

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

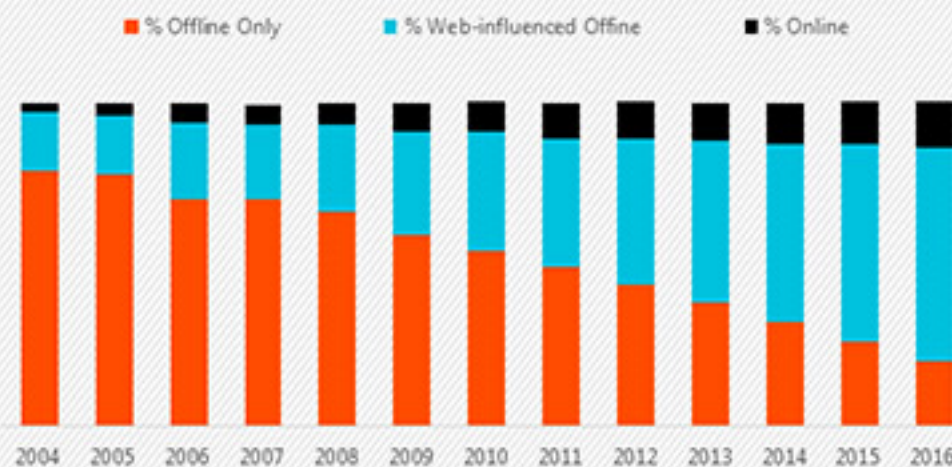
2011-2016

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

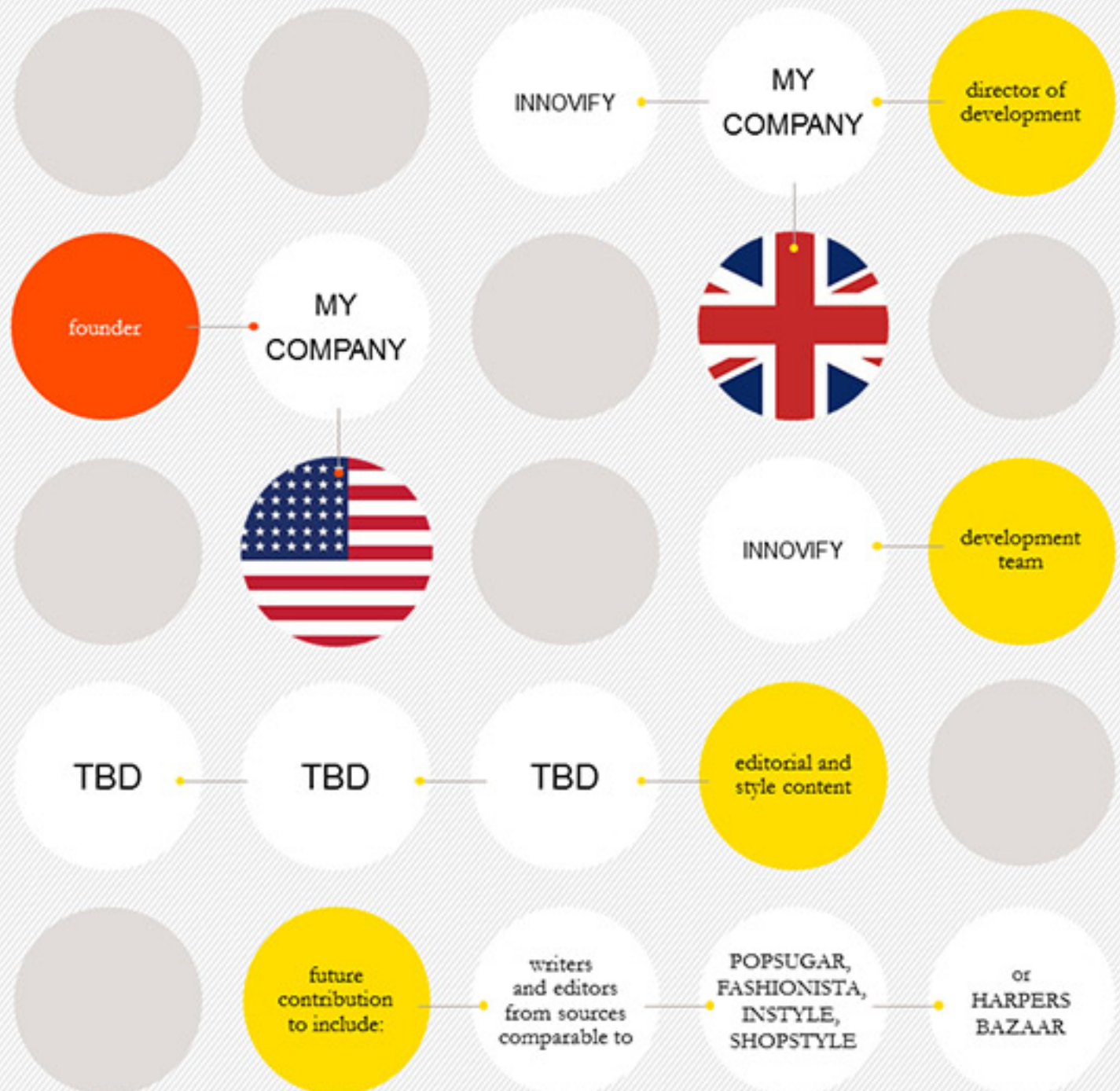


Apparel: Retail Sales Forecast



the unzipped team

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





Unlike
Shopstyle,

a potential competitor
that combines content
and shopping, unzipped

is not

an affiliate network or retailer



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



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thank
you