DIGI-CLONE

Virtual Try-on, Real Confidence

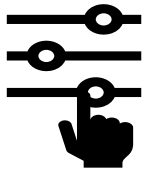
AURA by Digi-Clone

A virtual try-on SaaS platform for e-commerce apparel retailers

Apparel E-commerce is Inefficient

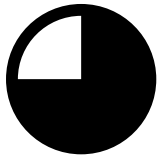
Incorrect Size and Fit

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



Limited Personalization

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



High Return Costs

Processing an online fashion return can cost 55-75% of the item's retail price.

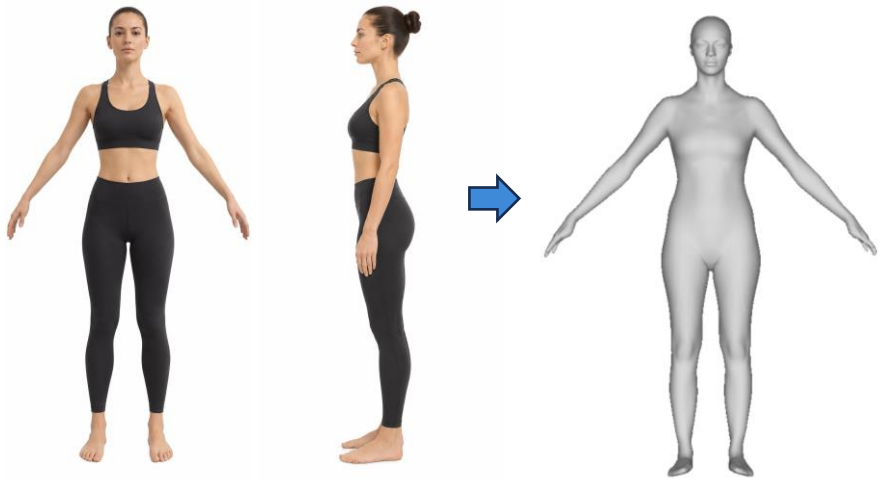
Environmental Impact

Return logistics result in 24 million metric tons of CO_2 emissions, and 9.5 billion pounds of returns end up in landfills annually.

Solution – 3D Virtual Try-on

Source Garment Patterns Simulated on Reconstructed User Bodies

- Customer shares source patterns from tech packs or CAD projects, so simulated garment preserves the true material properties and size.
- Digi-Clone builds a digital body of the user from front and side photos. The digital body preserves user shape.
- 3D garment built from source patterns is retargeted onto the user digital body preserving drape and fit.
- Simulated try-on is served to the user as a static 3D object viewed directly in the customer's storefront.

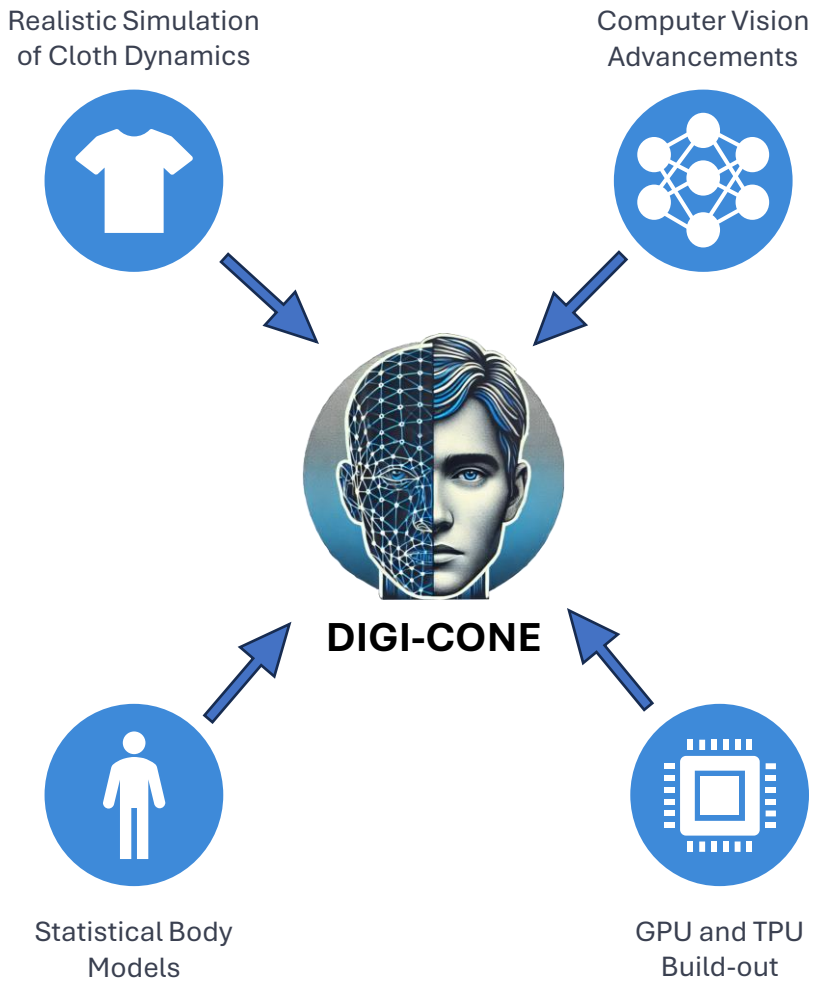


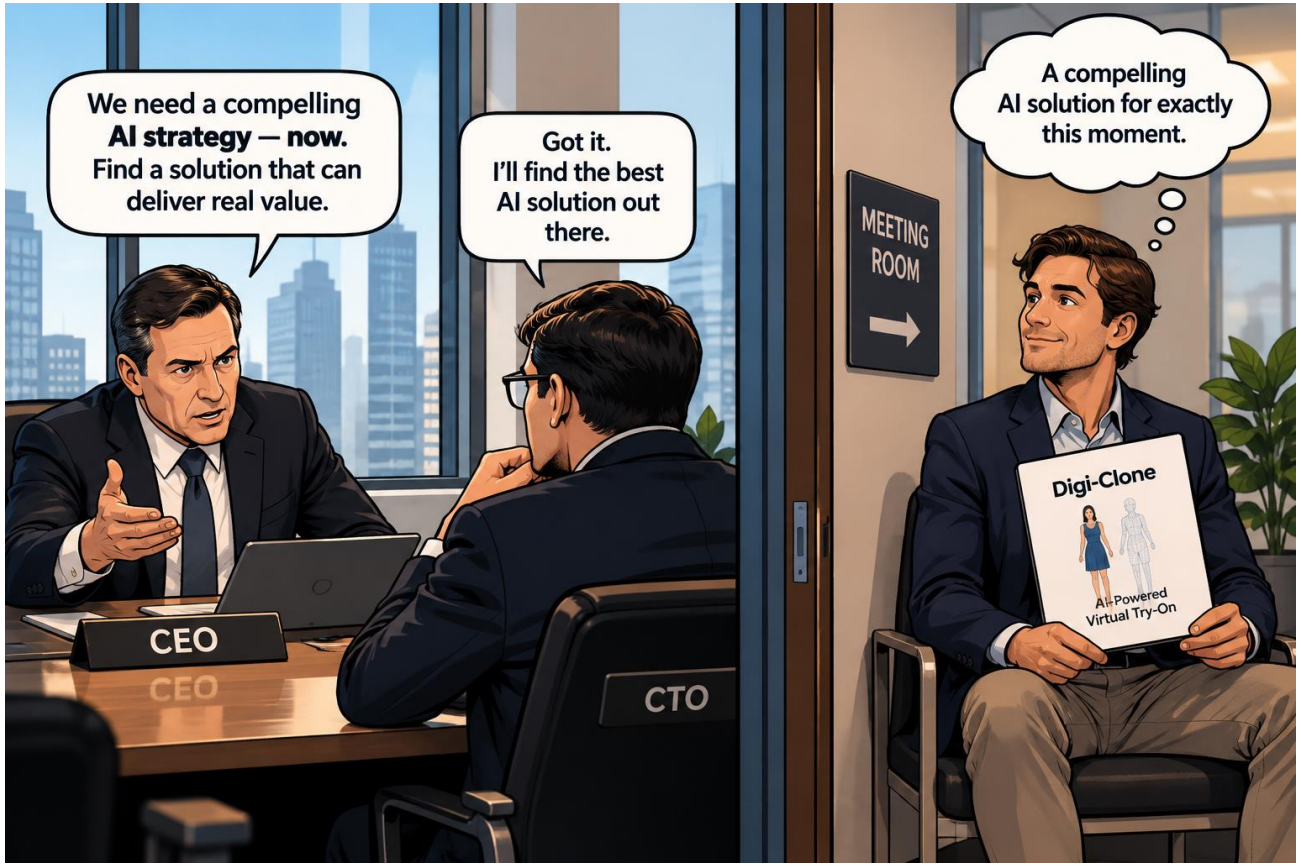
Reconstructed User Body

Garment patterns used by clothing manufacturer

Why Now?

Digi-Clone exists at the intersection of converging computing technologies, all undergoing adoption to different degrees





We're in a window of corporate AI hype where company management needs to demonstrate a comprehensive AI strategy. Retail technology departments are more open than ever to novel solutions.

TAM Considering Only Return Problem

Global Apparel E-commerce

$747.6B Total Sales

2025 global online apparel sales (Research Nester, 2026)

$179.4B Returned Merchandise

24% online return rate (Coresight, 2023)

$118.4B Estimated Return Costs

66% of retail price | Historical apparel avg. assumption (Coresight / Optoro, 2023)

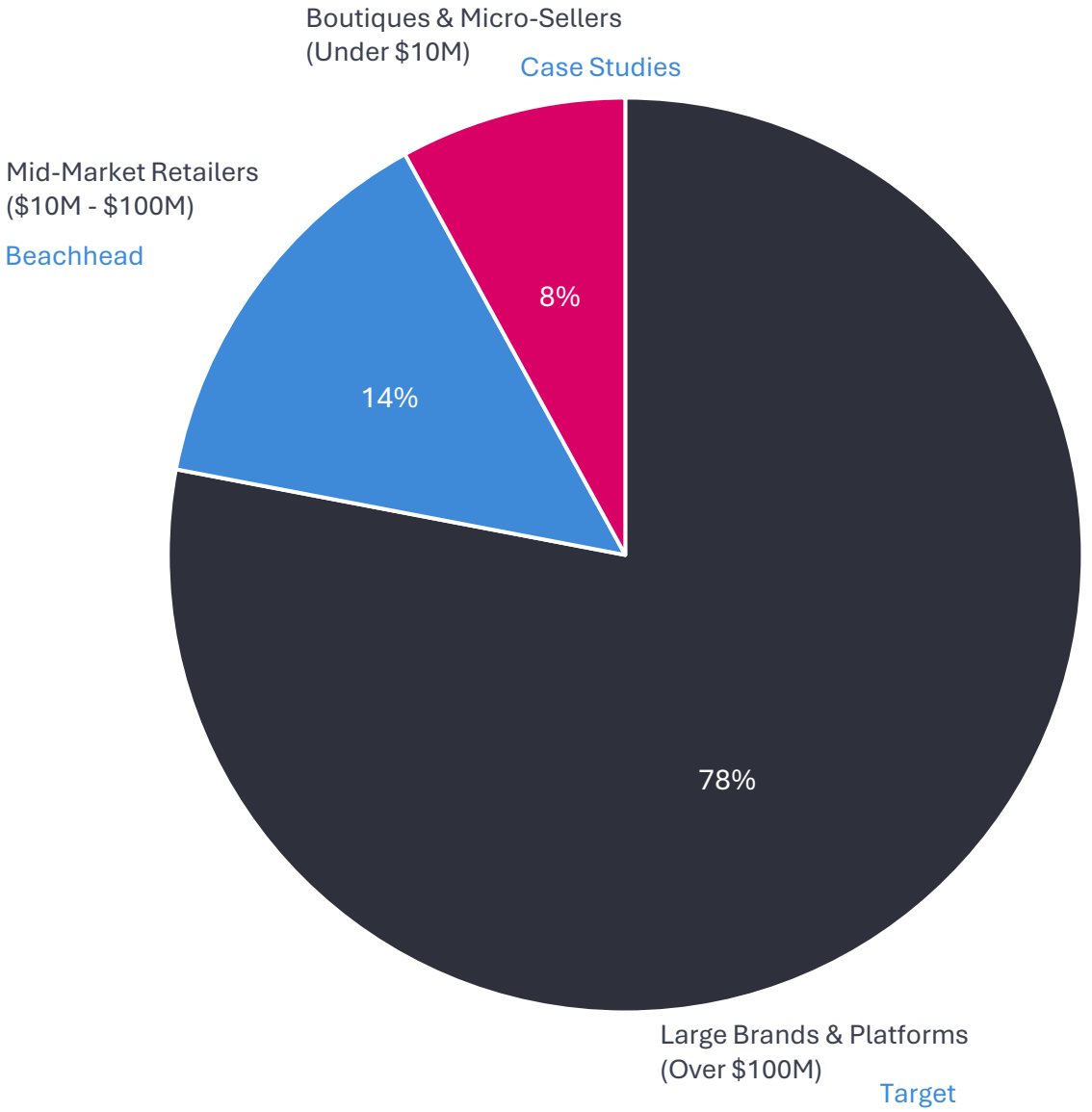
Return Related Expenses

- Reverse Shipping
- Receiving and Inspection
- Repackaging
- Customer Service
- Restocking Labor
- Markdowns
- Liquidation / Disposal
- Lost Value from Markdowns

Beyond apparel try-on, the technology extends to garment production, personal fitness tracking, gaming, and metaverse applications – These applications are not considered in our financial projections at this time.

Online Apparel Market Share

Estimated Breakdown by Revenue Tiers



Boutiques & Micro-Sellers (Under $10M)

8% ($60B)

Represents the highest count of individual merchants (Shopify, Etsy), forming a massive long tail that commands a smaller overall revenue share. Retailers in this category are much more sensitive to return costs, so they often prevent returns with policy. This behavior raises CAC and hinders brand growth. The main benefit Digi-Clone can provide is sizing trust and increased conversions; not direct return reduction. Tens of thousands of brands exist in this range. Those on the lower end will be reluctant to pay but will make easily accessible case studies.

Mid-Market Retailers ($10M - $100M)

14% ($105B)

Consists of scaled DTC brands, established national apparel labels, and prominent regional e-commerce stores with stable footprints. These are growing brands that have started making returns easy for customers and will be willing to pay to optimize costs. The combination of seeking brand recognition while managing return overhead makes online retailers in this tier the ideal **Beachhead** customers.

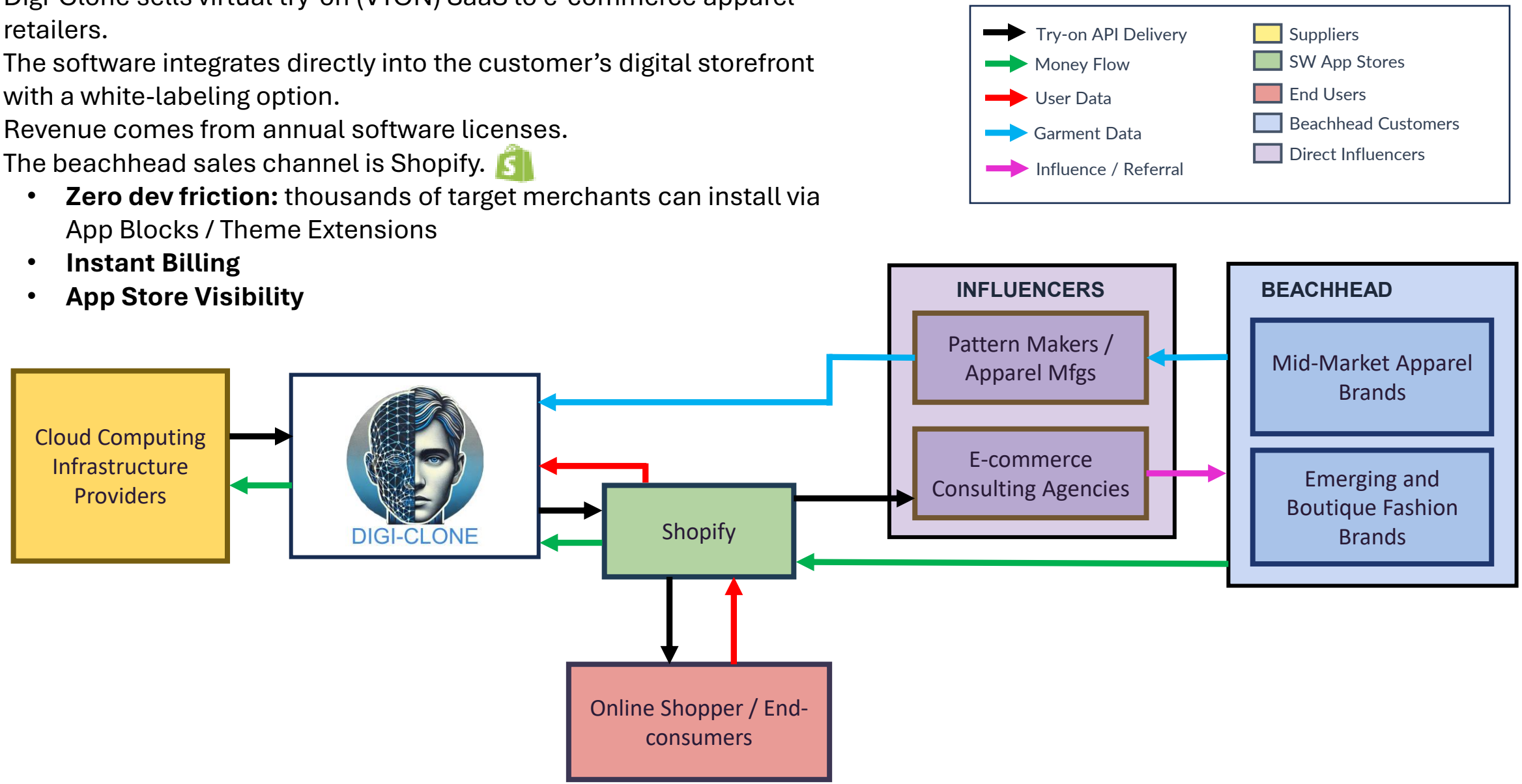
Large Brands & Platforms (Over $100M)

78% ($583B)

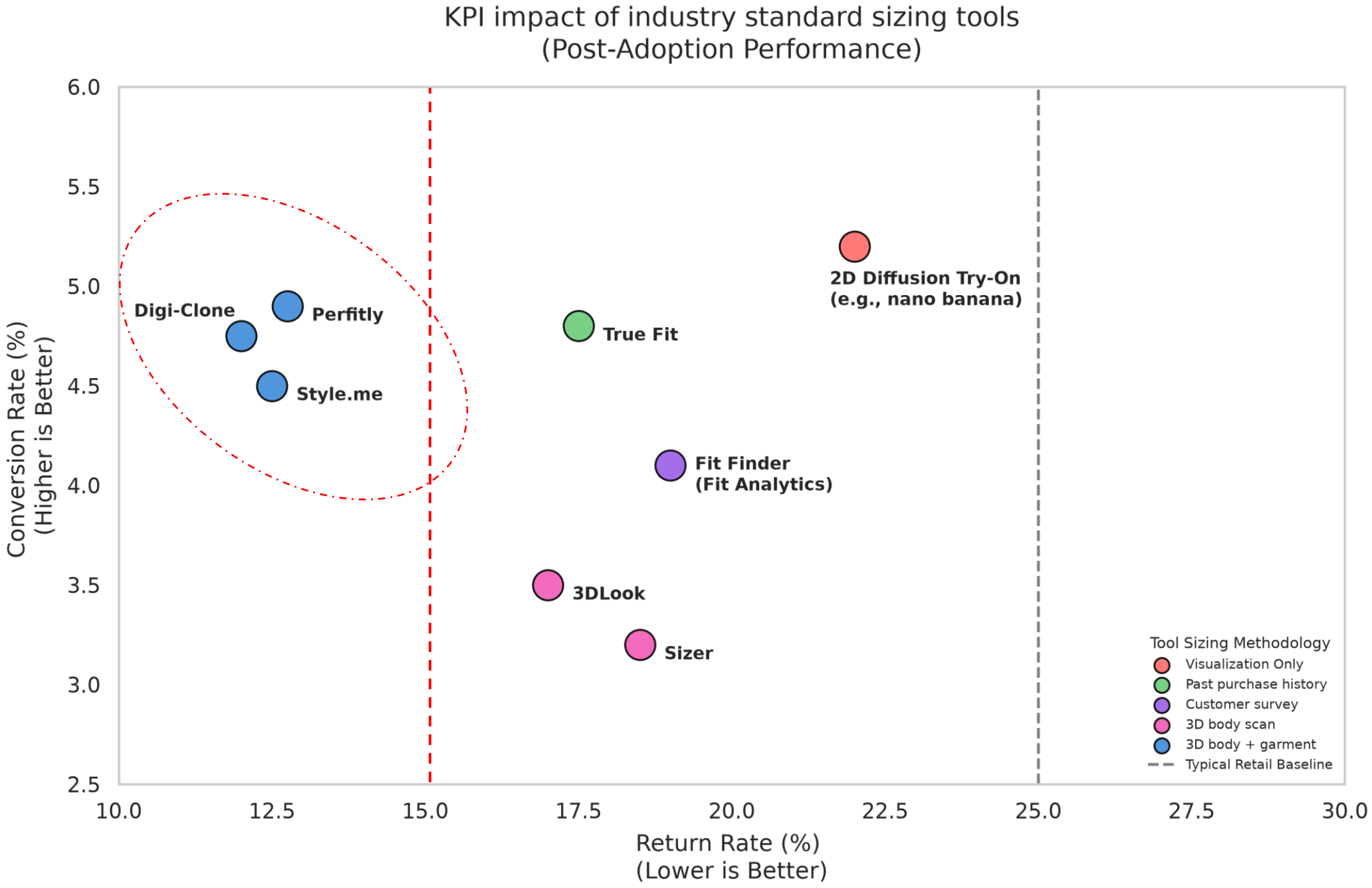
Completely dominates the industry by volume. Driven by global marketplaces (Amazon, Tmall), fast-fashion titans (Shein, Zara), and massive multichannel brands (Nike, Lululemon). This tier suffers the most from the return problem and is where most of the financial upside for Digi-Clone lies. We will **target** pilot launches in this tier by 2029 with conversion to full enterprise contracts by 2030. Single digit customers in this tier will result in meaningful revenue for Digi-Clone.

Business Model and Beachhead Product Ecosystem

- Digi-Clone sells virtual try-on (VTON) SaaS to e-commerce apparel retailers.
- The software integrates directly into the customer's digital storefront with a white-labeling option.
- Revenue comes from annual software licenses.
- The beachhead sales channel is Shopify.
  - **Zero dev friction:** thousands of target merchants can install via App Blocks / Theme Extensions
  - **Instant Billing**
  - **App Store Visibility**



Solution Advantage



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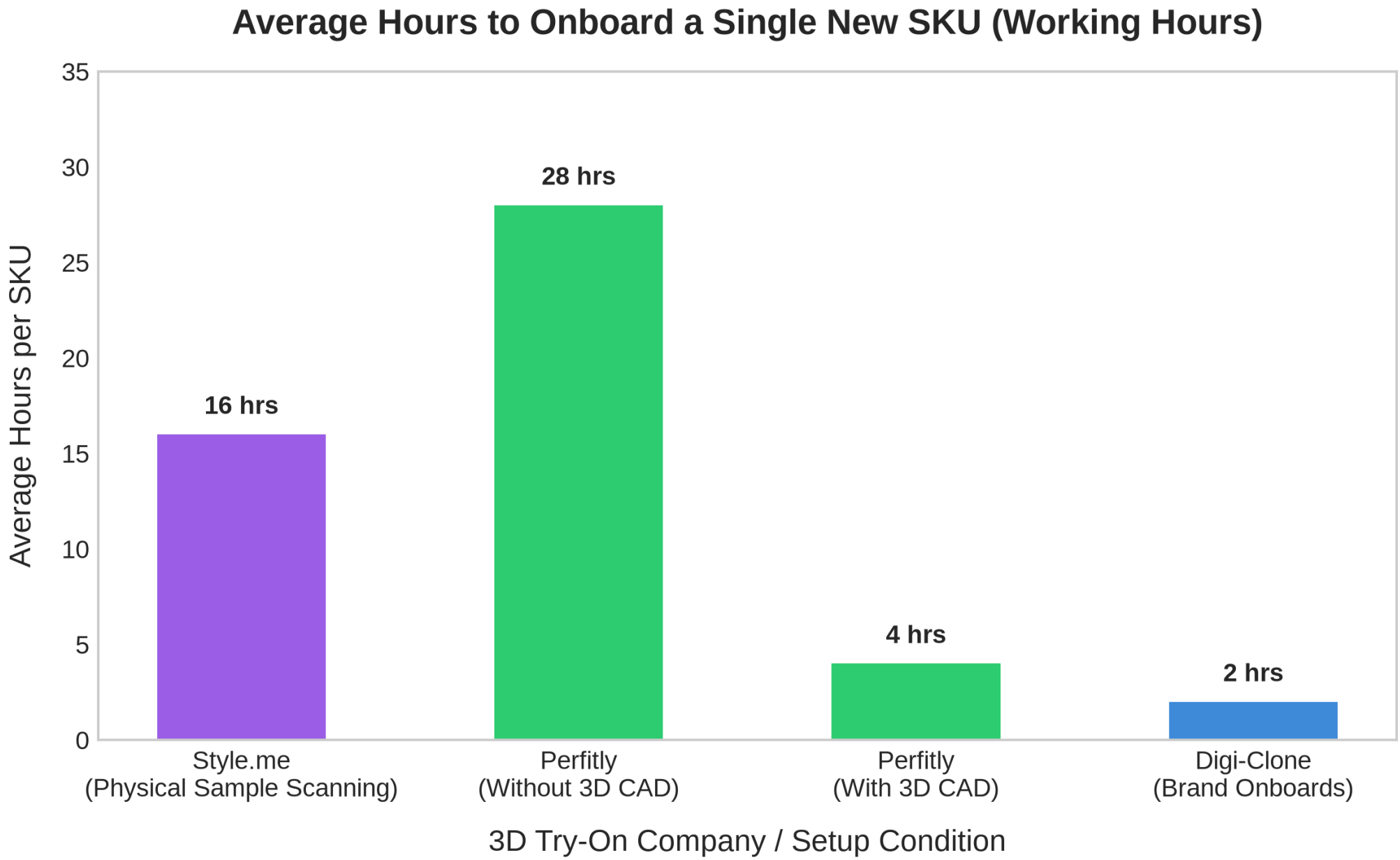
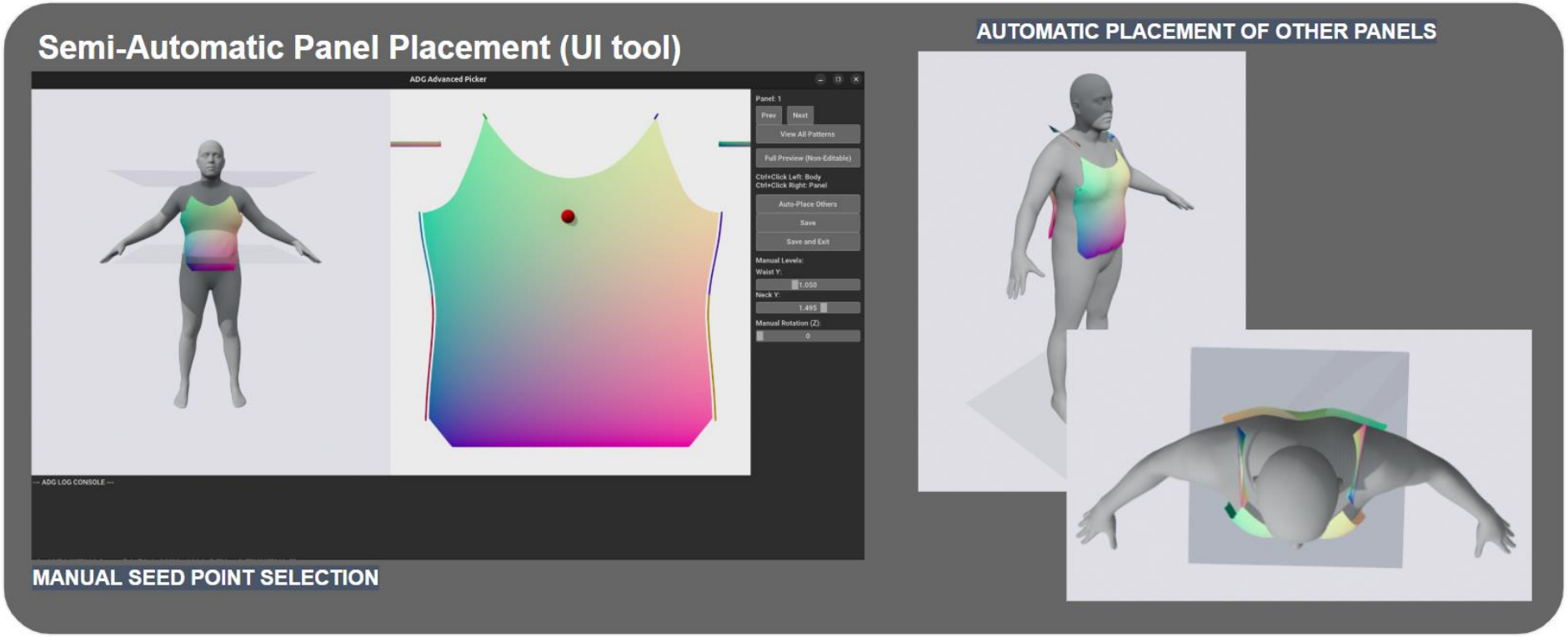


Business Advantages

The fashion industry is difficult to break into. Digi-Clone has numerous connections with key decision makers at large brands and retailers.

The founding team has deep technical expertise in Computer Vision and Computer Graphics

Providing the brand's production team with a tool for rapidly converting garment designs to the required Digi-Clone data structure will allow us to scale full 3D try-on



Team

Shawn Rigdon

CHIEF EXECUTIVE OFFICER

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.

Alakh Aggarwal

FOUNDING ENGINEER

Ph.D. in Computer Science from UT Dallas. Introduced the Garment Indication Field (GIF) improving virtual try-on applications and gaming simulations. Best paper award at CVM 2025.

Robert Brown

OPERATIONS

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.

Allison Tate

STRATEGIC ADVISOR

Textile and product development director at Spoonflow. Founder of Portt. Experienced in apparel design, sourcing, and production.

Traction – Case Study Pilots

Testing Core Algorithms and Building Empirical KPI Proof Points on Shopify

Aforieke – Boutique Made-to-Measure Brand

Pilot: Present – Feb. 2027

- **3D Human Mesh Recovery Validation:** Tests algorithm accuracy in a high-precision environment where exact individual measurements are critical to product fit.
- **Garment Data Conversion Pipeline:** Establishing a repeatable process for converting unstructured garment designs directly into our proprietary, standardized garment data structure.

In Discussions with Boutique Shopify Store Merchants

Estimated Pilot Date: Dec. 2026 – March 2027

- **Empirical KPI Case Studies:** Provides real-world performance benchmarks to prove our solution directly boosts conversion rates and reduces returns.
- **Scalable Shopify Onboarding:** Validates frictionless app deployment across standard storefront templates for rapid commercial scaling.

**Creates commercial proof points needed for enterprise sales.*

NSF SBIR Award

Phase 2 Award Expected April/May 2027

- Digi-Clone is funded by an NSF SBIR Phase 1 award. The award paid for the R&D that resulted in the body reconstruction and garment registration IP.
- Phase 2 award is not guaranteed, but we are strong candidates. The grant will provide an additional $1.25M for funding continued R&D and pilots.

IP – Technical Moat

Filing Patents by Nov. 4, 2026

- Real-time Virtual Try-on System
- Statistical Body Model from Tape Measurements
- Semi-automatic Garment Registration Method

Ask

We are in a unique situation due to our NSF grant. The Phase 2 award will provide a 50% match of an equity raise that occurs during the award period. Ideally, we would want to raise a true seed round in Q3 – Q4 2027 to take advantage of that match. We do need some funds now to keep the team intact and continue working toward the case study pilots from Dec. 2026 – May 2027 while waiting for the NSF review committee to award the grant.

We would like to raise $100K - $250K now. If this amount is smaller than your minimum check size, we may be willing to negotiate a larger round.

Appendix

Industry and Consumer Quotes

What Retailers and Consumers Need the Software to Deliver

Chief Digital Officer

Major Department Store

*"We spend **$2billion on returns**… I tell my team, if you want to impress me, drop the returns on Mac Duggal dresses. They have an **87% return rate**. The **number 1 return reason is fit**."*

VP Engineering and Technology

Major Apparel Brand

*"We are always working to optimize getting the customer to the product they want… **Returns are a huge financial problem, and the main driver is fit**… Any solution that can show the customer how the garment will hang is a big opportunity."*

Managing Director

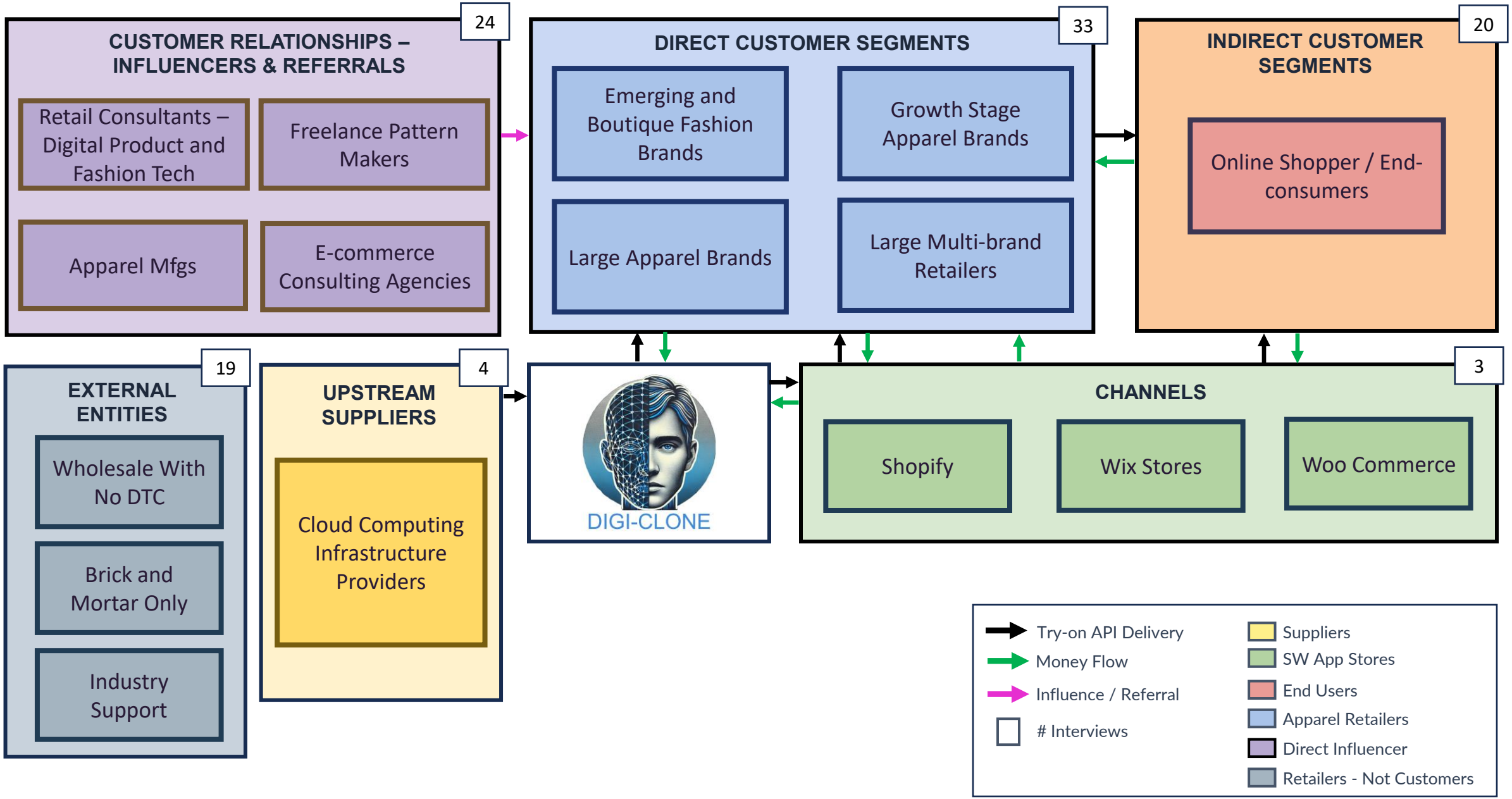
Large Retail Consulting Firm

*"Deploying on **Shopify** is a great springboard for rolling out a **B2B software solution**. Provide a tool to allow the merchant to easily integrate their product catalog, and you can **quickly gain traction**."*

Frequent Online Shopper

*"I buy clothes online as much as once a week and end up returning most of it. I have to **order multiple sizes** to have a chance of getting something that fits… **Size charts don't work** well for me… The best guide is photos uploaded by other customers, but **it's still just a guess** as to how it will fit me."*

Ecosystem For Apparel Tech B2B SaaS



Enterprise Software Procurement Workflow

Large cap apparel retailers will have strict procurement processes to advance solutions to pilot stage. Digi-Clone's strategy is to build a portfolio with smaller partners to prove enterprise readiness.

Procurement Steps

STEP 1

1. Business Need Identified

Manager approaches procurement staff member business need.

STEP 2

2. Vendor Shortlist

Procurement team compiles a list of capable vendors.

STEP 3

3. Engineering Review

Engineering team selects top solution candidates.

STEP 4

4. RFP & Proposals

Procurement contacts selected vendors to submit formal contract proposals.

STEP 5

5. Pilot Selection

Best proposal based on solution fit and pricing moves into active pilot.

Key API Vendor Qualification Requirements

Enterprise Scalability

Demonstrated capability of the API infrastructure to scale dynamically to large enterprise traffic volumes and peak shopping events. **IN THIS CASE, ALSO ABILITY TO SUPPORT FULL GARMENT INVENTORY.**

KPI Impact Portfolio

Case studies showing empirical proof of positive impact on key metrics, specifically driving **higher conversion rates** and **reduced return rates**.

Apparel Design IP Protection

Proven track record, rigorous security standards, and operational protocols for safeguarding proprietary apparel design IP and brand assets.