



# The global leader for design digitization

SaaS / B2B Software Solution  
made by designers for designers





Try to find the artificial designs from the real ones!



At yoonai.ai, we use the most disruptive and modern algorithms to develop **new artificial designs** that you can't differentiate from real ones, except for one difference, they are **customer-centric**.



## Changing the industry by knowing what to built and how to built

### OUR TEAM



**Anna Franziska Michel**

CEO & Co-Founder

- Business Strategy & Business Development Digital Female Leader '19
- 20 years of experience in business development & the fashion industry



**Liza Semenova**

Operations & Customer Success

- 14 years of experience in Journalism, Marketing and Economics
- 3 years of project mgmt in the governmental digital agency



**Joudy Bozan**

Content Manager

- 3 years experience in Social Media Management



**Mandy Klaas**

Buchhaltung / Office Management

- PA & Project Management
- 5 years experience



**Germaine DeNigris**

Product Designer

- 3 years experience in digital design
- Experience in Fashion Industry
- Ex-Fashion Designer



**Daniel Manzke**

CTO & Co-Founder

- Finleap // VP Product / Tech
- Delivery Hero // CTO
- 17 years Tech leading experience



**Julia Zöbisch**

Product Manager

- 4 years experience in digital design
- 10 years experience in the fashion industry



**Ammar Khan**

Fullstack Developer

- 8 years experience in Programming and Data Science



**Basem Dabbour**

Sr. Machine Learning Engineer

- IT Management & Data Science
- 10 years experience

### OUR ADVISORS



**Alexander Gedat**

CEO

**Marc O'Polo, Gerry Weber**



**Benjamin Gebien**

Managing Director

**Saatchi & Saatchi**



**Katia Yakovleva**

Head of DE Strategic Accounts

**Spotify**



**Frederik Leuschner**

Serial Entrepreneur/ Head of Product Commercialization

**Google**



**Cihan Duezguen**

Strategic Sales Director

**FIS / Paydirekt / Mavi**



**Mary Sidiropoulou**

VP / Global Head of Assortment & Digital Product Development Engineering/Technology

**H&M Group**

# FASHION DESIGN PROCESS

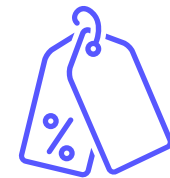
What is happening and why is the market ready



6k–250k designs monthly and 4–6 prototypes per 1 design



55k design hours in 1 year/company



30% of the goods are not sold



11 Million Euros in 1 year/company



3000 kg of unsold clothes burned



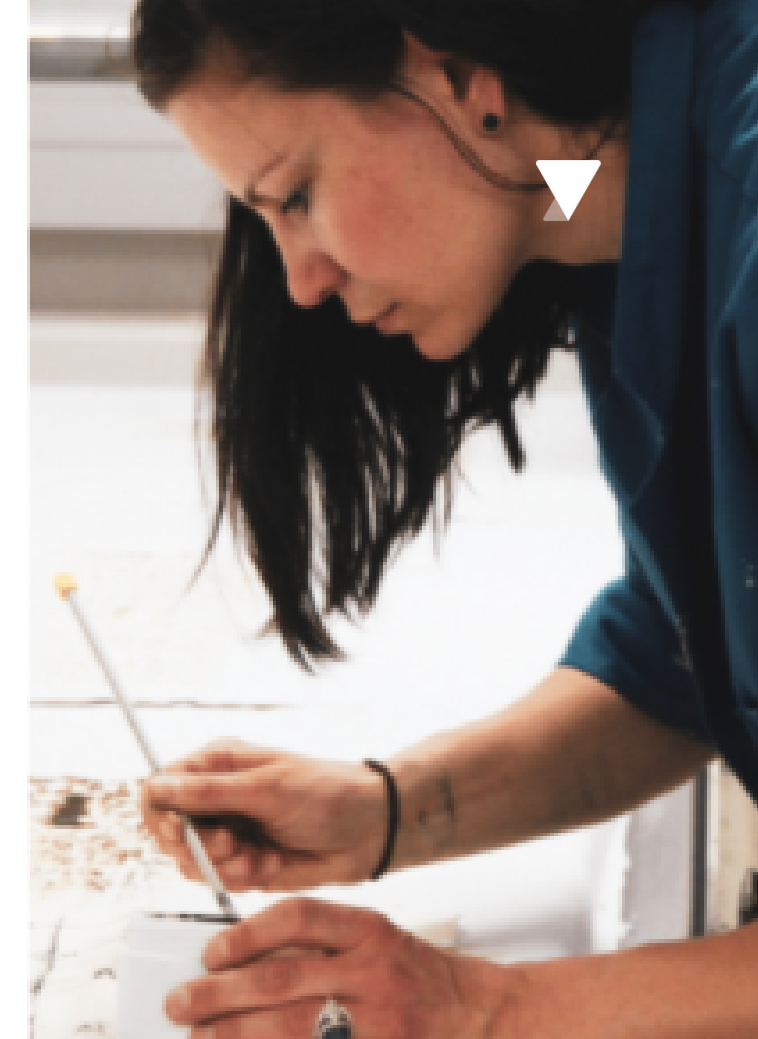
Waste of 4 million km of fabric in 1 year/company



Designers worked into burnouts

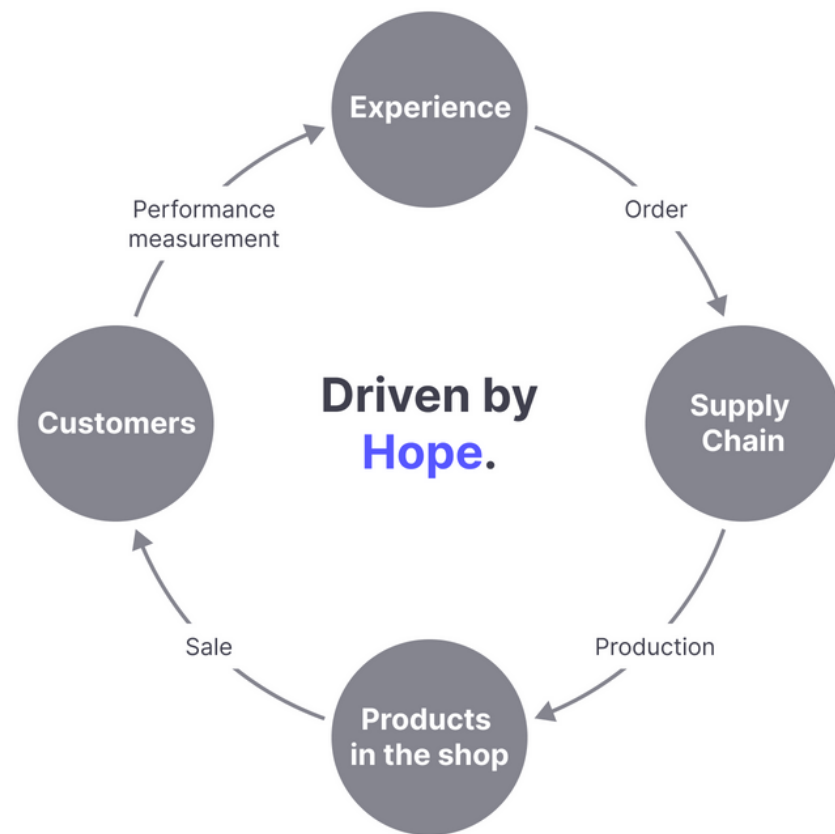


No time for creativity





## Process is currently manual



Currently

Shorten to **only a few clicks** by yoonai.ai to "cash cow designs"

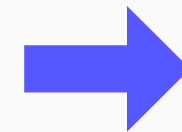
yoonai.ai

INDUSTRY EXAMPLE



60% bestseller anniversary  
business in every design category

COS



# APPAREL AND THE FIGHT FOR SUSTAINABILITY

The fashion industry is responsible for **8–10%** of the world's CO2 emissions

## Unsold Good which are destroyed/year

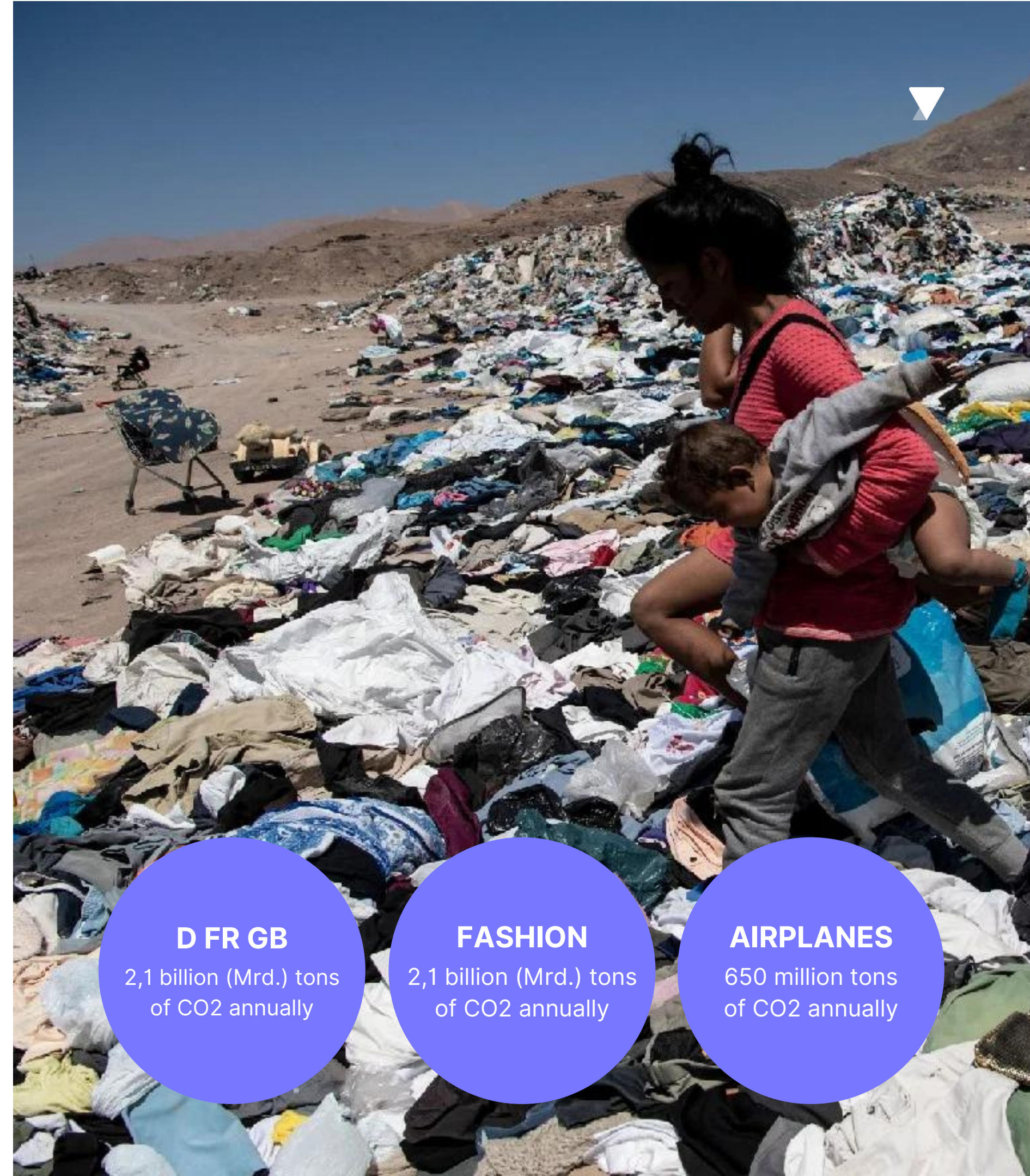
- € 630 million France
- € 7 Mrd. billion Germany

## CO-2 Taxes

- come into effect January 2021
- 25 Euro per ton
- 55 Euro per ton
- **1,15 Trillion Euro Taxes for FI**

## Circular Economy Act

October 2020, the throwing away of unsold products prohibited



**D FR GB**

2,1 billion (Mrd.) tons  
of CO2 annually

**FASHION**

2,1 billion (Mrd.) tons  
of CO2 annually

**AIRPLANES**

650 million tons  
of CO2 annually

# MARKET SIZE

Fashion Companies spend 2–3% of their retail volume in design processes

Subscription of 3500€ per month (average designer salary)

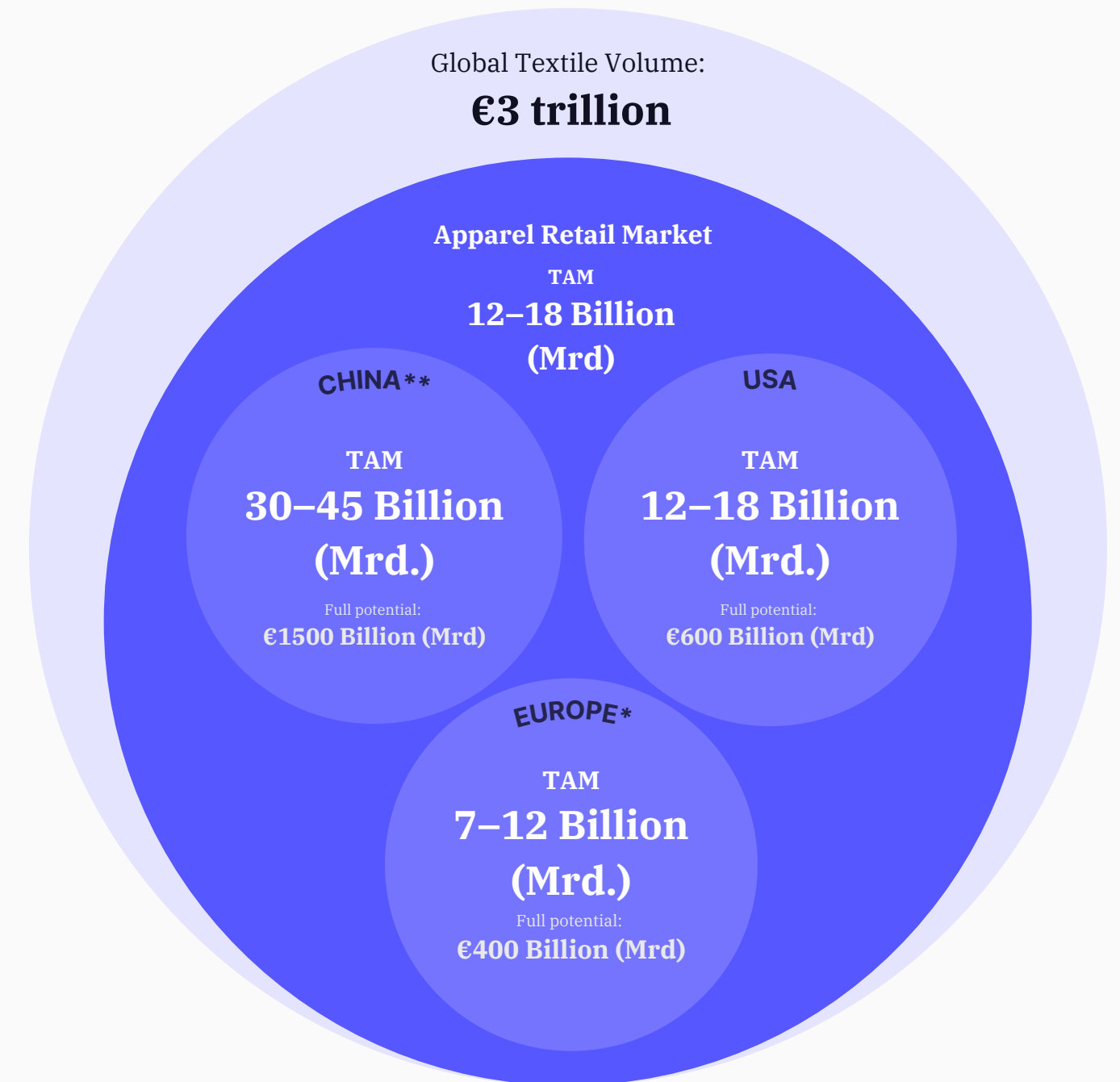
- Europe = TAM of €6.7 bn (Mrd.) 2022 with limited features
- Europe = TAM of 115 bn (Mrd.) 2024 with advanced offer of features

\*160.000 fashion and production companies in Europe

\*\*China's online retail market is believed to be 10 times larger than the rest of the market

(Björn Ognibeni: China digital consumer trends 2019, McKinsey Digital)

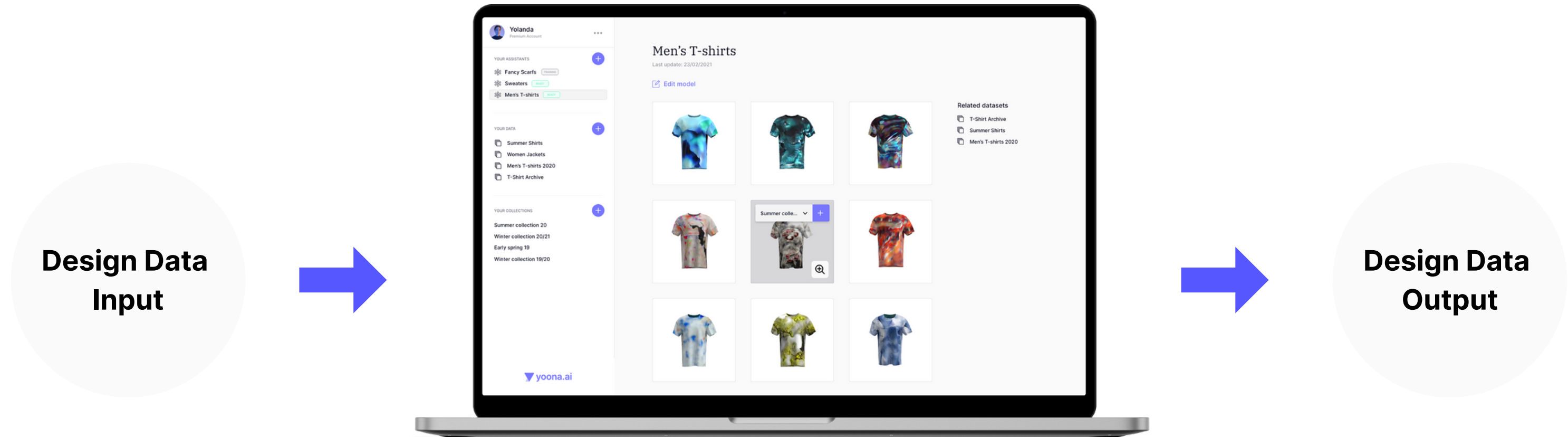
**10 %**  
annual growth







## We change that right now!



**Design Data  
Input**

**Design Data  
Output**

### Data Analysis

- Platform from idea to production with CO2 tracker
- Global design database scalable to different industries

**80%  
faster**

**100%  
easier**

**90%  
more  
efficient**

**100%  
customer  
centric**



# We reduce 4 hours of daily design work !

## Traditional Product creation

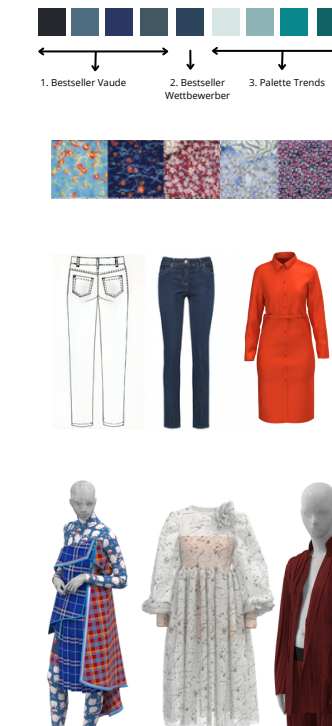
the whole industry  
is working in a manual processes



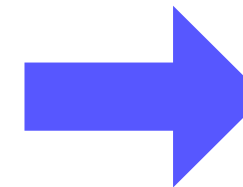
**55k design hours**  
**11 Mio Euros** annually  
**Subjective & driven by hope**  
**Designers burnout**  
**12.240,00 kWh**  
**132,800, 00kg C02**

## ▼ yoona.ai Design platform

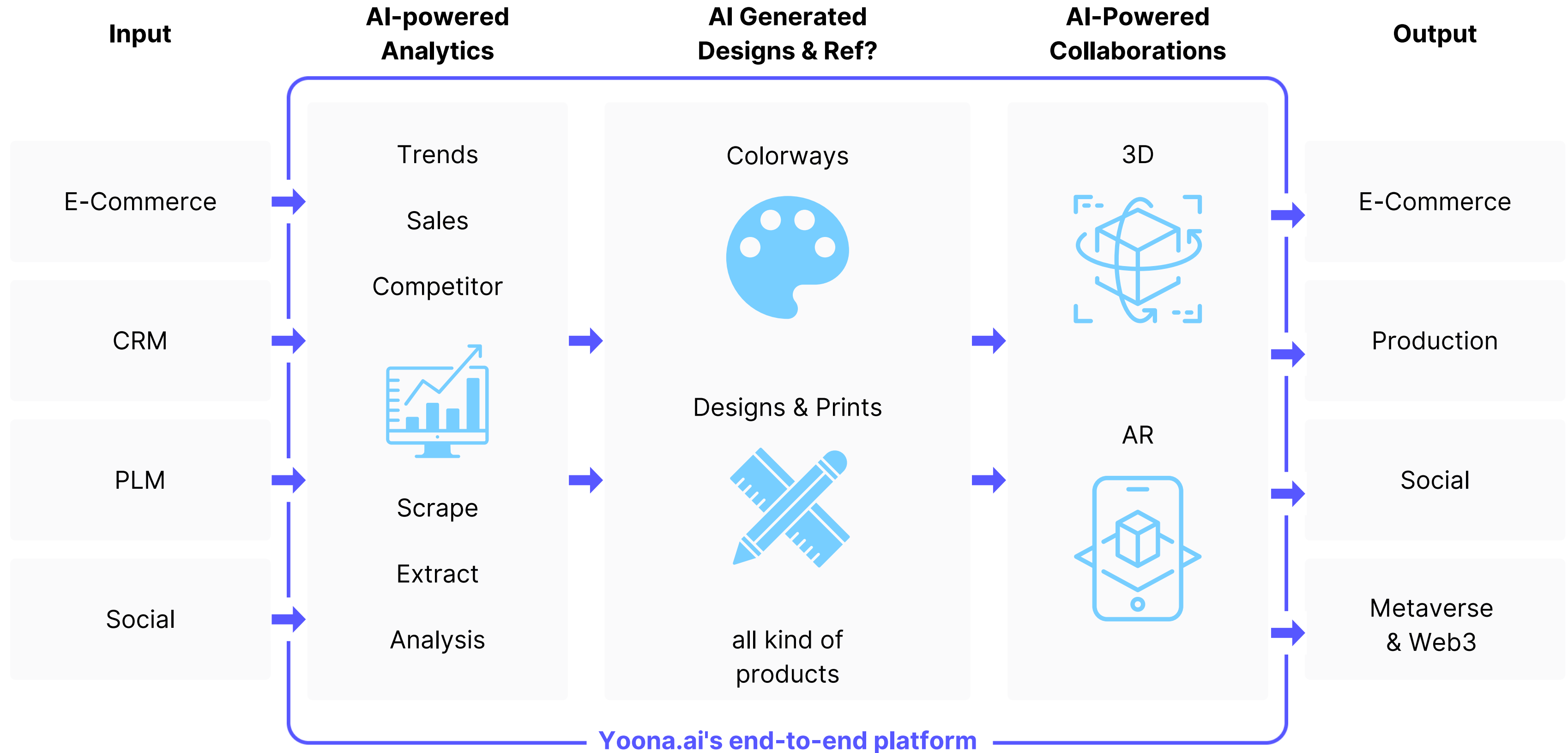
digital, automated & one click  
every product category



**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 C02,00 kg C02**



# HOW YOONA.AI WORKS





## Energy savings

### Clothing production power consumption

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

### Yoona.ai power consumption

Trainings phase: 300W x 48h = **14.4kWh**  
 Generation: 300W x 0.5h = **0.15kWh**  


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 = **14.55kWh**

**99.8% Energy savings**

## CO2 savings

### Clothing production CO2 emission

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

### Yoona.ai power consumption

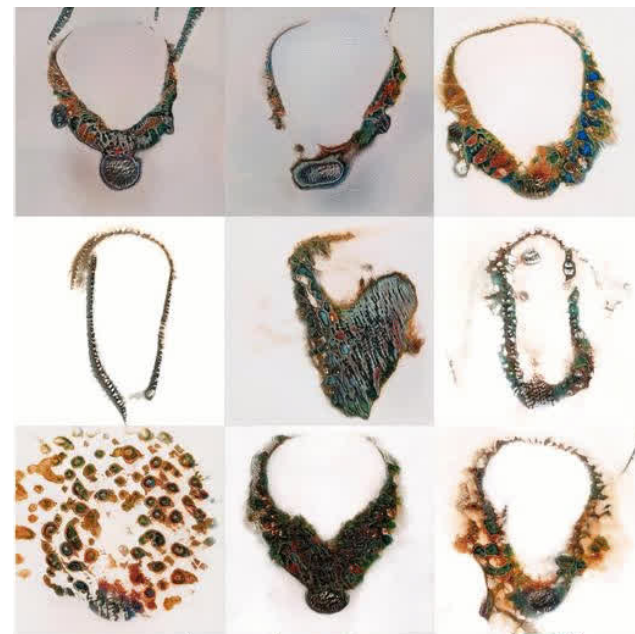
Trainings phase: 300W x 48h = **8.78kg CO2**  
 Generation: 300W x 0.5h = **0.09kg CO2**  


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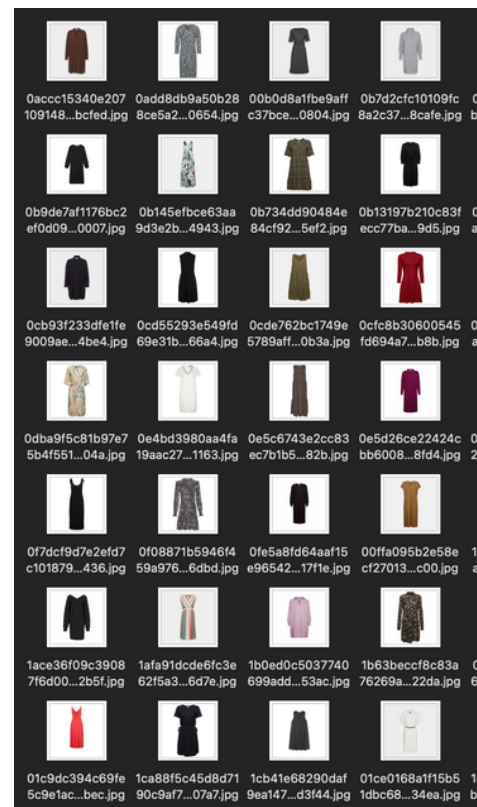
 = **8.87 CO2**

**99.8% CO2 savings**

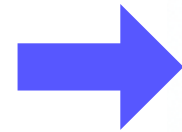
# YOONA.AI EXAMPLES



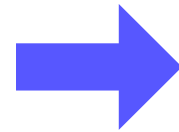
# YOONA.AI EXAMPLES



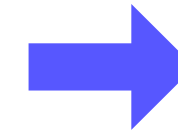
Data of any kind



AI Design



3D Designs



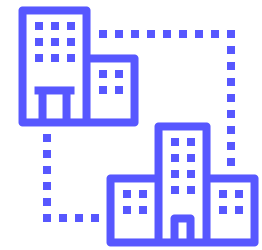
AR

SAMOON  
GERRY WEBER  
TAIFUN

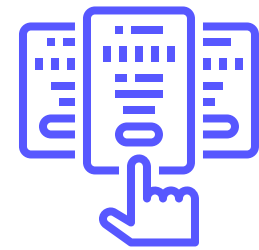


# BUSINESS MODEL

## B2B SaaS Software Solution



### **B2B Enterprise solution**



### **Subscription**

(scaling by number of designs - Ernstings Family/ 5000 designs monthly, Adidas 30 000 designs monthly & number of design assistant-print assistant, silhouette assistant, shirt assistant, 3D assistant, AR assistant)

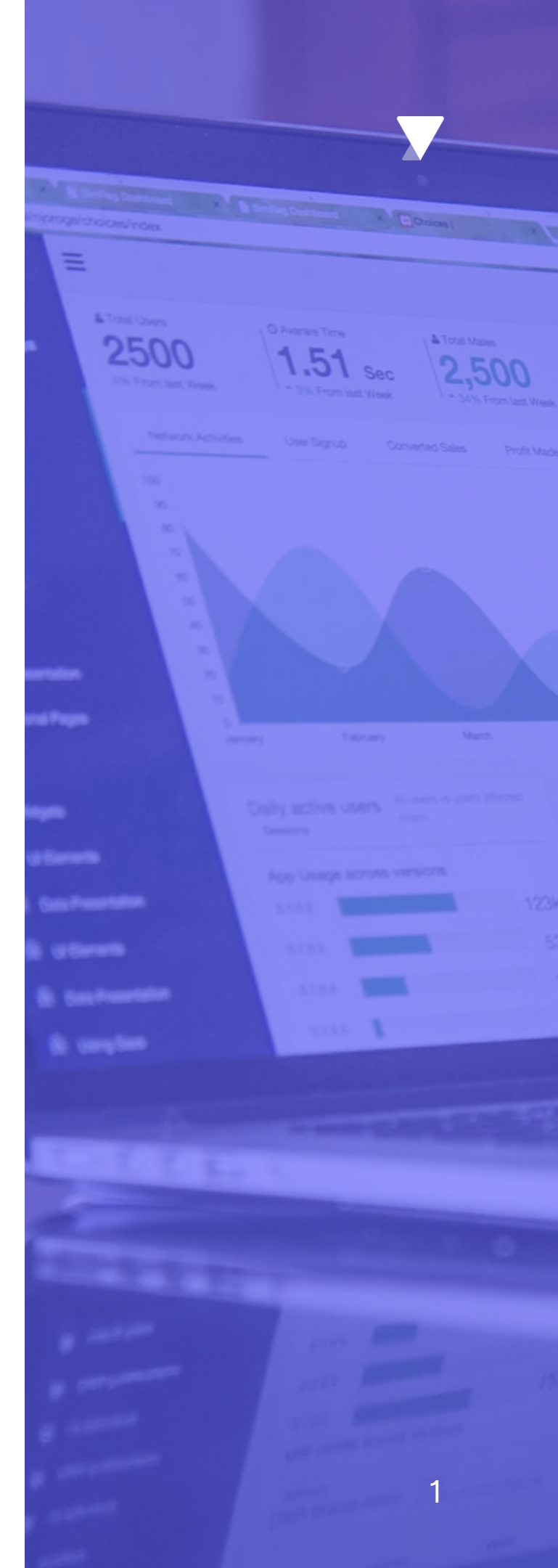


### **Fashion & Production Companies**

Clothing of any kind, jewelry, shoes, accessories



### **Cloud based**



# WHERE WE ARE SO FAR



## LOI's and pilot clients

Year	2022	2023	2024	2025	2026
Customers	<b>10</b>	<b>50</b>	<b>200</b>	<b>650</b>	<b>1650</b>
ARR	160k	1,4m	5,2m	27,1m	61m

### Customer:

- Gerry Weber
- Apart Fashion
- Vaude
- Mey
- WSD

### POC planning

- Desigual
- Ernstings Family
- H&M
- Adidas
- K&T Shoes

### First successful call, Follow up scheduled

- Marc Cain
- Cartier
- Bonprix
- Arezzo
- Bugatti
- BRAX
- Falke - Socken
- Mammut
- Schöffel
- Tchibo

### Milan Fashion Accelerator

- Astrid Dapra / Prada & Balenciaga
- Gianluca Caputo / Prada & Brionie
- North Sails
- Micam Milano

### Sales support

- Daniel Weihrauch
- Cihan Duezguen
- Mareike Popp (Atlas)

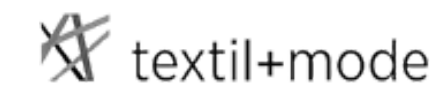
### Fashion Events 2022

- Fashion WeekBerlin
- Metaverse Fashion Week
- Texworld Paris
- ...

Yoona.ai offers a solution that conceptually connects well into our rapid creation strategy. With the technology we aim to become faster in the design process as we attempt to work on close to market calendars, closely informed by our customer's needs. Utilizing AI to automate the design process is an innovative way to assist our designers to speed up their process, make better decisions, and to create new consumer relevant products faster. Anna Franziska Michel clearly understood the needs of our brand and we are excited about the idea and product as it reflects our enablers of rapid creation. (Sky Asay, Director Design Operations, adidas)



# RECOGNITIONS, AWARDS & PROGRAMS





# Scalable to global leader for design digitization

**01 — Fashion Industry  
& Production Industry**

Market Turnover  
USD 1.5 Trillion

**04 — Automotive industry**

Market Turnover  
USD 4 trillion

**02 — Advertising industry**

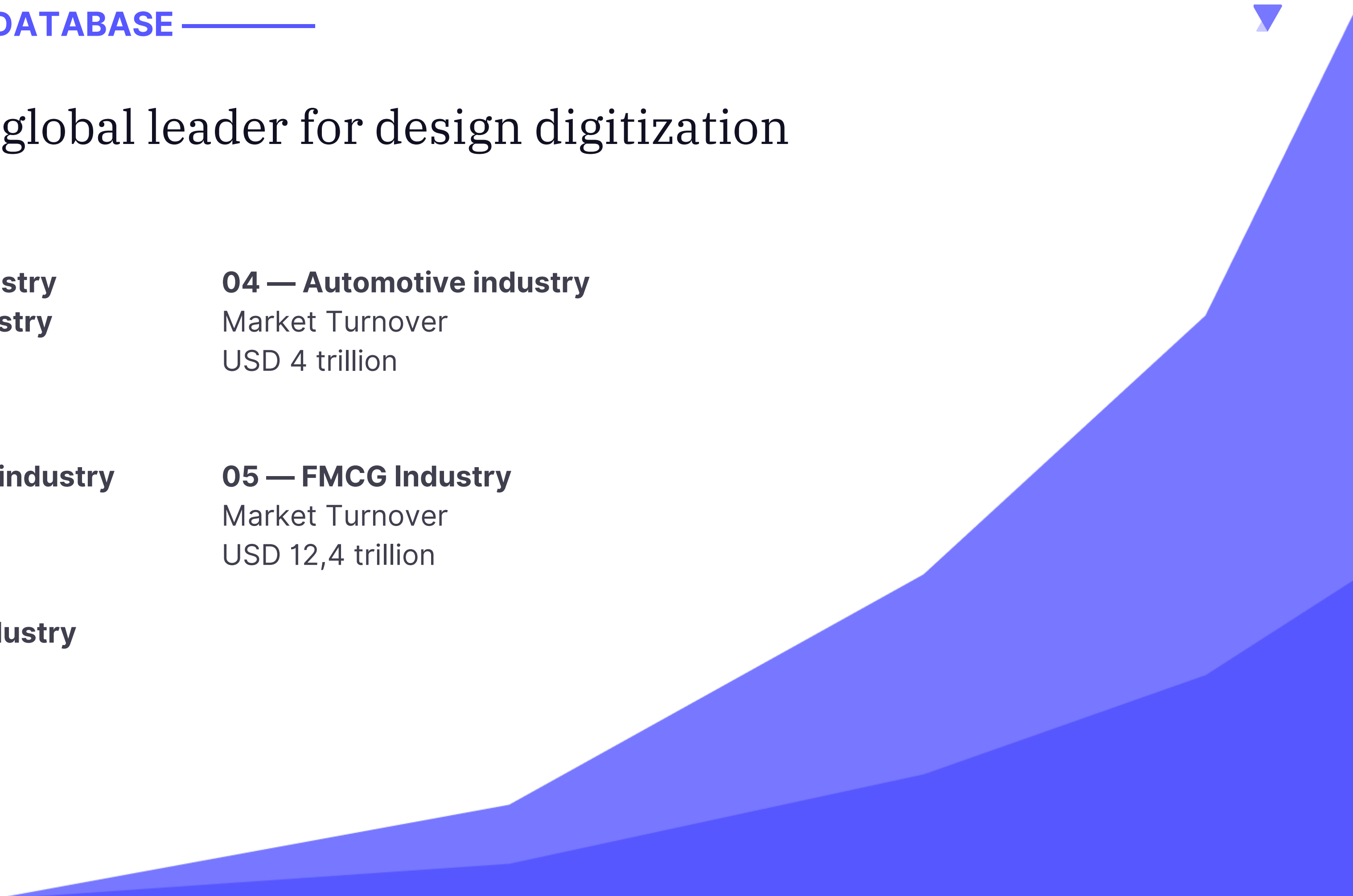
Market Turnover  
USD 560 billion

**05 — FMCG Industry**

Market Turnover  
USD 12,4 trillion

**03 — furniture industry**

Market Turnover  
USD 531 billion



# WHAT WE ARE LOOKING FOR



## 2–2.5m in total

### 3 potential cases

#### Case 1: Most Likely (Favorite)

extend the (tech) team to a full blown team to be able to release 3D support 2022

- Account Manager
- Mobile Engineer (Temporary)
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Backend)
- Machine Learning Engineer

#### Case 2: Minimum

existing team minimal extended to lower risk

- Account Manager
- Mobile Engineer (Temporary)
- Sr. Software Engineer (Frontend)

#### Case 3: Hyper Growth Case

extend the (tech) team to a full blown team to be able to release 3D support 2022

- Account Manager
- Mobile Engineer (Temporary)
- Sr. Product Manager
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Frontend)
- Sr. Software Engineer (Backend)
- Sr. Software Engineer (Backend)
- Machine Learning Engineer



Already committed: **1.3 m**

## EXECUTIVE SUMMARY



- The **fashion design process** is **manual, time consuming, cost intensive + wasteful**
- **yoonai revolutionizes the entire workflow** of the design process **by merging AI technology and fashion** resulting in **efficiency gains like significant time & costs saving and less waste**
- Market opportunity **\$ 3 Trillion**
- Our **AI platform** will become **the global leader** to enable **every company worldwide to design fully digitally**
- **Cutting edge team** of experts from **fashion to technology** supported by **the industry**



VOGUE

FRAAS  
THE SCARF COMPANY





Get in touch and let's  
drive impact together!

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**More information:**

[www.yoona.ai](http://www.yoona.ai)





# Overview

Plan	Digital Consultancy Entry fee	Design Assistants	Colorways	3D Designs	AR Support	Research Assistants
<b>S</b>	2000€	1 Assistant á 250 Design 1500,00€	1 Assistant 500,00€	3 Designs 2000,00€	tbd	1 Assistant 1000,00€
<b>M</b>	3500€	3 Assistants á 250 Designs 3000,00€	3 Assistants 1300,00€	6 Designs 5000,0€	tbd	3 Assistants á 250 Designs 2500,00€
<b>L</b>	5000€	5 Assistants á 250 Designs 4500,00€	5 Assistants 2000,00€	10 Designs 8000,00€	tbd	3 Assistants á 250 Designs 4000,00€
<b>Enterprise</b>	On request	On request	On request	On request	On request	On request

MRR 3500€

MRR 60.000 €

# Trial in start phase

- 2500€ pro Monat
- 1 aktiver Assistent mit 250 Designs
- Farbextraktion
- AR Support
- 1 3D Design

# Future Extentions

- Number of users
- Collaboration Feature
- Connection to Production Companies
- Integration into Company Landscape
- Material Library
- API´s to partners
- CO2 Analyses

→ up to 60k monthly (Ernstings Family)



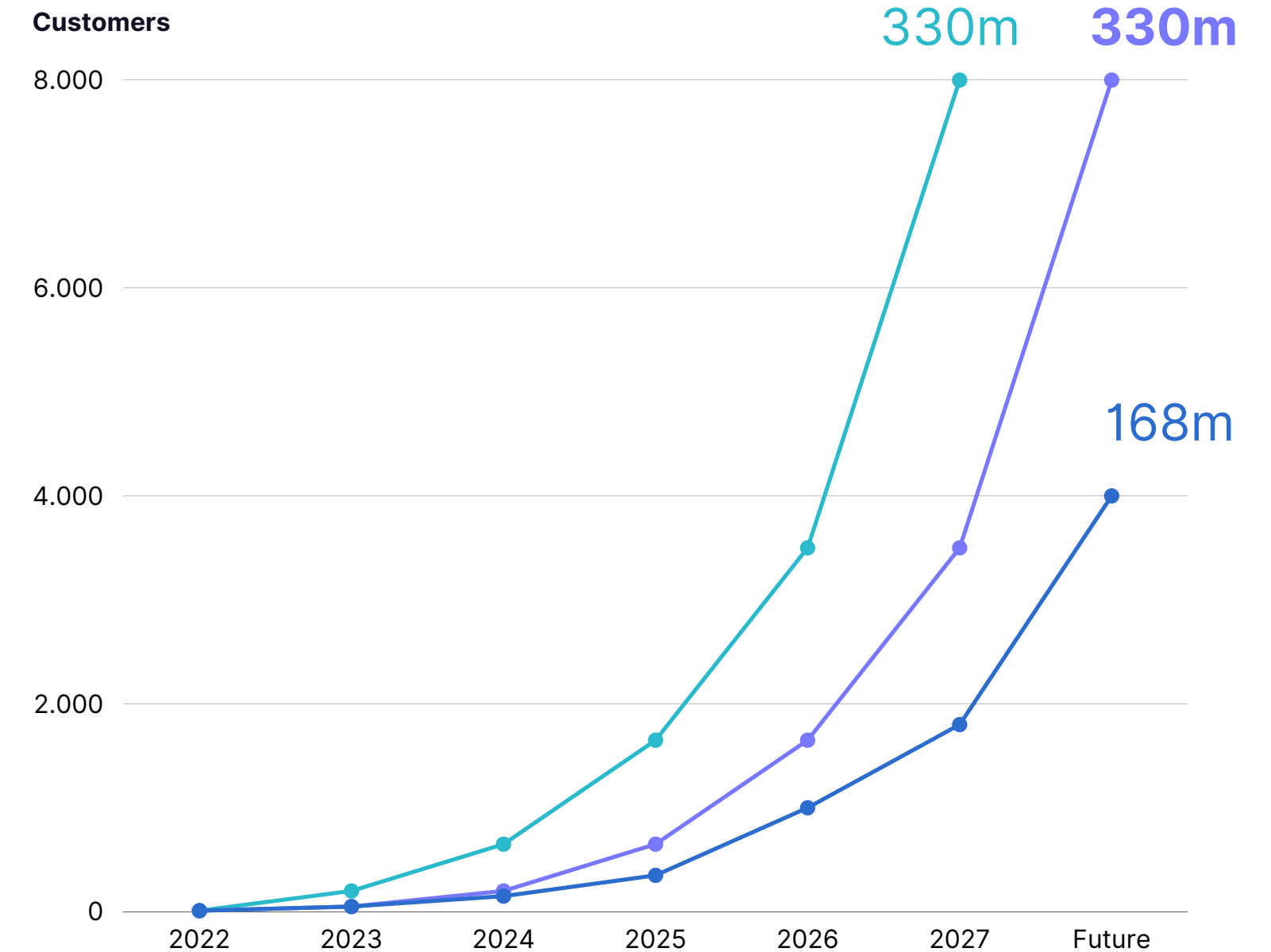
## Series A ('23/'24)

- 3 additional Tech Teams
- 5–10 Customer Success
- 5–10 Account Manager
- HR & Finance Team
- –2 Marketing Manager

## Goal

- reach 5% TAM
- 8000 companies
- avg. 3500€/customer
- 330m € ARR

	2022	2023	2024	2025	2026
<b>Costs</b>	1m	1,9m	6,4m	9,8m	17,9m
<b>Employees</b>	15	20	60	100	180
<b>Clients</b>	10	50	200	650	1650
<b>Revenue</b>	160k	1,4m	5,2m	27,1m	61m
<b>MRR</b>	40%	60%	90%	90%	95%





## Data we tend to work with

- Data based
- iterative
- analytical
- solution-oriented
- flexible
- efficient
- fast
- customer centric
- Product Images
- Article Reports
- Influencer Trends
- Creative Direction
- Color Trends
- Trends
- Competitors
- Colourways

