



iWear

Workshop: Software Entrepreneurship

210401

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Let me ask a question

כמה פעמים לבשת פריטים
בצבע לבן? שחור? סגול? ...

כמה פעמים לבשת את
הבגדים שעלייך כרגע?

כמה חולצות יש לך בארון?
ג'ינסים? מעילים? ...

הטמפרטורה היא 30
מעלות, מה תבחר/י ללבוש?

iWear Product

iWear monitors and analyzes the use of the user's clothing items and provides statistics and data.

Based on the statistics and data, the user can manage his closet and get recommendations of clothing items based on different parameters.



Installation

Initial installation of an RFID-Reader in a "strategic" location. Couple durable RFID-Tags with clothing items.



Monitor

The reader will identify the worn items, Worn events with the relevant information will be saved to the system.



Analyze

iWear system will provide statistics and data on the use of clothing items with recommendations based on different parameters



Motivation



Smart digital closet

Technology is spreading in all areas, but the one who was left behind is the closet.



Changing Fashion trends

Fashion trends and ethics are rising and changing very often. People spending a lot of time searching for the best clothing items for their specific dressing style.



Closet management

People manage their closet with a lack of real knowledge, select what to wear, according to gut feelings.

The Market

"iWear potential customers are everyone!"

All human beings are buying clothing items and managing their closet, monitoring the fashion trends and deciding on a daily basis what to wear.

"iWear is a pioneer in its market field!"

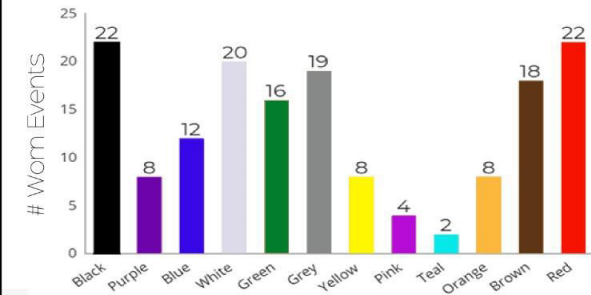
iWear aims to create a new market that combines fashion with data and the digital world with an emphasis on the fashion eCommerce.

Screenshots

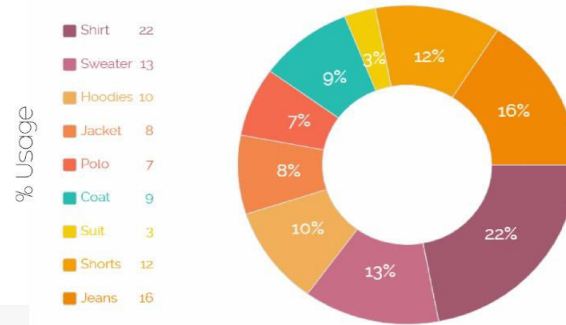


Statistics

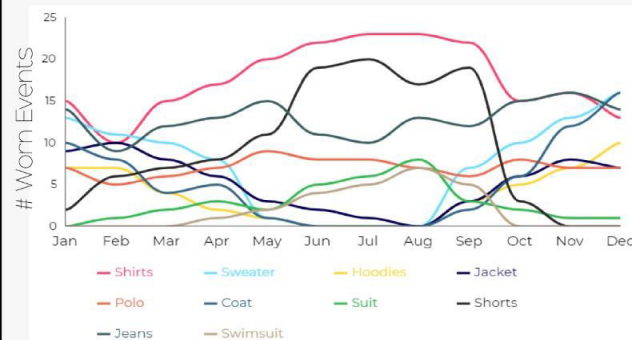
Color Usage



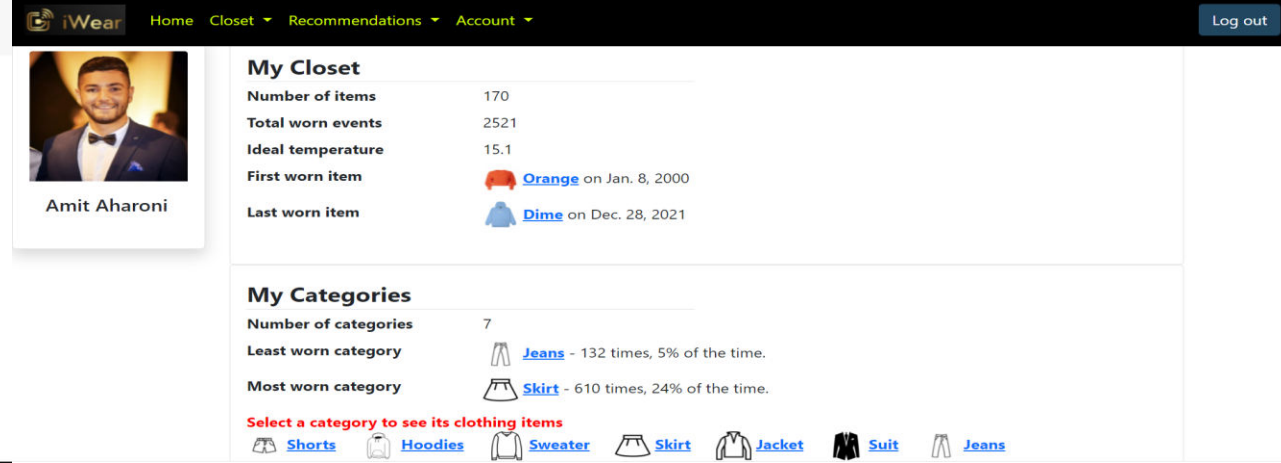
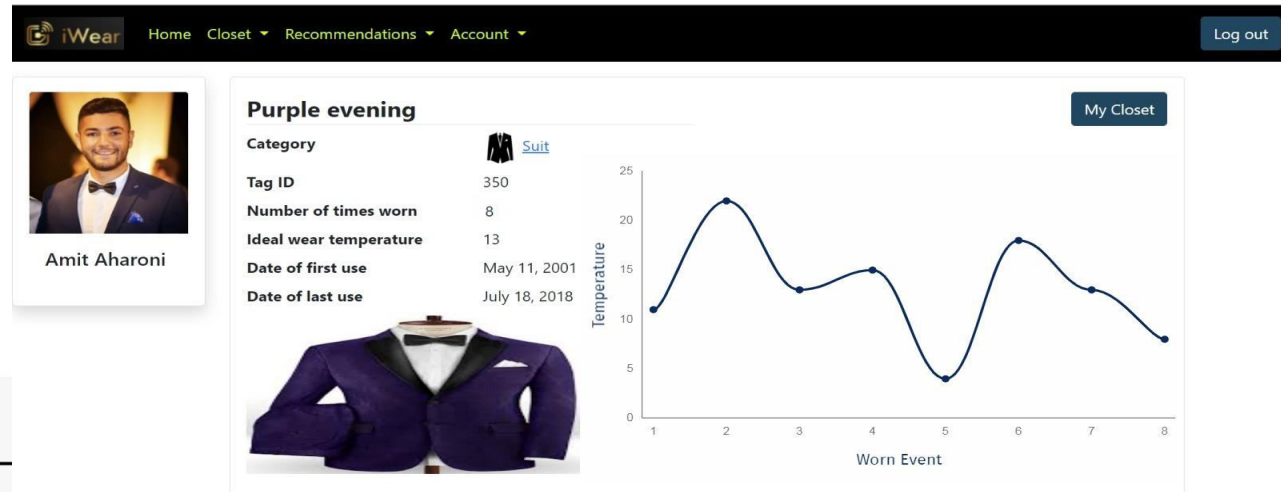
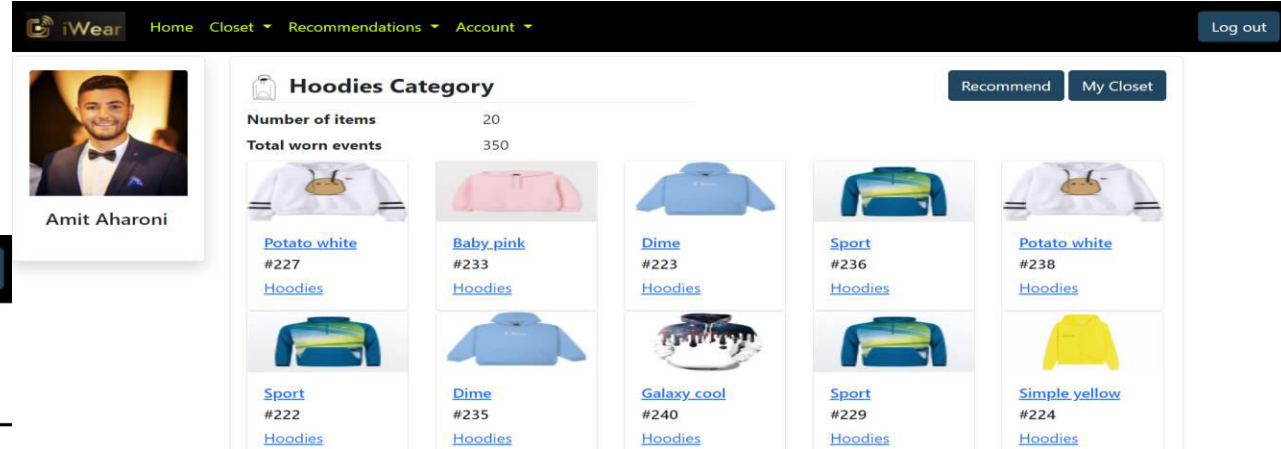
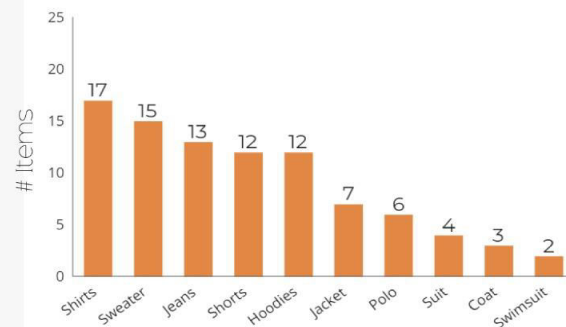
Category Usage



Worn Events



Total Items



Architecture

Frontend	Backend	Database	RFID
HTML	Python	SQLite	UHF Reader
CSS	Django		UHF Tags
JavaScript	Vagrant		
Bootstrap			

Competition

Although there are not direct competitors with the same market and targets, there are some similar competing products.



TailorTags

Produce their own designed clothes with embedded tags. Suggesting recommendations based on user preferences. "TailorTags" don't monitor the usage of clothing items at all.



FashionTaste

Aiming to a digital closet but focuses on recommendations of incorporating existing clothing items in the user's closet.



iWear

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Shai Levy



iWear CEO's

Thank
You