

# yoona.ai

Efficiency & Sustainability through technology!

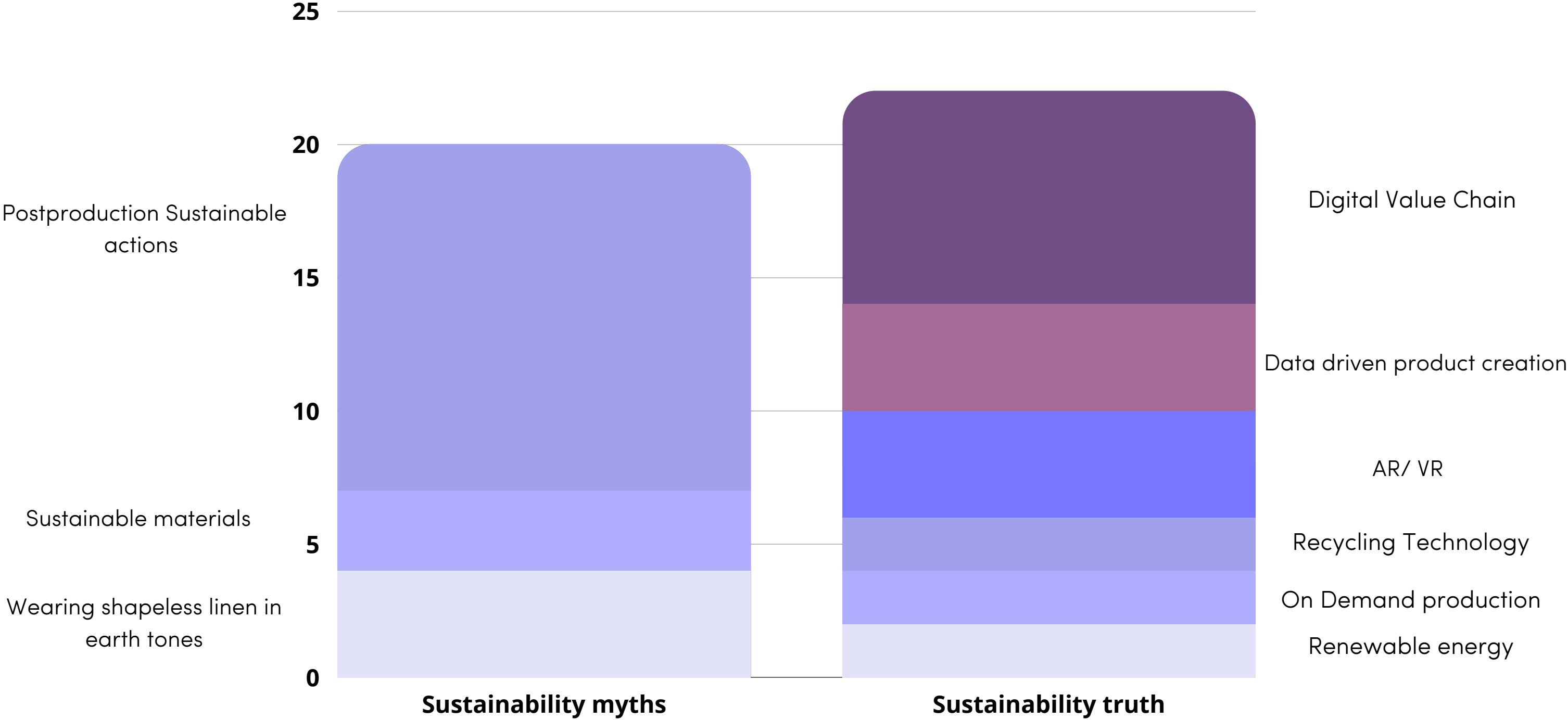
SaaS / B2B Software Solution made by designers for designers



**More than 70% of the footprint from products is determined at the design stage.**

<https://circulator.hmgroup.com>

# Sustainable Fashion vs. Sustainability Myths

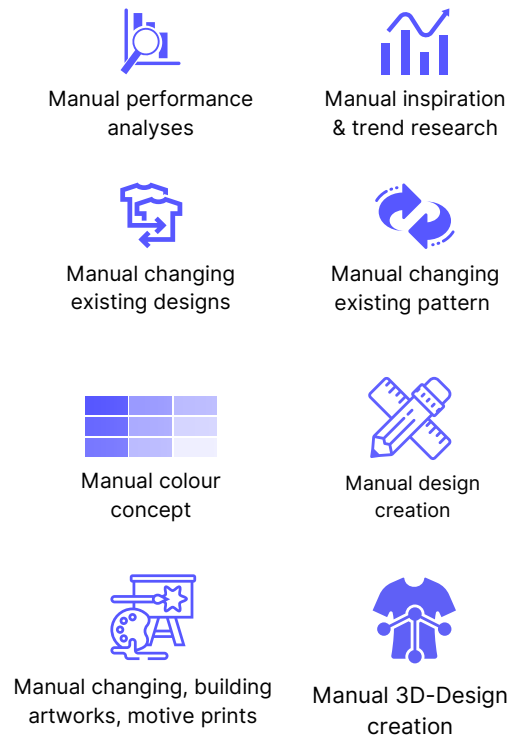




# We reduce 4 hours of daily design work !

## Traditional Product creation

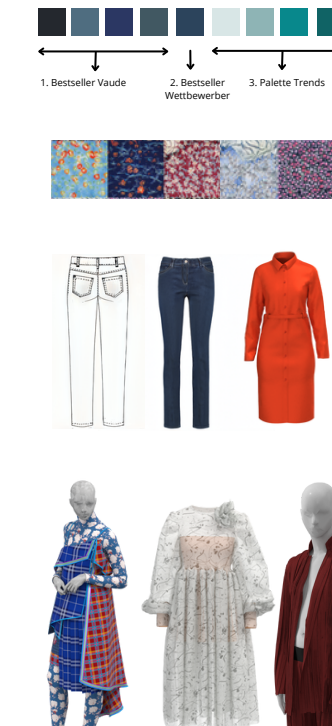
the whole industry  
is working in a manual processes



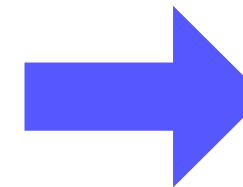
**55k design hours**  
**11 Mio Euros** annually  
**Subjective & driven by hope**  
**Designers burnout**  
**12.240,00 kWh**  
**132,800, 00kg CO2**

## ▼ **yoona.ai Design platform**

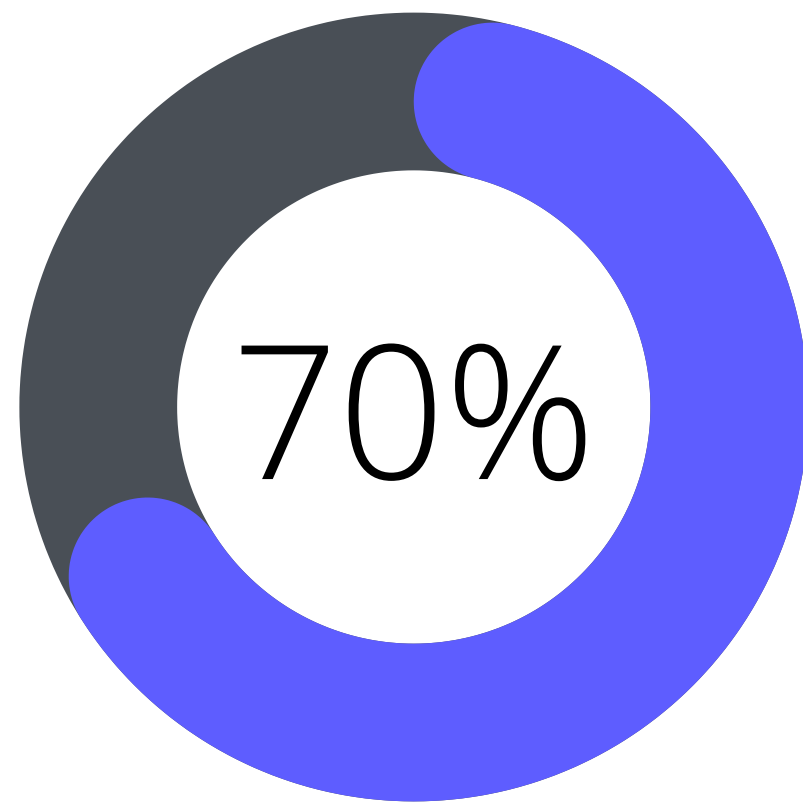
digital, automated & one click  
every product category



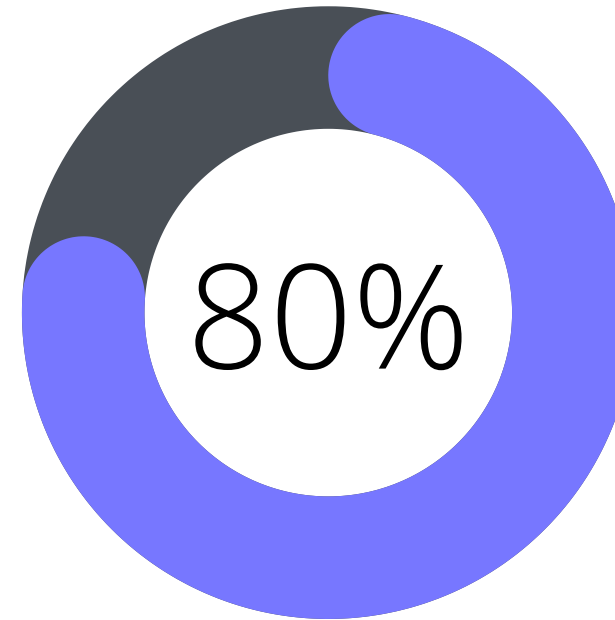
**1 design hour** whole collection  
**700k Euros** annually  
**objective, success- & customer orientated** driven by data  
**work life balance & creativity** for designers  
**14.55,00 kWh**  
**8.87 CO2,00 kg CO2**



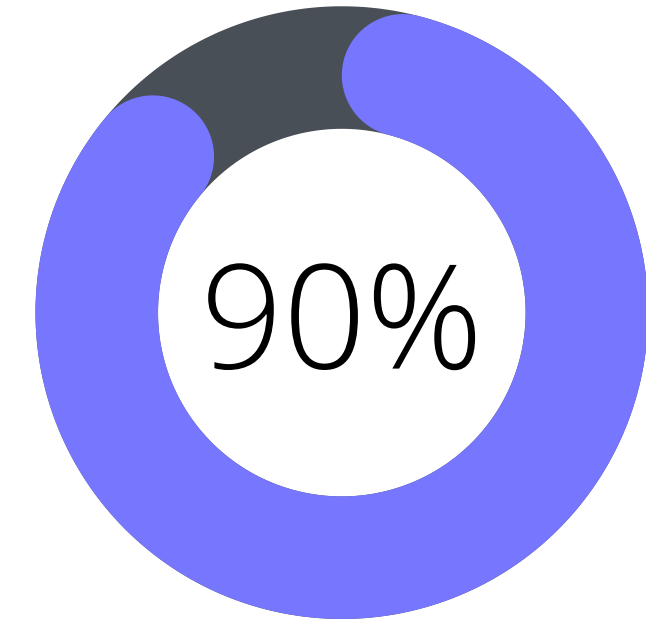
# Designs with yoonai.ai platform



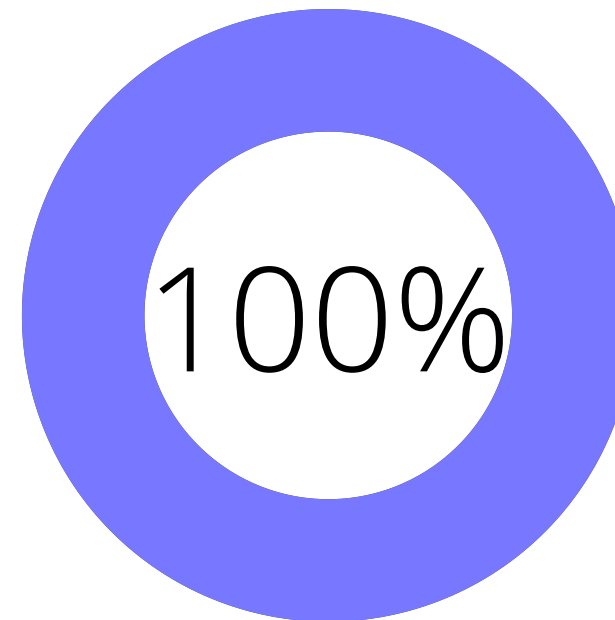
design process  
product footprint



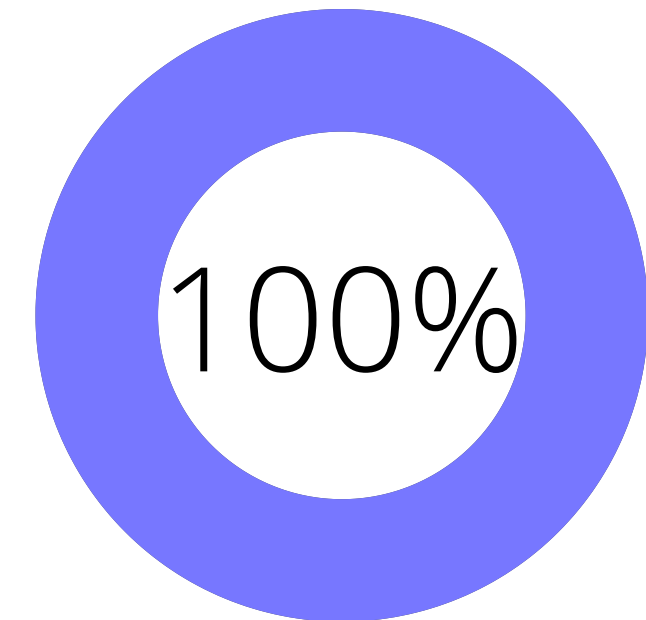
Faster



Efficient



Easier



Customer Centric



## Energy savings

### Clothing production power consumption

Amount of clothing prod. Germany	=	<b>12M pieces</b>
Total power consumption	=	<b>22,000TJ</b>
Power consumption per piece	=	<b>0.51kWh</b>
Power consumption 24,000 Shirts	=	<b>12.240kWh</b>

### Yoona.ai power consumption

Trainings phase:	300W x 48h	=	<b>14.4kWh</b>
Generation:	300W x 0.5h	=	<b>0.15kWh</b>
		<hr/>	
		=	<b>14.55kWh</b>

**99.8% Energy savings**

## CO2 savings

### Clothing production CO2 emission

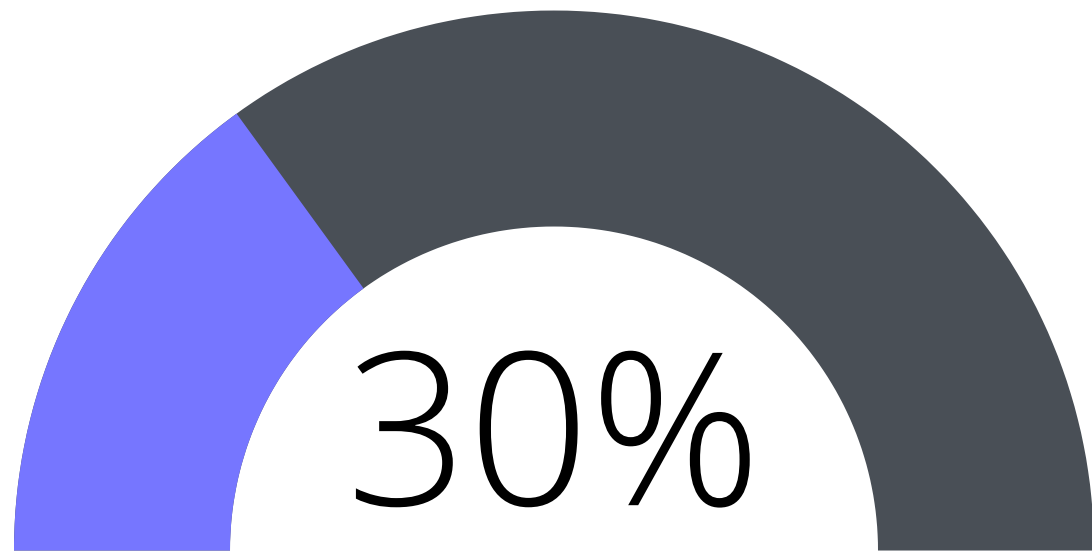
Per synthetic shirt	=	<b>5.5kg CO2</b>
Per cotton shirt	=	<b>2.1kg CO2</b>
6000 design/year x 4 prototypes for each	=	<b>24.000</b>
Total emission (cotton prototypes)	=	<b>52,800kg CO2</b>
Total emission (synthetic prototypes)	=	<b>132,800kg CO2</b>

### Yoona.ai power consumption

Trainings phase:	300W x 48h	=	<b>8.78kg CO2</b>
Generation:	300W x 0.5h	=	<b>0.09kg CO2</b>
		<hr/>	
		=	<b>8.87 CO2</b>

**99.8% CO2 savings**

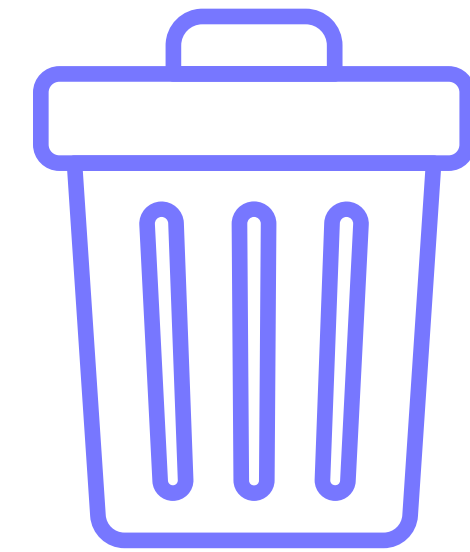
# Overproduction in Numbers



.. of produced Goods unsold.

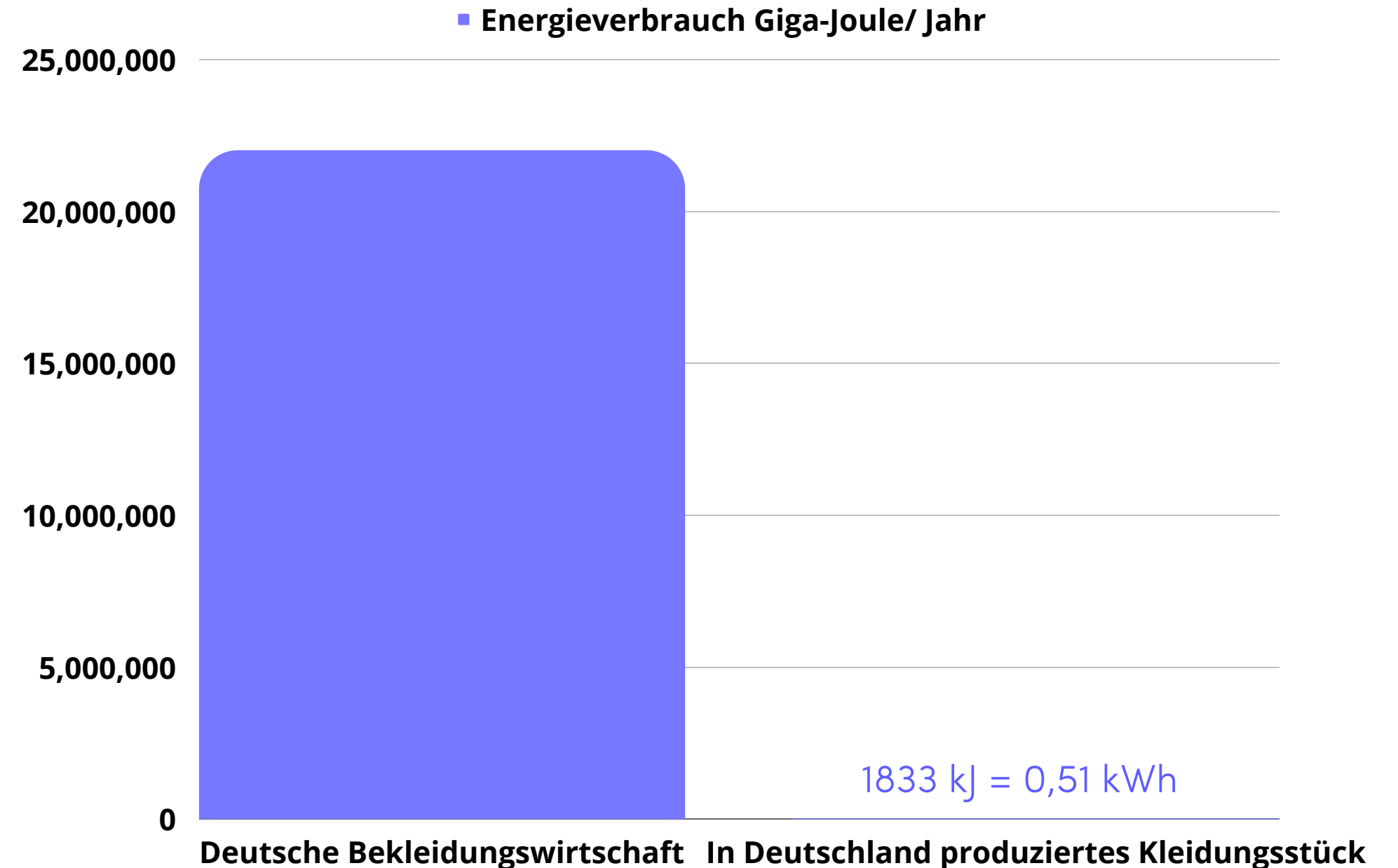
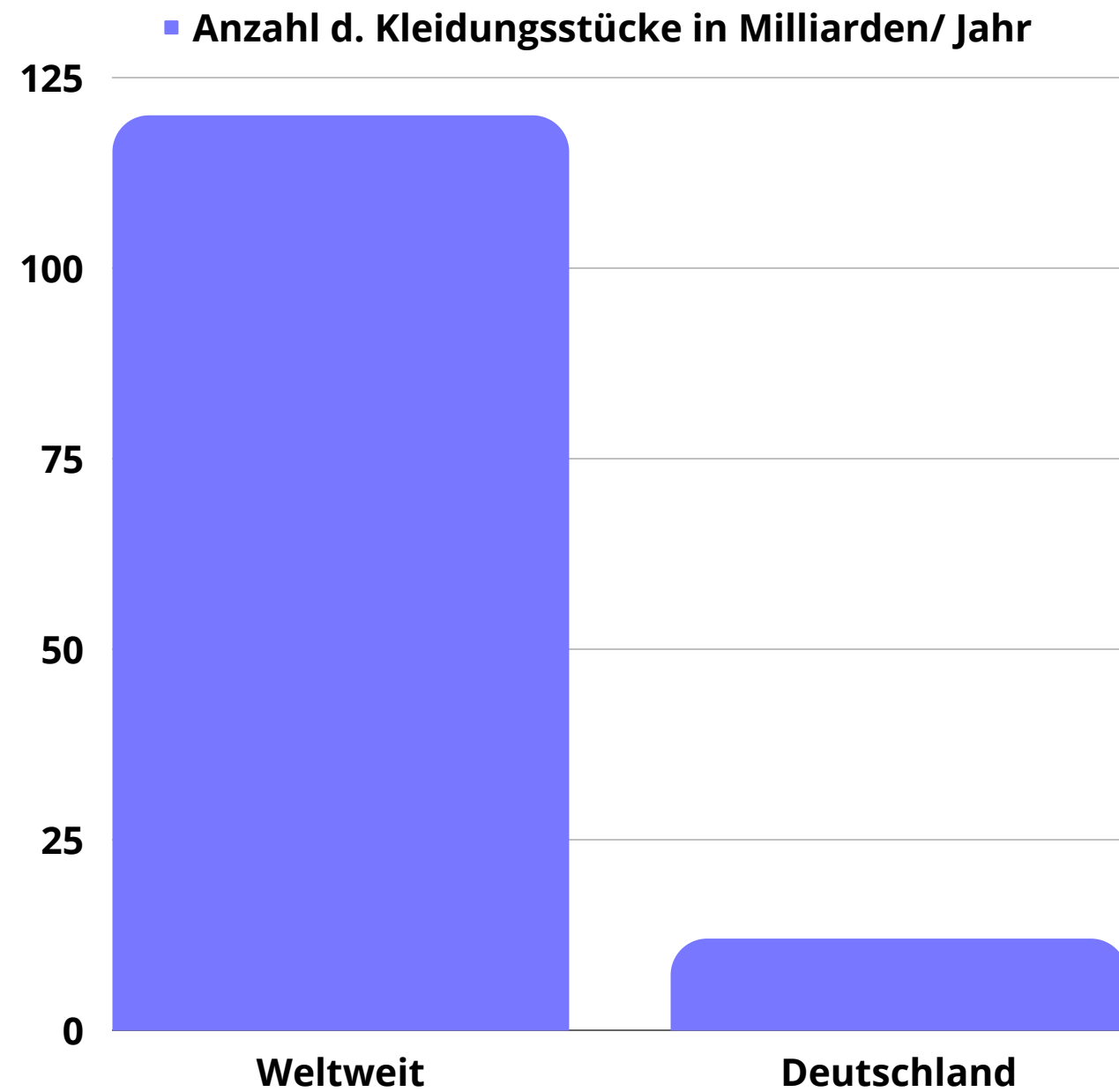


3000 Kg of unsold Goods burned



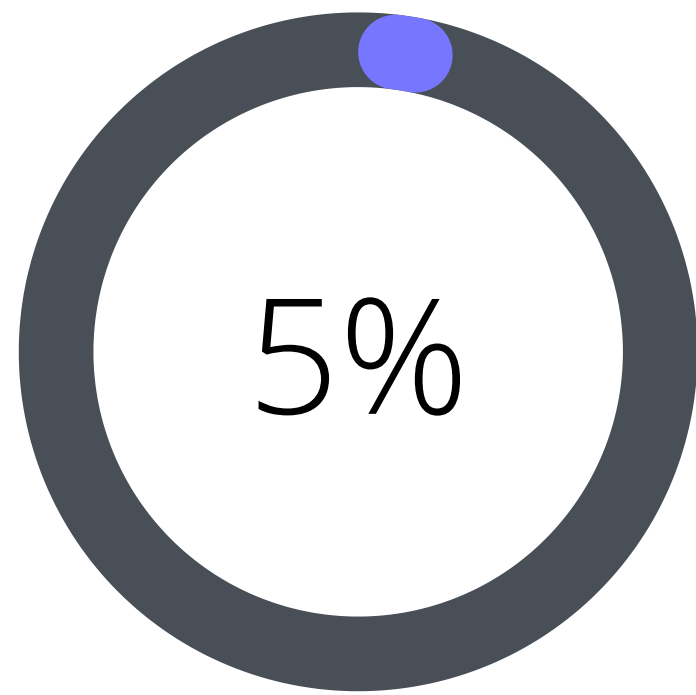
4 Mio. Km Fabric wasted

# Energieaufwendungen und -kosten

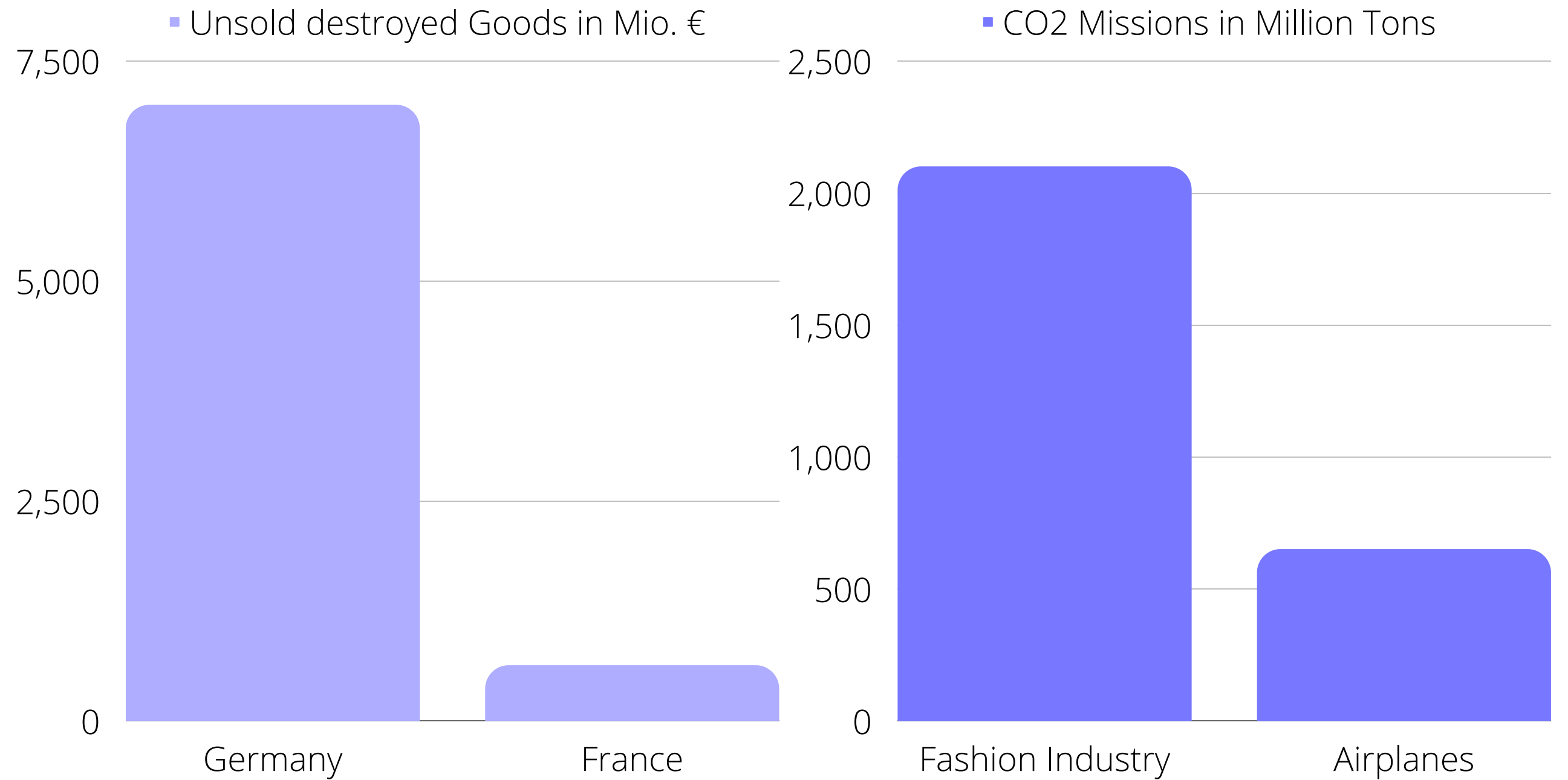




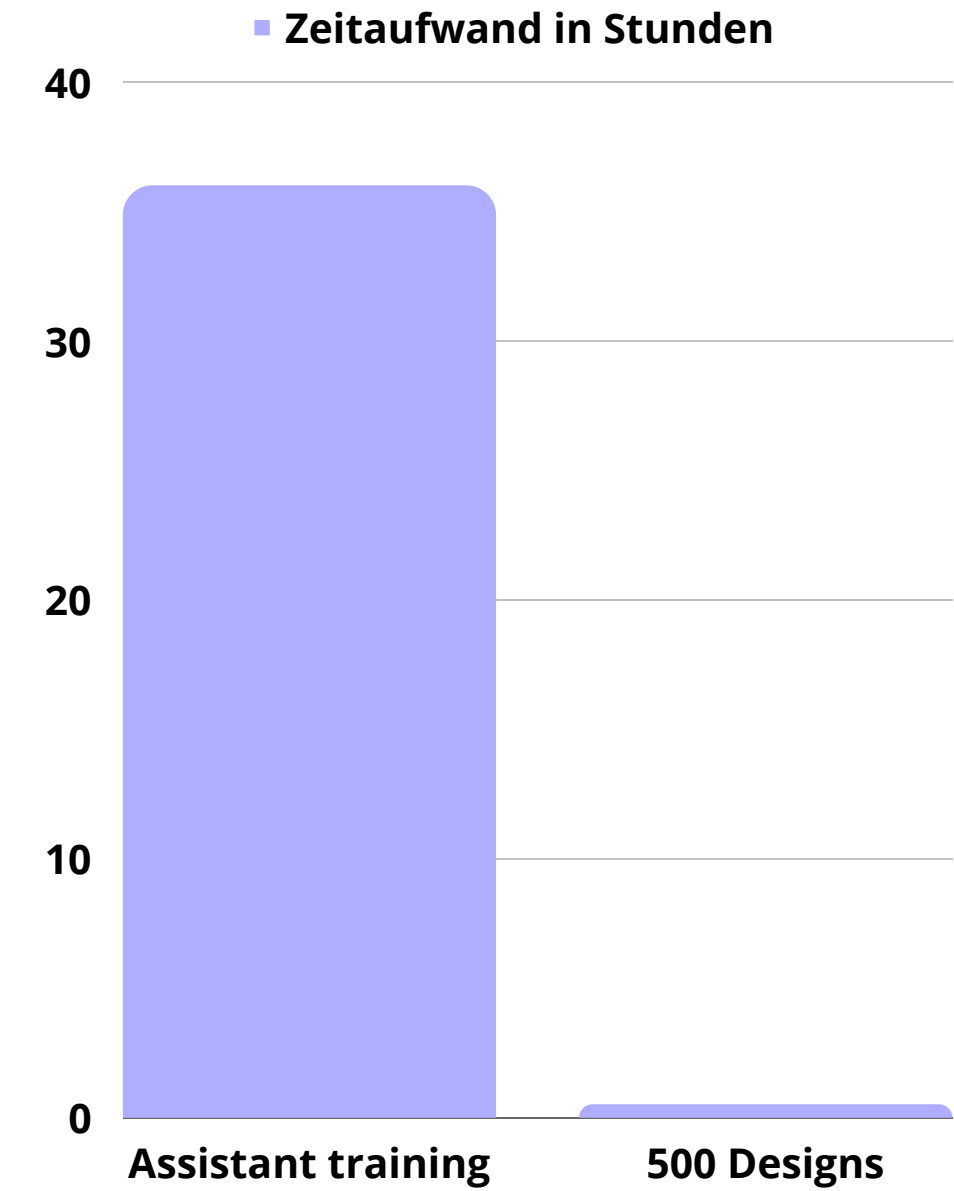
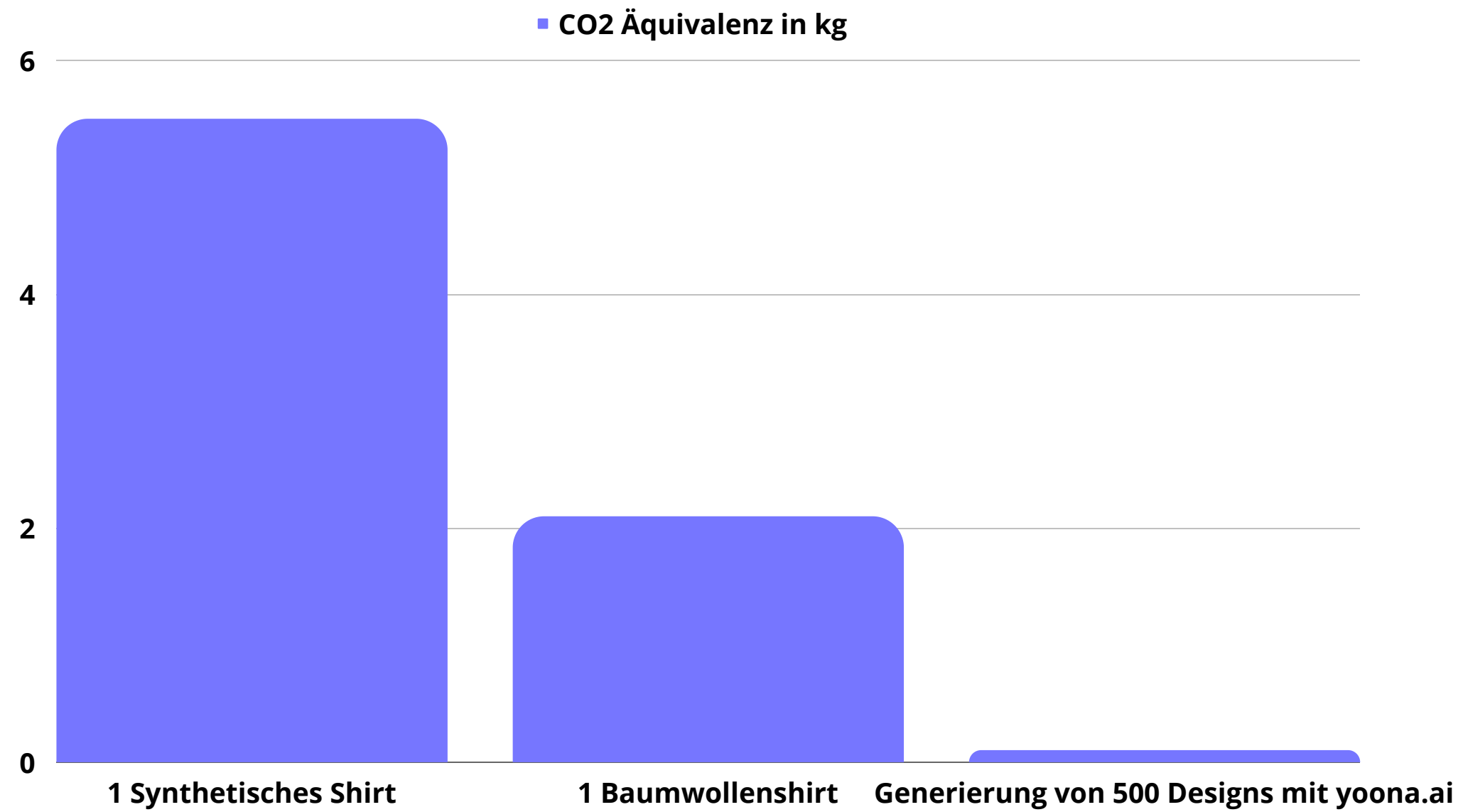
# CO2 Verbrauch



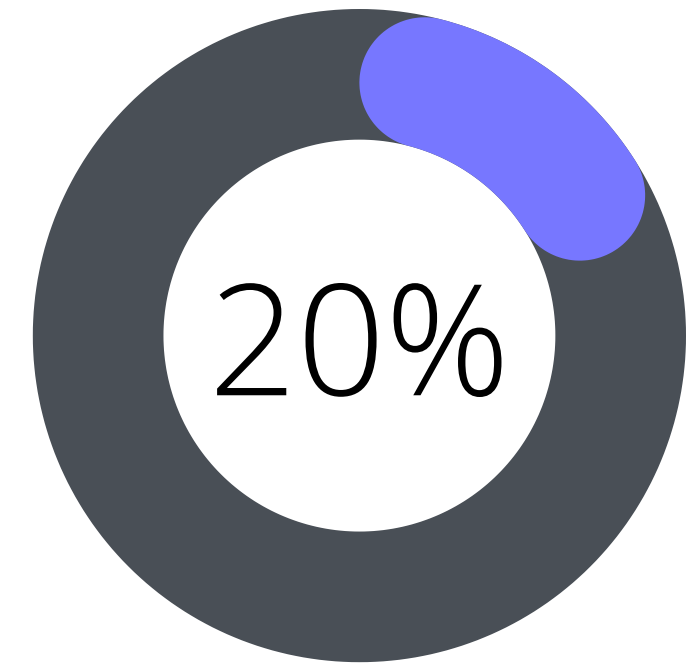
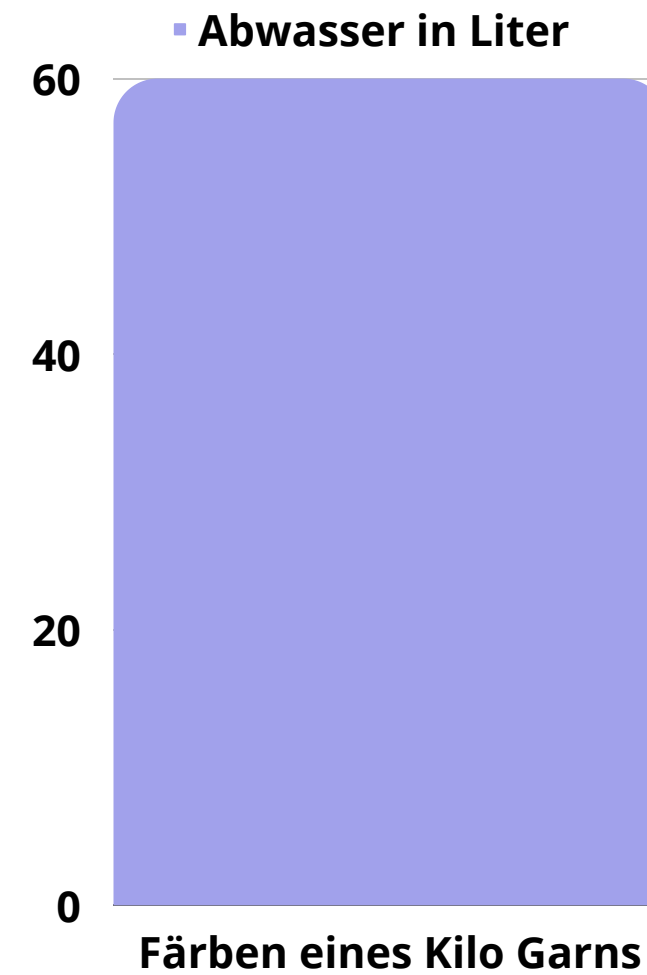
5% - 10% of the world's CO2 emissions is caused by the fashion industry



# CO2 Verbrauch



# Wasserverbrauch und -verschmutzung

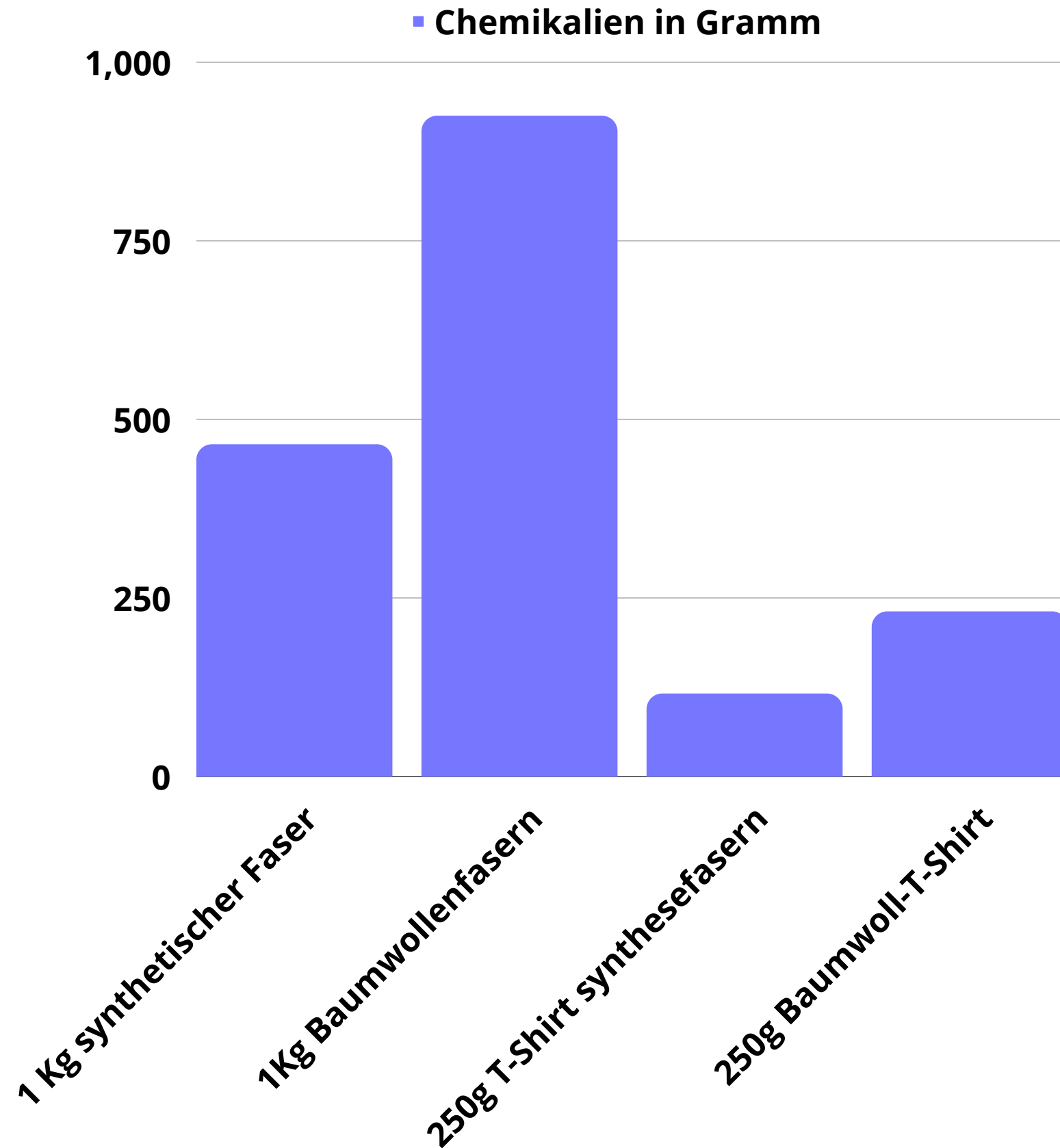


17 bis 20 Prozent des industriellen Abwassers weltweit entsteht alleine bei der Textilveredelung.

produktionsbedingter Wasserverbrauch bei digitaler Kollektionen entfällt mittels yoona.ai vollständig.



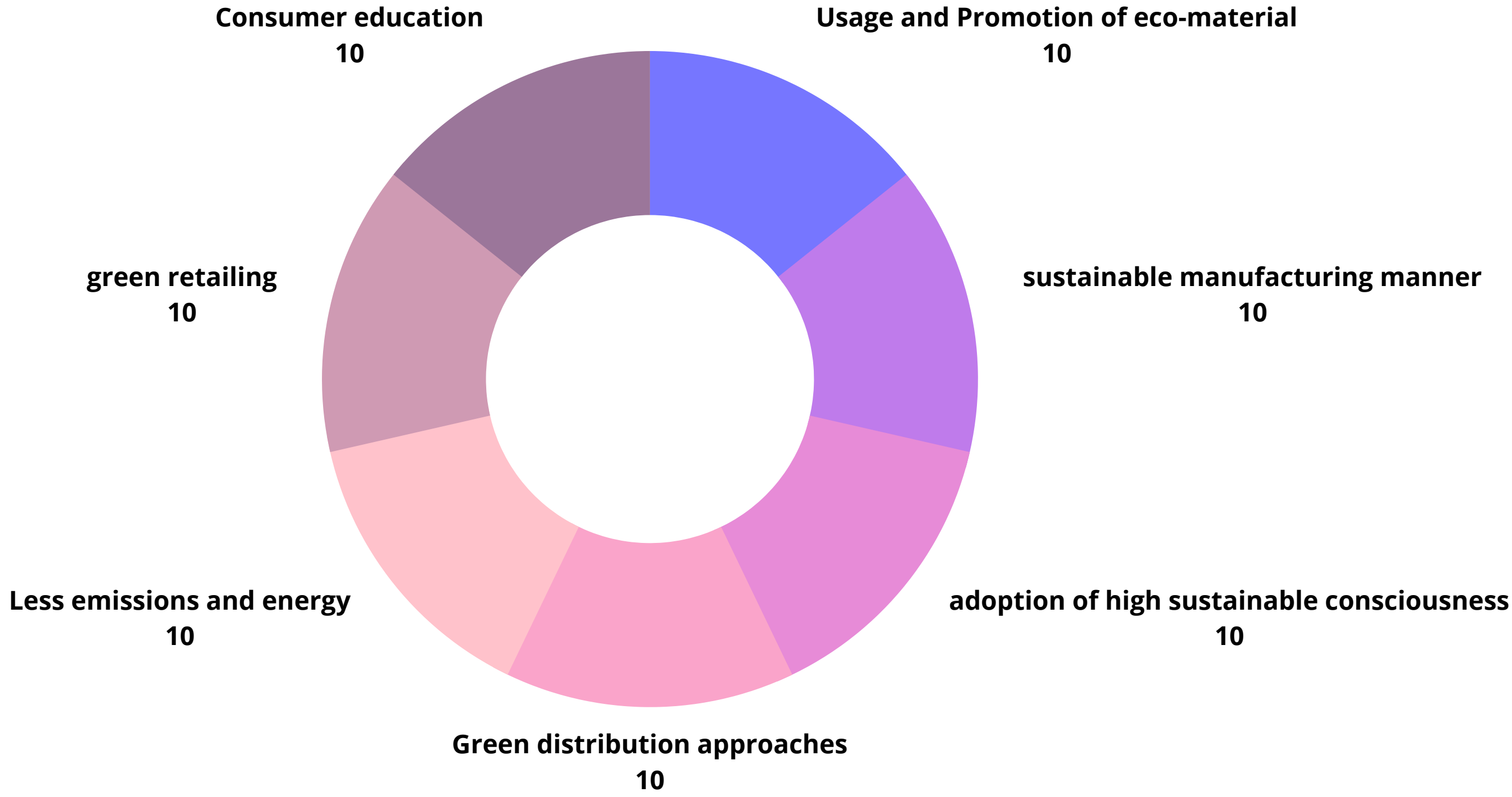
# Giftstoffe / Chemische Verunreinigung



Für die Textilproduktion kommen jährlich etwa 43 Mio. Tonnen Chemikalien zum Einsatz.



# Sustainable Fashion Supply Chain



# ~~Sustainable Production~~ .. Sustainable Design.

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 VAUDE

 Ernsting's family

VOGUE

 OFFICIAL MEMBER OF  
FASHION COUNCIL GERMANY

 Microsoft

 SIBB  
Startup  
Stipendium

 PORSCHE

 mth MEDIATECH HUB  
POTSDAM

 W  
LOUNGE

 D  
BRAND

LIEBESKIND  
Berlin

 PUMA

techstars

 Bundesamt  
für Wirtschaft und  
Ausfuhrkontrolle