

First Digital Social Wardrobe with Clothes Trading Marketplace

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Samenvatting

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Contact & Site

Extra beschrijving

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Beschrijving onderneming:

Main Achievements so far...

- *Started app development in July 2020.*
- *Received 25k funding from a 'good cause' fund in Jan 2021.*
- *Setup a strong management team.*
- *Released in App-/PlayStore and of 500 people testing, 94% found it better than other marketplaces.*
- *Nominated Best Green Tech and Startup of the Year in Nordic Startup Awards.*
- *Invited to Løvens Hule, the Danish Shark Tank.*

Mission

Making the fashion industry sustainable by making it fun and simple to give clothes new lives and get flow in the wardrobes.

Imagine

Imagine that unlimited second-hand fashion was only a swipe away. Imagine that it was easy to upload and sell, filter, buy and trade. And what if we cultivated a social environment with likes and comments – could even follow our friends, along with always having an overview of our clothes and outfits right now, right here in the pocket? You see, that's how this startup imagines the world's future digital and social wardrobe.

Background

So, it's 2021 – and sustainability, fashion and e-commerce are trending like never before. However, only about 5% of the population in the Western world trade second-hand online. That's an issue for the children of tomorrow when the consumption of just a single t-shirt pollutes like two hours of hot shower or 30 meals with meat. Ain't it time we pick our fights? 7 of 10 Danes say they don't trade second-hand online because the current marketplaces are too hard and time-consuming. And second-hand shops like Red Cross and Salvation Army have failed to be digitalized for more than a decade now.

The APP

Business Model:

Service fee per purchase

Type klant:

B2C

Gewenst type investeerder:

Angel investor

Wat onderscheidt jouw onderneming van anderen in jouw sector (USP's)?:

Swipe format, auctions, social, digital, wardrobe, storytelling, fast upload, easy navigation, digital shops and events, green footprint and more!

The business model as a trading agency with a service fee, the fact that products are kept in the app, auctions, the digital and social wardrobe, their animated universe with storytelling and their ability to digitalize charity shops and flea events will be their biggest unfair competitive advantages.

Benodigd Kapitaal:

€25.000,- (€50.000,- total required capital of which €25.000,- is already committed)

Investeringsbehoefte:

Technical €20.000, Marketing/Advertising €20.000, General/Amin €10.000.

Sector:

B2C Software; E-Commerce; Impact

Bedrijfsfase:

Seed

Aantal founders:

2

Aantal huidige werknemers:

1-5

Maandelijks omzet (huidig):

0

Omzet (Prognose) komende 12 maanden:

€250.000,-

Omzet (Prognose) maand 13 - 24:

€850.000,-

Huidige maandelijkse kosten:

€5.000,-

Reeds toegezegde financiering:

€25.000,- by a good cause investor

Overige relevante informatie:

The Company is being assisted by the Danish Innovation Centre of Silicon Valley to enter the American Shark Tank.

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