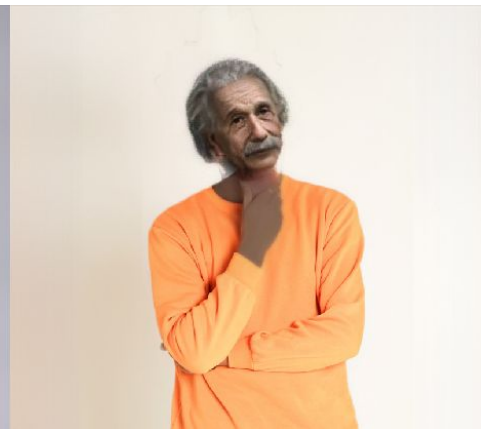
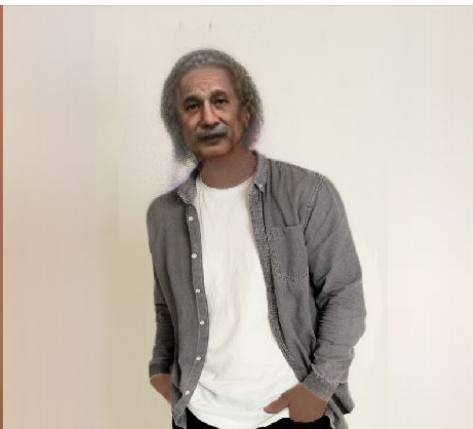


Beyond BElief

Cutting-Edge AI engine

to make shopping experience more
personal than ever before

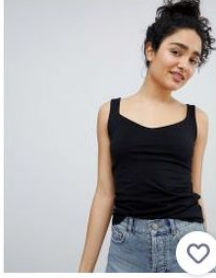


...even for the most unique customer



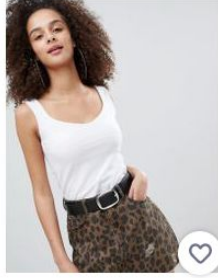
Off The Shoulder Top - Blue

~~17€~~ Sold out



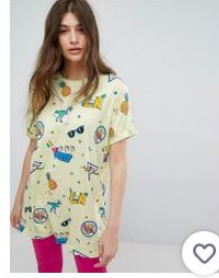
V Neck Singlet In Black

~~7€~~ Sold out



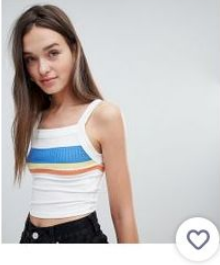
Vneck Vest In White

~~7€~~ Sold out



La Printed Oversized T-shirt - Yellow

~~8€~~ Sold out



Stripe Front Ribbed Crop Top In Multi - Multicolor

~~11€~~ Sold out



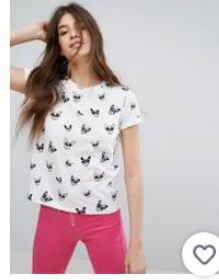
Banana Tshirt In Pink

~~7€~~ Sold out



Puff Sleeve Off The Shoulder Crop Top - Orange

~~16€~~ Sold out



Pug T-shirt - White

~~7€~~ Sold out

Large assortment, lack of personal contact, absence of personalisation of modern **online fashion stores** creates a gap between consumer and Brand

eComm models overrepresented by **one ethnicity** and **one body shape** make it hard for consumers to imagine themselves wearing the Brand



Felpa - Blue
~~149 €~~ 75 € (50% off)
[Country House Outdo...](#)



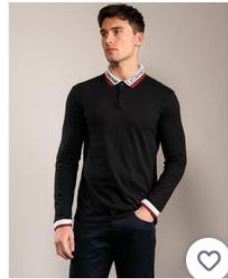
T-shirt 8nztpa - Black
~~55 €~~ 41 € (25% off)
[Country House Outdo...](#)



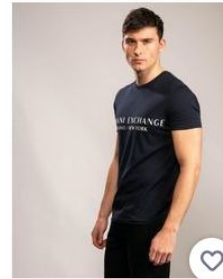
Box Logo T-shirt - Natural
~~49 €~~ 35 € (25% off)
[The Hut](#)



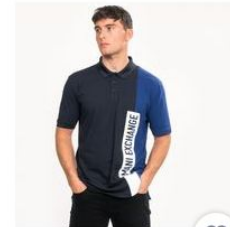
T-shirt - Black
~~82 €~~ 41 € (50% off)
[Country House Outdo...](#)



Polo 3hzfab - Black
~~63 €~~ 46 € (45% off)
[Country House Outdo...](#)



T-shirt 8nzt72 - Blue
~~44 €~~ 33 € (25% off)
[Country House Outdo...](#)



Armani Polo - Blue
~~72 €~~ 36 € (50% off)
[Country House Outdo...](#)



T-shirt - Blue
~~50 €~~ 25 € (50% off)
[Giglio](#)

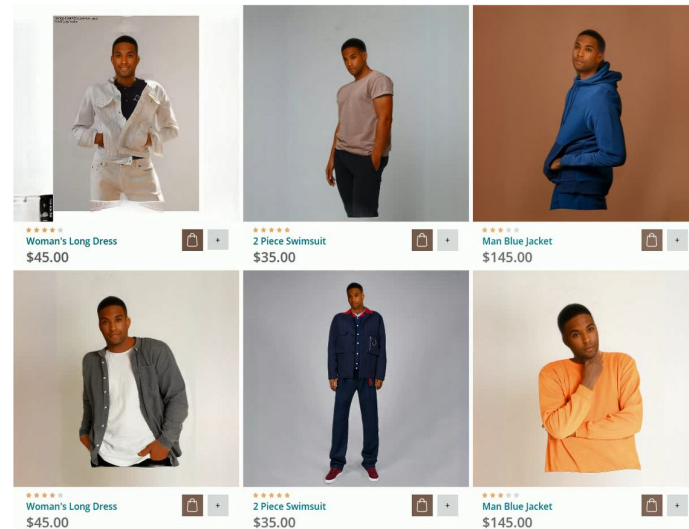
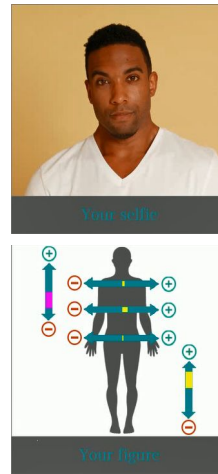
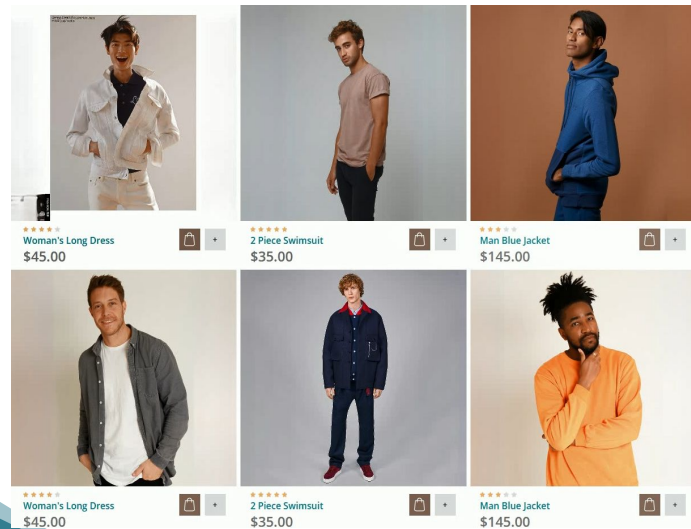
AI Engine that in a few seconds transforms your webshop into a personal fitting room

Step 1: customer comes to your
webstore

Step 2: in a personal account
customer uploads a selfie and
provides body parameters

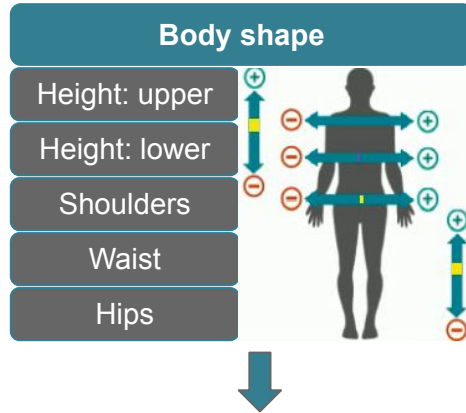
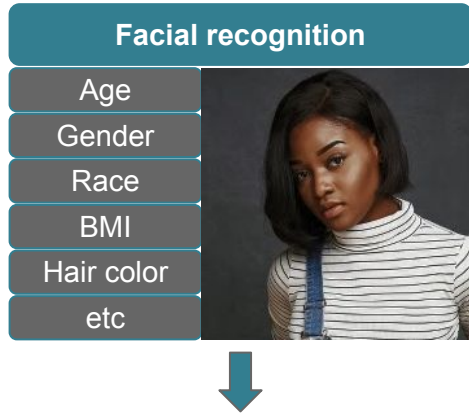
Step 3: webstore is personalised!

Any selfie could be used if your customers are
hesitant to see themselves



Meet your customer in person

Besides the ultimate personalisation **AI Engine** provides a unique analytics engine, that enriches your data with the information about your consumer you could never capture before



Unique insights about your consumer, better understanding of your audience and portfolio of products precisely tailored to your fans

Ultra-personalised experience



New level of customer satisfaction results into improved brand loyalty



Informed purchase decision drives less returns



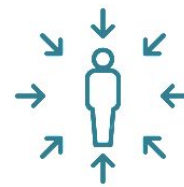
Interest from new audiences enlarges the contactable customer base



Explorer aspiration brings more traffic and sales



Hi-tech let the Brand stand out in a dense competition



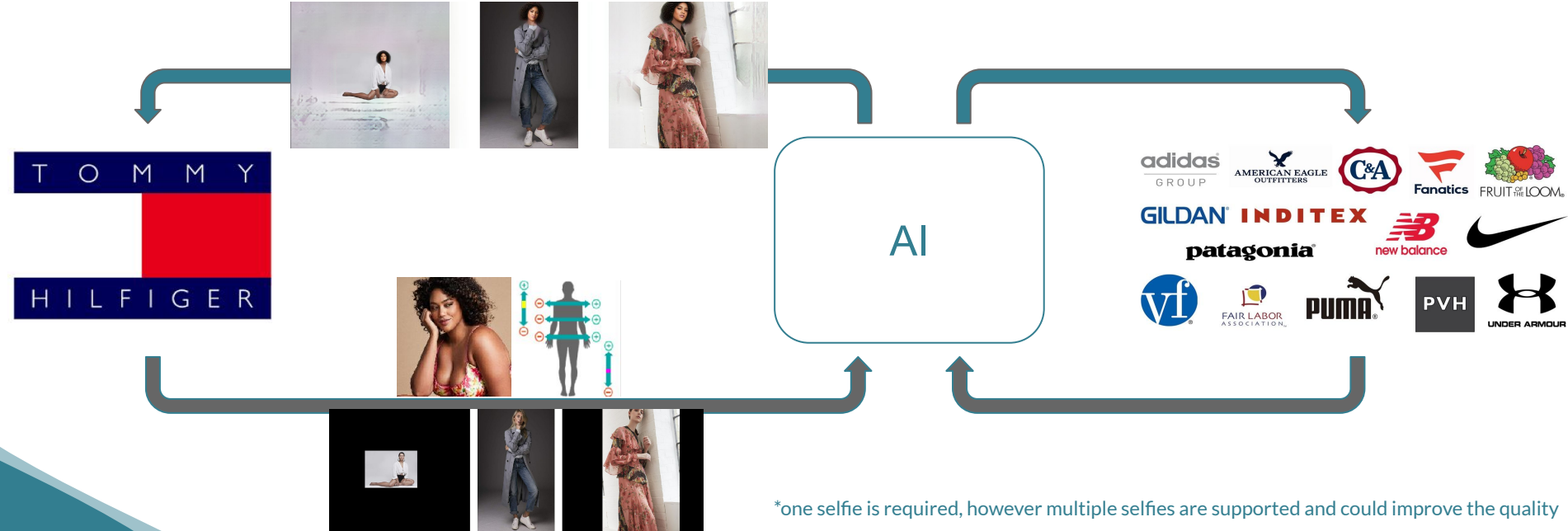
Helps the Brand to be consumer centric



Joy! Customer can use any selfie and share experience via social media

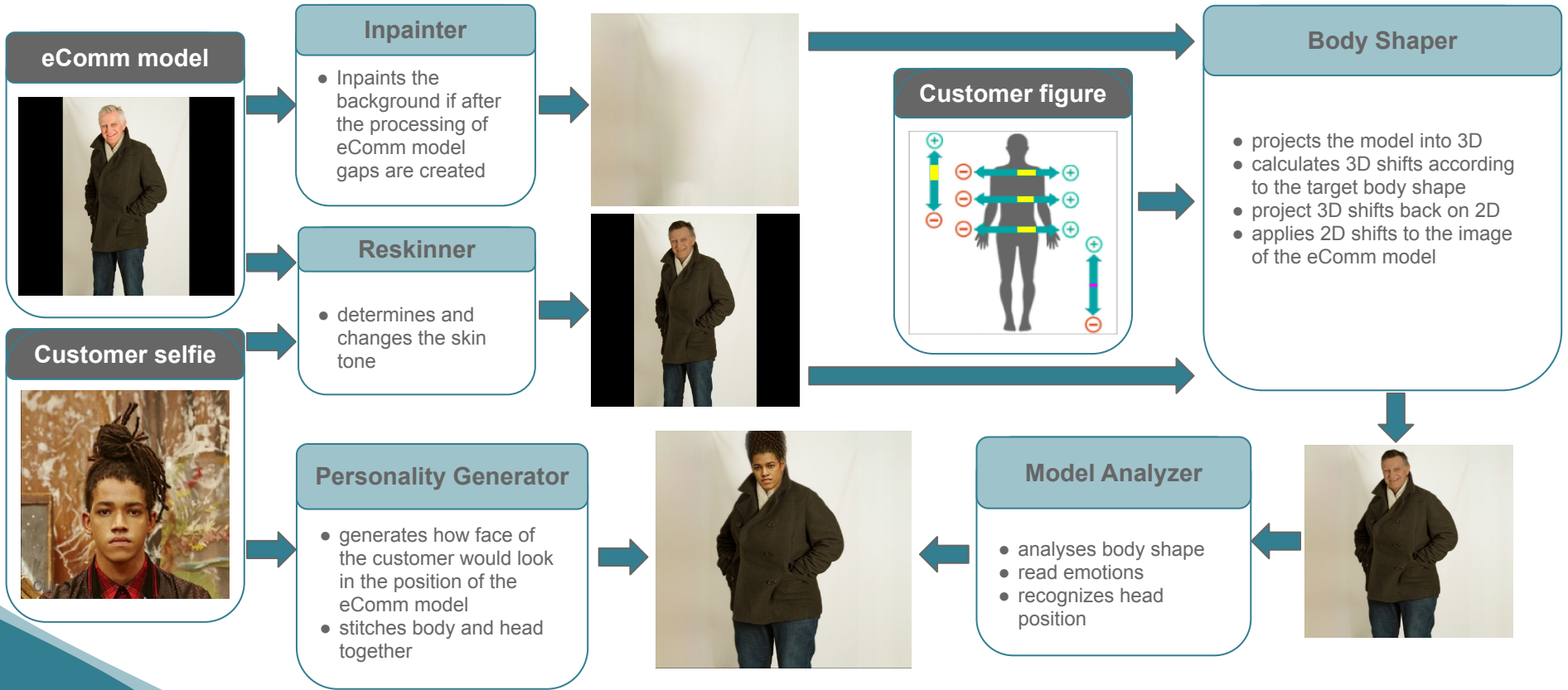
Any Brand any time

AI Engine is brand agnostic, tolerant to different types of input. It takes only two pictures*: eComm model and customer selfie, plus customer body shape to transform the entire webshop. Engine is fully detachable from the business and can serve multiple brands at the same time.



*one selfie is required, however multiple selfies are supported and could improve the quality

How does it work? The core of the engine is based on a set of Deep Artificial Neural networks that forms a solution with no similar technology



Limitations

The solution delivers results beyond belief and was designed in an agnostic fashion to the type of eComm model, consumer selfie and body shape, however outside the reasonable limitations results could be mixed

AI generates an impressive representation of the consumer but cannot perform a miracle. Elements not presented on the model could not be synthesised and real fit can differ from a generated image. Make-up, hairstyle and a headwear is not transferred to the generated image.



?



For example on a different body shape of this eComm model originally invisible regions of t-shirt may become visible. However it is impossible to say which pattern, for example of those 9, is behind the chest bag. To provide the best result possible AI Engine will change a bag size as well however in the most minimalistic way to affect quality the least.

Limitations



Unusual consumer face could lead to unusual results



Selfie of consumer should be taken under normal lighting conditions



Posture of an eComm model should be normal with the least overlap possible



Face of an eComm model should be clearly visible



Ideal eComm model should not have unusual body shape

Quality concerns

Do you have concerns about the quality after watching the demo? Here are the answers:

Q: During the demo I saw some “broken” body shapes. Does it mean AI Body Shaper provides a mixed quality?

A: In the demo random body shapes were generated including those that don't look that realistic. On one hand side the demo duration is 30+ minutes, demonstrating 1000+ looks of all different types, so it would be practically very time consuming task to define realistic body shapes manually, on the other hand side it was done to show the power of AI Body Shaper, that based on the input parameters can be fully flexible. However in practice this problem will never appear at all as customers define their body shapes themselves and they will never select the body shape that doesn't look good. It would make sense to provide a possibility to immediately see the effect of changed body shape parameters on few eComm models to simplify the setup in their personal account.

Q: During the demo I saw that sometimes that face skin tone doesn't exactly match a body skin tone. Does it mean AI Reskinner provides a mixed quality?

A: AI Reskinner reads the skin tone from the face and other skin visible (usually neck). Usually skin tone of the face is less representative for the body skin, therefore non-face skin tone gets a priority in the determination of the general skin tone. However on some selfies, especially if flash was used, face becomes overexposed and neck skin underexposed, as the result the skin tone read from the neck doesn't reflect the true skin tone. However in practice this problem is easily solved by the clear communication how to make a selfie. Customer is interested in getting high quality results so will be motivated to follow the guidelines.

Q: During the demo I saw that sometimes heads are taken from people with sporty body shapes are placed on big bodies, however heads are still from people with sporty body shapes. Does it mean AI Personality Generator provides a mix quality?

A: For a 30+ minutes demo of 1000+ looks it would a very time consuming job to find matching faces and body shapes, so the output might seem confusing sometimes, however in the reality a customer with a big body shape, who will select parameters to generate big bodies will also have an appropriate head type, reflected on their selfie. Heads of sporty people will never appear on big bodies and the match is guaranteed by the natural of usage of the product.



Case study

With an estimated annual price of 1 EUR per consumer and 1.8bln people shopped online in 2020, the potential market of the solution is **1.8bln EUR** and only growing

AI solutions are extremely high marginal, after R&D is done the solution doesn't require much of operational costs. With a margin of about 90% potential margin is **1.62bln EUR**

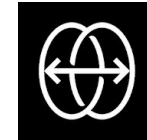
Having no analogues in the world, however there are few examples of applications of similar technology



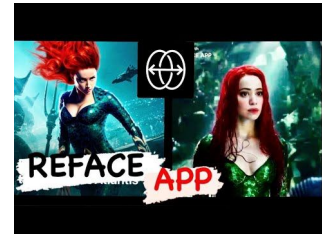
MSQRD - fun app to apply Facial masks was acquired by Facebook in 2016 having **40mln** active users for an estimated price of around **100mln USD**



FaceApp - fun app to swap faces, change gender, age and some other attributes. Between Dec 2015 and July 2019 reached **150mln** downloads.



Reface - fun app to replace an actor's face with yours on a couple of popular videos and GIFs. More than **1mln** downloads in less than 3 months, **10+mln** downloads in 7 months



Competition: technology and features comparison

	Beyond Belief	Similar purpose solutions (Zeekit, 3DLook, etc)	Similar technologies (MSQRD, FaceApp, Reface)
Features of the generated look image	Any personality (via selfie and body shape parameters) is being projected onto an any adjusted eComm look of Brand	Garments of Brand are being projected onto a set of predefined eComm looks of different ethnics and body shapes	Any personality (via face only) is being projected onto a set of predefined images
Customer's face	Yes	No	Yes
Customer's head, hair, skin tone	Yes	No	No
Can have a face and skin tone similar to the one of customer	Yes, unlimited (customers can use any selfies, not necessarily their owns)	Yes, limited (from a predefined database only)	No
Can have a desired body shape	Yes, unlimited	Yes, limited (from a predefined database only)	No
Variety of postures	Unlimited	Basic (standing, looking forward), according the examples	High
Flexibility: new looks	Full (supports any Brand eComm look)	Low, according to the information available (new looks need to be photographed)	Absent (only built-in options)
Flexibility: new garments	Full (works with eComm look directly with any garment on)	Full, according to the information available	Absent (only built-in options)
Scalability	Extreme (~500 generations per second on a modern GPU-powered platform)	Poor, according to the information available (adding new garments and looks require manual work)	Extreme (real-time on mobile)

Current status



MVP of **AI Engine** is ready for a limited use. The following investments are needed for an enterprise-grade version:

- 1) 6 months project for a team of 2 Data Scientists, 1 Machine Learning engineer, 1 Front End developer, 1 Backend developer, 1 Technical Architect, 1 Project Coordinator to make a scalable product ready to be deployed at any Brand
- 2) 50-100.000EUR for extra data collection to further improve the quality
- 3) Hardware costs of 50.000EUR per 1mln of active users

Total estimated costs are 500.000EUR for a production-ready model over the period of 4-9 months. Ownership, management and marketing costs are depended from the form of cooperation.

Thank you