

A person's arm is visible on the right side of the image, reaching towards a rack of bras. The bras are hanging on wooden hangers from a metal bar. The background is a plain, light-colored wall. The overall scene is dimly lit, with the bras and the person's arm being the primary focus.

Loop



FIND YOUR PERFECT BRA WITH A SIMPLE SCAN

Jasmine Liao
Connie Xu
Valentino Andrewin
Alicia John
Ire Omitowoju
Melody Chen

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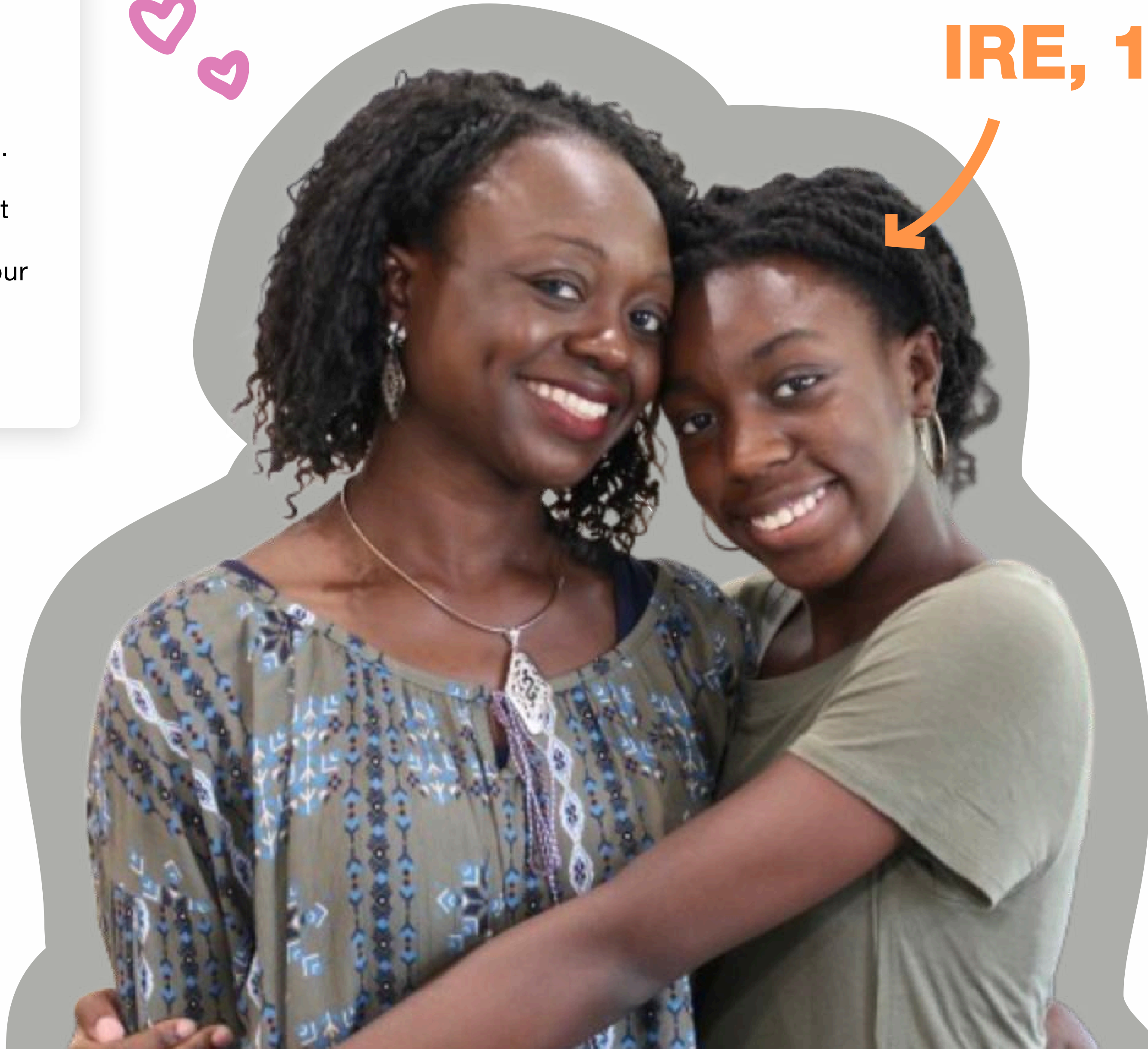
Speaker Notes:

Growing up one of my core memories was wait for it... bra shopping with my mom.

I know it doesn't sound that exciting, but for most girls including me, this defines our next stage of womanhood.



IRE, 14

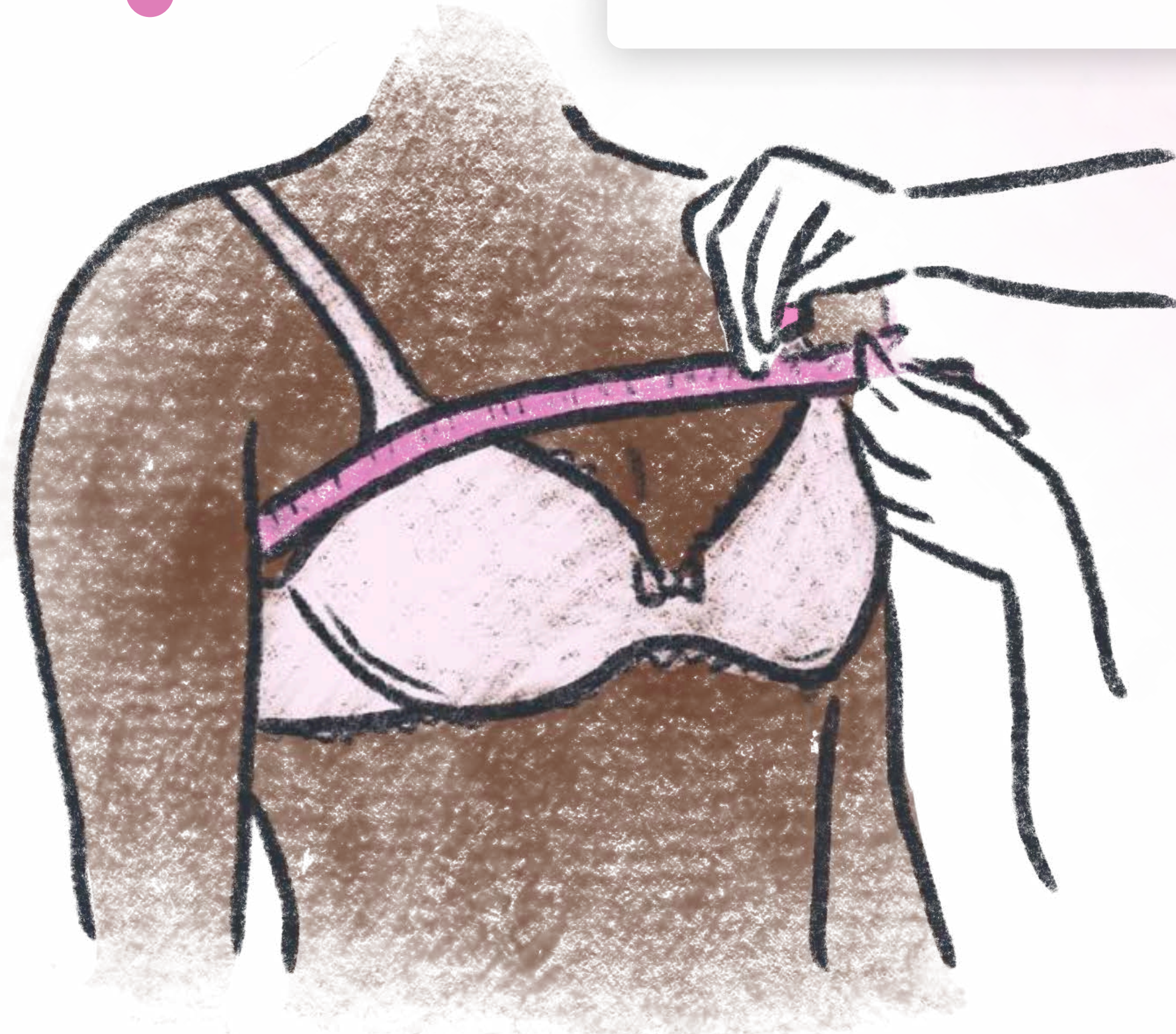




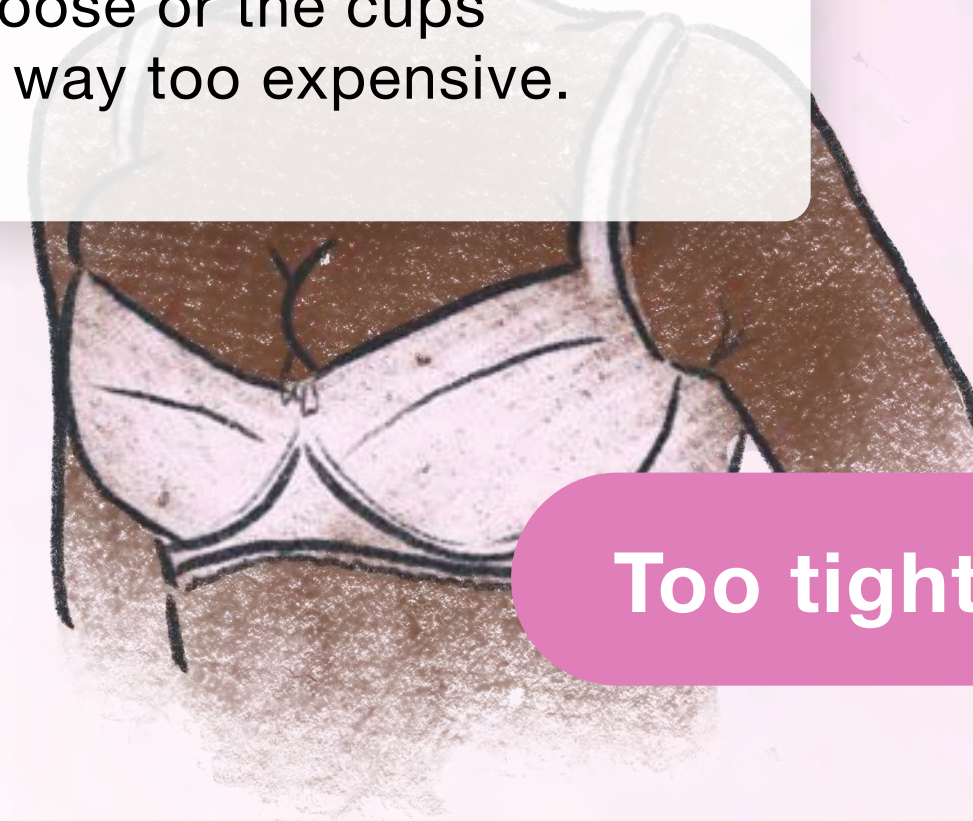
Speaker Notes:

I remember going to get “professionally fitted,” as they measured my band and cup size, as a young girl I felt uncomfortable as a stranger measured me as I was shirtless. Honestly, that’s still something I wouldn’t feel comfortable doing.

Even with the sales associate, every bra I tried on had something wrong - the strap was too loose or the cups squeezed too tight or the bra was just way too expensive.



Too loose!



Too tight!

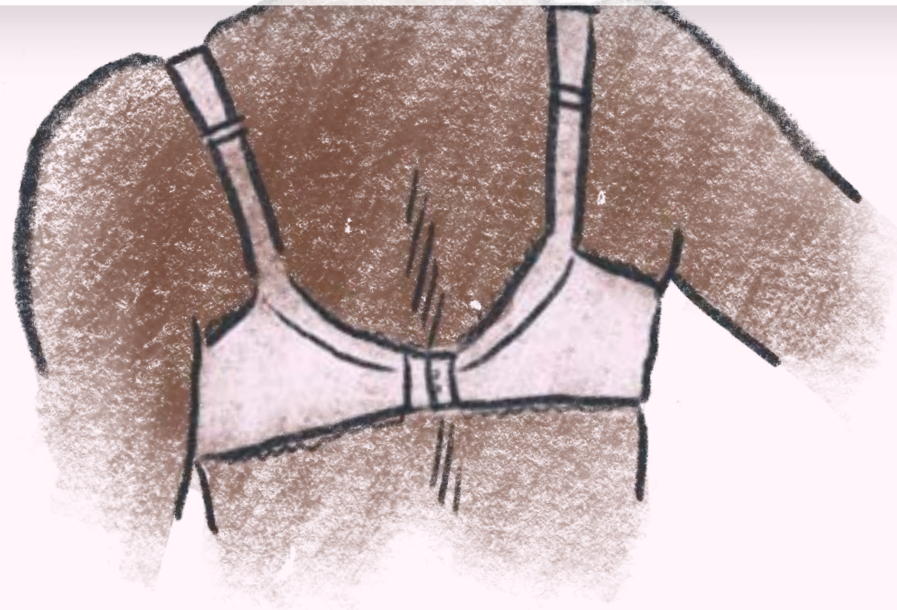


Too expensive!

Speaker Notes:

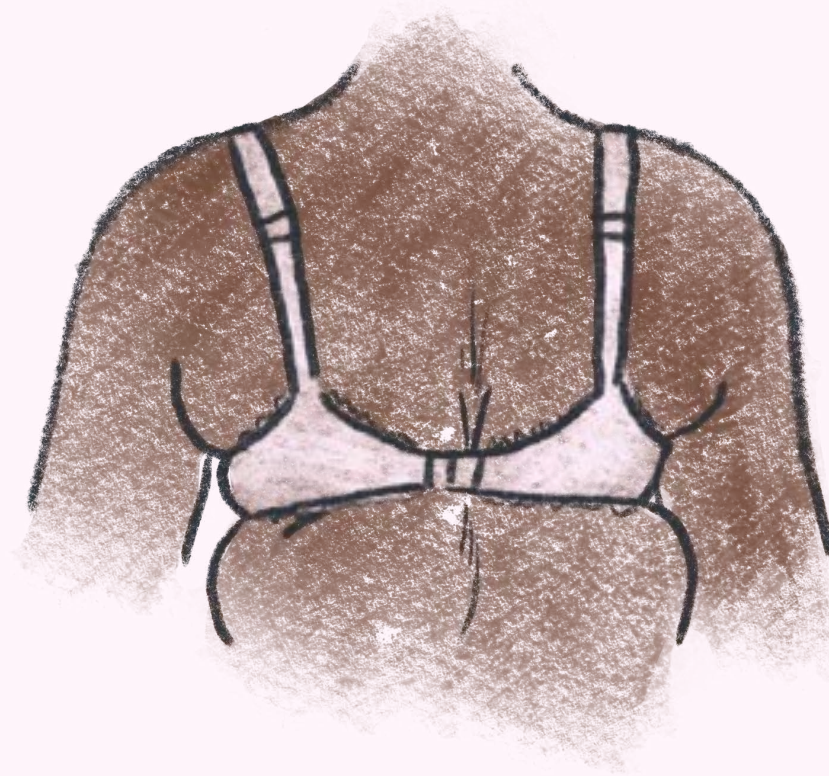
At VS they said I was a 34C, so I figured I'd order a 34C bra online from Macy's since it was cheaper. But it was way too tight - turns out bra sizes aren't standardized across and even within stores.

In the end, I wasted so much time and money trying to find my perfect fit.



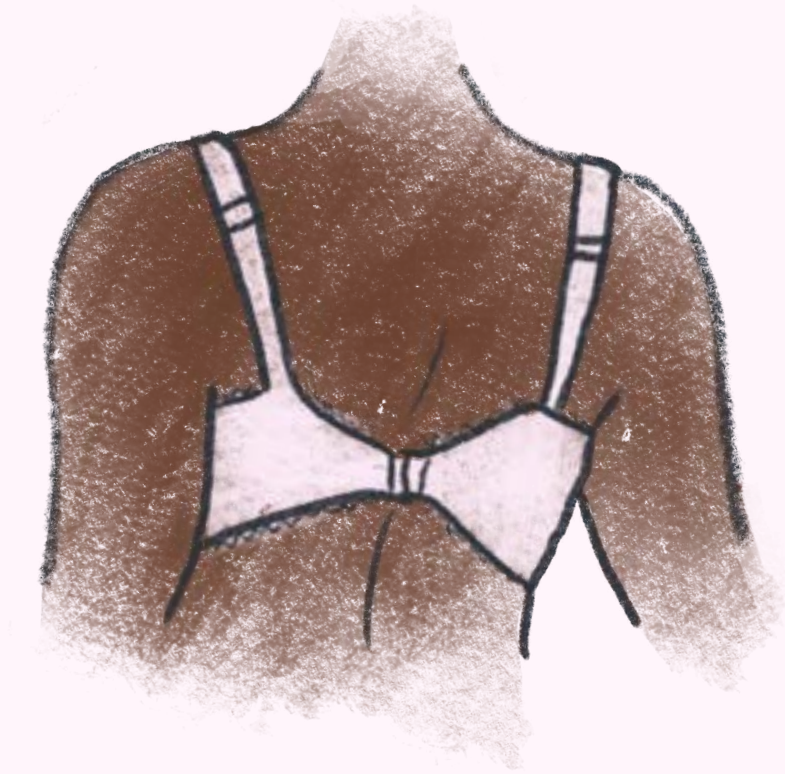
 VICTORIA'S
SECRET

 **34C**



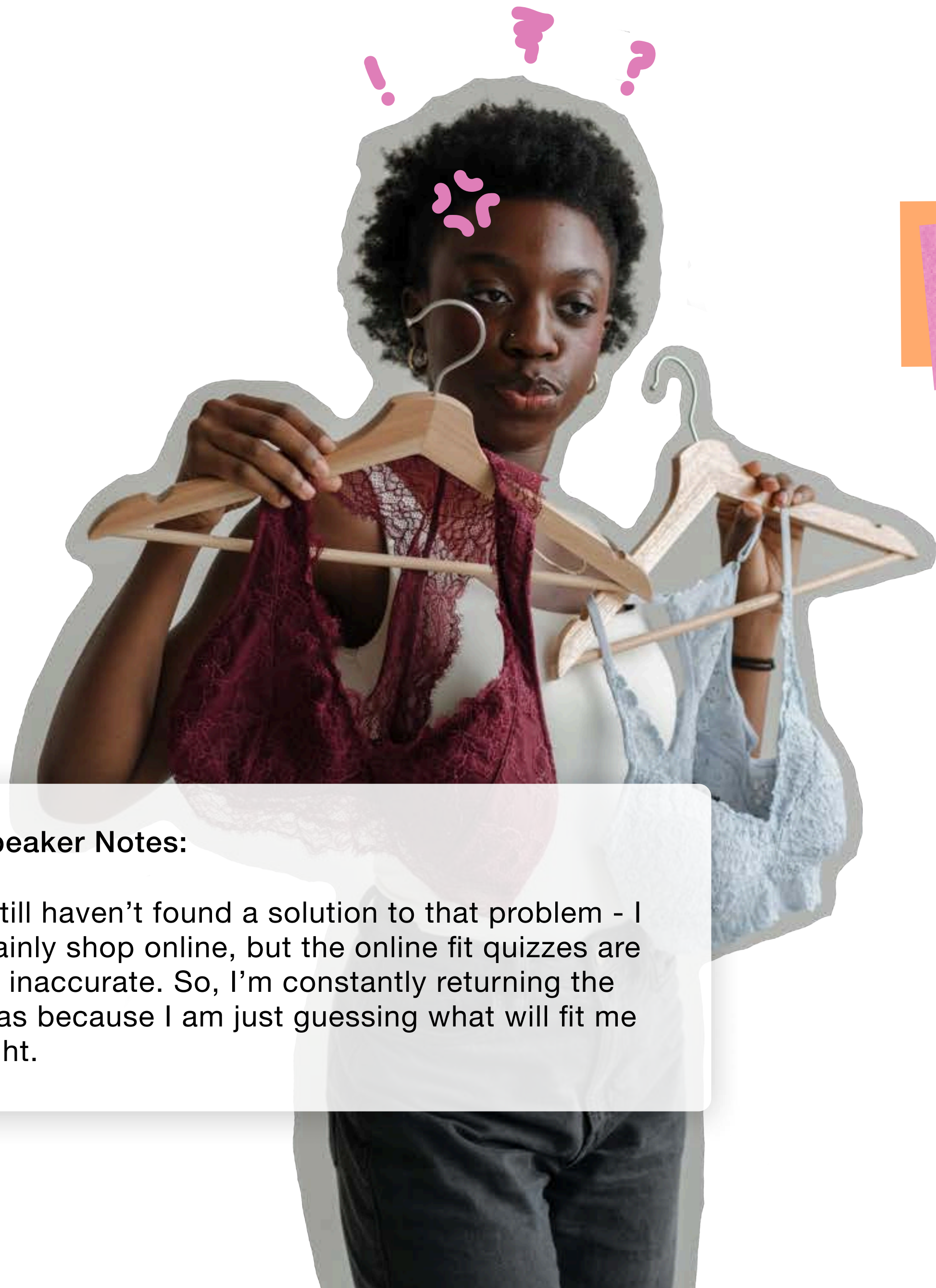
 macy's

 **34C**



 THIRDLOVE

 **34C**



DOESN'T FIT

TIME-CONSUMING

INVASIVE

Speaker Notes:

I still haven't found a solution to that problem - I mainly shop online, but the online fit quizzes are so inaccurate. So, I'm constantly returning the bras because I am just guessing what will fit me right.

PROBLEM

107.2 M
or 80% of women are
wearing the *wrong bra.*

Bra retailers face a *50%*
return rate losing

\$3.2 B



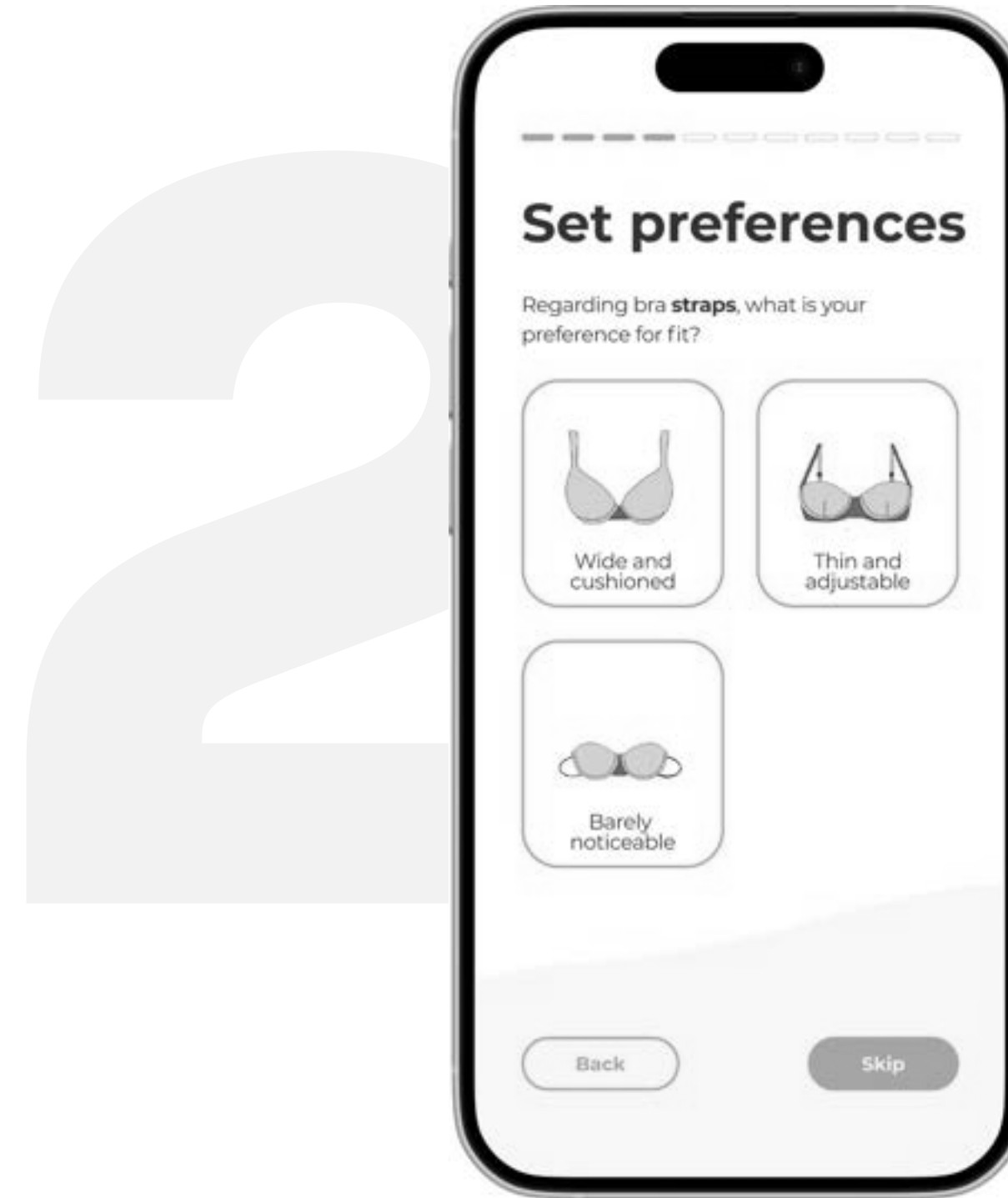
The ***most*** accurate and non-invasive
bra sizing solution on the market.

SOLUTION

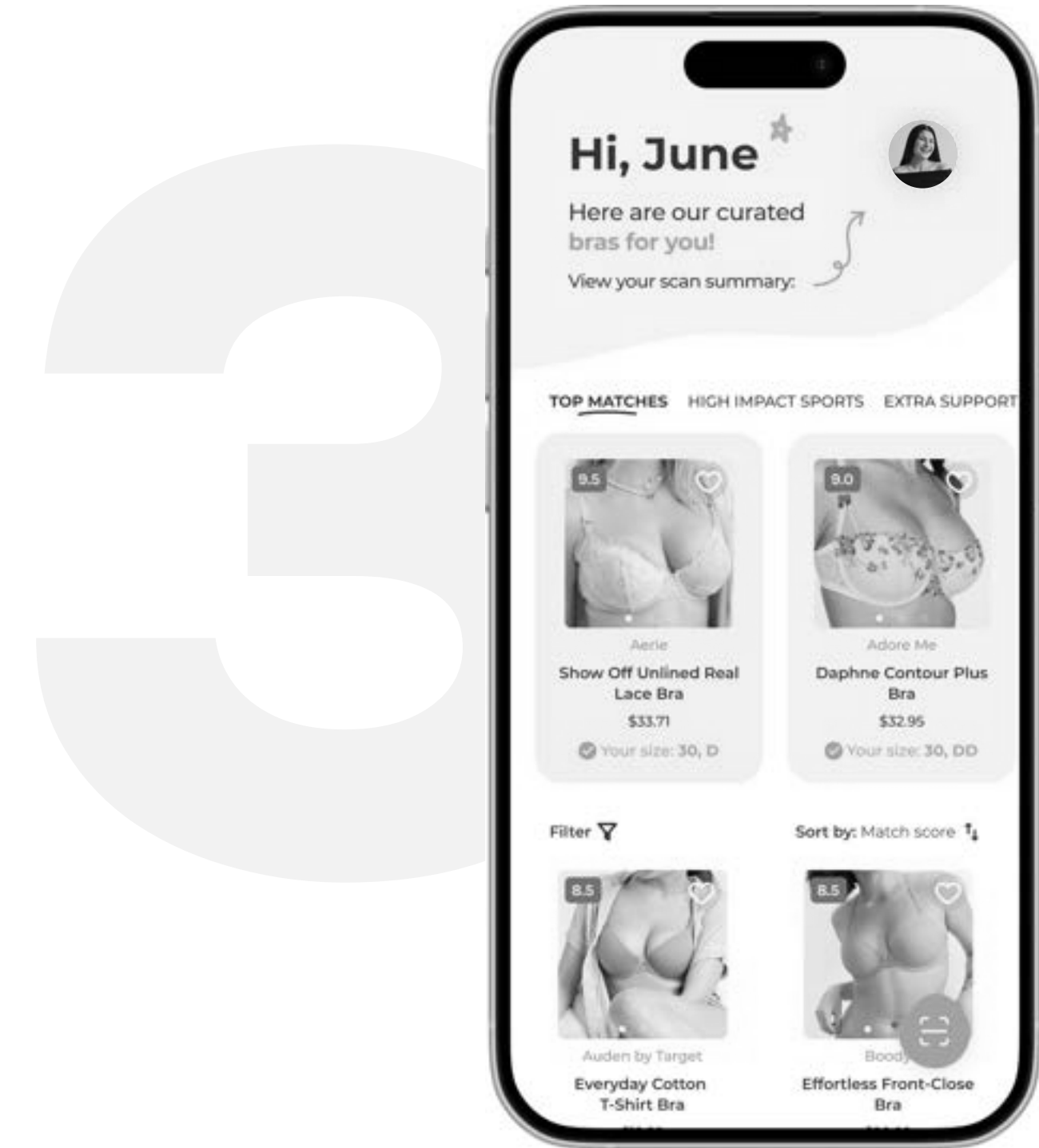


Scan Your Body

Wear a snug top, put up your hair, prop up your phone, & turn clockwise.



Select Preferences



Receive Matches

SOLUTION

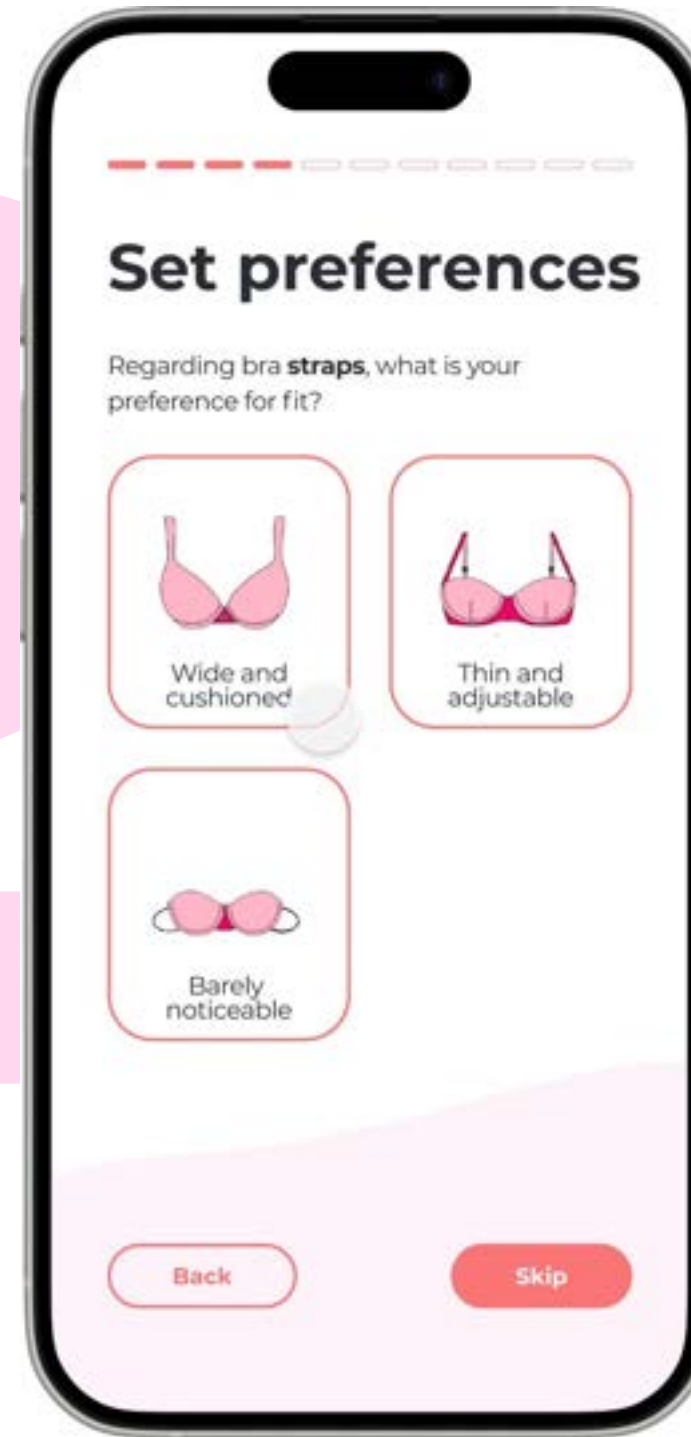
1



Scan Your Body

Wear a snug top, put up your hair, prop up your phone, & turn clockwise.

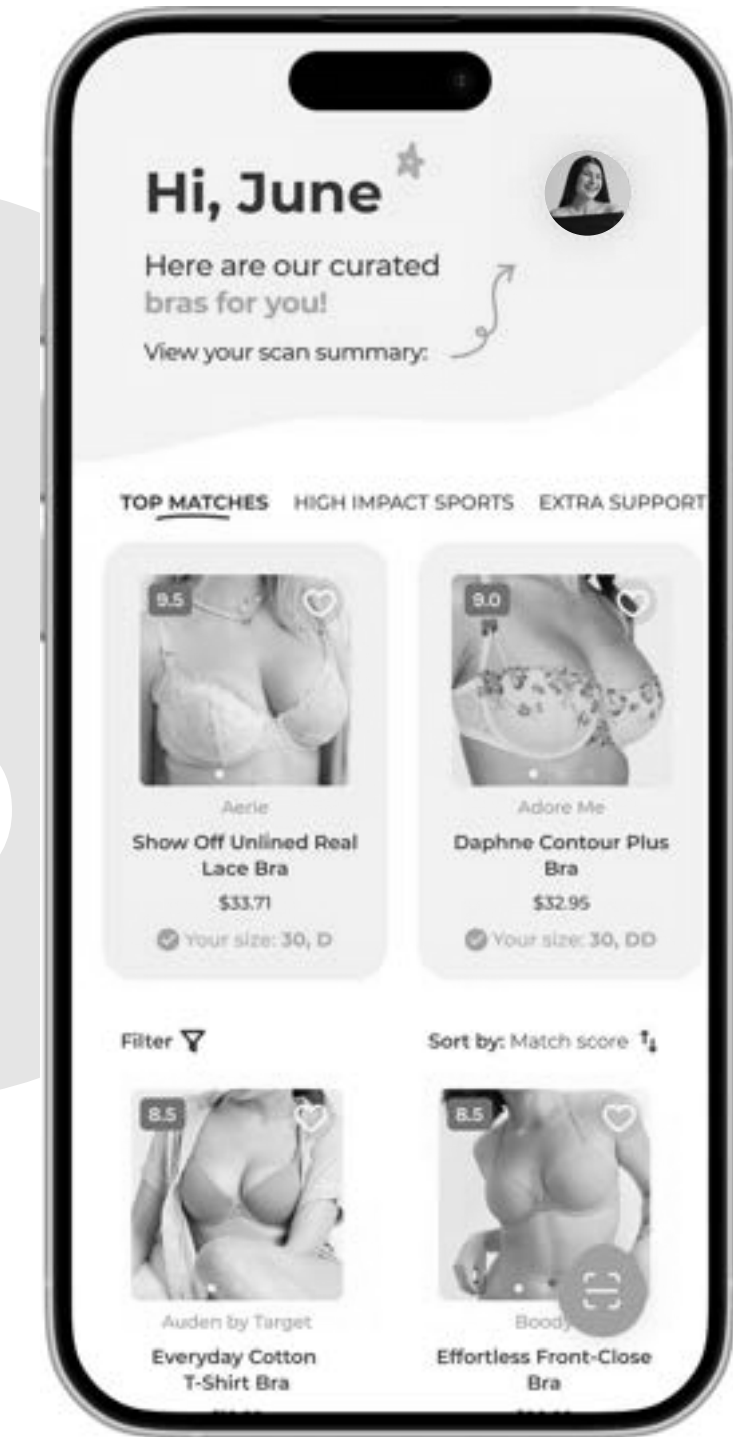
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Select Preferences

Pick what type of bra you're looking for: coverage levels, straps, hook, & more.

3



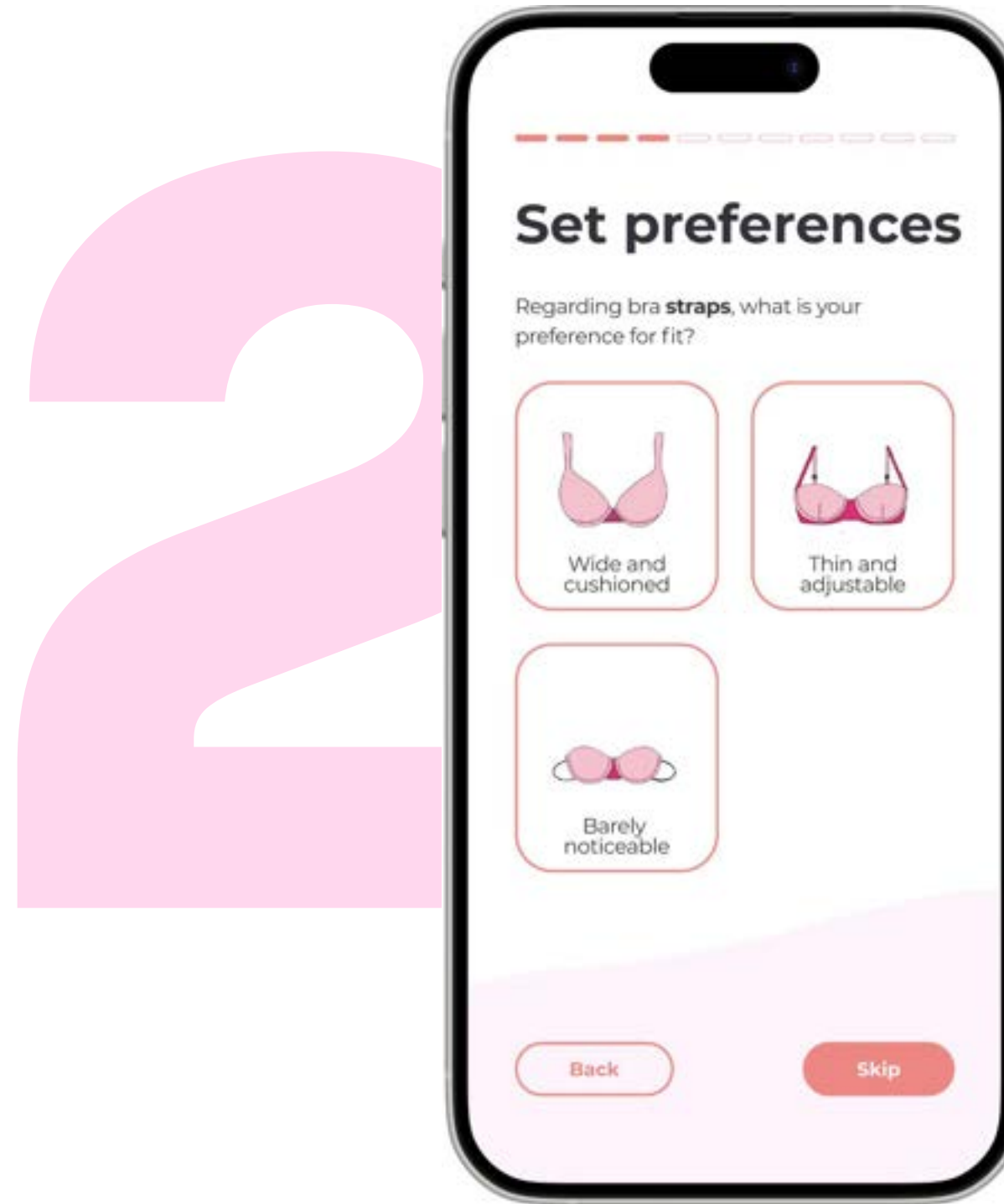
Receive Matches

SOLUTION



Scan Your Body

Wear a snug top, put up your hair, prop up your phone, & turn clockwise.



Select Preferences

Pick what type of bra you're looking for: coverage levels, straps, hook, & more.



Receive Matches

Get a list of bras/sizes across brands that fit you. Purchase directly through the app.

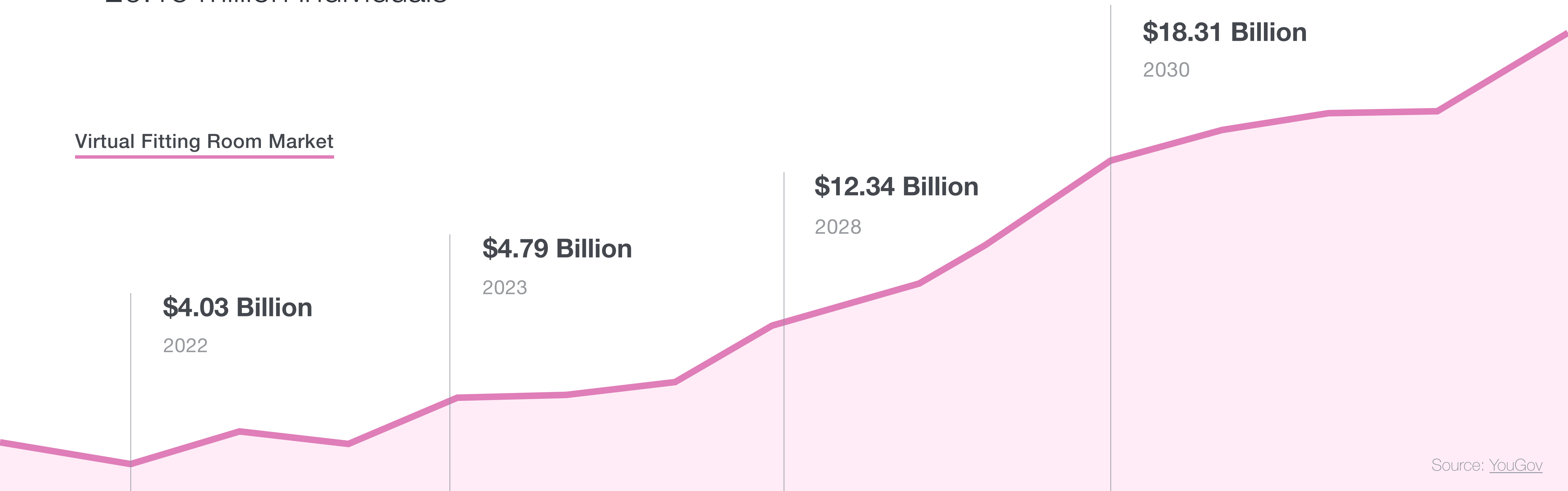
MARKET OVERVIEW

↑ **CAGR 21.1%** from 2022 to 2030

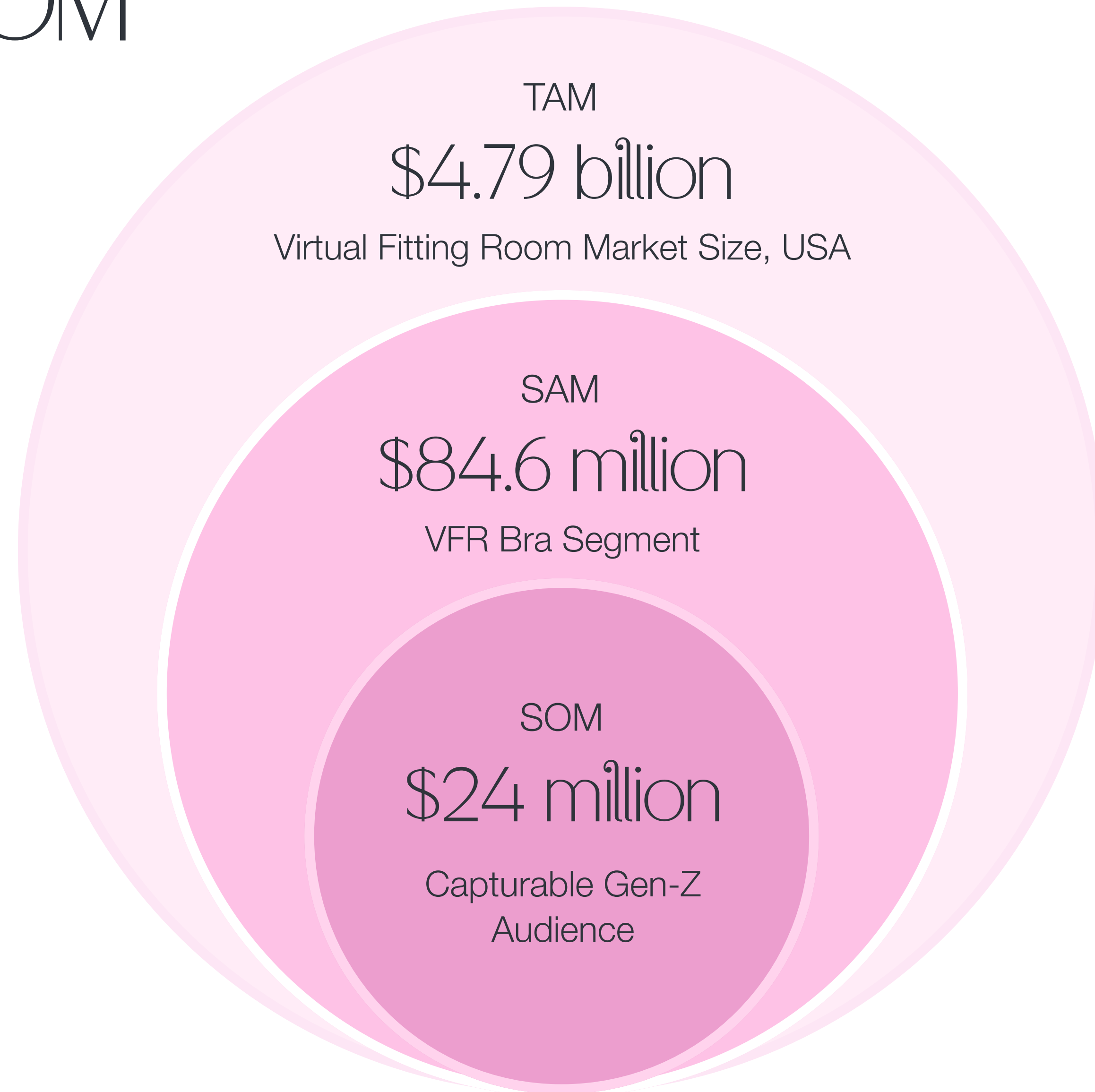
GEN-Z WOMEN:
~ 20.15 million individuals

20% purchase a new bra every month

Virtual Fitting Room Market



TAM SAM SOM



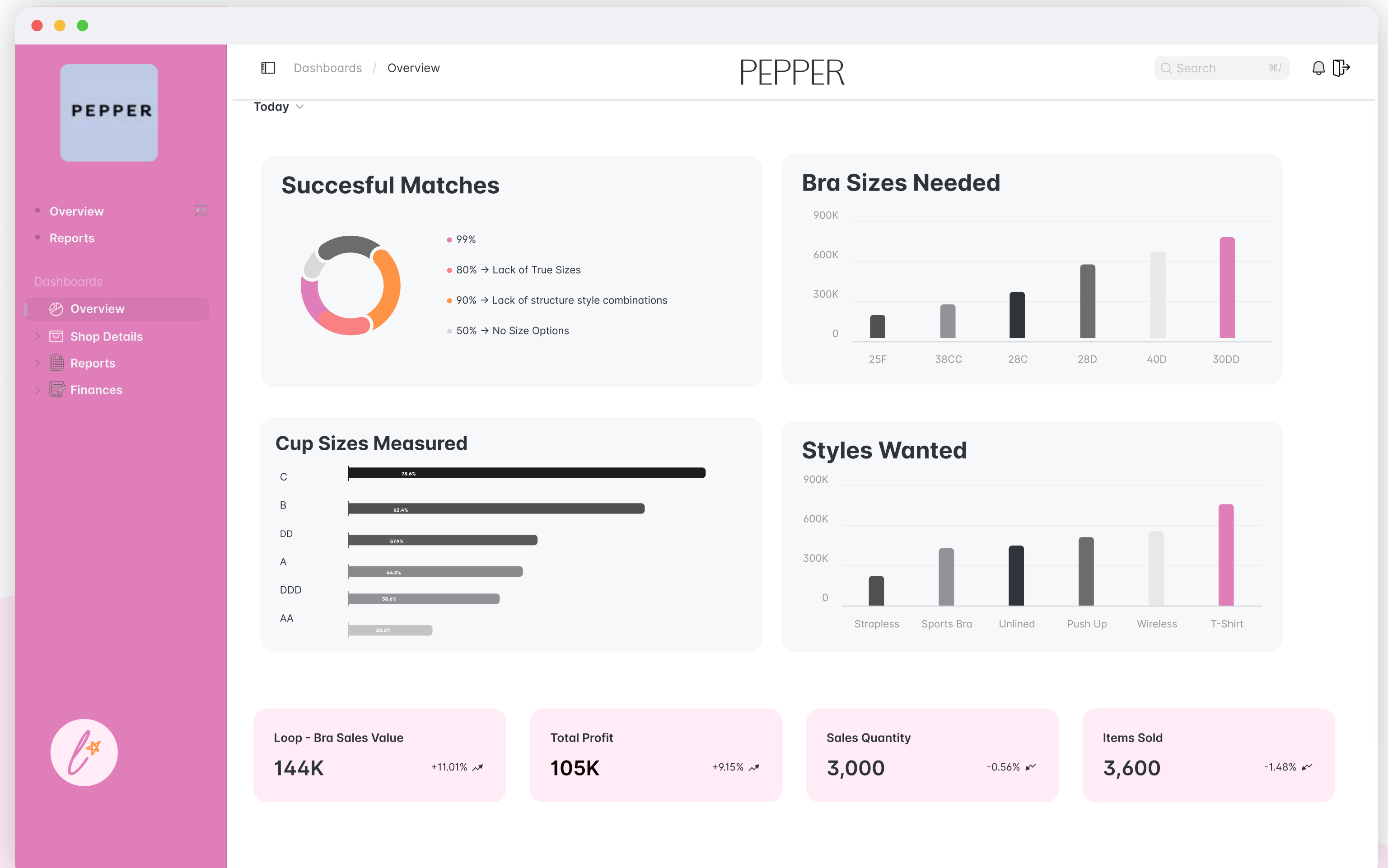
BUSINESS MODEL

Consumers use Loop for free!

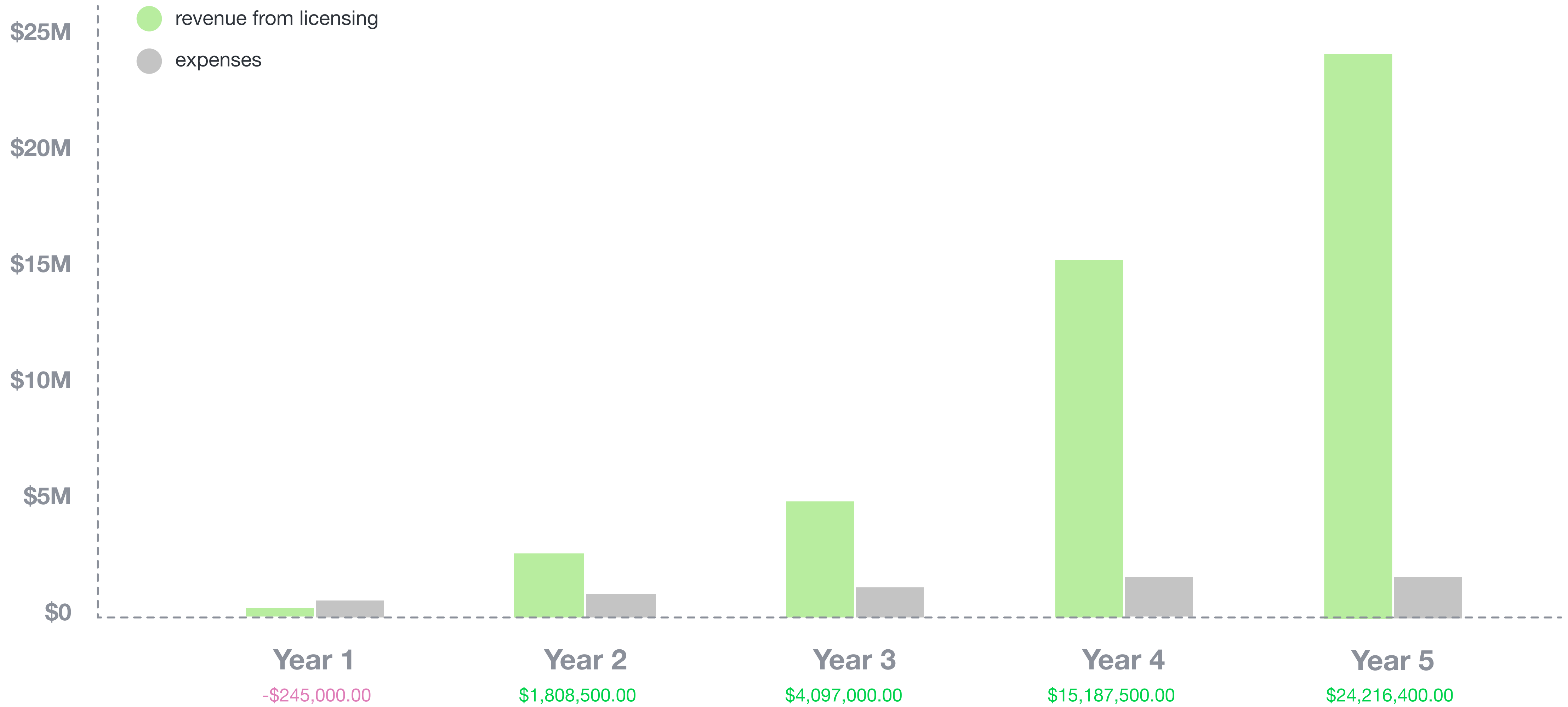
Licensing + Business Insights

- Customer profiles
- Manufacturing suggestions
- Subscription fee based on inventory































SMB Bra Retailers



FINANCIAL PLAN

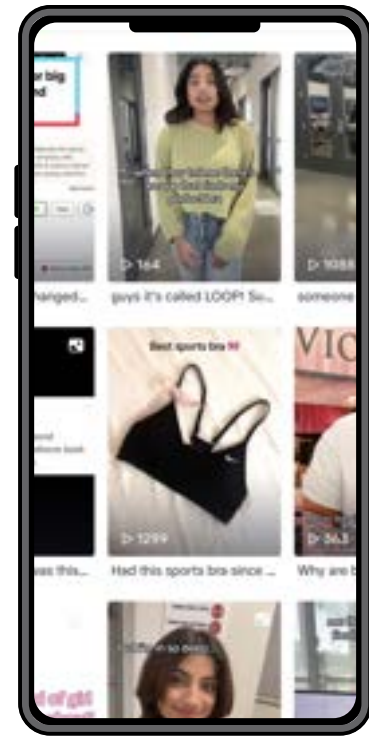


COMPETITIVE ANALYSIS

						
Non-Invasive						
Accurate						
Cross-Brand						
Personal Preferences						

MARKETING & SELLING

Currently in contact with ThirdLove, Dane-Co, & Braave



TIKTOK PRESENCE

Channel with the highest ROI

Organic Ads

300K Followers, 2% CTR



AMBASSADORS

Pilot School Sororities

40% of each sorority converted

Q1: USC

TRACTION

FUNDING & ACCOLADES

**USC Iovine and
Young Academy**

Winner of the IYA Development
Prize Pitch Competition

May, 2023



Semifinalist in Penn Venture Lab
Startup Challenge

Jan, 2024

METRICS

150+

Users Interviewed

35+

Bra Brands Interviewed

100+

Users Indicated Interest In Loop's
Closed Beta

3

Bra Brands Indicated Interest In
Partnering With Loop

THIRDLOVE BRAVE Dana-co

CORE TEAM



Jasmine Liao

Business Development
& Finance



Ire Omitowoju

Trade Relations &
Operations



Alicia John

Branding & Marketing



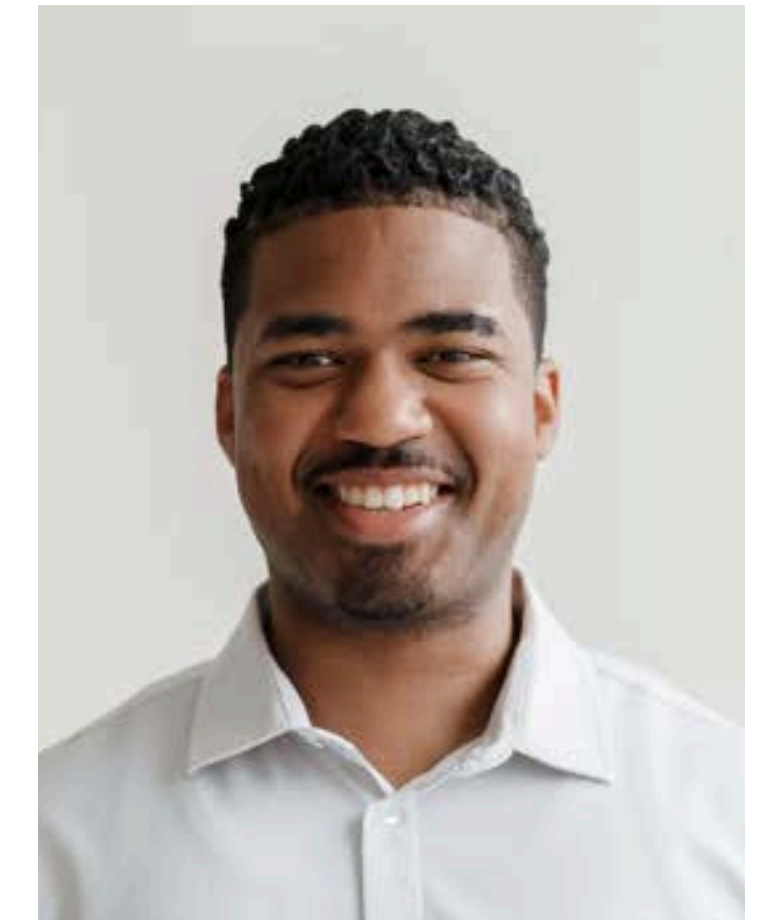
Melody Chen

Product Design



Connie Xu

Head of Engineering



Tino Andrewin

Research & Development

Current Students From

USC Iovine and
Young Academy

Past Experiences At



Women are 2x more likely to shop women-owned!

CIVICScience

ADVISORS



Tina Sharkey

Growth Advisory @ Gap
+ Professor @ USC IYA
Growth Advisor



Chris Swain

Professor @ USC IYA
(Business Innovation)
BizDev + Finance Advisor



Nina Cragg

Founder @ Froot
(Intimates Startup)
Trade Relations Advisor



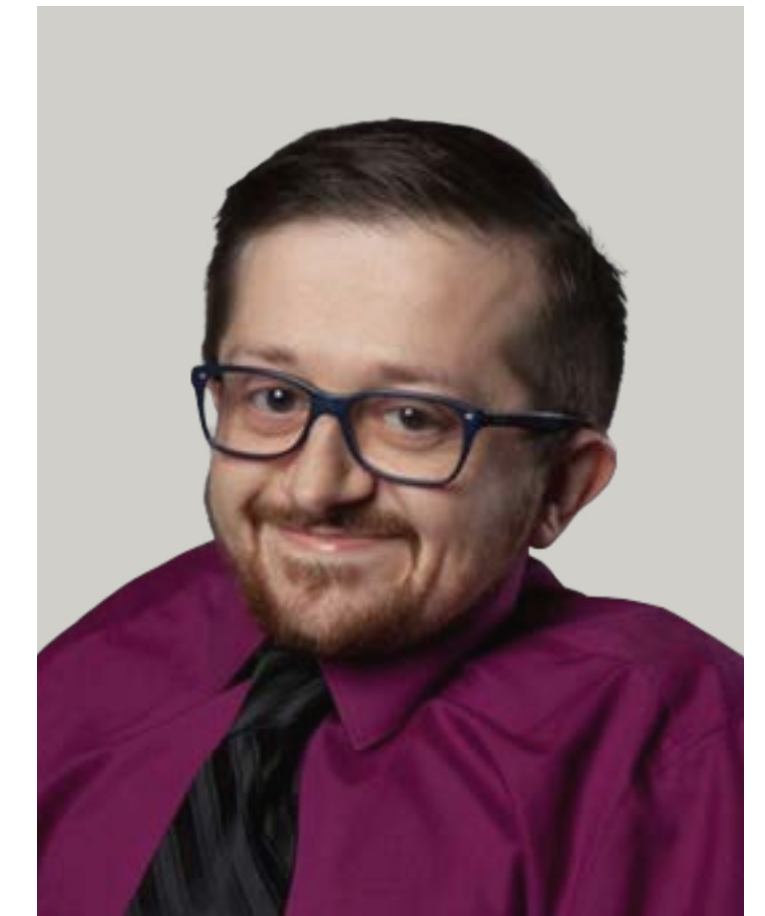
Matthew Manos

Founder + Design
Strategy @ verynice
Branding Advisor



Haley Lierman

Product Marketing @
Apple
Marketing Advisor



Rob Parke

Associate Professor @
USC Viterbi
Tech Advisor

Special thanks to our advisors <3

FEEDBACK & QUESTIONS WELCOME!

✉ hello@loopfit.me

THANKS FROM



Loop



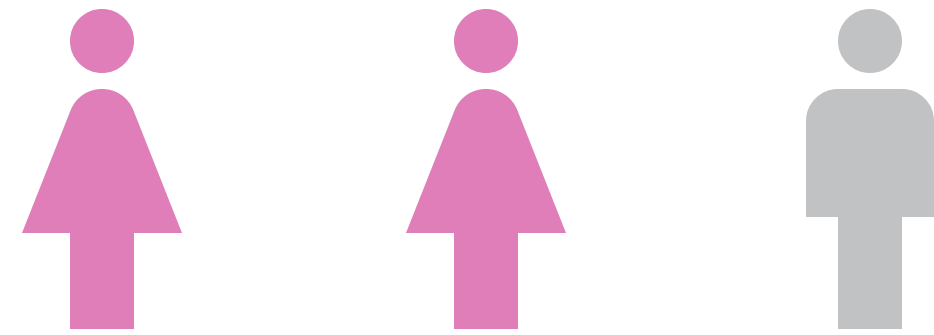


Appendix

VALUE PROPOSITION

Why Us?

Our target market: Gen Z bra-wearers



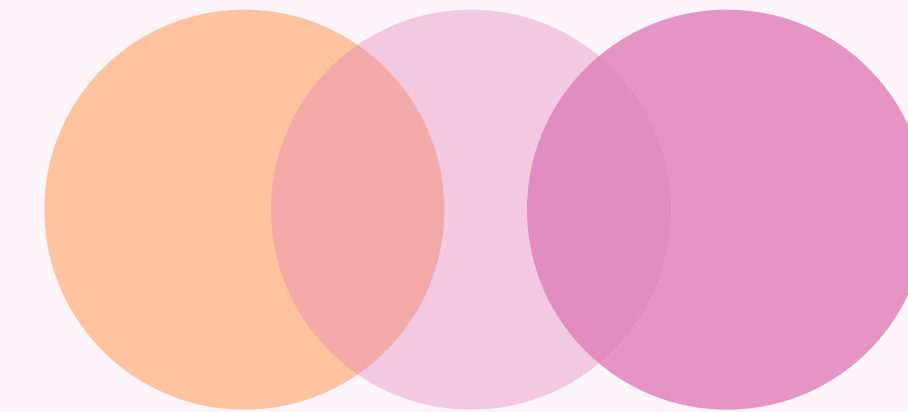
Women are nearly **twice as likely** as men to make it a point to **shop women-owned**.

[CIVICScience](#)

Younger people are **more likely** to be buying **women-owned** (55% are either millennials or Gen Z).

[YouGov](#)

Why Now?



Traditional bra sizing is **outdated** and often **inaccurate**, leading to widespread **discomfort and dissatisfaction**.

Gen Z is a diverse and **inclusion-focused generation**. They **expect inclusivity** as a standard practice, and Loop's approach to bra fitting is a **response** to this expectation.

THE DEMAND FOR BRAS

and a better way to buy them.

PURCHASE FREQUENCY

16-25 year olds buy bras the most frequently. **20% buy a new bra at least once a month** and 37% buy at least one every six months.

[Statista](#)

BRAND AGNOSTIC

Research shows that **the younger audiences are less brand loyal** and more impulsive and price-driven consumers.

[Scandiweb](#)

ONLINE SHOPPING

Because of the pandemic, many women **turned to online shopping** for their inner wear. The advantage was that **they had more privacy**.

[Scandiweb](#)

SOCIAL IMPACT

Society is becoming more demanding and sensitive re: body image and inclusivity.

77% of U.S. women say social consciousness and kindness factor into their purchasing decisions.

[CIVICScience](#), [Scandiweb](#)

USER INTERVIEWS



We spoke with 150+ real women of all shapes, sizes, and ages. Here are the main insights we collected.

Accuracy is Comfort

“IT IMPACTS MY **CONFIDENCE.**”

“THERE’S ALWAYS A GAP IN MY CUP... IT’S **NOT FLATTERING.**”

“EVER SINCE **PREGNANCY**, MY BODY HASN’T BEEN THE SAME, AND I JUST CAN’T FIND THE **RIGHT BRA.**”

“THE **BRA WAS TOO TIGHT**, BUT THE STORE SAID THAT IT WOULD FIT ME EVENTUALLY. I **DON’T HAVE TIME** FOR THAT.”

Variety is Essential

“**BRAS SUCK...** ESPECIALLY FOR WOMEN WITH BIG BOOBS.”

“I WISHED BRAS ACCOUNTED FOR MY **UNEVENNESS.**”

“EVERY STORE, THE **SAME SIZE DOESN’T FIT.**”

Current Solutions Suck

“I **DON’T LIKE BEING NUDE** IN FRONT OF A STRANGER.”

“I **DON’T LOVE THE IDEA OF SEEING PEOPLE** WHILE BUYING BRAS.”

Referrals are Power

“IF MY FRIEND TELLS ME ABOUT AN APP, I’M SO MUCH **MORE LIKELY TRY IT OUT.**”

“WHEN I’M DECIDING BETWEEN TWO PRODUCTS, I GO WITH THE **ONE THAT MY FRIENDS USE TOO.**”

Era of Online Shopping

“I WOULD PREFER TO SHOP ONLINE, BUT I **CAN ONLY DO IT IF I ALREADY KNOW MY MEASUREMENTS.**”

“I **BUY EVERYTHING ONLINE NOW.**”

BRA BRANDS INTERVIEWS



We spoke with 35+ bra brands of different sizes and capacities. Here are the main insights we collected.

Insights are Key [☆]

“I WOULD LOVE TO KNOW WHAT TYPE OF BRAS **FIT MY CUSTOMERS BEST.**”

“AS A SMALLER BRAND, IT IS CRUCIAL THAT WE **LEARN MORE ABOUT OUR CUSTOMERS** IN ORDER TO GROW.”

“WE CAN COLLECT AND ANALYZE **MUCH MORE INFORMATION.**”

“WE CAN **OPTIMIZE OUR INVENTORY,** GIVING MORE EFFICIENT RETAIL STRATEGIES”

Bra Production is Expensive [👑]

“THE INDUSTRY **HEAVILY RELIES ON HUMAN SKILL,** WHICH ISN'T EASILY TRANSFERABLE GLOBALLY.”

“WE HAVE TO PLACE OUR BRA ORDERS **3-6 MONTHS** IN ADVANCE. THOSE RETURNS ARE **SUPER EXPENSIVE.**”

Gentle Learning Curve [✿]

“I OFTEN CHOOSE SOLUTIONS THAT ARE **EASIER TO LEARN** AND ONBOARD MY EMPLOYEES ONTO.”

ROADMAP



STAGE 1

Introduction

Completed

- Launch Website And Social Media
- Create Engaging Content And Organic Ads On TikTok
- Recruit Closed Beta Testers



STAGE 2

Growth

In Progress

- Build Relationships With SMB Bra Retailers
- Pop Ups, Trial Events
- Influencer Collaboration

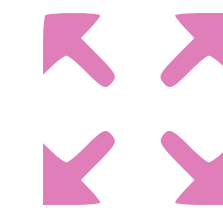


STAGE 3

Launch

To Be Completed

- Launch App (Commercially) + Licensed Technology
- Ambassador Programs
- Pilot Programs With Retailers



STAGE 4

Expansion

To Be Completed

- Solidify + Build New Brand Partnerships
- New Market Penetration
- Iteration On Tech Solution



KEY METRICS



ORGANIC SOCIAL

TikTok:

Build community through video series and organic ads.

METRICS

Of Beta Testers: 500
Of Followers: 300K
1 User : 1k views, 5 engage

PAID SOCIAL

Instagram:

Short video and visual ads to get app downloads.

CTR for Reels: 0.8%
CTR for Ad Posts: 4.6%

PRODUCT TRIALS

Sorority Ambassadors:

USC sororities host trials. Expand to other colleges if there's good traction.

Activation Rate: 29%
Conversion Rate: 40% of girls per sorority.

TESTIMONIAL/DISCOUNTS

Influencers:

Prove credibility.

Bra Price:

5% off first bra purchased.

DAU Rate: 45%
Churn Rate (monthly): 4%

REWARDS

Rewards Program:

Purchase point system.

Referral:

Refer a friend for discounts.

NPS: 40
Referral Rate: 5%

SALES FUNNELS

Leads:

Inbound/Outbound
filter bad data

Marketing Qualified Lead + SQL

scoring, nurturing + money, need, time

Opportunity + Proof of Concept

free trial, demo, proposal

Closing + Onboarding

product setup, training

Renew + Upsell

Training

FINANCIAL PLAN

[Link to pro forma](#)

COST TO DEVELOP

Year 1

Development: in-house
Infrastructure and hosting: \$24,000
Cost of subscription: \$5,400

Year 2

Development: \$4,500
Infrastructure and hosting: \$65,000
Cost of subscription: \$31,000

Year 3

Development: \$4,500
Infrastructure and hosting: \$90,000
Cost of subscription: \$42,000

Year 4

Development: \$4,500
Infrastructure and hosting: \$105,000
Cost of subscription: \$49,000

Year 5

Development: \$4,500
Infrastructure and hosting: \$125,000
Cost of subscription: \$53,500

POTENTIAL SALES PRICE

Free to use app for consumer

Small Deals

Licensing Cost: \$15,000

Medium Deals

Licensing Cost: \$175,000

Large Deals

Licensing Cost: \$550,000

PROJECTED REVENUE

Year 1

From Deals: \$180,000

Year 2

From Deals: \$2,640,000

Year 3

From Deals: \$5,100,000

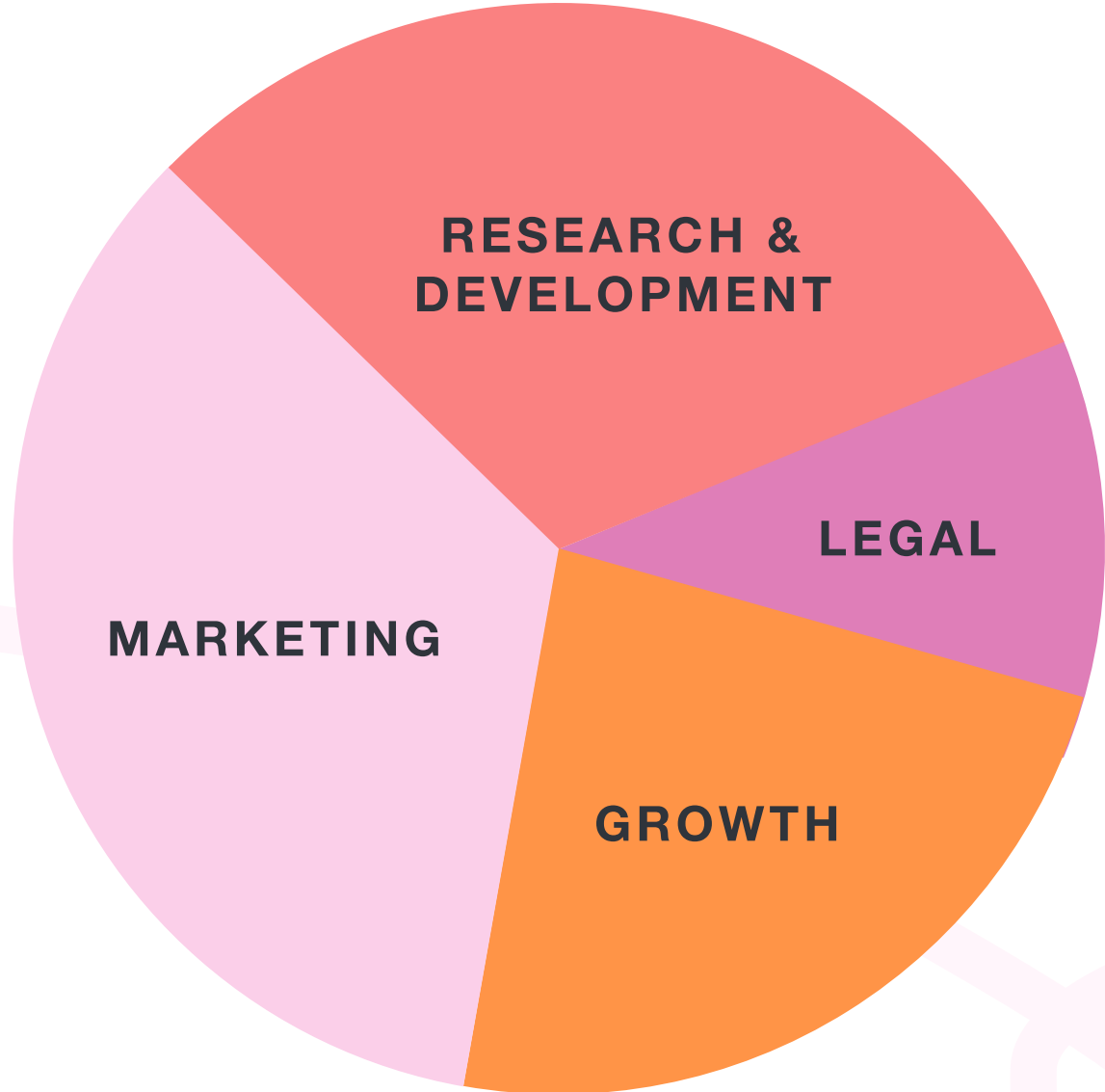
Year 4

From Deals: \$16,440,000

Year 5

From Deals: \$25,000,000

EXPECTED USE OF FUNDS



RND
LEGAL
GROWTH
MARKETING

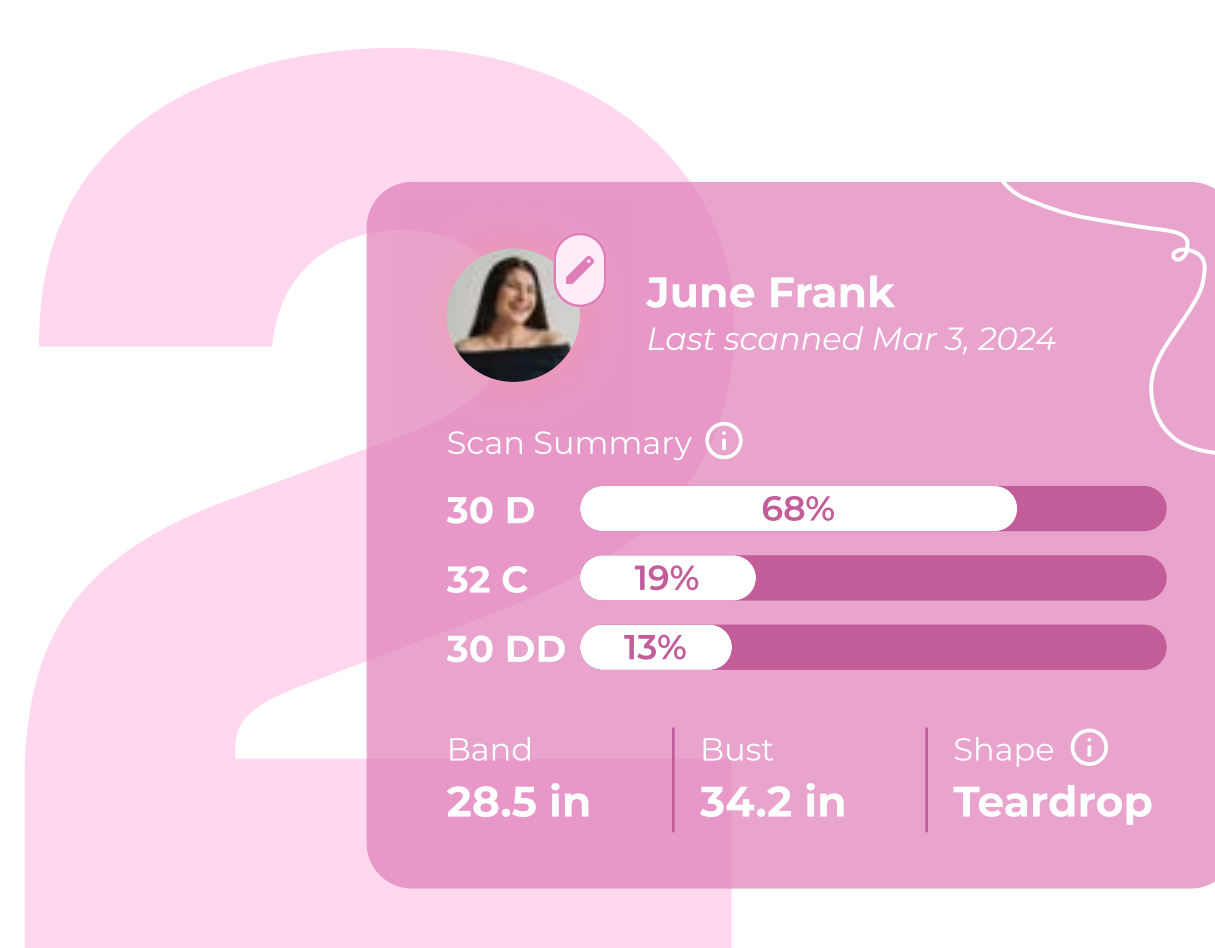
Research Efforts For Enhanced AI
Patent, Incorporation
Scaling, Operations
Social Media, Advertisements

UNDERLYING MAGIC



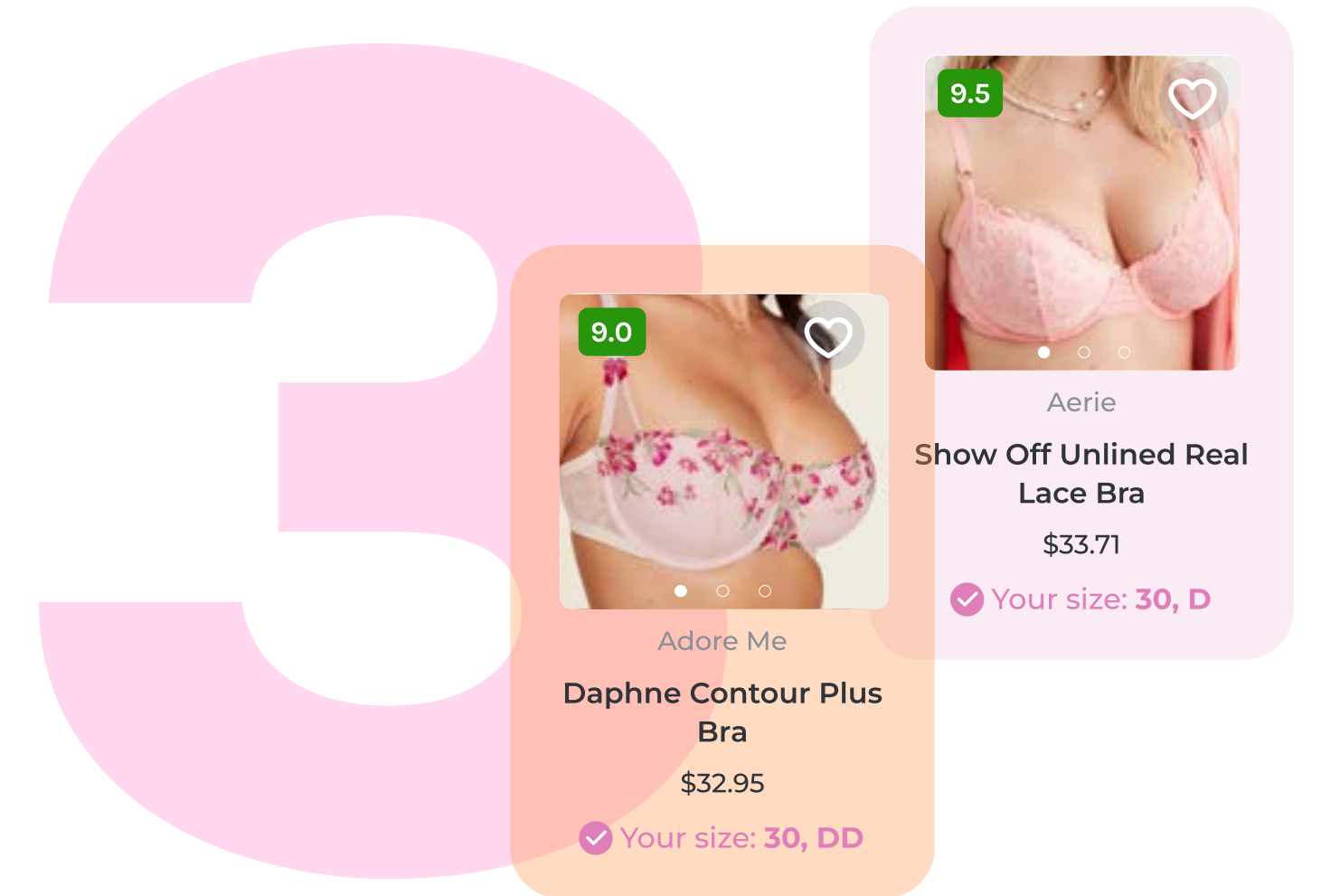
3D Model From Scan

With computer vision and artificial intelligence, we turn user scans into a 3D model where we can grab accurate user measurements.



Body & Bra Standardization

Paired with our extensive database, we standardize the user's measurements with measurements of existing bras on market.



Loop Score Recommendations

We rank the user's top fitting bras according to the Loop Score that calculates user measurements and preferences to generate bra recommendations.

SOFTWARE PROGRESS

Q1

Completed

LoopAlg AI Python CUDA PyTorch

Requirements

- Output band size, cup size, & cup shape from user upload

Q2

Completed

Loop Mobile Frontend Kotlin Swift

Requirements

- Develop preferences quiz

Q1

Completed

LoopAlg AI Database CSV

Requirements

- Complete bra database of bras with 250k+ standardized measurements

Q3

Completed

LoopAlg AI Python CUDA PyTorch

Requirements

- Output bra recommendations based on user measurements AND user input from the personalization quiz to filter recommendations

Q1

Completed

Loop Mobile Backend Python Django

Requirements

- Develop backend API to save basic user login information, preferences, and measurement history

Q3

Completed

Loop Mobile Frontend Kotlin Swift

Requirements

- Develop user scan flow

Q2

Completed

LoopAlg AI Python CUDA PyTorch

Requirements

- Output bra recommendations based on user measurements

Q4

Completed

Loop Mobile Frontend Kotlin Swift

Requirements

- Develop recommendation match

Q2

Completed

Loop Mobile Frontend Kotlin Swift

Requirements

- Develop login and setup flow

Q4

Completed

Loop Mobile Frontend Kotlin Swift

Requirements

- Develop purchase flow

HOW LOOP IS DEFENSIBLE

Data Complexity

Loop's AI relies on a vast and diverse dataset of bra size entries, which is **continuously updated and refined**. The **standardization and diversity** of this data is difficult to replicate.

User Feedback Loop

Loop's AI benefits from a **feedback loop** generated by user interactions and preferences. This continuous stream of data allows the AI to adapt and improve over time, creating a **dynamic and personalized** experience for users.

Domain Expertise

As a **women-led** team with **first-hand experience** with the challenges of bra sizing, we are able to tailor Loop's AI specifically to the needs and preferences of its target audience.