



SELFRIDGES&CO

Selfridges Pitch Deck for Fashion Fintech Startup

Introduction to Robot Vanoli a meta fintech startup in the fashion industry.

ROBØT VANOLI

Problem Statement



Product Returns

30% of Fashion Products are returned
Worldwide



Lack of intent

Purchasers lack commitment to buy,
disconnected from the designers and seek
an stronger emotional link to the retail
experience



Outdated Payment Methods

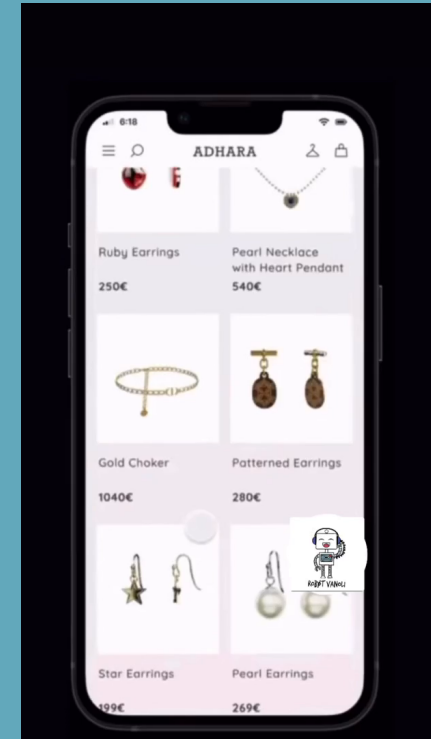
Results in high fees and lower conversion
rates, mutiple APMs results in the inability to
track consumer trends at POS and decline

These issues negatively impact buyers, designers and
suppliers, reducing trust and sustainability in the industry.

Our Solution

Virtual try on Experience redesigned, not simply a remedy for producing a believable digital double akin with the metaverse. The worlds of commerce and visual effects meet at the services of an unprecedented encounter, leading to many more transactions, cross selling across brands and reduced product returns.

Our solution (Saas) both online and instore coupled with payment services provide a seamless shopping experience for fashion brands. Customers can browse, purchase, and arrange delivery or in-store pickup directly within brand apps. Our financial services optimise payments for growth and give the consumer more options and increase trust.



Retail Environment

- Smart Mirror technology allows you to try on outfits without visiting the fitting room
- Create your hyper-realistic 3D avatar from a simple selfie in less than 30s
- Test products virtually by juxtaposing them to your appearance
- Visualise the result at 360 degrees and under various lighting and backdrops



Secure and Protected

There is no border anymore between the digital and real world. To embody our digital presence in the Metaverse we will use our real appearance.

Because our appearance is unique and should be secured and protected, we offer a Blockchain and NFT solution to ensure the user's avatar is protected.

Authenticity is also important to us all, we capture user's emotions and using image capture can animate the facial expressions to match.



Market Size

- **Global fashion market size**

The global fashion industry is valued at \$2.5 trillion annually and is projected to grow steadily.

- **Rapid digital adoption**

Fashion brands and retailers are rapidly adopting digital payments and ecommerce to meet changing consumer preferences.

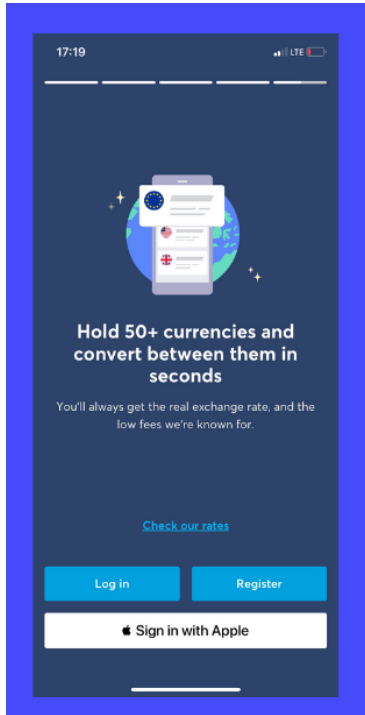
- **Growth of mobile commerce**

Mobile commerce is growing exponentially, expected to account for 72% of total ecommerce sales by 2025.

- **Emerging markets**

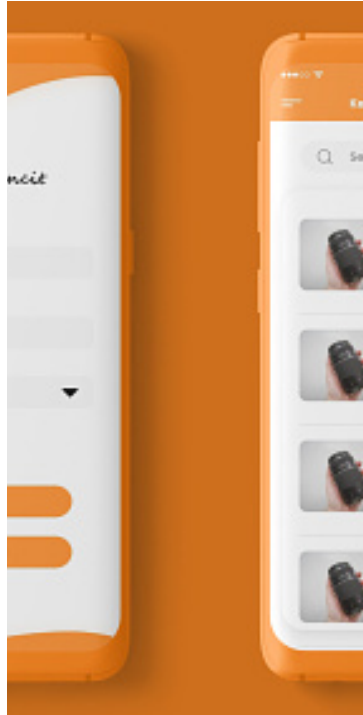
Developing countries are driving growth, with China expected to represent half of apparel sales by 2025.

Product Ideas



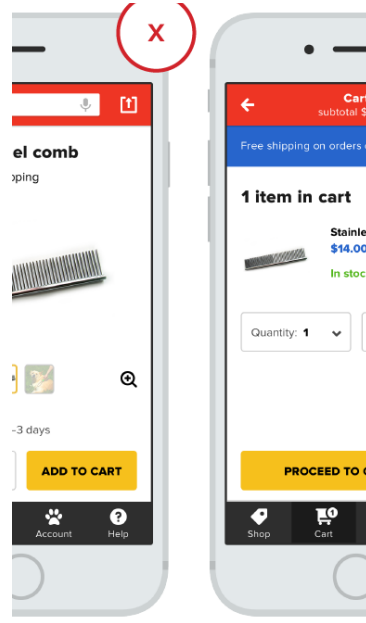
Onboarding

Image of app onboarding screens with username/password login.



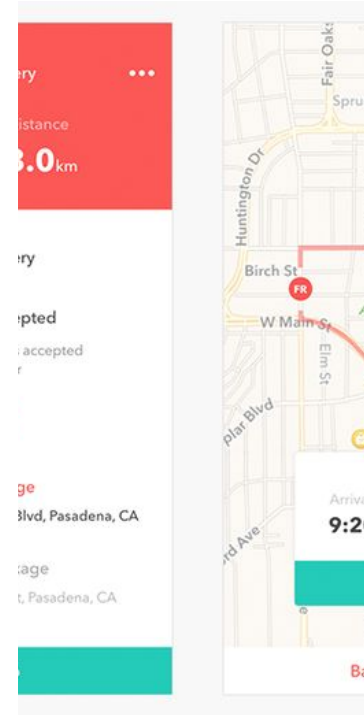
Browse

Image of app home screen showing product categories to browse.



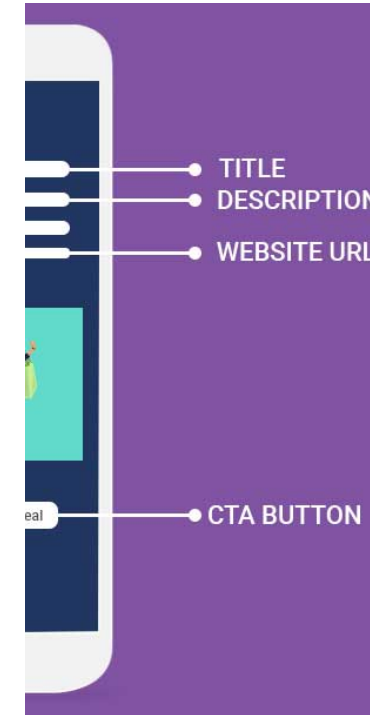
Shopping Cart

Image of app shopping cart screen showing items added and checkout button.



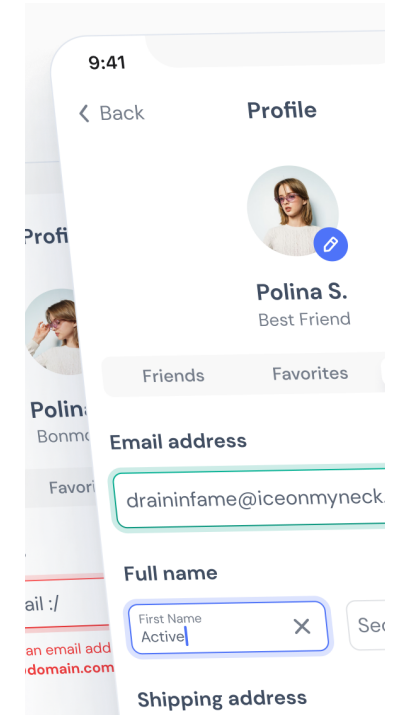
Order Tracking

Image of app order tracking screen showing delivery status and timeline.



Notifications

Image of app notifications showing new arrivals, sales, and promotions.



Profile

Image of app user profile screen showing order history, favorites, settings.

Edge IoT & Cyber Security

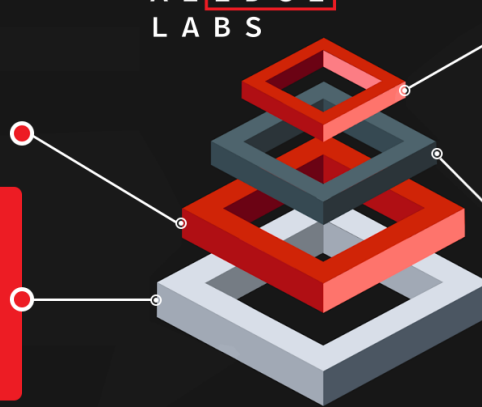
Intrusion Detection

Intrusion Detection System detects and prevents intrusion attempts by analyzing network traffic patterns and comparing them against signatures or behavioral indicators of known attacks

Threat Detection

AI EdgeLabs uses various techniques, such as signature-based detection, behavioral analysis, machine learning, and anomaly detection, to identify both known and unknown threats.

AI **EDGE**
LABS

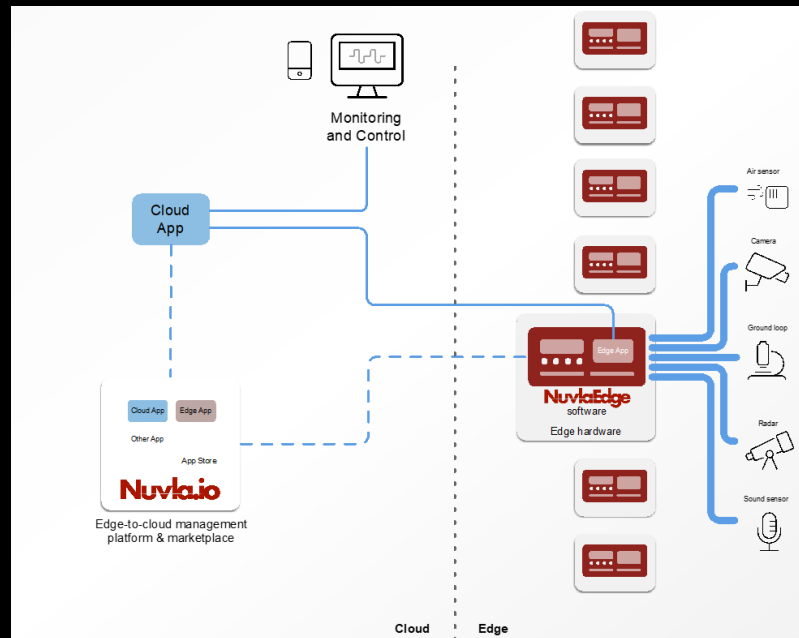


Software-based protection

Our lightweight and efficient security application safeguards against attacks while minimizing resource consumption, allowing edge devices to operate securely and efficiently in decentralized and resource-constrained environments

Edge Asset Discovery

Our asset discovery functionality provides visibility into the edge servers on the network. It monitors the network traffic of these devices and reports uptime & downtime, and asset inventory information



Why Edge Security Is Different

Cybersecurity for edge server devices must differ due to limited physical security, connectivity challenges, diverse environmental conditions, limited IT support, varied attack surfaces, performance considerations, and scalability challenges. These distinctive factors necessitate a specialized approach that can protect these devices from threats in their unique operating environments and applications

Edge Server



Each edge device can be a **potential entry point for Cyber Threats**, requiring a comprehensive security strategy to protect the entire edge infrastructure



Limited Resources: Edge devices often have limited computational power, memory, and energy constraints



Traditional cybersecurity solutions for data centers, endpoints, or cloud environments are **unsuitable** for resource-constrained edge devices



Connectivity Challenges Edge devices often operate in remote or harsh environments with intermittent or limited network connectivity. This can impact the ability to update security patches or receive real-time threat intelligence.

Payment Solutions



Payment Orchestration

Safeguarding and optimising revenue collection

Automation of failover to mitigate 3DS party downtime impact

Single API to multiple acquirers and APMs



Improved Sales Conversion

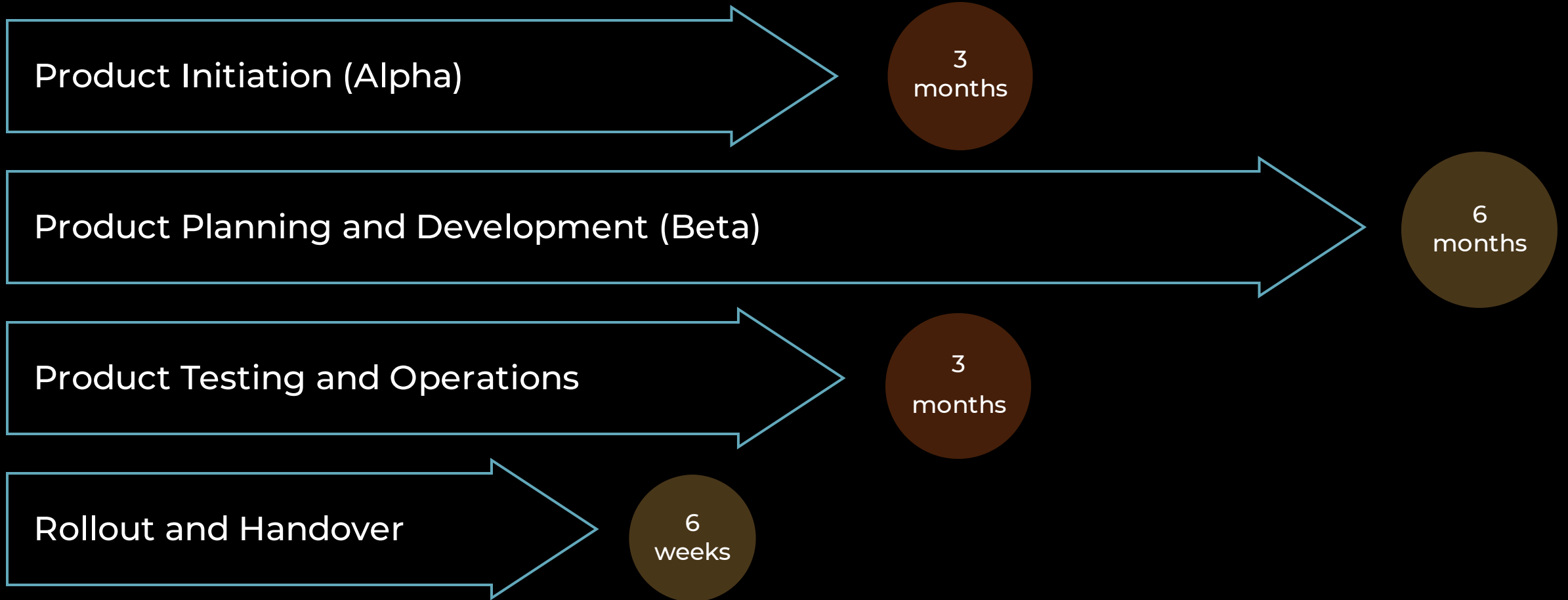
15-20% Conversion of Soft Declines by utilising Cascading

Margin Improvement 4-6% by optimising conversion

Centralised Reporting and Reconciliation

Comprehensive Payment Solution for Credit Cards, APMs and access to Open Banking

Timeline





The startup aims to pursue completion within 18 months.

In the short-term the purchase intent is increased, in the long term the digital twin creates a unique connection between the brands and their customers.

