

SaaS Online Virtual Fitting Room for a large and small retailers



EBITDA

TBA

BUSINESS TYPE

Software & SAAS

ESTABLISHED

2018

COMPETITION

There are a few VFR solutions available right now (like Fit Analytics, Fit finder, Virtusize, Truefit). Our main competitive advantage is that our proprietary technology works with the physical garment and human body data, whereas competitors use approximate and indirect data. This is especially important for children's clothing.

GROWTH & EXPANSION

The sales model has been established and is ready for scaling.

REASON FOR SELLING

Relocation

COUNTRY

Cyprus

BUSINESS ID

L#20220252

SaaS Online Virtual Fitting Room for large and small retailers offering Virtual Fitting Room (VFR), the online equivalent of an in-store changing room. The Virtual Fitting Room helps shoppers to understand if a particular piece of clothing fits their body parameters and what size fits best. Company has already helped 10+ M shoppers. It helps clothing e-commerce to improve business metrics (LTV, retention, conversion etc.). SaaS, which is provided: - A self-service Virtual Fitting Room widget to be installed into e-commerce websites and/or mobile applications. - A self-service clothing digitization cloud software that enables our customers to digitize (a set of data related to physical properties of the garment) men, women, and children's clothing. - A recommendation bot that looks for clothing that fits the user's (and user's family) body perfectly. Think of it as a (Youtube or Netflix) recommendation engine that delivers offers to users on a daily basis. Investment Rationale Company is a growing self-funded business based on the SaaS subscription model. The fitting room market is growing right now, especially since the pandemic COVID-19. Clients stay with service for at least 1 year, but most of them for 3-5 years. The average check depends on the size of the company. Starts from \$49 a month and goes up to \$3,000 a month. The service works on most European and US markets. The sales model has been worked out and is ready for scaling. Customers Multinational customers: ie. Decathlon, etc. Countries: USA, UAE, Sweden, New Zealand, Germany, Norway, Switzerland, Holland, Finland, UK, Italy, France, Spain, Portugal, Turkey. Service is offered into 10 languages

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