

unzipped

Presentation Title





REVOLUTIONIZING THE SEARCH FOR fashion & style

A **radically innovative**
search engine exclusively
for fashion and style

A **"Content plus shopping"**
search engine

An **advertising-driven**
aggregator with original
editorial content and
marketing that makes
online apparel and shoe
shopping easier, faster
and more informative

Consolidates APIs from
six major affiliate networks
making it the most
comprehensive search
tool around

Aims to be the **world's #1**
go-to web and mobile
portal for style and fashion



TODAY'S ONLINE FASHION MARKET

A Rapidly Growing Share of a
\$X Trillion+ Global Industry*

unzipped will specifically target the most lucrative segments:

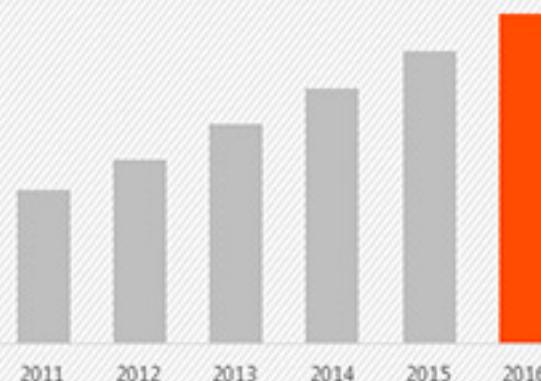


Online Apparel Sales Forecast

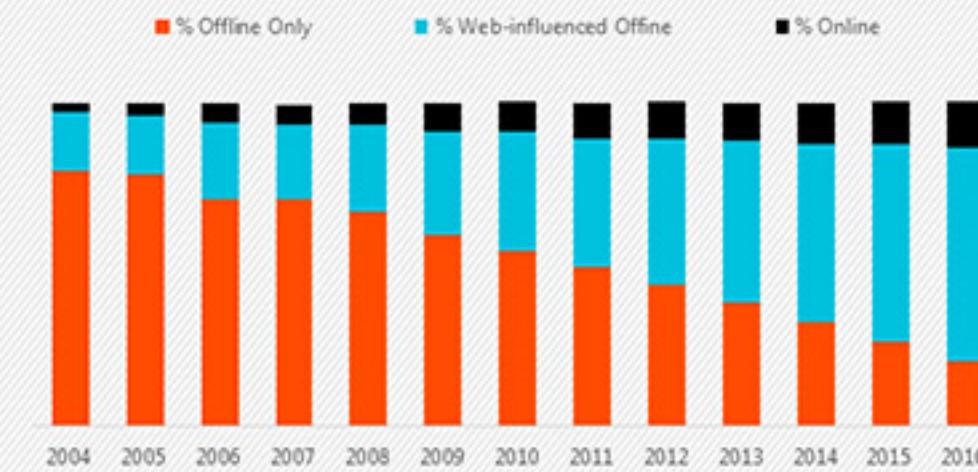
2011-2016

Apparel & accessories is the fastest-growing category of online sales among nine major categories, eMarketer says. Apparel sales will grow **X.XX%** through 2016, eMarketer predicts, versus **X.XX%** for e-retail as a whole.

Source: eMarketer

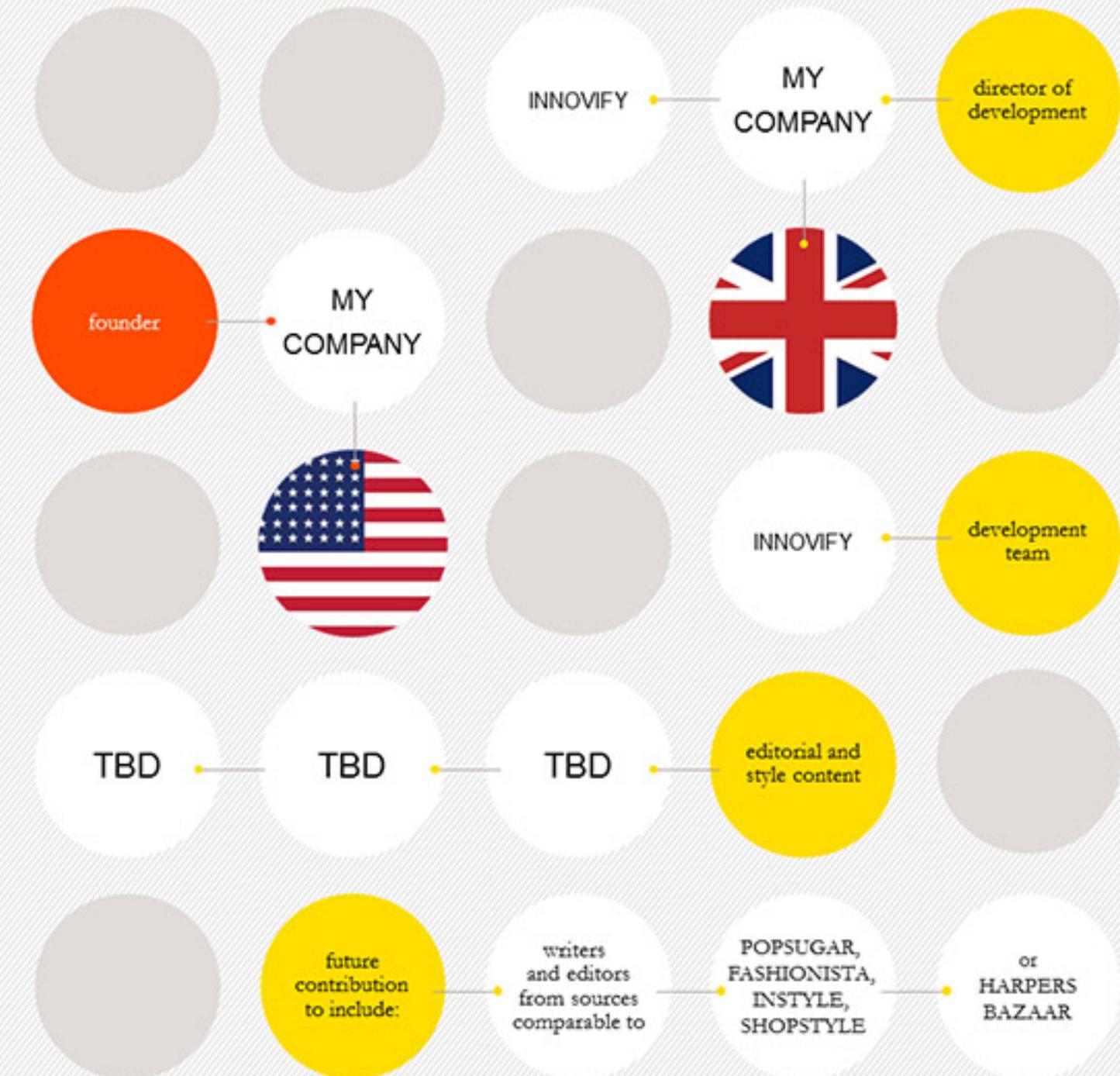


Apparel: Retail Sales Forecast



the unzipped team

Combining experienced management, leading technology innovators, and expert content developers





unzipped
is not
a Retail Portal

Unlike
Shopstyle,
a potential competitor
that combines content
and shopping, unzipped
is not
an affiliate network or retailer



unzipped
is...

An information-only search tool
serving the global shopper

A superior platform for retailers,
e-commerce sites and fashion designers

A source of the best range of global
fashion and style content provider

the  *offering*
unzipped is *seeking*
\$X million/X year burn rate in
Seed Funding

Use of Proceeds

Advertising and marketing

\$XXX,XXX+

Office, hires and editorial expenses

\$ XXX,XXX

Complete platform build-out and launch

~\$ XXX,XXX

Equity ROI, IRR, & Exit Strategies

Multiple exit scenarios exist depending
on the exact structure of the investment

unzipped
**thank
you**

