

# Princess Visa

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Princess Visa® Innovations LLC

## Scan & Show The Digital Tailor

Perfect outfit everyday.

*Why not?*

# Business Proposal for Investors

by QiTing ZOU

Tradition is our base, our virtue, our value, our encouragement, our history, our heritage and, our future.

When tradition meets high technology, we follow tradition, embracing tradition for modern development.

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**PowerPoint presentation file is added separately.**

## Introduction

Walking into a fashion shop, trying attractive clothes, finding that they are nice but do not fit. Collar too high, wrist too loose, bust too tight. We all know this. Now we have a way for you to avoid it.

With us, you visit our local studio near you. Fabric samples are available for you to touch and sense. Take your time, with a coffee or tea. Our “3D-fitting scanner” will measure your exact dimensions and project them into our app. On screen at our outlet, at home or on the move, your dimensions will be shown in natural display, the clothes chosen by you are reflected by AI onto your body with the sizes and measures chosen by you, and you can see how the clothes fit you, and compare different cuts and styles. Tight, short, perfectly fitting, loose fit, oversized. You see how it looks on you. At any time, you can adjust the measures of clothing and see how it fits you. Choose and order.

The final tailor-made creation, effected by our robots in our modern factories, will arrive in short time right on your doorstep.

### Key Points:

1. 3D whole body scanner
2. AI
3. No need to pre-produce clothing
4. Production on demand only, no stock required
5. On-screen selection and instant adjustment
6. Tailor-made by us- for you
7. No waste of produce/resources
8. Prepaid order
9. Satisfaction guaranteed

## Summary

- **Problem:**

Too many people do not find suitably fitting clothing unless they go to a tailor.

- **Solution:**

We provide perfectly fitting clothing to the exact specifications of our customers.

## **How does it work?**

We provide a service to the individual on demand, as and when required.

Customers come to our studio. After registering with us via their phone, they will be scanned by the 3D anthropometric scanner for a few second, without taking off their clothes. The body measurement with their hologram will be sent to our cloud server which our customers can check even on their phone. As every information only goes through the registration channel, customers' privacy is well protected. Then they can either grab a cup of coffee, and choose example fashion styles in our studio. Here we have an LED display of the dimension of a full-size mirror, on which the exact dimensions of the customer will be reflected, and the clothing according to the chosen size will be reflected by AI as if the customer is wearing it right now and watches it in a mirror.

The customers can sit down, relax, and start to adjust their clothes on their phone. If the sample clothes and fabric in the studio do not appeal to them, there is no worry. There are more styles on the cloud server for our customers to choose from and to adjust into their own style. Also, our fashion designer in the studio will assist our customers to find or design a piece of perfectly fitting fashion. Once our customers are satisfied with the

look of themselves on the screen, all they need to do is to review all receiver details, check out the order and confirm payment.

Right after the payment is done, the confirmed measurement data of the clothes will be sent to our factory and received by our machines – the fabric cutting machine, the robot arm and the sewing machine. The manufacturing of the clothes will be mostly done by the machines, whereas our machine operators will have all the automation procedures under control and mainly just supervise.

With a machine working capacity where one robot arm equals 10 workers and produces approximately 1,142 t-shirts in an eight-hour period with only one machine operator, we will have the orders done and sent out as soon as they are ready. Depending on the order volume, we trust to control the maximum lead-time within 7 days. It is important to note that we do not keep stock of finished articles, yet only material, as all orders are and remain individual, unless bulk orders by resellers are accepted.

If there is any delicate design that a machine might not be able to handle, we will have it hand-made by our fashion designer and the machine operator.

Note about the 3D Anthropometric Scanner:

The 3D scanner we are going to use is based on technologies of classic colour identification, near infra-red images and AI-based visual recognition to measure the human body. It is a live 3D scan with clothing fitted virtually and shown live on an LED TV like a mirror. Therefore, our customers do not need to take off their clothes when taking the body measurement and reviewing the fitting.

## **Total Addressable Market (TAM) and Initial Market for China only**

In China, we have 200 million skilled workers between age 25 and 49. With this population of workforce, there are 90 million young white collars. Furthermore, 50% of these young white collars, 45 million young professionals show interest in innovative clothing.

The truth is, everyone needs clothes, most people choose beautiful clothes, and some people choose perfectly fitting clothes, including underwear. Therefore, the TAM for Project Scan & Show will be the 200 million skilled workers, while the 45 million young professionals will be our initial market. These 45 million young professionals, who we nowadays call them the new middle class, are our prospective customers.

To be more specific, our perfectly fitting fashion project Scan & Show is for those who do not have standard-size body shape, who have specific requirements on clothes, and who have sufficient disposable income. However, we are not going to limit our market only for these 45 million young professional or 200 million skilled workers. 45 million young professionals as our core market is only for the time being. Subsequently, we are targeting on the whole population of the globe.

## **Competitive Advantage**

After conducting a complete and thorough market research and analysis, it is concluded, that up to date, there is no direct competitors to this project, as no one is doing what we plan to do, the way we plan to do it. While there are several indirect competitors that might affect our market share. The indirect competitors are the traditional tailors,

SoftWear Automation, and Nike By U. The following table lists out the comparisons among Scan & Show and the indirect competitors, in order to have our competitive advantages distinguished objectively.

	Indirect Competitors			Princess Visa Scan & Show
	Tailors	SoftWear Automation	NIKE By U	
Body Contact / 3D Scan	Yes	No	No	No
Tailored Made	Fully	Not at all	Very limited	Fully
Speed	20-30 days	7 days	7 days	7 days
Minimum Pieces	1	1	1	1
Automated	Not at all	Fully	Partially	Partially
Target Customers	Local individuals	Local brands & retailers	Young individuals	Local young professionals, expanding globally
Price	at least US\$80		at least US\$130	Regular T-shirt: ~US\$15 Delicate fashion: at least US\$50
Items	Clothes & leather shoes	T-shirts	Mainly shoes(AF1)	All types of clothes and shoes, Beginning with clothes

## Fashion Design Innovation

To collect and set up a fashion design base:

- Our fashion designer will have own design.
- Our customers can influence the design.
- We sponsor contests at schools and universities to find innovative design trends.

## Disposal of Return Goods

- Charity

We donate all returned but new fashion clothes to all those in need.

- Recycle & Redesign

Considering some fabric can be recycled or reuse, we will turn the return clothes into another fashion design or accessories.

- Re-sell

If there are customers fitting in the clothes and keen to the design, we consider to



resell the return clothes at a discounted price.

- **Rewarding Exhibition for Customers**

To show gratitude towards customers' support to our project and business, we plan to organize a rewarding exhibition for our customers by presenting the return fashion of innovative and pleasant design.

- **Princess Visa's Fashion Museum**

For those returned goods that are neither resold, nor donated, nor recycled, we would like to build a museum for them. In that meaning, the return goods become souvenirs of our project and business, and they record the history of our development.

## **Strategy of the Business (for 5 years)**

We grow organically. We create value. Sustainably.

- **First Year**

The first year is an essential year as this is the beginning of the project and the business. In this year, we focus on operation, procurement and human resources.

Operation:

1. Set up a 3D-scan perfectly fitting fashion studio in GuangZhou
2. Set up official websites and social media channels
3. Arrange real-time experience events to introduce and market the perfectly fitting fashion
4. Make contacts to factories to seek for space for the machines

### Purchasing List:

1. 3D scanner for anthropometric clothing measurements \* 1
2. Sewing arm \* 1
3. Sewing machine \* 1
4. Fabric cutting machine \* 1
5. 15 types of fabric, 10 yard / each type (The amount will be adjusted when order volume increases.)
6. Threads \* 60 rolls in different colours (The numbers will be adjusted when order volume increases.)

### HR - employment plan:

Machine operator \* 2

Fashion designer \* 1

Receptionist \* 1

Administrator \* 1

### ● Second Year

In the second year, we focus on marketing and consider preparation for development forward. Therefore, maintaining functioning of the official website and social media channels and expanding the influence on social media by communicating with customers are very important and helpful in this period of time. Furthermore, we start to make contacts to shops where people feel relaxed, so that we can seek partners for cooperation in the third year.

- Third Year

The third year is a year that we shall show gratitude to our customers, and by this chance, we can promote our project and business further. Our first annual reward exhibition for customers will be organised. This will be an event in our business starting point, GuangZhou, and this will be an event that we welcome everyone from all over world to take part in. Also, maintaining functioning of the official website and social media channels shall never stop. As for the partnership and cooperation, through thorough research, communication, analysis and consideration, we shall have it concluded this year.

- Fourth Year

The fourth year is another essential year to consider expansion of the project and business. Following the successful steps in the first year that expected to be, we are going to set up another 3D-scan perfectly fitting fashion studio in ShangHai. Why ShangHai? There is no doubt that, GuangZhou is crowded with young professionals, and so is ShangHai. In order to start the studio in ShangHai and keep it running, we will hire another fashion designer. Maintaining functioning of the official website and social media channels is a routine. Considering that our machines should still have sufficient capacity to handle order volume of 540 orders/day, we do not consider to purchase machines in this time period.

- Fifth Year

The fifth year is a critical year to determine whether the project and business is profitable to grow independently. With five-year business development in the market, it is predicted that only perfectly fitting clothes is not enough to feed up people's appetite in fashion industry. Therefore, we consider to add perfectly fitting shoes into our development plan. Even though the business is and will be successful after all, one aspect that we shall never miss out – a bottle neck. In order to adapt to

the bottle neck challenge, we decide not to change the selling price of the fourth year, in case there is really a bottle-neck in market situation.

## Financial Plan

The financial plan is generated based on the five-year business strategy for development. For further details, please refer to the Appendix.

Budget Overview:

Year	Process	Total Cost (before tax)
1	Setting Up	\$425,070
2	Maintenance & Development	\$765,575
3	Partnership	\$1,206,876
4	Expansion	\$3,507,717
5	Maintenance & Development	\$3,816,828

## Revenue and Profit

Revenue and profit will be generated according to our business model and customers' behaviours. The main stream is as follows:

- For people who only use the 3D scanner, we charge them the scanning fee.
- For people who go through the whole ordering process and confirm payment, we charge them scanning fee and costs. The costs will include materials that make the orders, production fee and delivery.
- For people who go through the whole ordering process and confirm payment in one of our cooperating shops, we will further discuss with the partner about the special conditions.

## **Expectation of the Business Outcome**

With the sincerity and heart to serve our customers as king, our mission and vision are with organic growth, sustainable business, value creation and social development. We start as a local automated fashion studio. Then we upgrade to be a global automated fashion business. In the end, we become a global automated tailor industry.

We would like to hear everyone to say with happiness, confidence and pride: “Let’s put on our perfect outfit every day. Why not!”

## **Project Overview - Value & Importance**

Tradition is our base, our virtue, our value, our encouragement, our history, our heritage and, our future. When tradition meets high technology, we follow tradition, embracing tradition for modern development.

We solve problem with perfect digital solution that perfectly fitting in the high-tech age. We advance our workforce that perfectly fitting the motivations, cultivation, revolution, evolution and aspiration into the days and years and even centuries ahead of us.

These are the contributions that the modern technology brings to us:

- Human errors are limited.
- Workforce quality is improved.
- Individualised work becomes enjoyable art work.
- Convenience is tailor-made for the world.
- Enhancement of bodily confidence.
- We follow up closely with the digital era.

## Fundraise Goal

We aim at raising 3 million US dollar for this project. With the expected business outcome, repayment is negotiable. Conditions are open for negotiation as well.

The money is used to build a debt-free, robust business with high liquidity. Less money is possible, yet will lower ROI and robustness proportionally – subsequently we intend to revolutionise a global industry with disruptive innovation as a global pioneer on large scale.

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## Appendix

### Financial Plan for 5 Years

#### Year One

Year		1	
Sales Forecast		30 orders/day * 6 months	\$270,000
Profit before tax/Year			(\$155,070)
Adjusted Profit before tax/Year			
Cost	Registration	Start Up	\$2,200
	Staff	Self * 12 months	\$43,200
		Machine Operator * 2 * 12 months	\$34,800
		Receptionist * 1 * 12 months	\$6,960
		Administrator * 1 * 12 months	\$17,400
		Administrative Service	\$17,400
		Fashion designer * 1 * 12 months	\$17,400
		Space renting fee * 12 months	\$17,400
	Assets	Studio set up fee * 12 months	\$104,400
		Fabric * 15 * 60 yard	\$9,000
		Fabric cutting machine * 1	\$83,000
		Sewing machine * 1	\$580
		Lease Scanatic™ 360 Body Scanner	\$20,000
		Robot arm * 1	\$35,000
	Utility	Thread * 60 rolls * 15 colours	\$330
Overall Cost (before tax)	Electricity * 12 months	\$16,000	
Tax			
Funding			
Payback Allocation			
Suggested Selling Price / order (on average of each order)			\$50

## Year Two

Year		2	
Sales Forecast		55 orders/day * 12 months	\$1,204,500
Profit before tax/Year			\$438,925
Adjusted Profit before tax/Year			\$283,855
Cost	Registration		
	Staff	Self * 12 months	\$44,496
		Machine Operator * 2 * 12 months	\$35,844
		Receptionist * 1 * 12 months	\$7,169
		Administrator * 1 * 12 months	\$17,922
		Administrative Service	\$17,922
		Fashion designer * 1 * 12 months	\$17,922
		Space renting fee * 12 months	\$17,400
	Assets	Studio space renting fee * 12 months	\$104,400
		Fabric * 15 * 3000 yard	\$450,000
		Lease Scanatic™ 360 Body Scanner	\$20,000
		Thread * 3000 rolls * 15 colours	\$16,500
	Utility	Electricity * 12 months	\$16,000
Overall Cost (before tax)		\$765,575	
Tax			
Funding			
Payback Allocation			
Suggested Selling Price / order (on average of each order)			\$60

## Year Three

Year		3	
Sales Forecast		152 orders/day * 12 months	\$3,558,750
Profit before tax/Year			\$2,351,874
Adjusted Profit before tax/Year			
Cost	Registration		
	Staff	Self * 12 months	\$45,831
		Machine Operator * 2 * 12 months	\$36,919
		Receptionist * 1 * 12 months	\$7,384
		Administrator * 1 * 12 months	\$18,460
		Administrative Service	\$18,460
		Fashion designer * 1 * 12 months	\$18,460
		Space renting fee * 12 months	\$17,400
	Assets	Studio space renting fee * 12 months	\$104,400
		Fabric * 15 * 5475 yard	\$821,250
		Workshop shared sapce fee * 12 months	\$52,200
		Lease Scanatic™ 360 Body Scanner	\$20,000
		Thread * 5490 rolls * 15 colours	\$30,113
	Utility	Electricity * 12 months	\$16,000
Overall Cost (before tax)		\$1,206,876	
Tax			
Funding			
Payback Allocation			
Suggested Selling Price / order (on average of each order)			\$65

## Year Four

Year		4	
Sales Forecast		540 orders/day * 12 months	\$13,608,000
Profit before tax/Year			\$10,100,283
Adjusted Profit before tax/Year			
Cost	Registration	Start Up	\$2,200
	Staff	Self * 12 months	\$47,206
		Machine Operator * 2 * 12 months	\$38,027
		Receptionist * 2 * 12 months	\$15,211
		Administrator * 2 * 12 months	\$38,027
		Administrative Service	\$19,013
		Fashion designer * 2 * 12 months	\$38,027
		Space renting fee * 12 months	\$17,400
	Assets	Studio set up fee * 2 * 12 months	\$208,800
		Fabric * 15 * 19440 yard	\$2,916,000
		Sewing machine * 1	\$580
		Lease Scanatic™ 360 Body Scanner * 2	\$40,000
		Robot arm * 2	\$35,000
	Utility	Thread * 10,980 rolls * 15 colours	\$60,226
Electricity * 2 * 12 months		\$32,000	
Overall Cost (before tax)		\$3,507,717	
Tax			
Funding			
Payback Allocation			
Suggested Selling Price / order (on average of each order)			\$70

## Year Five

Year		5	
Sales Forecast		540 orders/day * 12 months	\$13,608,000
Profit before tax/Year			\$9,791,172
Adjusted Profit before tax/Year			
Cost	Registration		
	Staff	Self * 12 months	\$48,622
		Machine Operator * 2 * 12 months	\$39,168
		Receptionist * 2 * 12 months	\$15,667
		Administrator * 2 * 12 months	\$39,168
		Administrative Service	\$19,584
		Fashion designer * 2 * 12 months	\$39,168
		Space renting fee * 12 months	\$17,400
	Assets	Studio set up fee * 2 * 12 months	\$417,600
		Fabric * 15 * 19440 yard	\$2,916,000
		Lease Scanatic™ 360 Body Scanner * 2	\$80,000
		Thread * 10,980 rolls * 15 colours	\$120,452
	Utility	Electricity * 2 * 12 months	\$64,000
Overall Cost (before tax)		\$3,816,828	
Tax			
Funding			
Payback Allocation			
Suggested Selling Price / order (on average of each order)			\$70

## Note:

The numbers in Year 5 represent a bottle-neck year as worst-case scenario.

The figures for projected growth are reflected in the PowerPoint presentation file.