



# The Sizing Source

A Gold Team Presentation

# Topics

- The Problem
- The Solution
- The Founders
- The Business
- Powered by Technology
- The Competition
- Advantages
- Finances
- Invest in Us

# The Problem

- Sizes are inconsistent among apparel manufacturers
- Tailored clothes are really expensive
- You can't try on clothes purchase online before you buy
- Shopping in person is a hassle



# The Solution

- The Sizing Source
- Enter your measurements on the web
- Specify your fit - traditional, slim, trendy
- Database matches your measurements to specific garments
- No other service promises this precision fit system
- A better way to shop online

# The Founders

## **Bryan Butler**

### *-The Suit*

- Information Technology and systems
- BS - Marist College
- 2+ years Project Management
- Bryan.Butler1@marist.edu

## **Steven Martinez**

### *-The Pitch*

- Information Technology and Systems
- BS - Marist College
- 4+ years managing information systems
- Steven.Martinez1@marist.edu

## **Gerard Cinquino**

### *-The Beard*

- Information Technology and Systems
- BS - Marist College
- 2+ years networking management
- Gerard.Cinquino1@marist.edu

## **Zach Sloneker**

### *-The Wizard*

- Information Technology and Systems
- BS - Marist College
- 3+ years programming experience
- Zachary.Sloneker@marist.edu

# The Business

- B2B online retailing augment
- Enhances and simplifies purchasing well fitting clothes online
- Select best fit rather than average fit
- No returns will reduce costs
- No pre-existing market
- Exit strategy - buyout by major retailer or software company

# Powered by Technology

- HTML5, browser based web applet
  - Cross-platform compatible (desktop and mobile)
  - Integration more easily with future
- Canvas, SVG, and Javascript based interactivity
- Relational Database using Postgres
  - Store clothing sizes compared to actual measurements
  - Cross reference multiple retailers with the same style
- Free, open source technologies to minimize overhead
  - No licensing fees

# Competitors in the Market

- Fits.me
  - High overhead with robot mannequin
  - Limited brand and market penetration
  - No use on well-known websites
- Large retailer in-development
  - Overhead of staff and acquiring data
  - Long development time
  - Long term upkeep



# The Sizing Source - Advantages

- Product is developed at point of sale
  - Only delay in integration
- Minimal overhead with almost entirely software-based solution
- Licensing for broad market and brand penetration
- Client's upkeep costs known and controlled

# Finances

	Year 1	Year 2	Year3	Year 4	Year 5
Gross Profit on Sales	0	37000	303000	568000	143400
Expenses	155300	173600	318650	497900	930400
Profit	(155300)	(136600)	(15650)	70100	503600
Headcount	4	4	7	9	16
Units Sold (Maintained)	0 (0)	1 (0)	7 (8)	10 (18)	20 (38)

# Invest in Us

- \$300k investment
  - Covers all operating losses for first 3 years of operation
- Expected profitability after only 3 years
- All future growth pure return on investment



# Questions?



Thank you for your time.