iModel

Your Perfect Fit.
Find It. Show It.

**Brought to You By:**

Grab Life
LIVE LIFE BEYOND

About GrabLife

We're a small start up with big ideas, founded by seasoned industry experts in the fields of technology, human behavior and marketing. We're bringing big corp experience to develop products and services for people to live their best lives. Our first product out of the gate will be iModel.

iModel

iModel lets users share clothing brands and sizes that fit them best, with others who match their body shapes and measurements.

It also allows users to find clothes that fit them, without having to try them on.

The Problem

The Big Issues
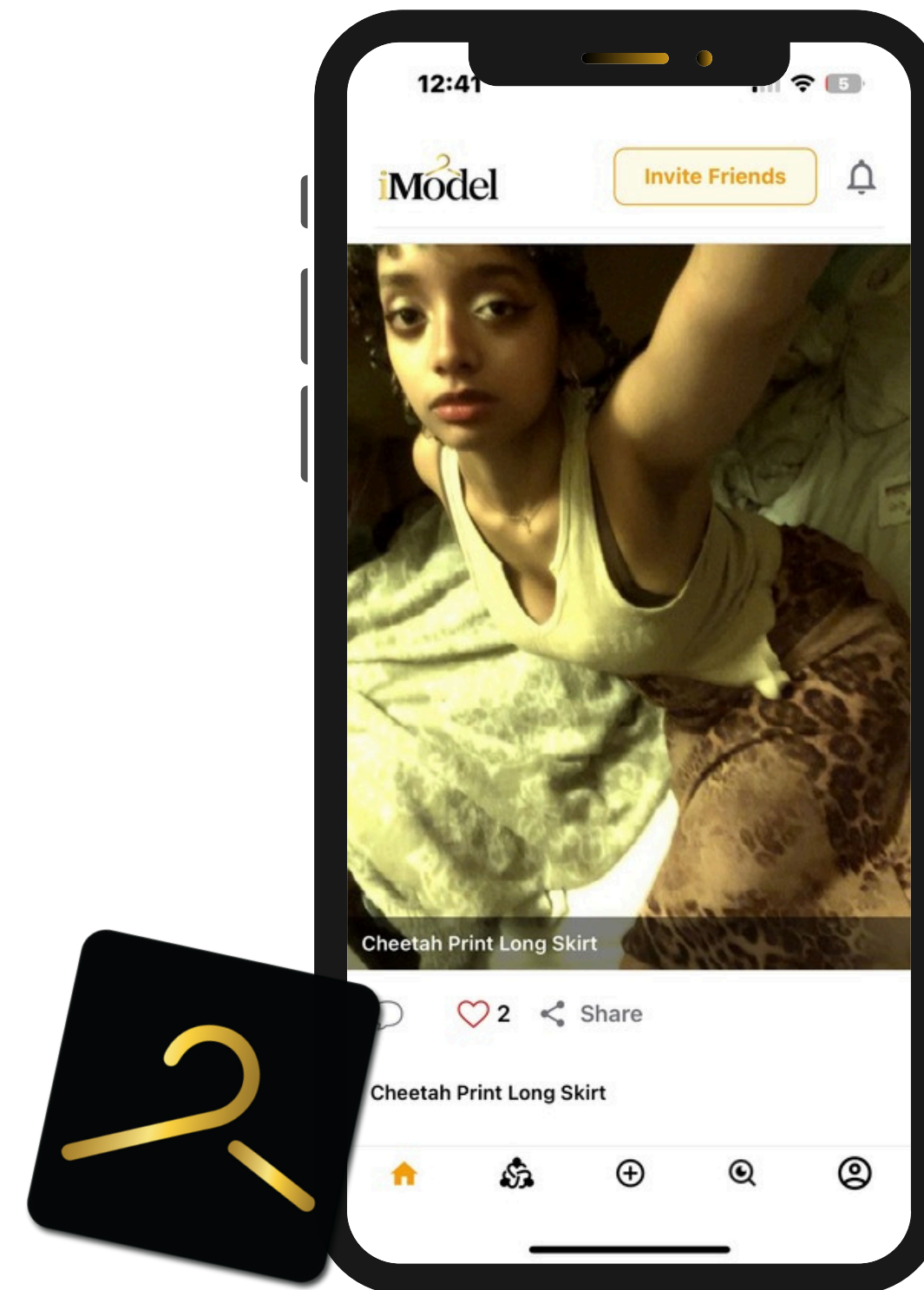
Ever have trouble finding your size? If you are human you probably have. Did you ask yourself why each brand sizes seem to fit you differently?

There is no standard sizing system across brands, and they can vary by as much as three inches.

- Consumers are frustrated because they can't quickly find clothes that look good on them, and settle on just a few brands that work.
- Retailers lose money on returns, especially online.
- Everyone loses time. Buyers lose time trying on clothes; Retailers lose time on sales & returns.

Here's How We Solve It

Crowdsourcing Clothing Fit
- Users enter their body dimensions, then post their favorite clothing, along with the brand and size.
- We use this information to create a graph that links real people's body measurement to brands and sizes.

Results: Clothes Fit, Time Saved, Returns Reduced, New Brands Gain Exposure
- The app shows users' posts of those sharing their dimensions for fit ideas.
- Fashionistas and influencers use it as a way to promote new brands.
- New brands and retailers gain exposure

What Makes Us Different?

- Methods to create a universal size required manufacturers to change, we don't do that. We enable buyers to find clothes regardless of a manufacture's size.
- This idea sprung from people who deal with the problem every day. Nobody is more passionate about solving a problem than those that are afflicted by it.
- Our founders come from technology & data, martech & product development, and human behavior--exactly the skills needed to tackle the problem.
- By crowdsourcing dimensions, we leapfrog sizing systems. We are first to crack this problem this way.

BUSINESS DEVELOPMENT ROADMAP

1 **Beta App Launch**

2 **MVP iOS Store**

3 **MVP Google Play**

4 **Enhancements**

5 **Focus on Growth**

6 **Incentive Platform**

7 **Shoppable Images**

8 **Automate Body Measurements**

9 **Sponsored Geos**

10 **Insights Services**

11 **Continued Enhancements**

Monetization

✔ **Brand Affiliate Programs**

Sponsorship Opportunities

Commerce & Product Insights

Sizing Matching Integrations

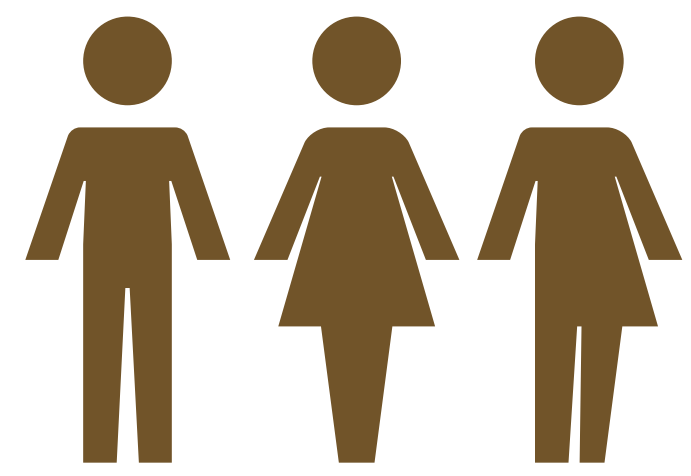✔ *Priotiry for Phase 1*

Social Commerce

Based on total market spend of 10B for NA, 70% population is in our target market, 250K user base.

2025-2026

TAM   **$ 8B**

SAM   **$ 5.6B**

SOM   **$ 7.5M**

2027

2025/26

Ages 18-65

Strategy

Target consumers to grow user base

Target influences to promote their brands on our platform as "home base" for other platforms, New TikTok integration now available.

Develop partnerships with large-scale social commerce partner platforms

Target brands and retailers to promote their products on our platform through influencers, through marketing and promotion campaign

Consider universal size graph embedded tools,data unification services, for later phases

Funding iModel's Growth

Seeking $2 Million for:

- Marketing and user acquisition.
- Technology enhancement and AI refinement.
- Expanding brand partnerships and market reach.
- Building a customer support infrastructure.

In Summary

Users Can't Quickly Find Clothes that Fit

By crowdsourcing & pattern matching. we save users & retailers time and money and help influencers promote their brands, helping users find apparel.
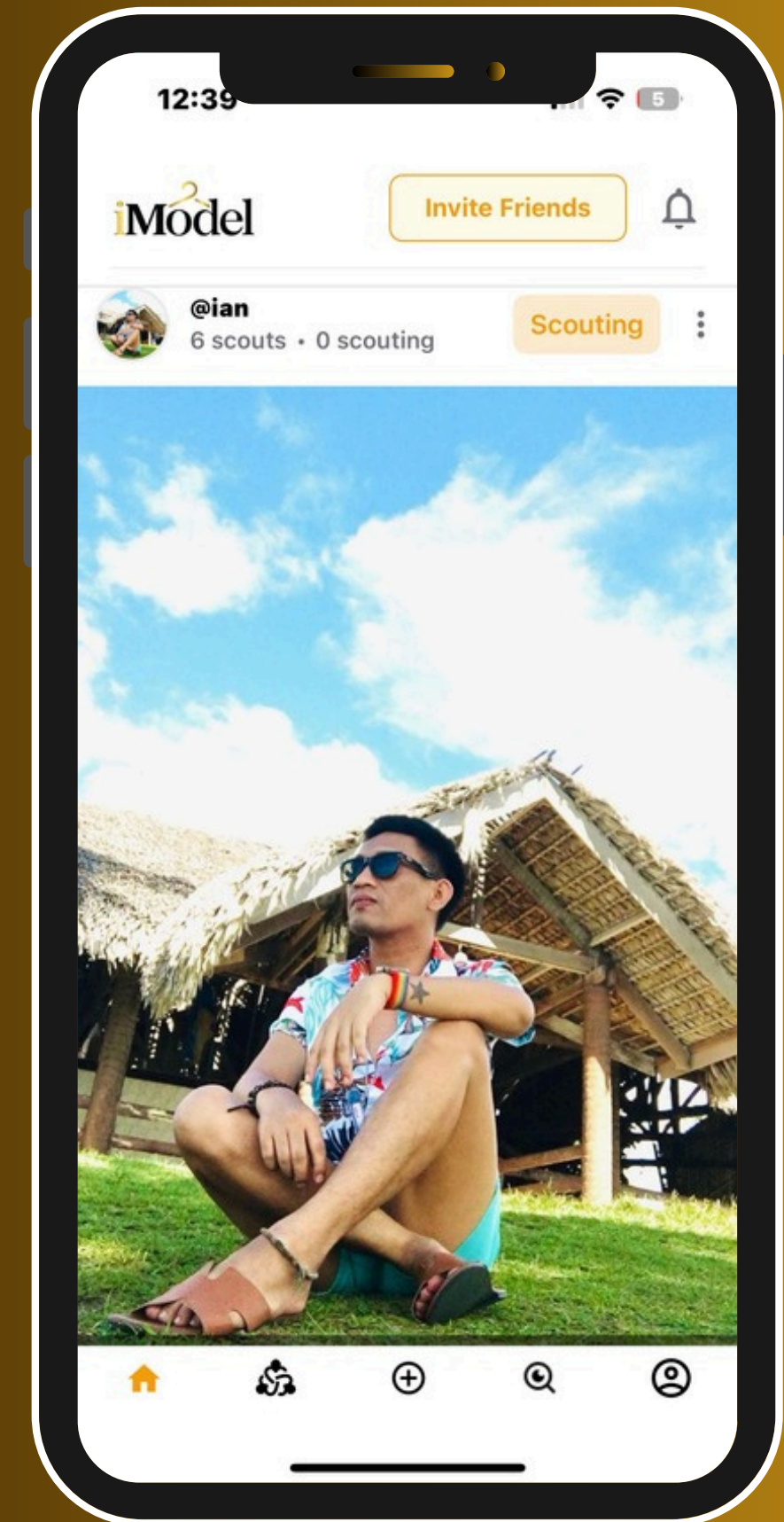
Market Size & Potential

- TAM = $8 billion (North America affiliate marketing spend).

- SAM = $5.6 billion (Age 18-65 affiliate marketing spend).

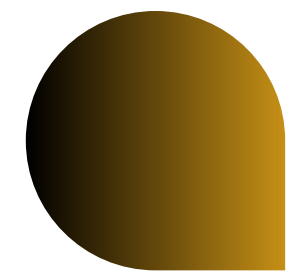- SOM = $7.52 million (~Revenue from 20% of 250,000 users).

Team Expertise

Seasoned experts in technology, data and martech product development, human behavior

Initial Funding Goal

$2 Million

Our Team

Grab Life
LIVE LIFE BEYOND

Christine Ford
CPO/CTO

Rachel Levy
CEO

Joe Kennedy
INVESTOR

Zoe Franklin
MARKETING