



# DIGI-CLONE

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Democratizing Digital Avatars

# Apparel E-commerce is Inefficient

## Customers



### Incorrect Size and Fit

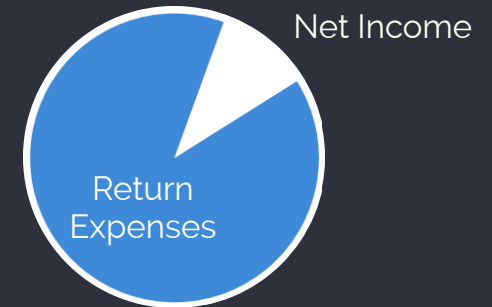
24% of online apparel purchases are returned. 53% are due to improper size and fit.



### Limited Personalization

Online shoppers cannot visualize clothing on their own bodies or in combination with clothing they already own.

## Retailers



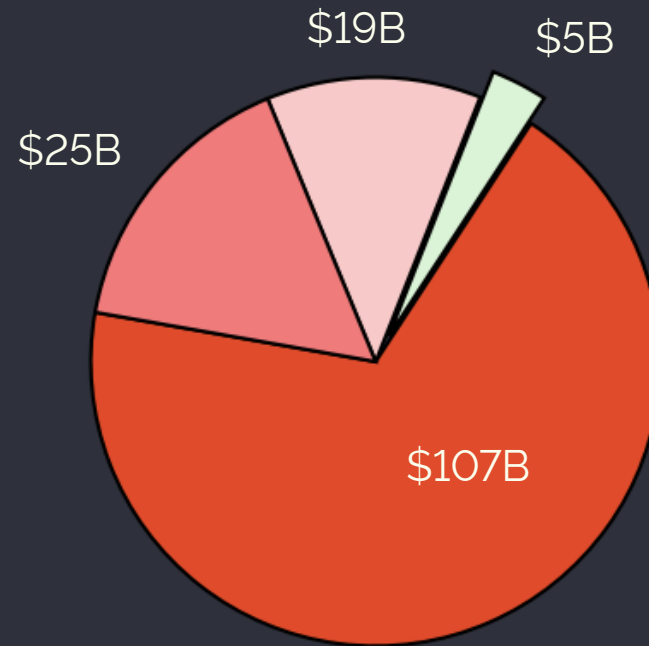
### High Operating Costs

Retailers lose 8.5x their net income on return-related expenses.

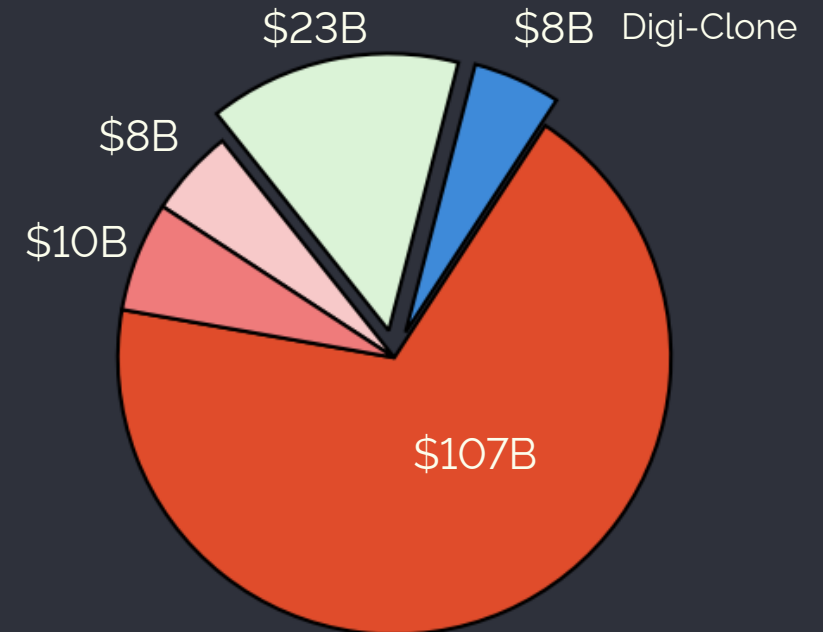
# Market Opportunity - Retailer Expenses

\$155B

Of apparel and footwear are sold online annually in the US



Without Digi-Clone



With Digi-Clone

Cost of Goods Sold Returns Processing Returns Discarded Net Income Digi-Clone Revenue

# Solution: Immersive Virtual Try-on

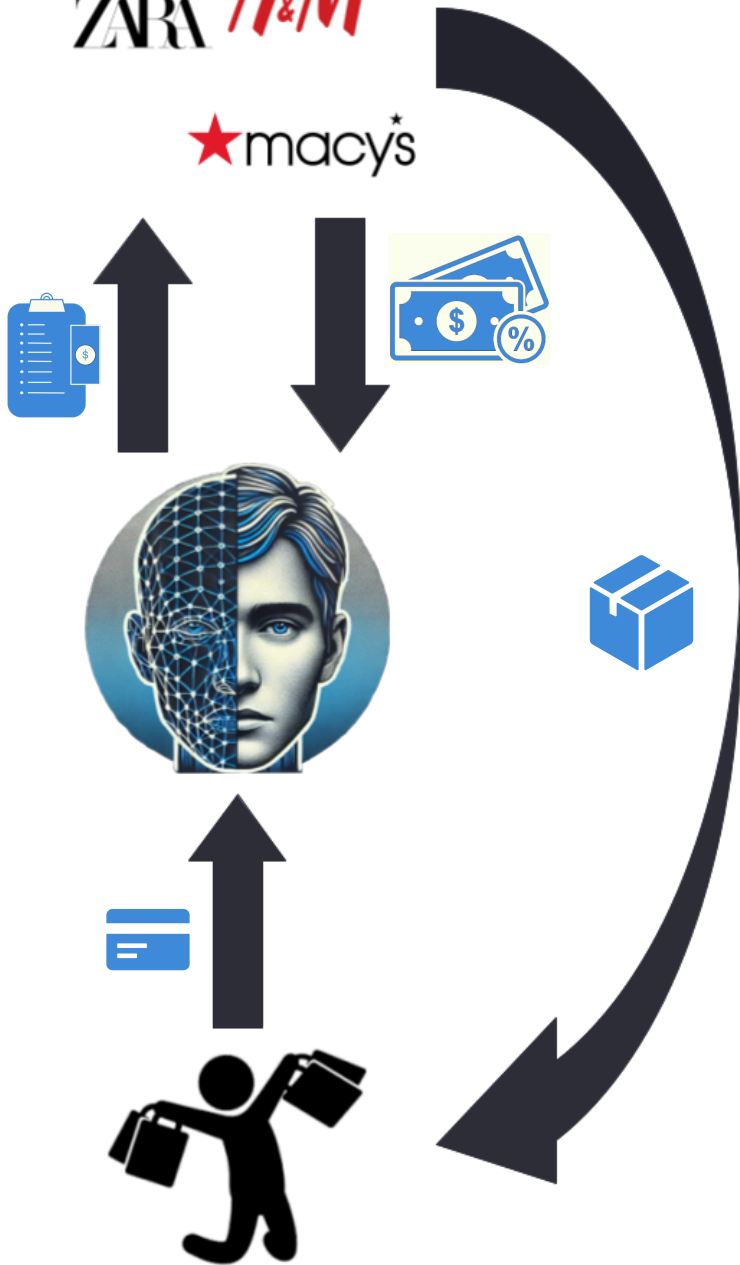
- 1 Easily created 3D "look-alike" avatars
- 2 Animated pose sequences
- 3 Expansive clothing database
- 4 Simulated cloth materials
- 5 Buy within the app



Target Customers

ZARA H&M

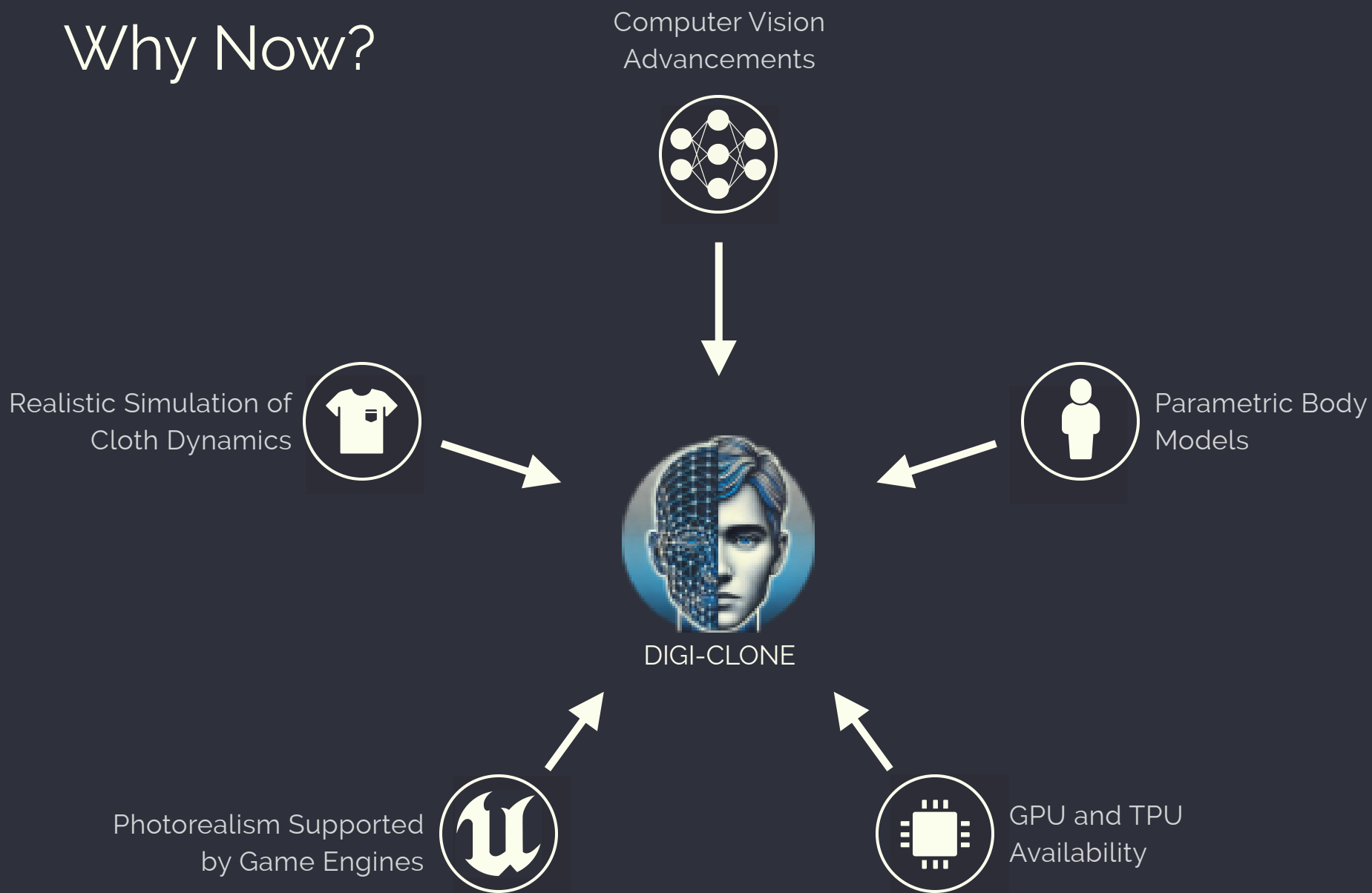
★macy's



# Business Model

- Consumer facing, retailer agnostic
- Low barrier to entry for users and retailers
- Use proven methods for revenue and user growth
- Leverage customer data to maximize profitability
- Utilize federal funding where possible to minimize equity exchanges

# Why Now?



Digi-Clone exists at the intersection of converging computing technologies, all undergoing mass adoption

# Competitor Comparison

	DIGI-CLONE	Virtual Try-on			Automated Tailor
		Style.me	Reactive Reality	CLO-Z	3DLOOK
Automatic Body Measurements	✓	✗	✓	✗	✓
3D Avatar	✓	✓	✓	✗	✗
User "Look-alike" Avatar	✓	✗	✓	✓	✗
Clothing Try-on	✓	✓	✓	✓	✗
3D Clothing Models	✓	✓	✓	✗	✗
Clothing Simulation	✓	✓	✗	✗	✗
Animation	✓	✗	✗	✗	✗
User-facing App	✓	✗	✗	✓	✗

Digi-Clone is the only 3D try-on option that preserves clothing size on the avatar

## 3D Try-on Comparison

■ Digi-Clone
 ■ Style.me
 ■ Reactive Reality

### Body Measurement Accuracy



### Avatar Creation Speed



### Clothing Fit Realism



# Team



**Shawn Rigdon**

Co-Founder and CTO

M.S. in Electrical and Computer Engineering from GA Tech. Previously, the lead research engineer at the USC Information Sciences Institute and 2 Atlanta-based startups.



**Robert Brown**

Co-Founder and COO

M.S. in Electro-Optics from Dayton. Co-founded Willin Solutions and Knox Wire Harnesses. The companies generate \$7M ARR and employ more than 30 people.



**Leonidas Spinoulas**

Senior Research Scientist

Ph.D. in Electrical Engineering and Computer Science from Northwestern. Best paper award at EUSIPCO 2013 and SENSORCOMM 2015 and holds 4 patents.



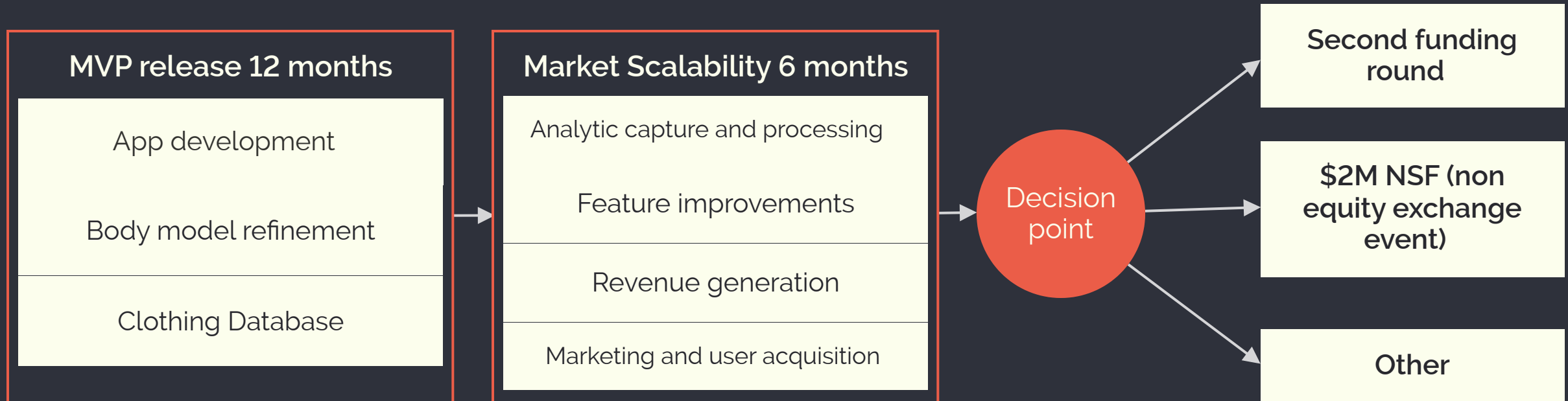
**Alakh Agarwal**

Senior Research Engineer

Ph.D. in Computer Science from UT Dallas. Introduced the Garment Indication Field (GIF) improving virtual try-on applications and gaming simulations.

# Initial Investment Round

We are raising \$1.5 million to fund product development and our go-to-market strategy



# Let's get started



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# Shawn Rigdon

Co-founder and CTO

Shawn has 13 years of industry experience, primarily in developing computer vision applications, and a master's in electrical and computer engineering from the Georgia Institute of Technology. He was a lead research engineer at the USC Information Sciences Institute, where he worked on IARPA funded programs in biometrics and geo-localization from images. Shawn has also been the lead engineer at 2 technology startups. At Liberty Defense Technologies, he architected the software used in the Hexwave product, a high-throughput, mm-wave, concealed weapons detection scanner for security lanes. Shawn most recently worked as a consultant for Coffeeseed, a technology startup focused on automatically grading green coffee to give small-scale farmers in the developing world access to large-scale coffee buyers. He created supervised machine learning models to segment and grade coffee beans.



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# Robert Brown

Co-founder and COO

Robert holds a master's in electro-optics from the University of Dayton. His research focused on developing LiDAR imaging systems. After graduation, Robert worked with the Navy as a researcher, contributing to the development of a mobile communications system for GPS-denied environments. When the project was approved for deployment, he was selected to lead the 60-person production team and later supported the USMC with fielding and sustainment efforts. In 2016, Robert co-founded Willin Solutions. In 2019, he also co-founded Knox Wire Harnesses. Robert played a key role in starting, building, and managing both companies at the executive level. Together, the two companies generate \$7M in annual revenue and employ approximately 35 people.



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