



Loomy

A SOCIAL THRIFTING APP THAT HELPS REDUCE WASTE
AND MAKE FASHION MORE SUSTAINABLE.

— Problem



- 1 Excessive amount of unwearable clothes in closets
- 2 Issues with accessibility with thrifting clothes and sizing
- 3 Expensive prices and rising costs of clothes and thrifted apparel

Market Validation

AFTER INTERVIEWING 30+ PEOPLE AGED 15-25



WHAT POTENTIAL USERS SAID....

“70% said that thrifting physically is tiring and would use a convenient online option.”

“80% said incentives would motivate them to try swapping clothes.”

“60% said current platforms are too slow / sellers ghost / unclear payments.”

99% are willing to pay \$0.50–\$5 for shipping/washing services(tell me anything else to add)

**THIS SHOWS ACTUAL INTEREST AND MARKET NEED.
PEOPLE ACTUALLY NEED LOOMY**

— Solution

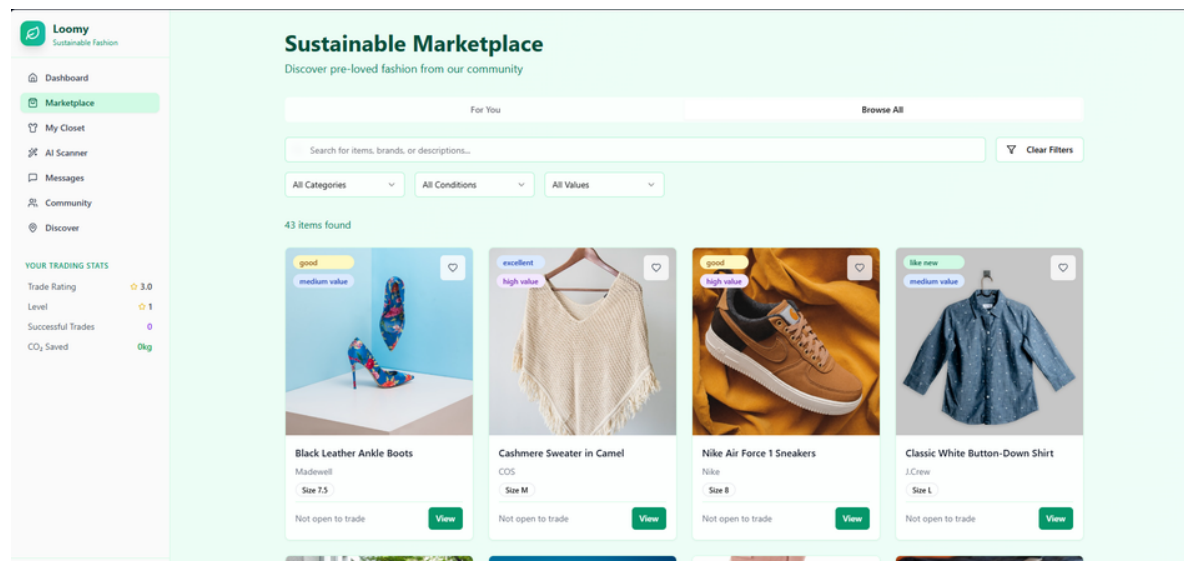


Our solution would be an trading platform integrated with an AI-powered online closet that helps people find their style and easily trade or sell unworn clothes at affordable prices.

Loomy (product)

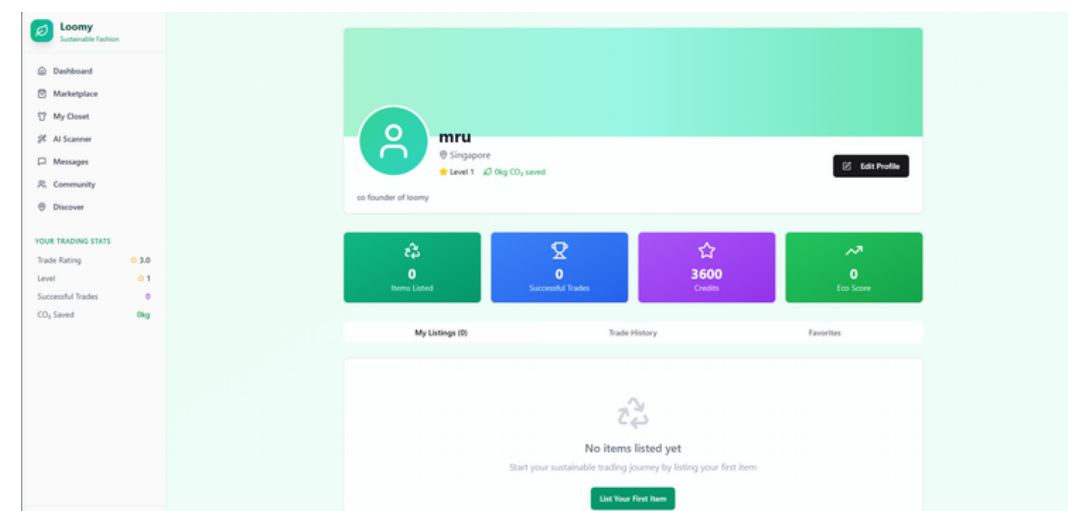


Community Aspect



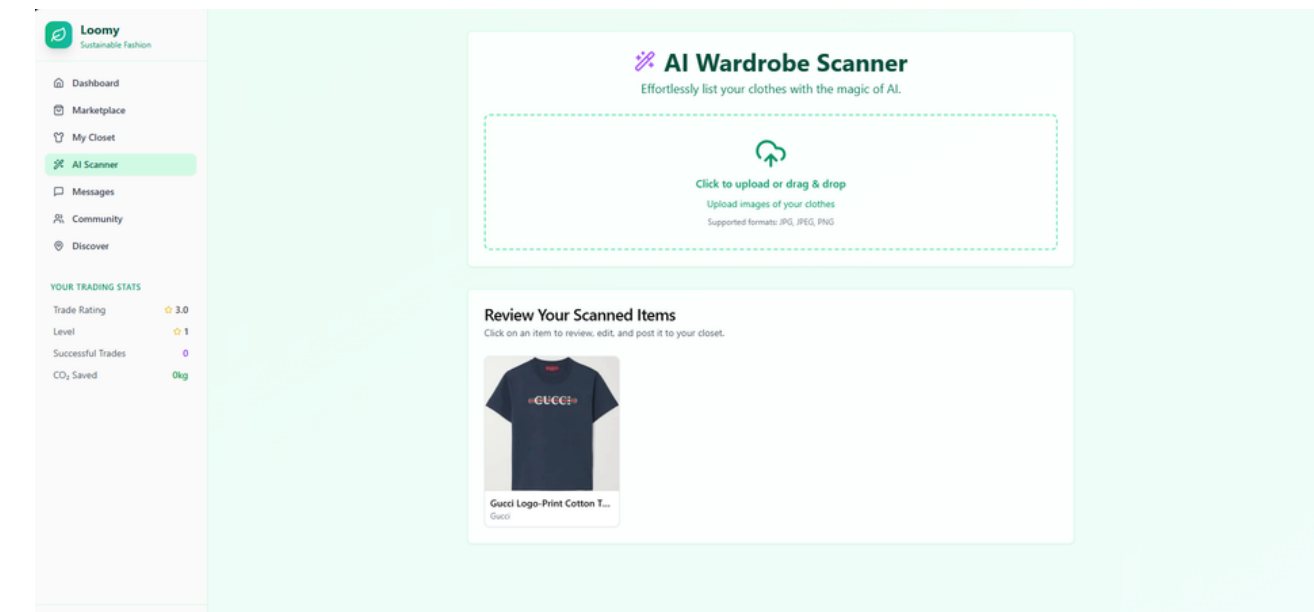
Loomy is a social fashion platform where users share outfits, thrift hauls, and style inspiration, while niche sub-communities foster belonging and engagement.

Profiling



Loomy's profiles capture each user's unique details to drive tailored recommendations, connecting users, and unlocking revenue opportunities through insights and brand partnerships

Wardrobing



A smart digital wardrobe that auto-updates, simplifies swaps, and inspires outfit planning and sharing by recommendations

Revenue Model



Freemium model



Additional service for
increased QOL

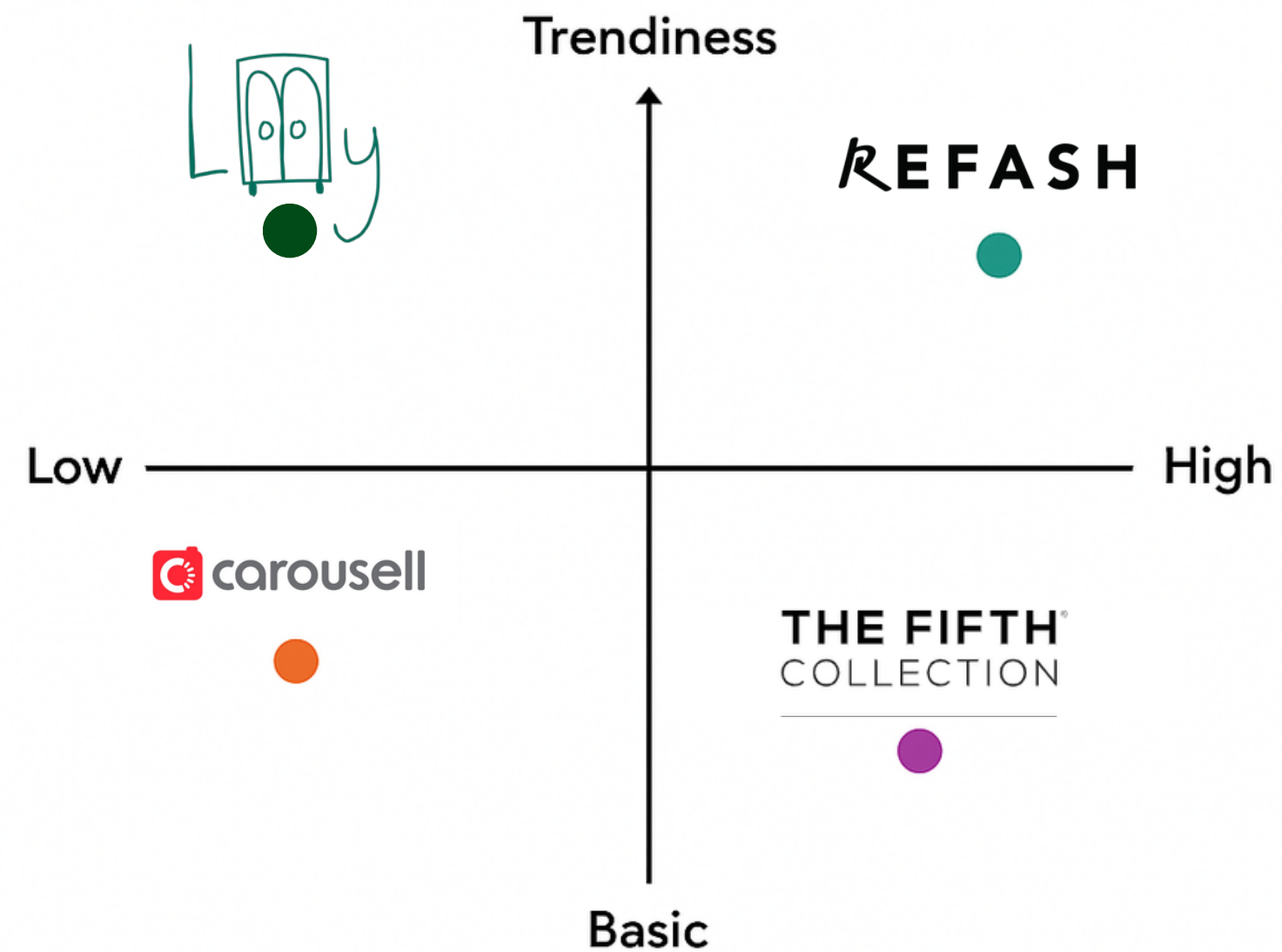


Commissions for in-app
purchases

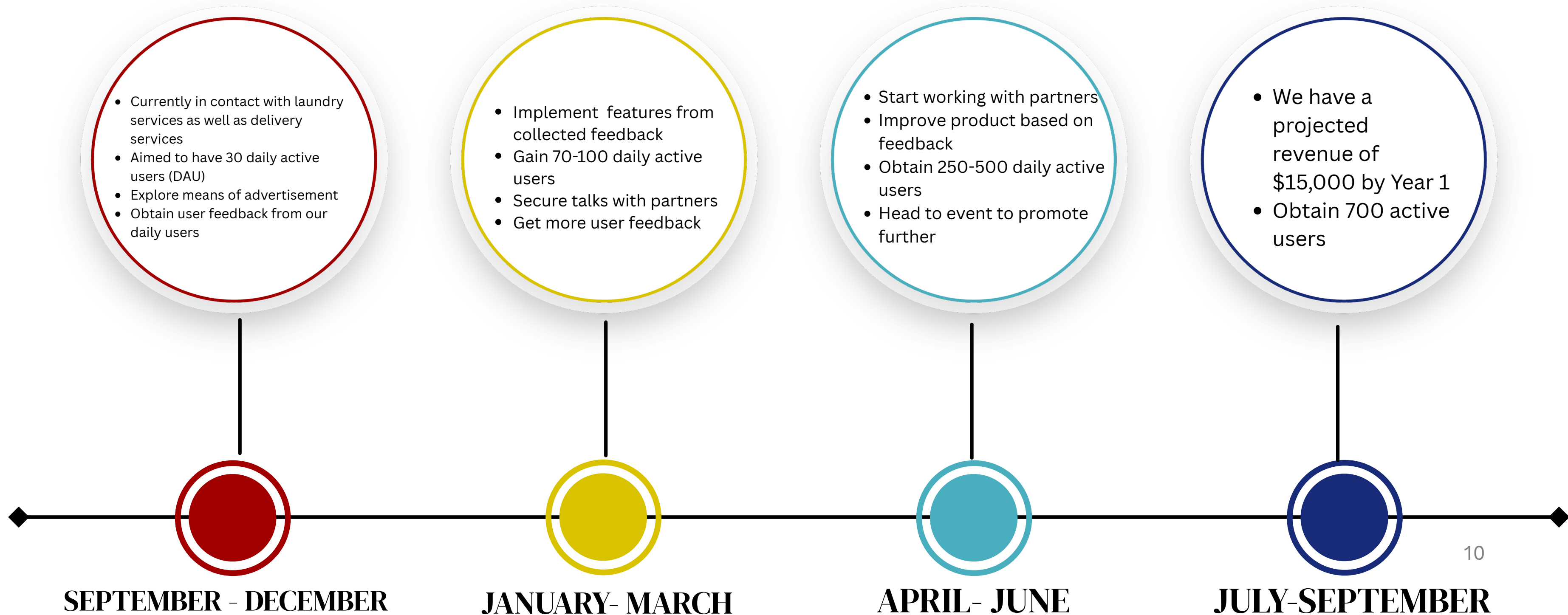
— Competition



Positioning Map of Thrifting Apps in Singapore



Timeline



Team



Jun Fu

Technical Support

- Skilled at troubleshooting
- Attention to detail

Mru

Prototype Designer

- Expertise in front end development

Jen

AI Wardrobe Integration

- Having a strong technical proficiency in AI

Lucas

Market Research

- Skilled in gathering and analyzing user insights
- Validate the problem-solution fit

Ameer

Sustainability Analyst

- Possesses deep understanding of sustainability
- Strong leadership and project management skills

Kai Jun

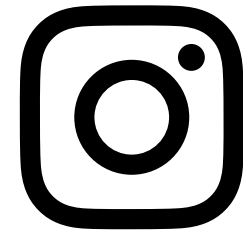
Chief Finance Officer

- Demonstrates proficiency in data analysis

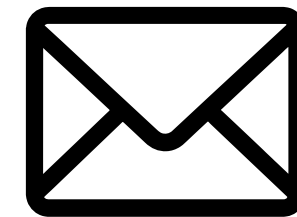




Thank you



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