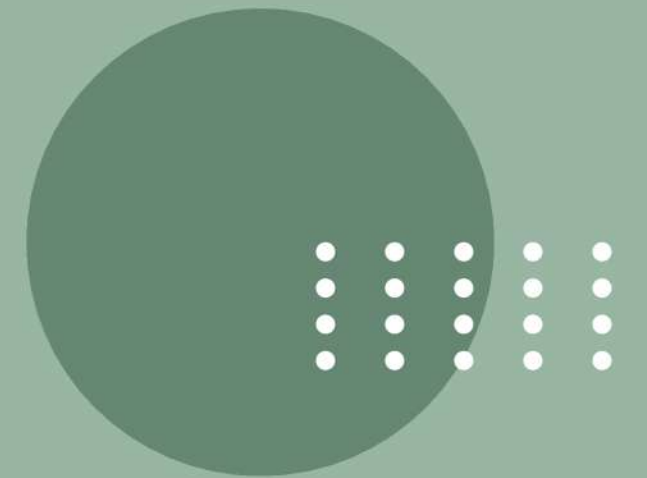


Presented by: Ariel Porath & Yoni Eliav



# ECO CLOSET

Easy, Fast, Sustainable Clothing Exchange.





# THE PROBLEM

Many people face this dilemma:

- **High Cost of New** - trends drains your wallet.
- **Wardrobe Fatigue** - "nothing to wear" is a daily cry.
- **Environmental Impact** - fast fashion is unsustainable for our planet.



# THE SOLUTION

Many people face this dilemma:

- **Affordable shopping** - premium brands low pricing
- **Refresh Your Wardrobe** - renew you look
- **Sustainable Choice** - reduce fashion waste



# THE MARKET

- One-tenth of all fashion spend
- 65 % of Gen Z & Millennials– bought second hand items last year.
- \$367 B global opportunity - By 2029 with 10% CAGR
- Main player annual revenue - \$91M



# COMPETITOR ANALYSIS

The dedicated apps lack market reach and have poor localization features

ease of use



The “Famous” apps are not easy to use

Localization

# COMPETITOR ANALYSIS

The dedicated apps lack market reach and have poor localization features

ease of use



The “Famous” apps are not easy to use

Localization

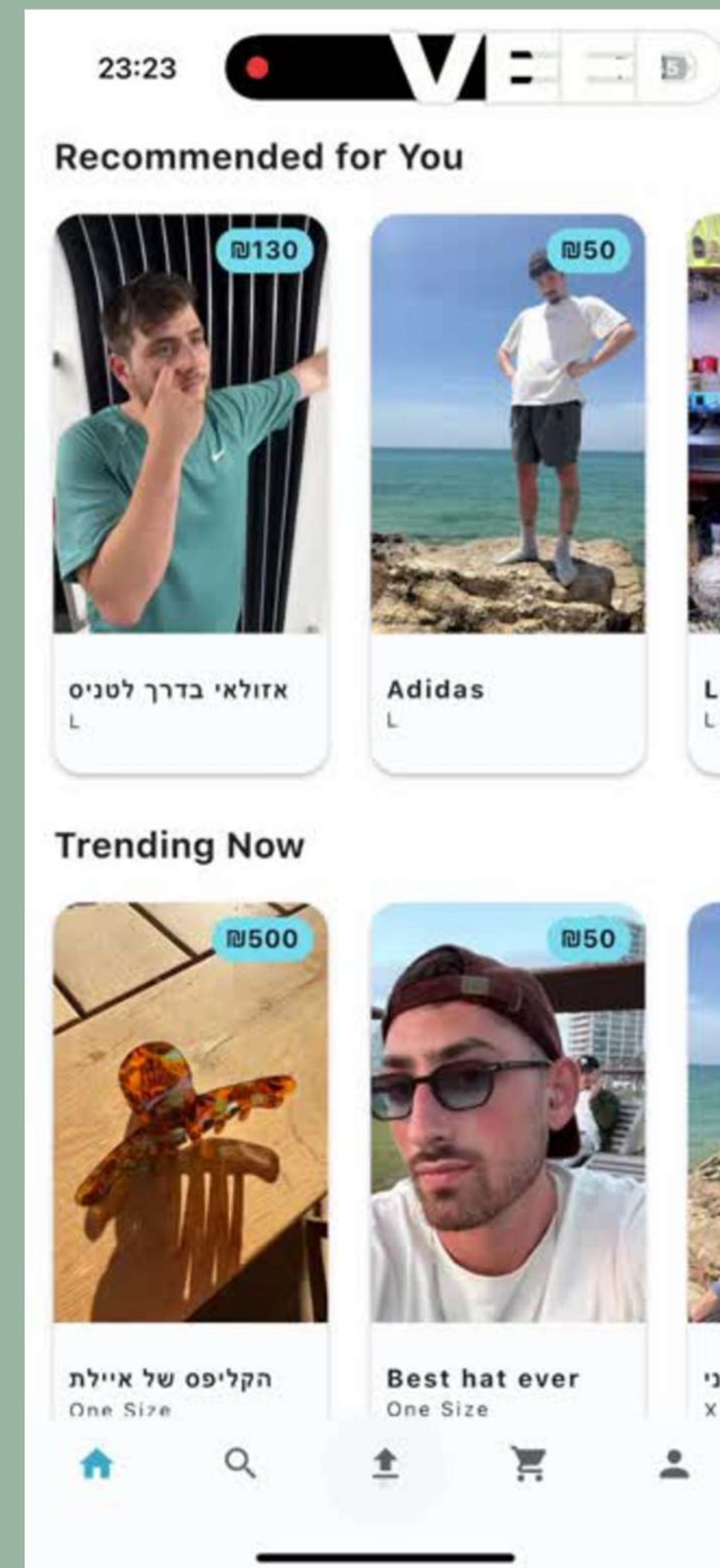
# THE PRODUCT - ECO CLOSET

- Intuitive & Easy - A user-friendly app.
- Hyper-Local Focus - Connects buyers and sellers within community.
- "QuickUpload" Feature - with AI tagging
- Stylish design to provide **FUN** shopping experience
- We do the matching - not taking part of the selling



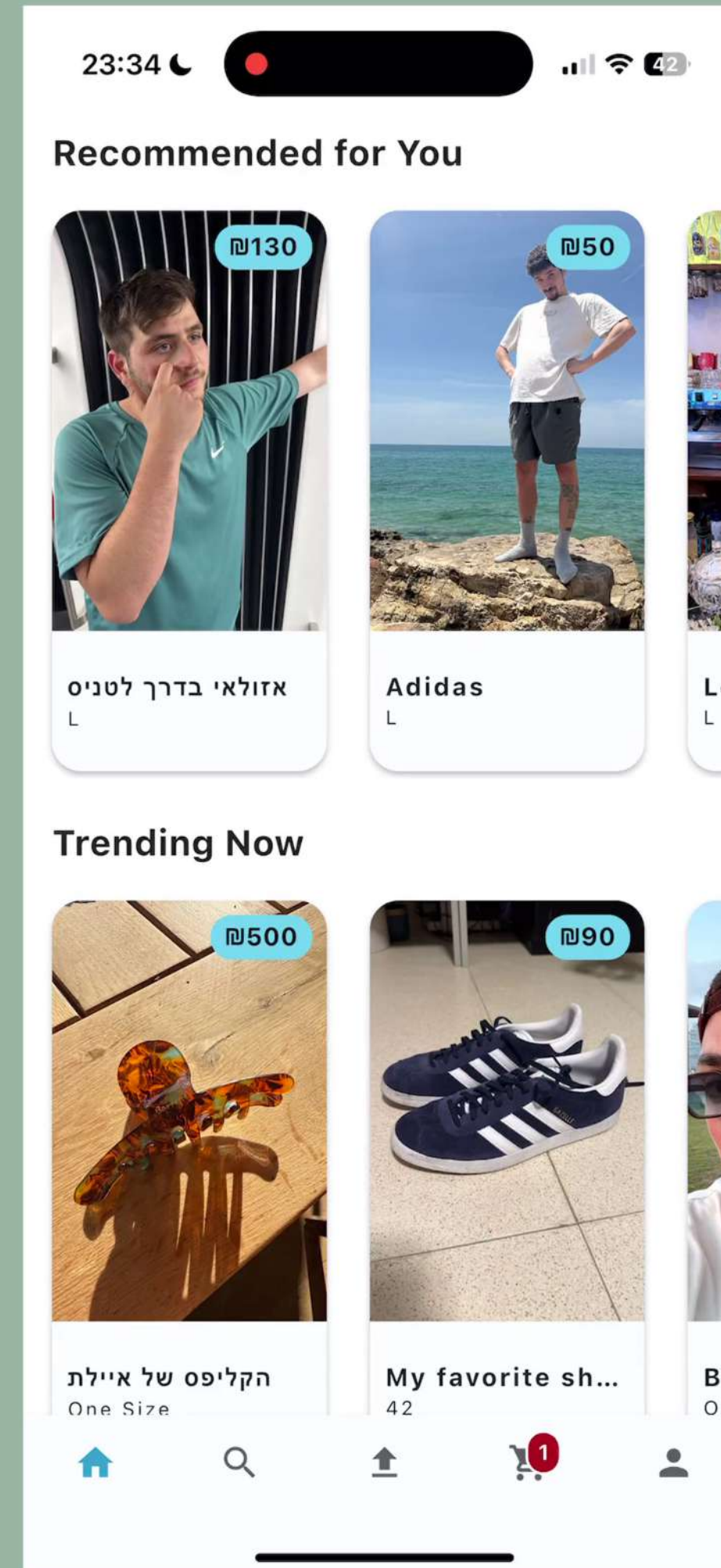
# THE PRODUCT

Uploading Item



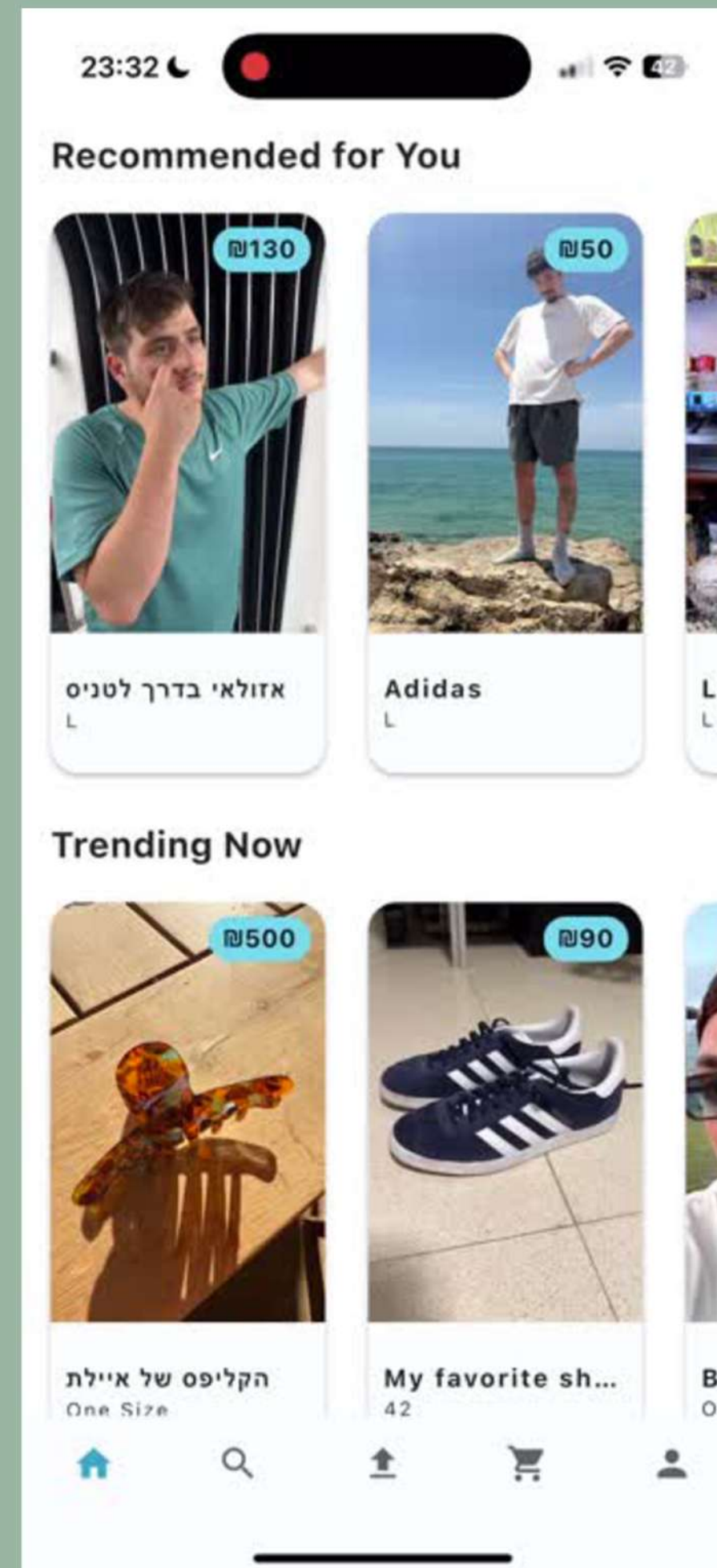
# THE PRODUCT

## Buying Process



# THE PRODUCT

Searching Item





# THE ARCHITECTURE

Mobile App (Flutter):

- Single codebase - That ensures consistent user experience.

Backend (Firebase):

- Google's platform for reliability and growth.
- Manages user accounts, real-time data and storage.

AI (Gemini 2.0):

- Advanced image processing

External APIs:

- Google maps API for address location services





# THANK YOU



The Q&A session begins