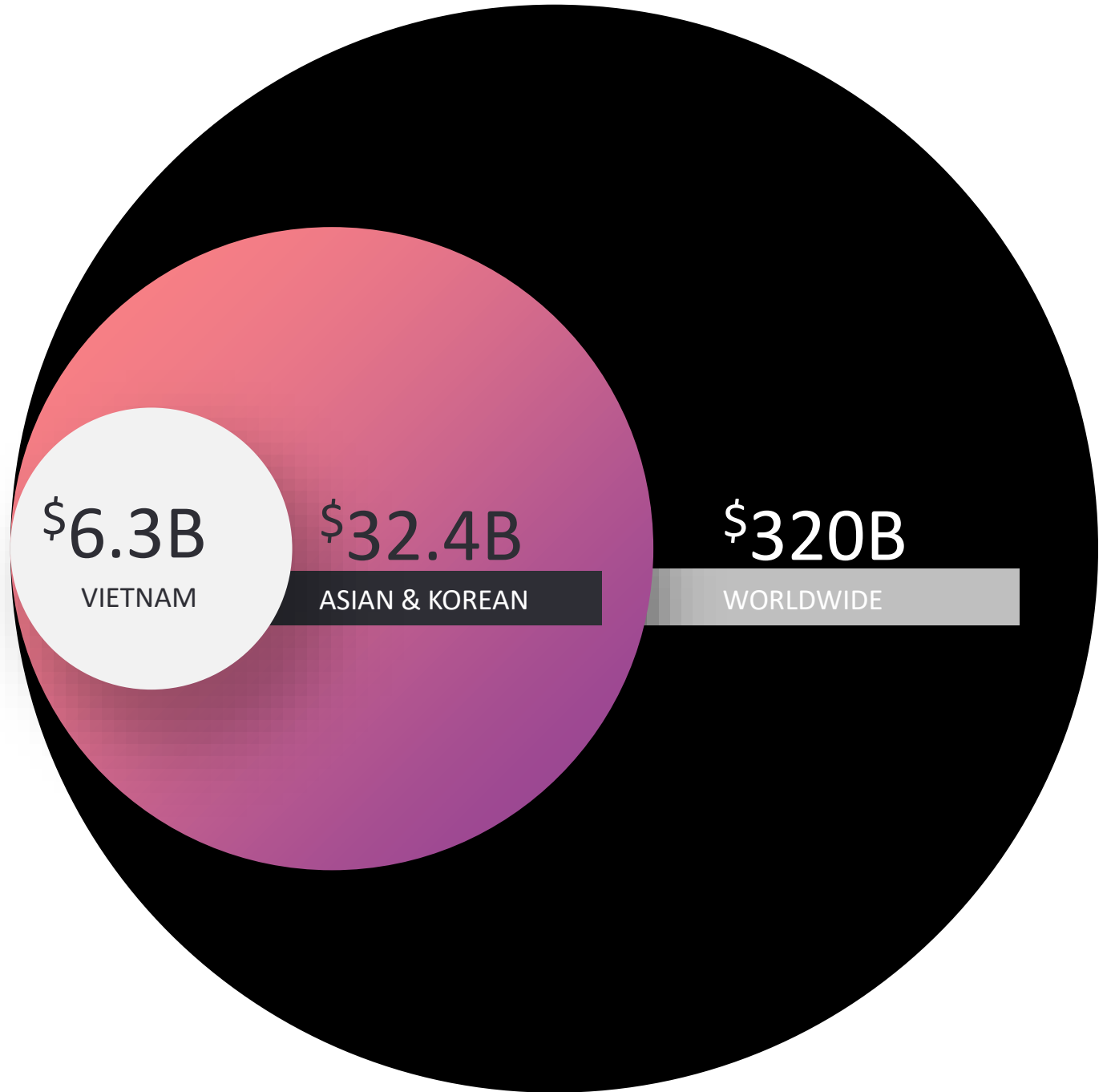
- A MOBILE & WEB PLATFORM WILL CONNECT USERS AND STYLISTS, DESIGNERS, MANUFACTURERS (BRAND);
- THE STYLIST CAN ADVISE AND SELL MIX & MATCH CLOTHES DIRECTLY FOR USERS;
- THE DESIGNER CAN CREATE, SELL CLOTHES DIRECTLY FOR CUSTOMERS AND TAKE CARE OF THEM;
- THE MANUFACTURER (OR BRAND) CAN SELL, TAKE CARE CUSTOMERS AND CUT THE COST FOR MARKET EXPANSION.



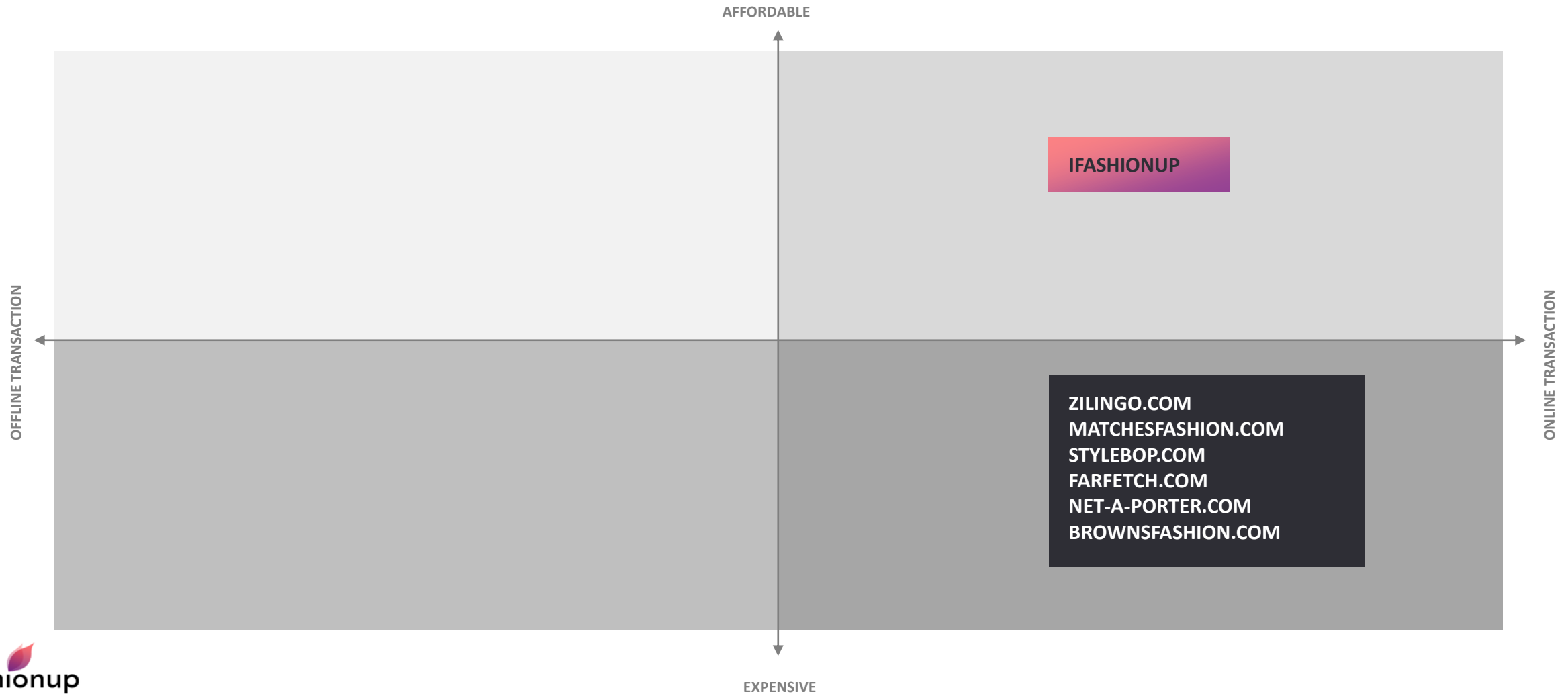
# MARKET VALIDATION

- TODAY'S MILLENNIALS GENERATION WHO IS ALWAYS AWARE OF SUPERFICIAL BEAUTY IS EXTREMELY IMPORTANT, THEY SPEND A LOT OF TIME AND MONEY FOR THIS PURPOSE BUT ALMOST OF THEM CAN NOT FIND OPTIMAL SOLUTION FOR THEMSELVES.
- VIETNAMESE MILLENNIALS: **34** MILLION PEOPLE (35% POPULATION)
- ASIAN & KOREAN: 249,5 MILLION PEOPLE
- WORLDWIDE: 2.46 BILLION PEOPLE (32% WORLDWIDE POPULATION)

# THE MARKET SIZE



# COMPETITION





# THE PRODUCT

- FASHION CONSULTING SERVICES VIA CHAT/ VIDEO CHAT`



# BUSINESS MODEL

- WE TAKE A 10% COMMISSION ON EACH TRANSACTION
- VIDEO CALL WITH A STYLIST OR DESIGNER: FROM 5\$/10 MINUTES





# COMPETITIVE ADVANTAGES

- THE 1<sup>ST</sup> IN THE WORLD
- AI TO ADVISE USERS
- TRY OUTFIT IN 3D MODELING WITH AR
- SYNCHRONIZATION & PROFESSION
- QUALITY& PRICE
- SAVING TIME & MONEY
- ALWAYS CATCH UP WITH WORLD FASHION TRENDS



# TEAM

VIETNAMESE TEAM



**ĐÀO VIỆT HƯNG**

FOUNDER



**ĐÀO LÂM HÙNG**

SENIOR UI/UX DESIGNER

8 YEARS EXPERIENCE



**NGUYỄN QUÝ NGỌC**

IT SOLUTION ARCHITECT,  
SMART & INNOVATIVE TECHNOLOGY SOLUTION

10 YEARS EXPERIENCE



**ĐOÀN TUẤN ANH**

IT SOLUTION ARCHITECT,  
SMART & INNOVATIVE TECHNOLOGY SOLUTION

8 YEARS EXPERIENCE



# TEAM

INDIAN TEAM



## FLUPER

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# ■ ADVISORS



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**QUANG HUY**

FASHION DESIGNER