

✦ AI-Powered Fashion Technology

MODERA.FASHION

AI Virtual Try-On Platform

Reducing returns by **35%** and increasing conversion by **25%**

from 8sec

Try-on time

200K+

Products in catalog

\$70K

AWS Grant



The \$55B Problem

Fashion e-commerce faces two massive challenges — on both sides of the market.

B2C: Shoppers

Customers can't visualize how clothes will look on them. Wildberries: 35%+ returns. MENA: up to 50%.

40% of online fashion purchases returned


70% returns due to expectation mismatch

\$55B annual industry losses

B2B: Businesses

Brands and retailers spend fortunes on product photography and catalog digitization — slow, expensive, unscalable.

 \$300–500 per SKU for professional model photography

 2–4 weeks to digitize a new collection

 Small brands can't afford on-model photos at all

"I can't understand how this will look on me"

— #1 reason shoppers abandon cart

"We can't afford to shoot every SKU on a model"

— #1 bottleneck for e-commerce brands

Size uncertainty

Style mismatch

High return costs

Expensive photoshoots

Slow catalog updates

Unscalable content

The Solution

MODERA.FASHION — AI-powered virtual try-on that lets customers see exactly how clothes will look on them



Upload Your Photo

Simple photo upload from any device



AI Try-On Magic

Advanced ML models fit clothes to your body



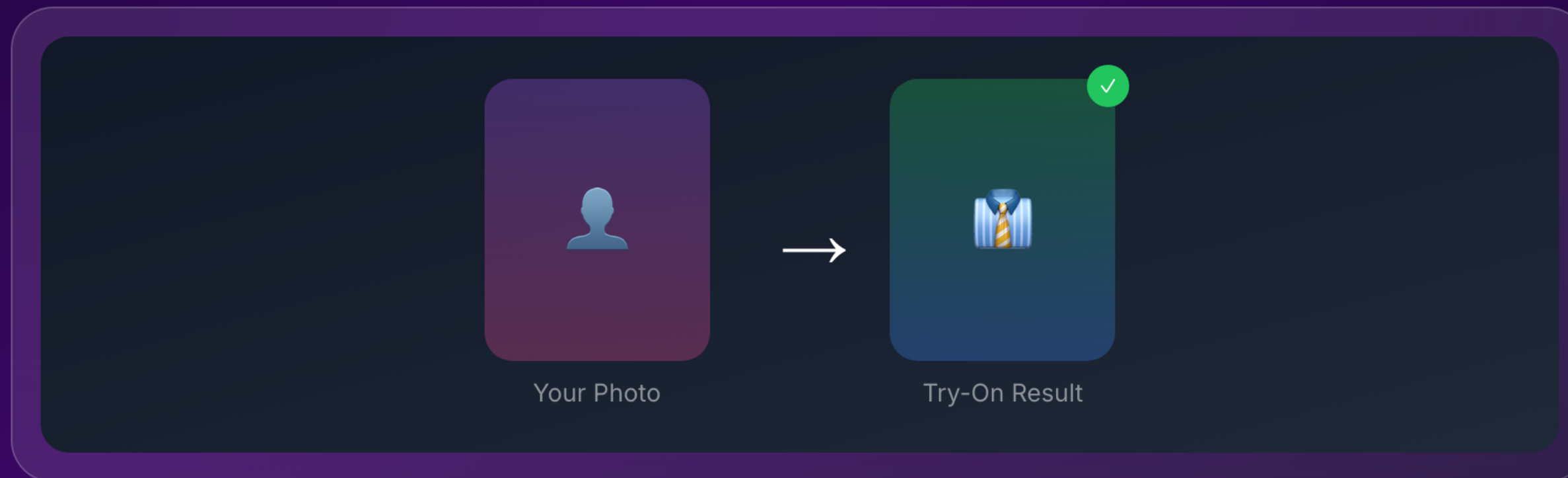
8 Second Results

See realistic try-on in seconds



AI Stylist

Personalized outfit recommendations



-35%

Returns reduction



+25%

Conversion increase

Market Opportunity

The virtual try-on market is experiencing explosive growth



Technology

Enterprise-grade AI infrastructure built for scale



Custom ML Models

Leffa + SAM2



Triton Inference

NVIDIA GPU



AWS Cloud

EKS + EC2



API-First

FastAPI + REST



8-15 Second Processing

Industry-leading speed

- ✓ Real-time virtual try-on
- ✓ GPU-accelerated inference
- ✓ Automatic scaling



AI Stylist

Fashion CLIP + Qdrant

- ✓ 56K+ products catalog
- ✓ Style-based recommendations
- ✓ Outfit generation

Available Platforms



Web App

app.modera.fashion



Mobile

iOS & Android



Developer API

api.modera.fashion



Shopify Plugin

Coming Q2

🔒 Core ML models are proprietary technology

Competitive Advantage

Faster, cheaper, more features than competitors



Speed

8 sec

vs 30+ seconds



Price

\$0.05

per try-on



API Access

Yes

Easy integration

Feature	MODERA	3DLook	Vue.ai	Zeekit
AI Try-On	✓	✓	✓	✓
AI Stylist	✓	✗	✗	✓
Video Generation	✓	✗	✗	✗
Developer API	✓	✗	✗	✗
Server-side Processing	✓	✗	✓	✓

Business Model

SaaS + Usage-based pricing with **70%+ margins**



B2C Web App
\$29/mo

For individual users

- ✓ 10 free try-ons/month
- ✓ 500 Pro try-ons
- ✓ AI Stylist access



B2B API
\$99/mo

For e-commerce platforms

- ✓ 2000 try-ons/month
- ✓ White-label solution
- ✓ Priority support

POPULAR



Shopify Plugin
\$99/mo

One-click integration

- ✓ Easy 1-click install
- ✓ Auto product sync
- ✓ Built-in analytics

API Pay-per-use Pricing

\$0.05

Basic Try-On

\$0.10

Pro HD Quality

\$0.15

Video Generation

Go-to-Market Strategy



Phase 1

Product-Led Growth

Free tier acquisition



Phase 2

B2B Sales

Direct enterprise sales



Phase 3

Enterprise

White-label partnerships

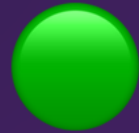
Traction & Partners



AWS

Cloud Partnership

\$70K Grant



NVIDIA

Inception Program

Member



IN5

Dubai Accelerator

Selected



WebSummit

Qatar 2026

Hypothesis Validated



56K+

Products in Catalog



8

ML Services Running



5

Platform Integrations

Key Milestones



Q4 2025

MVP Launch



Q1 2026

AI Stylist Release



Q1 2026

\$70K AWS Grant



Q2 2026

Shopify Plugin



Q3 2026

B2B Launch

Financial Projections



Unit Economics



Revenue Growth Trajectory



Our Team

AI engineers from top tech companies




Evgeniy Dubskiy
CEO & Founder

Ex-Yandex, Ex-Arrival

10+ years in AI/ML

Product Infrastructure MLOps BizDev

 [linkedin.com/in/dubskiy](https://www.linkedin.com/in/dubskiy) 



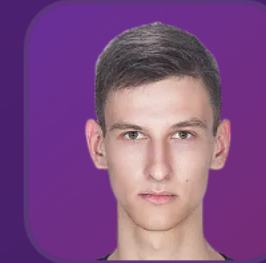
Egor Bodrov
Data Scientist

Sber AI

3+ years in AI

ML Training Try-On Models VectorDB

AI Stylist



Gleb Onore
ML Engineer

Computer Vision Expert

3+ years in CV

Video Generation Style Recs Data Parsing

Docker

Combined Expertise

Yandex

Sber AI

Arrival

Computer Vision

MLOps

Generative AI

Production Systems

The Ask

Seed Round

\$500K

✔ \$70K AWS Grant already received

Use of Funds



● R&D / Engineering
40%

● Sales & Marketing
30%

● Infrastructure 20%

● Operations 10%

Key Milestones

✔ Shopify Plugin Launch

✔ 100 B2B Clients

✔ Video Generation

✔ AR Integration

✔ White-label Platform

Invest in the future of **fashion e-commerce**



MODERA.FASHION

AI Virtual Try-On Platform

✦ Transforming Fashion E-commerce

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