WearWhere – Executive Summary

“There is no use in presenting the weather in Degrees. The weather forecast should be presented in Clothing. This morning is expected to be a T-shirt with a Cardigan. Through the afternoon, the Cardigan is expected to be removed. In the evening a Sweater is expected, with a chance of Scarf on high grounds. Tomorrow’s forecast is for a Coat.” - Lior Noyfeld

The problems and Essence

- “Have you ever take a coat and all the way just walked with it on the hands/in the bag?”
- “Have you ever freeze too much because you forgot to take your coat?”
- “Have you ever take all your clothes out to the bed just to remember what dresses you want to wear to the wedding?”
- “Have you ever told yourself you had to throw away some old clothes? Would you want to donate them instead?”

WearWhere is your companion stylist. Quicker, more classy, and appropriate for the occasion & weather, automatic clothing selection. Higher self-esteem in a fun, easy & personalized way. Contribution to the community interactively.

Survey

The problems above was displayed as a survey to 38 peoples (males and females). Approximately 85% of the peoples showed interest using WearWhere services.

- Total Global Apparel Market Estimation: 3.3 Trillion Dollars
- Total Israeli Apparel Market Estimation: 16 Billion Dollars
- Reachable Revenues: 4 Million Dollar in 4 years
- 4.5% of the Israeli Apparel market in 5 years

To start the R&D phase, we will need to raise: 35,000$

Join us to the Journey

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