



I'M FASHIONABLE,
and **FASHION** is not just about
clothes, but every form of
CHANGE

Karl Lagerfield

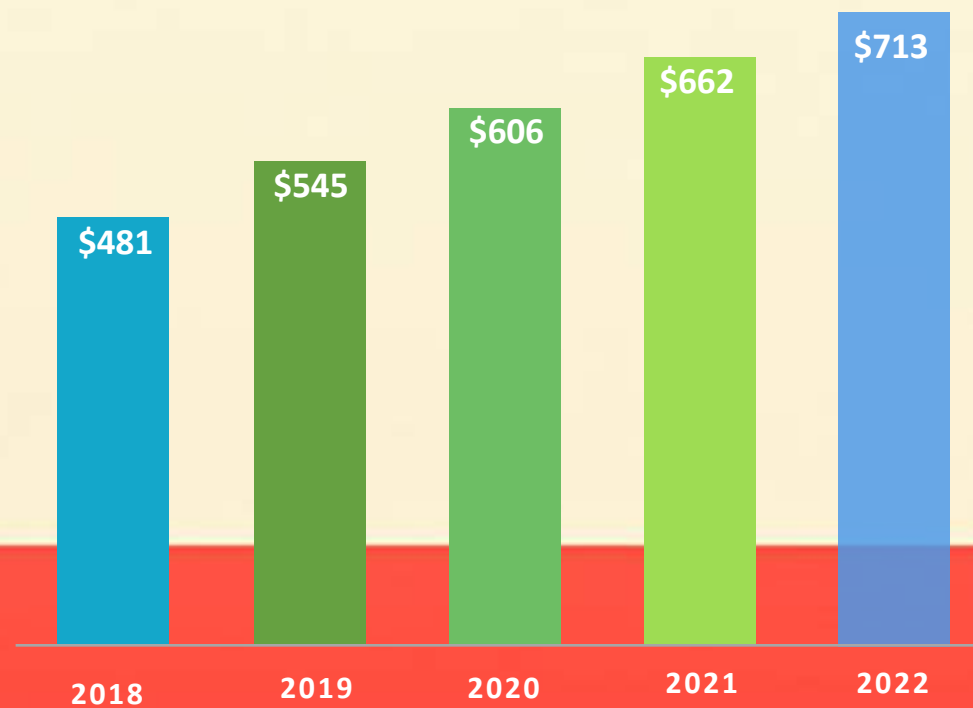


Market Online

E-COMMERCE BOOST 17% PER YEAR

44% SALES ONLINE

WORLDWIDE SALES IN
FASHION INDUSTRY



In Italy



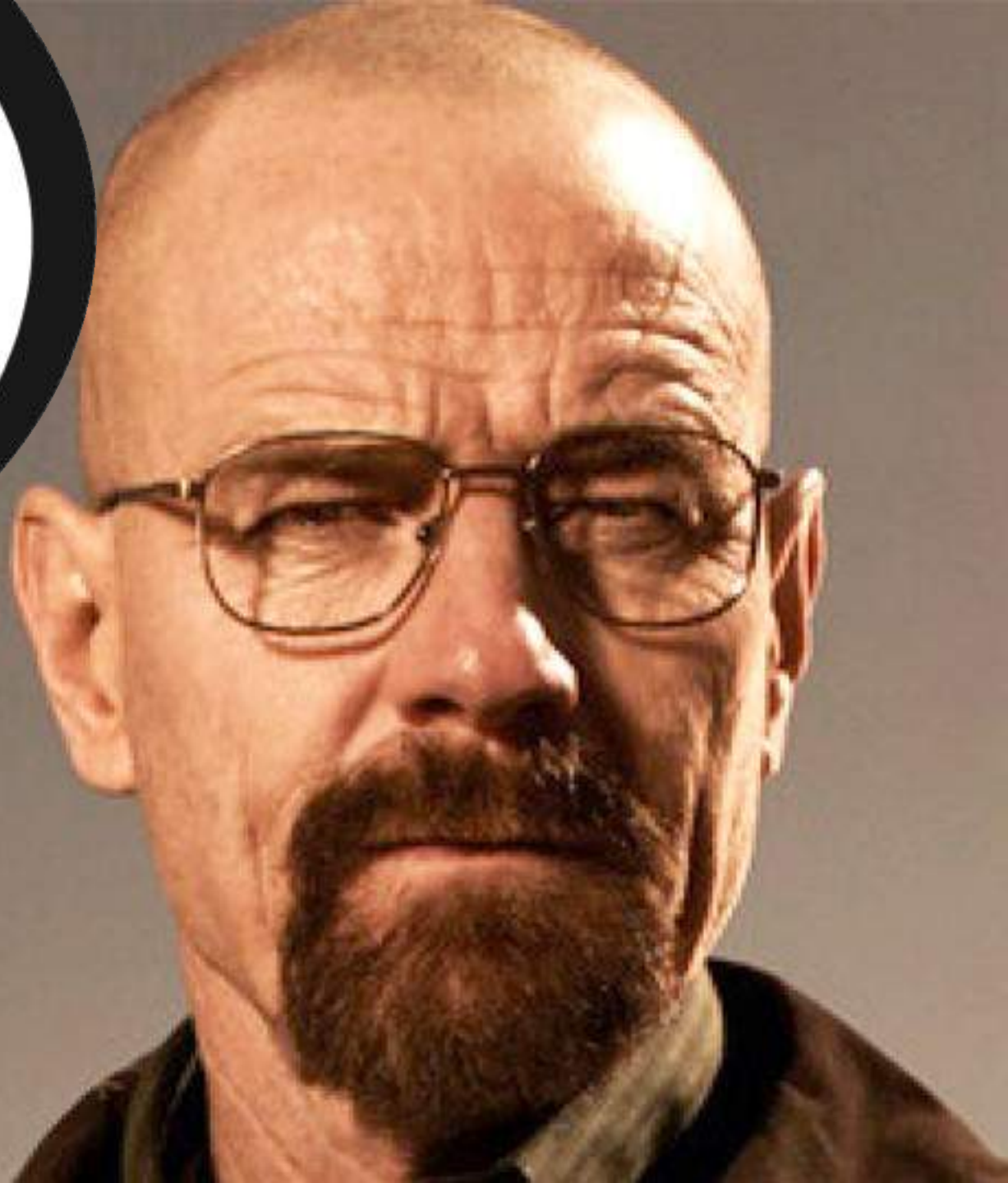
€27.000.000.000

**The total e-commerce
industry in Italy**

€ 2.500.000.000

**The fashion segmented
market**

Are you in
or out?



Retailer Problems

I'M OUT OF TIME

Waste of time on several platform to sync products, orders and clients

75%

I NEED MR.ROBOT

I am not able: "I need an hacker"

55%

I'M NOT PAPERONE

Sell online cost too much

53%



HAVE A PROBLEM?



“We place small retailers at the center of our attention, supporting and emphasizing their professional figure, considered the beating heart of the local territory, allowing them to face the challenge of retail apocalypse”

Value Proposition



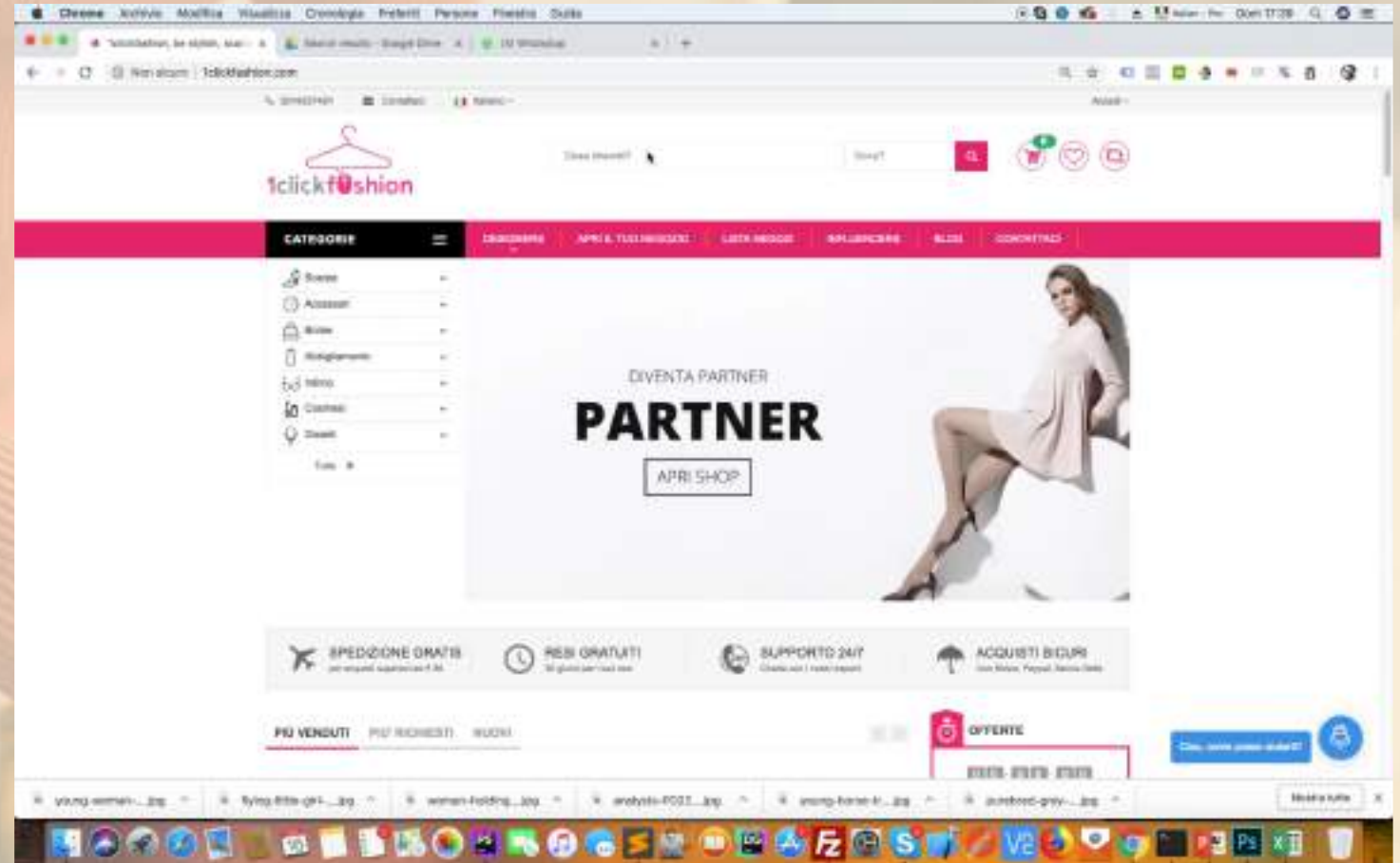
«1ClickFashion is a system that allows every retailer to be online in an easy, fast and smart way thanks to an innovative patent pending device, which also allow to improve the customers shopping experience by combining online and offline benefits, thanks to a series of add-ons chosen by the retailer»



IoT POS Patent Pending Device



**Real Time
Sincronization
Nearby Commerce
In-store intelligence
Omnichannel
Electronic Invoice**



sogei

FUTURO SEMPLICE



**EU GDPR
COMPLIANT**

Augmented Reality Viewer



€399

Face recognition

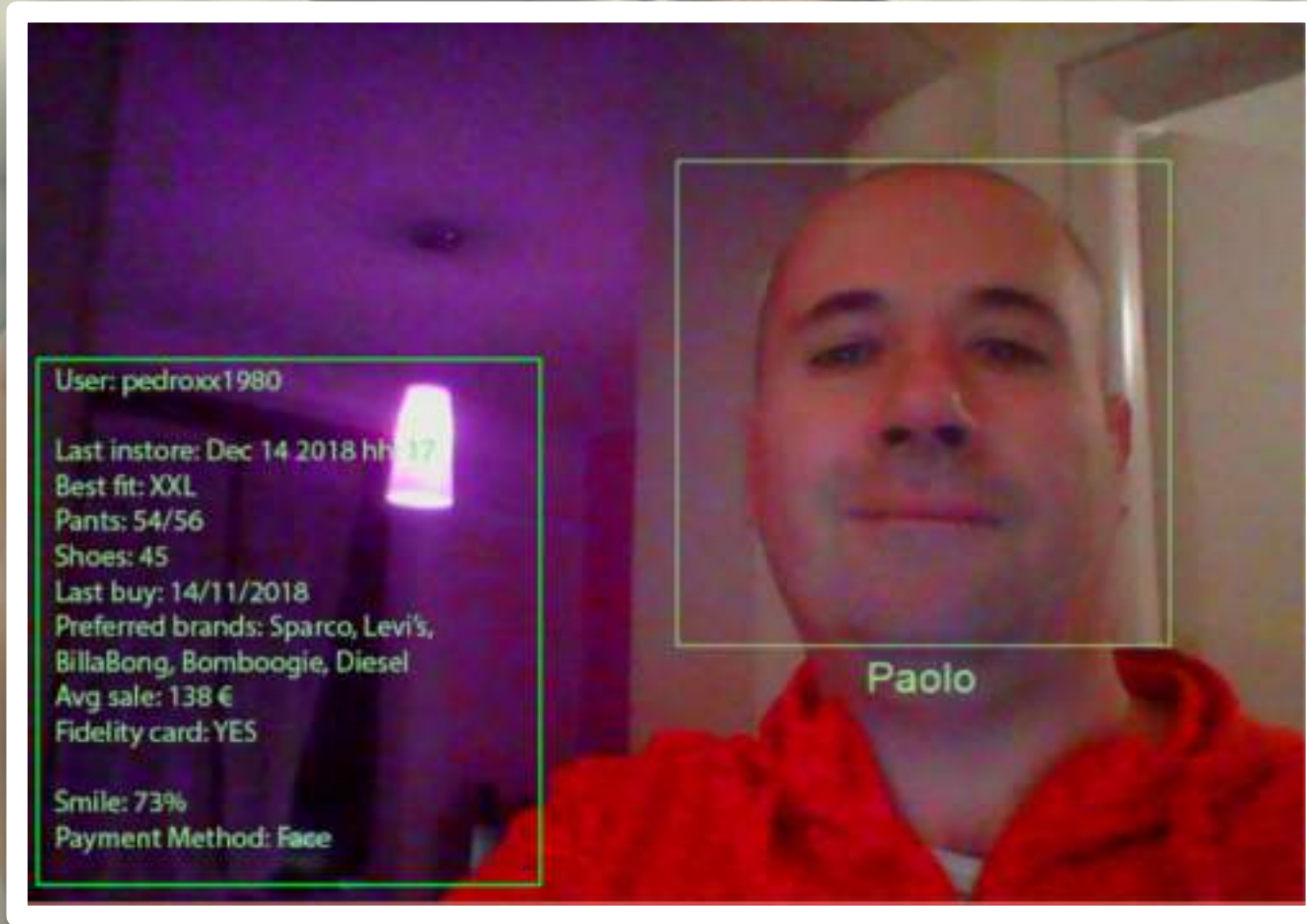
A.I.

Clothes recognition

Access user data

Customer history

Sentiment



PATENT PENDING

Our Add-Ons



**Barcode
scanner**
€ 30



**Computer
vision cam**
€ 219



**Beacon
(x5)**
€ 350



TouchScreen
€ 250



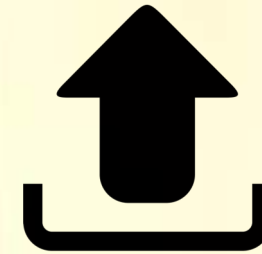
**Receipts
printer**
€ 70



Registration



Dashboard



Upload



Big Money



START SELL IN 5 MIN.

Revenue Stream

FREE	BASIC	BUSINESS	ENTERPRISE
€0	€39	€99	€299
30 gg free trial	30 gg free trial	30 gg free trial	30 gg free trial
Introduction of limited products	Introduction of unlimited products	Introduction of unlimited products	Introduction of unlimited products
Basic presence on the marketplace	Basic presence on the marketplace + ecommerce builder	Basic presence on the marketplace + ecommerce builder	Basic presence on the marketplace Jecommerce builder
Loading API references	Loading API references	Loading API references	Loading API references
1€ FEE for each transaction + 15% of revenue	10% FEE	5% FEE	NO FEE (only 1% of fixed costs for each transaction)

Competitors



COMPETITORS



brandsdistribution



Target:small and medium business



Low implementation costs



Ease of use



B2C services

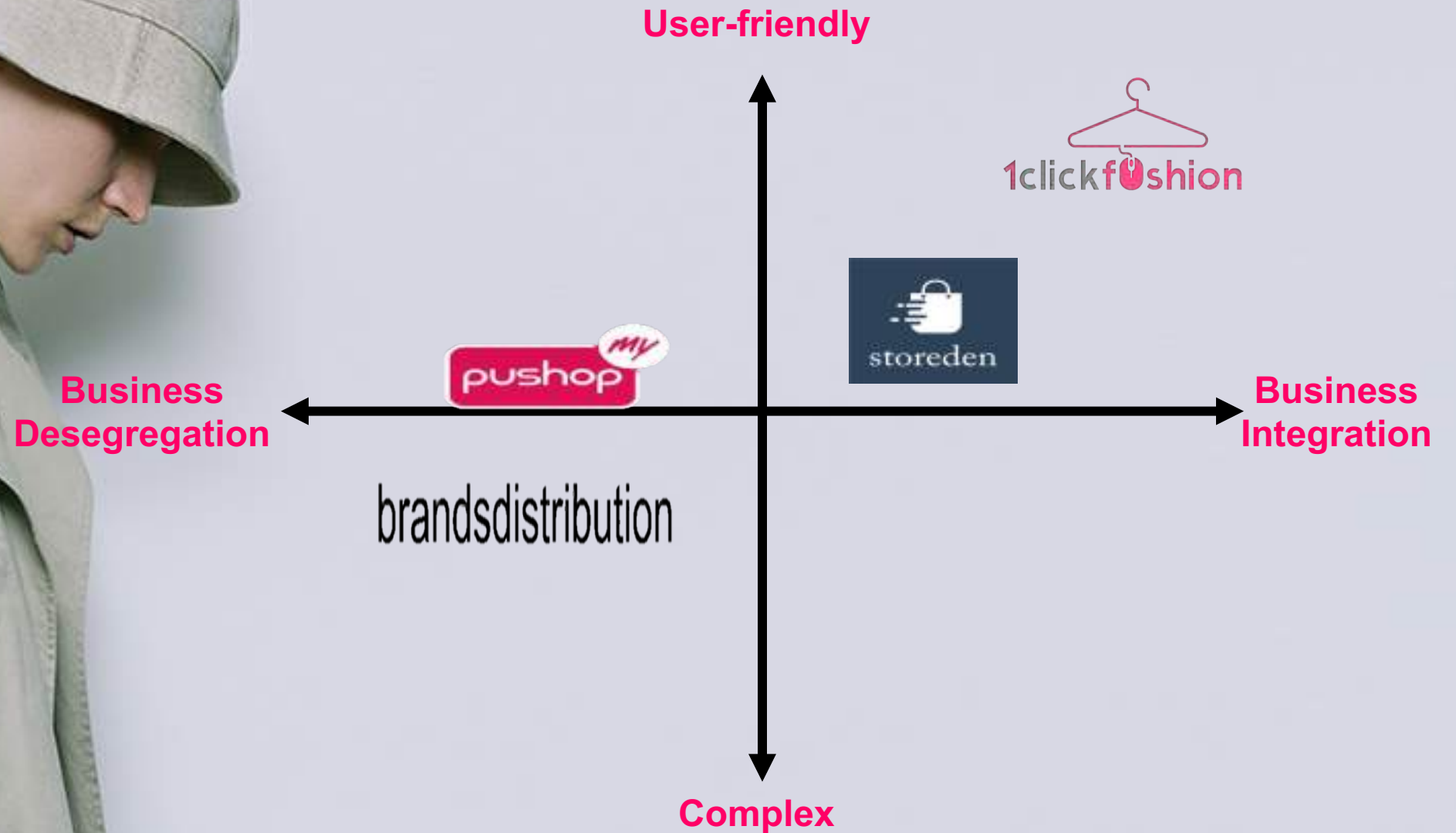


Use of AI





Positioning





Our Goal

4.000
USERS



690
STORES



1000
BRANDS



Action Plan



- 1° Launch Marketing Campaign
- Version Beta
- IoT Development

2017

1° MVP:
Alpha test
**From March
1° to May
30°**

- 2° MVP: Beta test
 - Newspapers and Advertising
- December 2018**



Now:



26
Stores



1066
Users



225
Brands



52.100
Products

Our Results



BRANDS SURVEY
+ 40 BRANDS



LOCAL EVENT
+10 SHOPS



BETA TEST



ALPHA TEST



ALPHA TEST



SOCIAL GROWING
+1033 LIKE

MVP

ALPHA TEST

March 1st- May 30th 2018

BETA TEST

From December 2018

MOBILE APP

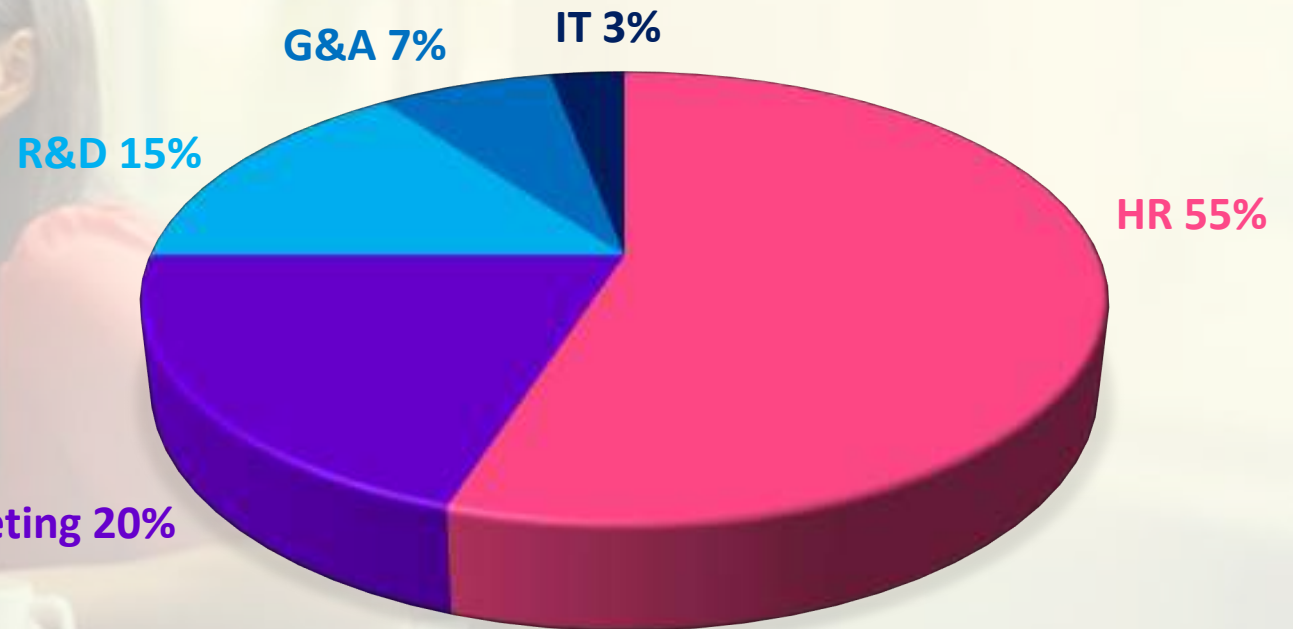
From January 2019



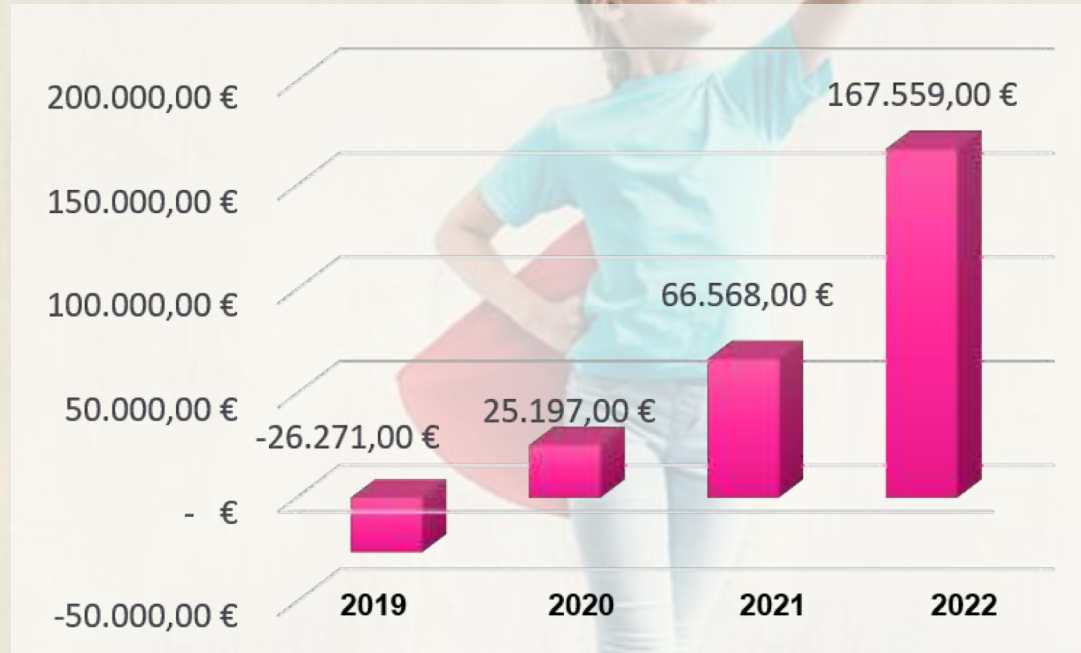
Operating Costs

2019-2022

Investment
Request 2019
100.000€



Net Income



2019

-26.271 €

2020

+25.197 €

2021

+66.568 €

2022

+167.559 €

Team



CEO

Paolo Pedrazzi

Founder of Digital Vision Srl



CFO

Marta Molinas

Student of MIBE



COO

Roberto Stifani

Student of MIBE



Sales Director

Marianna Rossi

Student of MIBE



Digital Strategist

Syena Uruci

Student of MIBE



CMO

Davide Rossi

Student of MIBE

