



TryLocal Brands

Pitch Presentation

KELOMPOK 1

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Agenda

Topics Covered

- Problem
- Solution
- Product Concept
- Business Model
- Market Size
- Go-to Market Strategy
- Competition
- Financial Projection
- Product Status & Roadmap



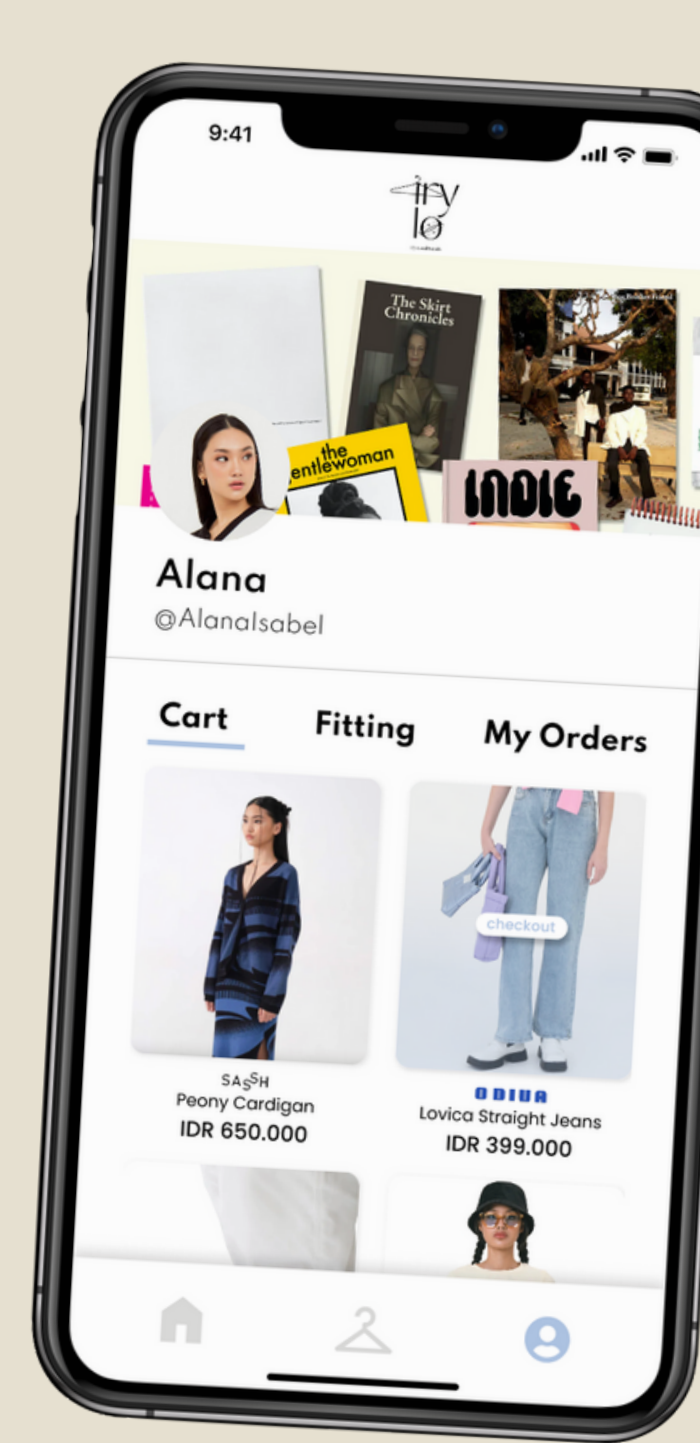
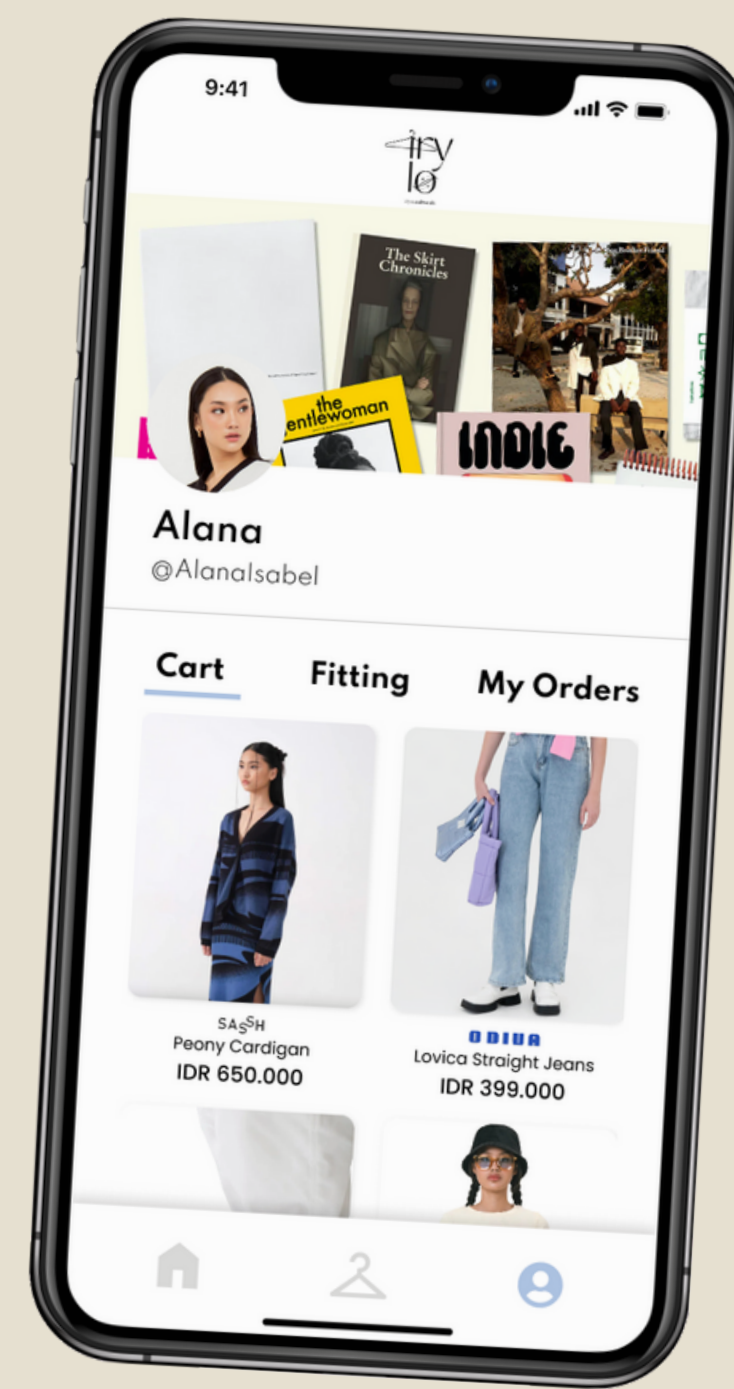
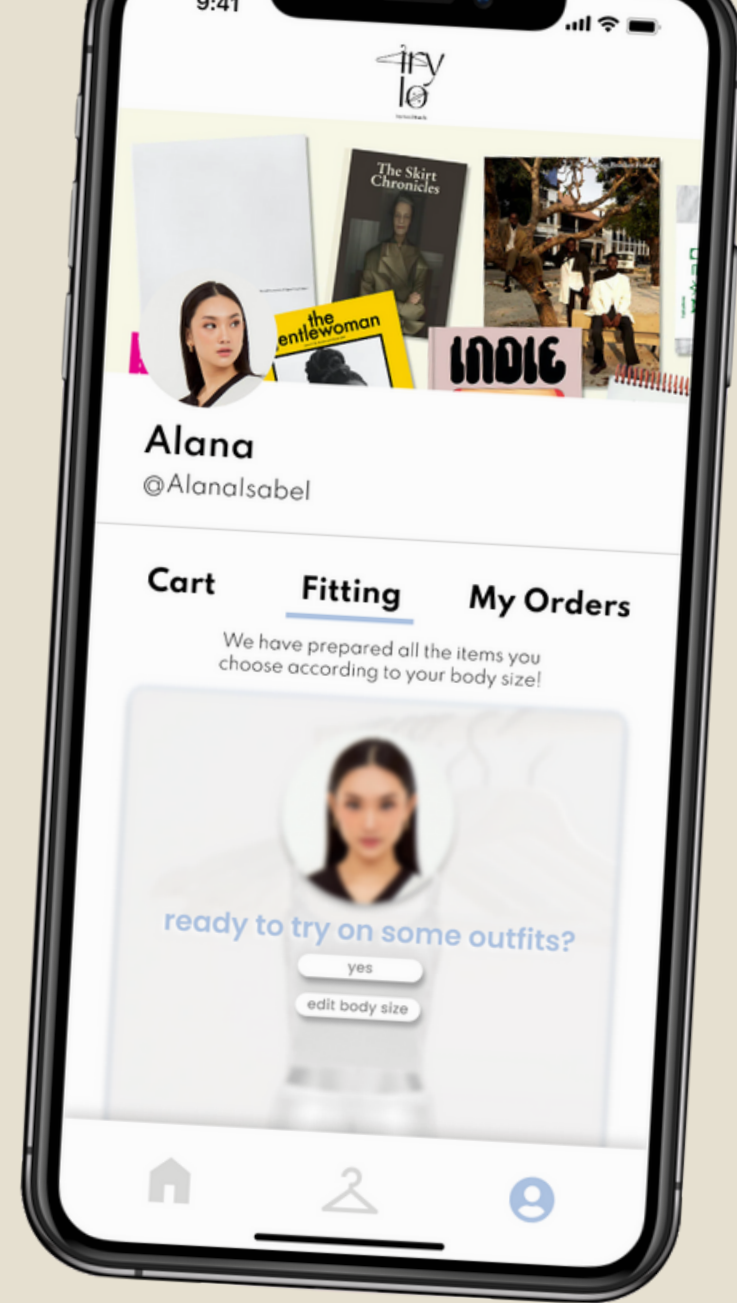
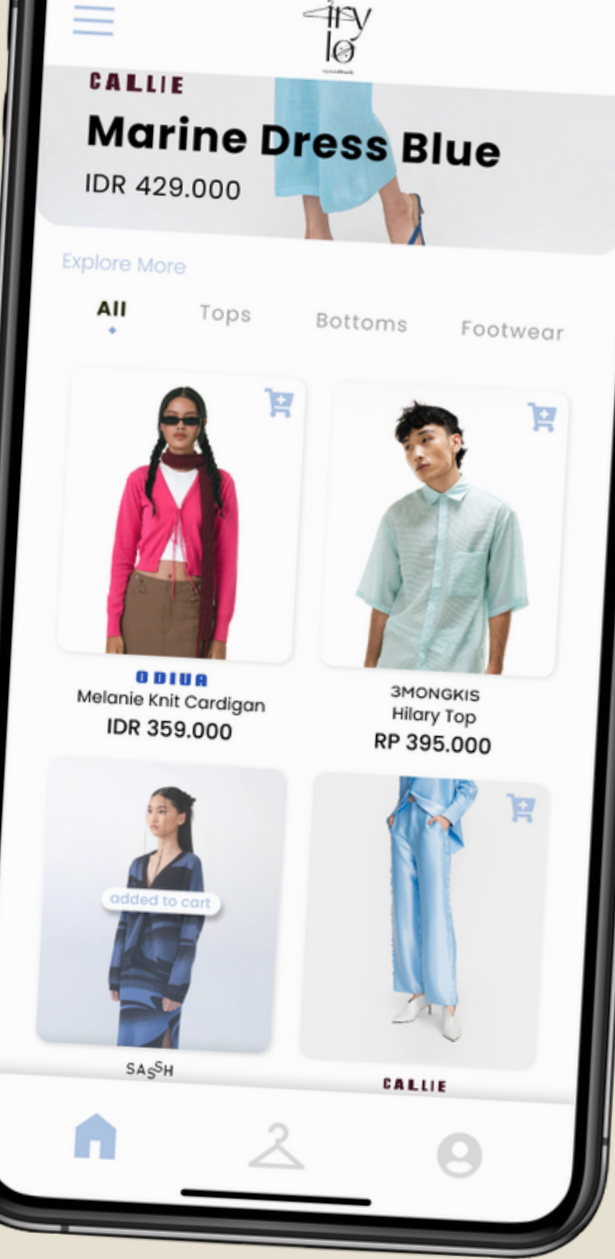
Problem

- Based on Ipsos Global Trend 2021 data, 87% of consumers are more likely to choose to buy local products than global products.
- Local brands in Indonesia have various and unreachable locations.
- Consumers don't have much time for offline shopping and have difficulty finding clothes that fit properly



Solution

- Technology + Local Brand + Virtual Fitting = Trylo App



Product Concept

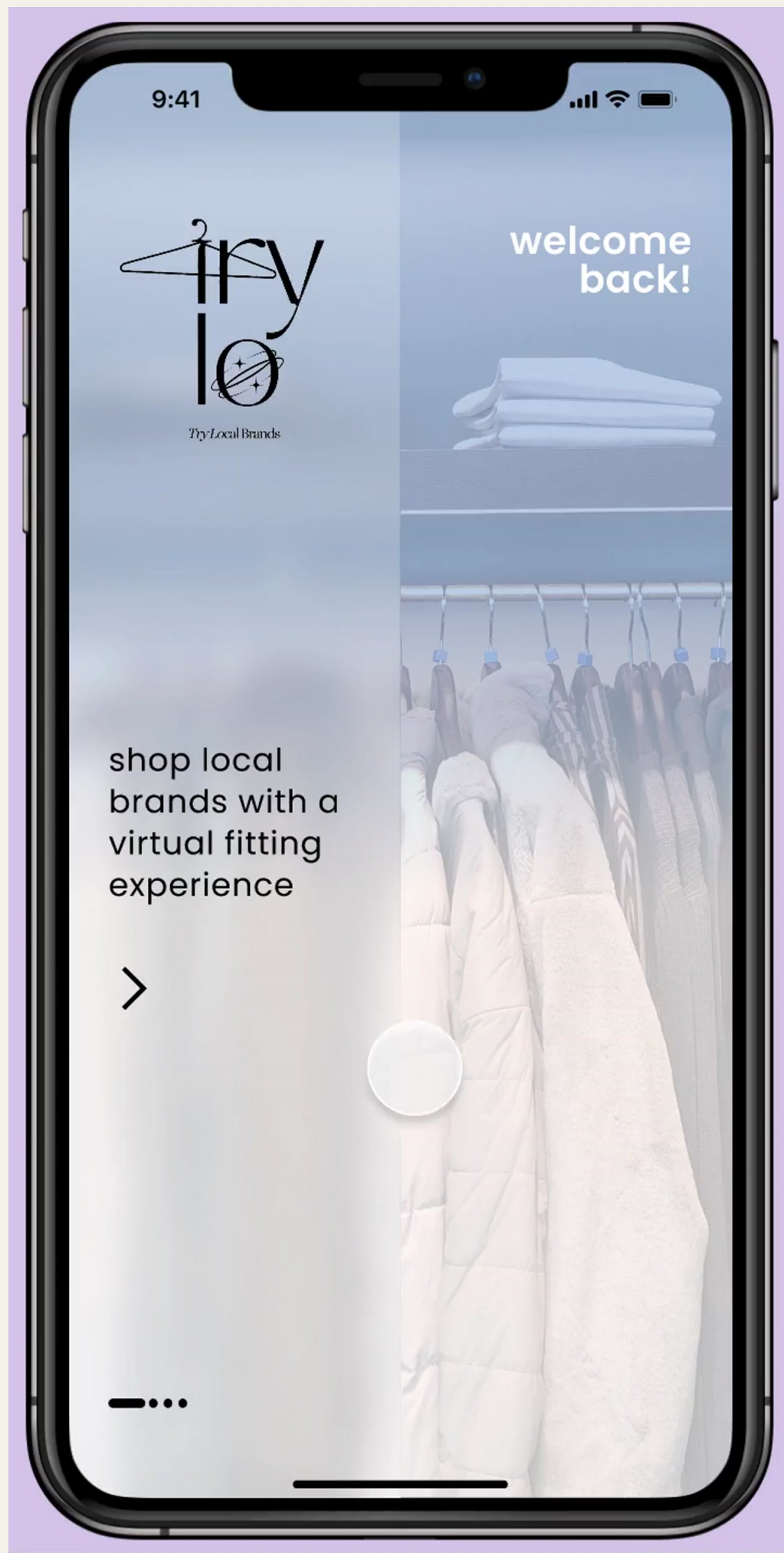


Service Design

Improving customer journey experience by allowing shoppers to try on items through a mobile app

Technology Used

Augmented Reality (AR) or Artificial Intelligence (AI) technology places the item over a 3D model of the customer's body on the virtual fitting system



Figma Prototype Video:

<https://drive.google.com/file/d/1yYr0ln5Jj2YxvNyAgIHR8c5aS6KNjFw1/view?usp=sharing>



Service *Flow* &
Information
Architecture



Business Model Canvas

Designed For:



Designed by:

KELOMPOK I

Date:

14/04/23

Version:

Key Partners



- Local brands
- Infrastructure service provider
- Bank and E-wallet

Key Activities



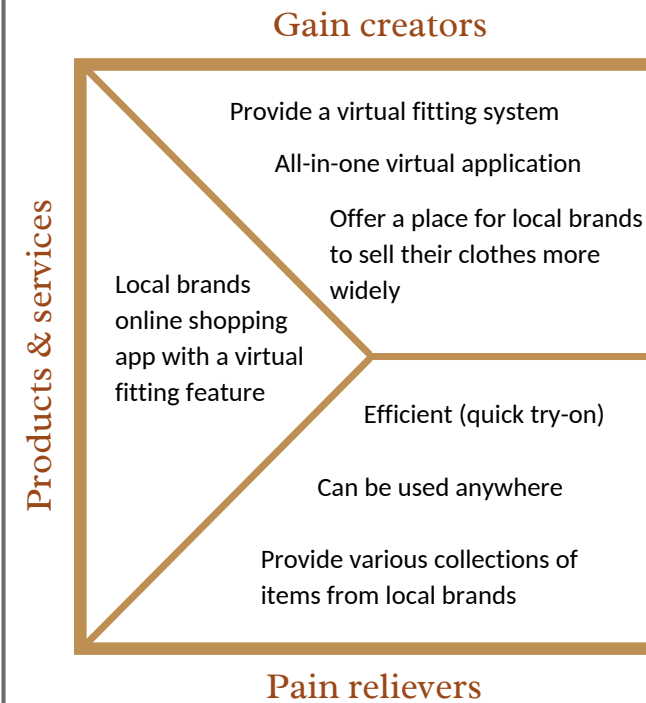
- Connect local brands with a prospective customer
- Provide a virtual fitting experience through a mobile app

Key Resources



- Application
- Human Resources (IT Team, etc.)
- Infrastructure service
- Investment Fund

Value Propositions



Customer Relationship



- Create engaging content
- Offer special promos and discounts for a member

Channel



- Application
- Social Media (Instagram, Facebook, TikTok, Twitter)

Customer Segments



Cost Structure

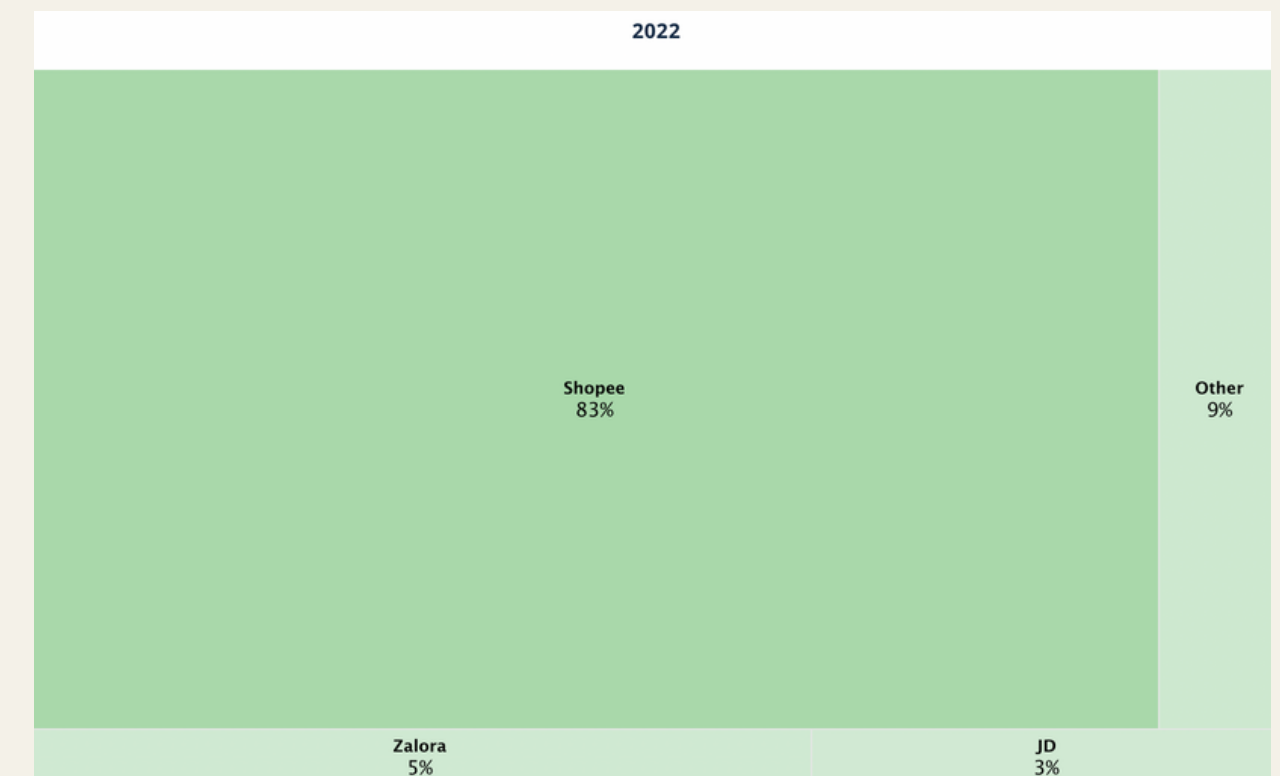
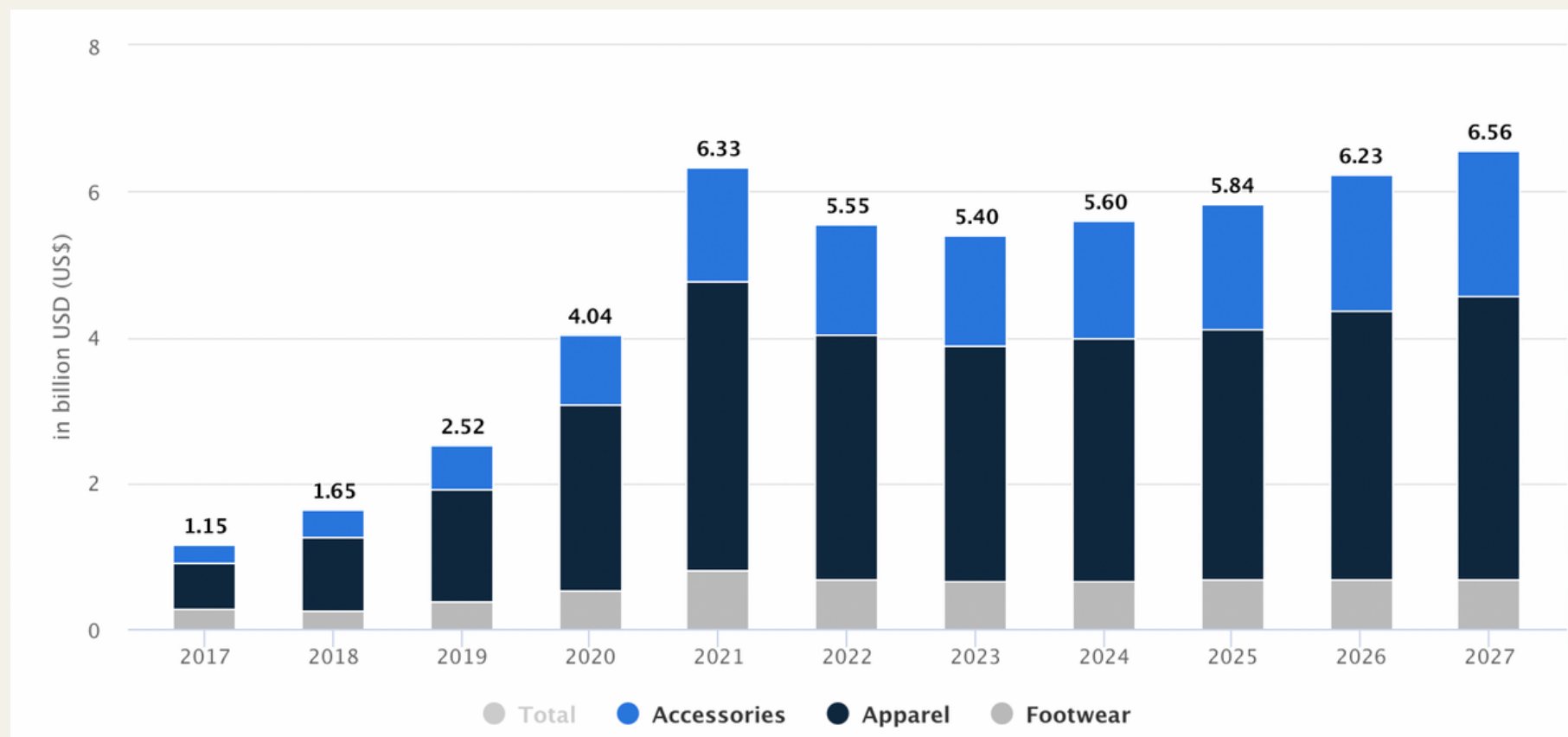
- Development fee for IT System
- Staff's salary
- Server leasing
- Research and Development fee
- Maintenance fee
- Operating cost

Revenue Stream

- Mobile app's user
- Partnership profit sharing with local brands
- Advertising

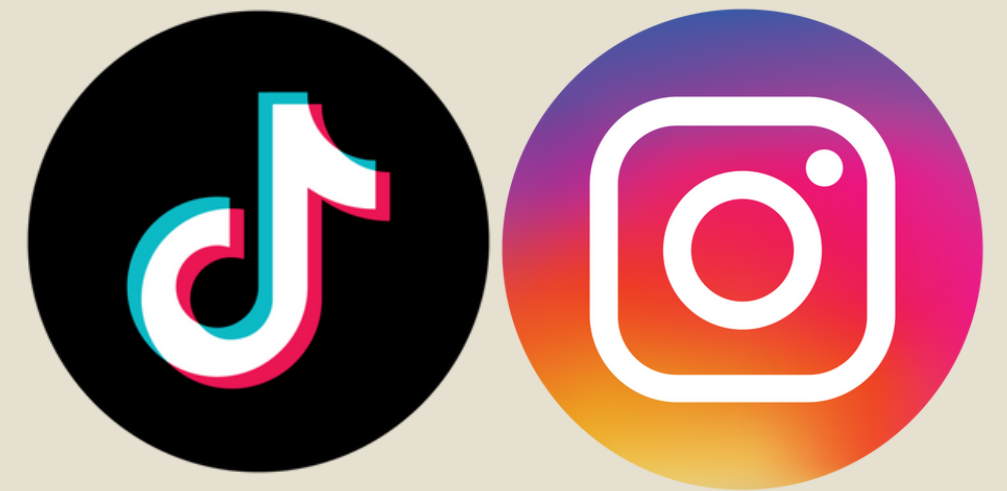
Market Size

- In 2023, the Indonesian fashion Industry amounts to 5.4 billion USD and is projected to reach 6.56 billion USD in 2027
- Number of customers in the Indonesian fashion market is 90.8 million customers just in the Apparel segment
- Shopee holds 83% of the fashion market share in Indonesia in 2022



Market Strategy

- Research and **curate** local brands into an all in one platform
- Viral marketing through Tiktok, Instagram Reels & paid ads
- Style guides, lookbooks, behind-the-scenes content
- New local brand highlight every month (potential collaboration as well)
- Make events collaborating with local micro influencers (more personal)
- Channel-> Trylo App & partner stores
- B2B -> Collaboration with other retail stores in using our virtual try on feature
- Short term: establish awareness & relationship with customers
- Long term: branch out to major fashion retail companies for them to use our technology





- Local & international brands
- Only via website and social media
- Quite expensive

love&flair

- Local brands
- Only via website and social media
- Only for women

Competition

Financial Projection

P&L

Profit and Loss Projection (4 Year)		1st Year	2nd Year	3rd Year	4th Year
Revenue					
	Product Revenue	Rp450,000,000	Rp1,350,000,000	Rp3,600,000,000	Rp9,843,750,000
	Transaction fee	Rp1,800,000	Rp4,500,000	Rp16,875,000	Rp42,187,500
	Total Revenue	Rp451,800,000	Rp1,354,500,000	Rp3,616,875,000	Rp9,885,937,500
COGS					
	Product COGS	Rp234,000,000	Rp675,000,000	Rp2,025,000,000	Rp5,343,750,000
	Gross profit	Rp217,800,000	Rp679,500,000	Rp1,591,875,000	Rp4,542,187,500
Expense					
	App development & maintanance fee	Rp100,000,000	Rp35,000,000	Rp40,000,000	Rp45,000,000
	Marketing & Advertising	Rp30,000,000	Rp40,000,000	Rp50,000,000	Rp60,000,000
	Research & Development	Rp15,000,000	Rp25,000,000	Rp26,000,000	Rp28,000,000
	Employee wage	Rp708,500,000	Rp1,079,000,000	Rp1,488,500,000	Rp1,898,000,000
	Other (rent, electricity, dll)	Rp77,600,000	Rp84,200,000	Rp120,560,000	Rp147,400,000
	Total operating expense	Rp931,100,000	Rp1,263,200,000	Rp1,725,060,000	Rp2,178,400,000
	Operating Profit	-Rp713,300,000	-Rp583,700,000	-Rp133,185,000	Rp2,363,787,500

Financial Projection

Assumptions

Asumsi		1st Year	2nd Year	3rd Year	4th Year
Konsumen					
	Unit sold / tahun	1800	4500	11250	28125
	Harga beli / unit	Rp130,000	Rp150,000	Rp180,000	Rp190,000
	Harga jual / unit	Rp250,000	Rp300,000	Rp320,000	Rp350,000
	Sales / tahun	Rp450,000,000	Rp1,350,000,000	Rp3,600,000,000	Rp9,843,750,000
	COGS	Rp234,000,000	Rp675,000,000	Rp2,025,000,000	Rp5,343,750,000
	Transaction fee (pembeli)	Rp1,000	Rp1,000	Rp1,500	Rp1,500
Pegawai					
	IT	2	3	3	4
	Customer Service	3	4	5	5
	Finance	1	2	2	3
	Marketing	2	3	3	3
	Business Development	2	2	3	3
	Legal	1	1	1	1
	Operation	2	4	5	6
	Human Resources & General Affair	0	1	1	2
	Total Employee	13	20	23	27
Gaji					
	IT	Rp5,000,000	Rp5,000,000	Rp6,000,000	Rp7,000,000
	Customer Service	Rp3,000,000	Rp3,000,000	Rp3,500,000	Rp4,000,000
	Finance	Rp4,000,000	Rp4,000,000	Rp5,000,000	Rp5,500,000
	Marketing	Rp4,500,000	Rp4,500,000	Rp5,500,000	Rp6,000,000
	Business Development	Rp5,000,000	Rp5,000,000	Rp6,000,000	Rp6,000,000
	Legal	Rp4,500,000	Rp4,500,000	Rp5,000,000	Rp5,500,000
	Operation	Rp4,000,000	Rp4,000,000	Rp5,000,000	Rp5,000,000
	Human Resources & General Affair	Rp0	Rp4,000,000	Rp4,500,000	Rp5,000,000
Pengeluaran Operasional Lainnya					
	Rent	Rp50,000,000	Rp50,000,000	Rp80,000,000	Rp100,000,000
	Electricity	Rp24,000,000	Rp30,000,000	Rp36,000,000	Rp42,000,000
	Internet	Rp3,600,000	Rp4,200,000	Rp4,560,000	Rp5,400,000
	Total Pengeluaran Operasional Lainnya	Rp77,600,000	Rp84,200,000	Rp120,560,000	Rp147,400,000

Product Roadmap



Teams

1st Year

2nd Year

3rd Year

4th Year



Operations

R&D + Curation

Product Launching

Approach Bigger Brands



Marketing

Market Research

Product Launch Campaigns

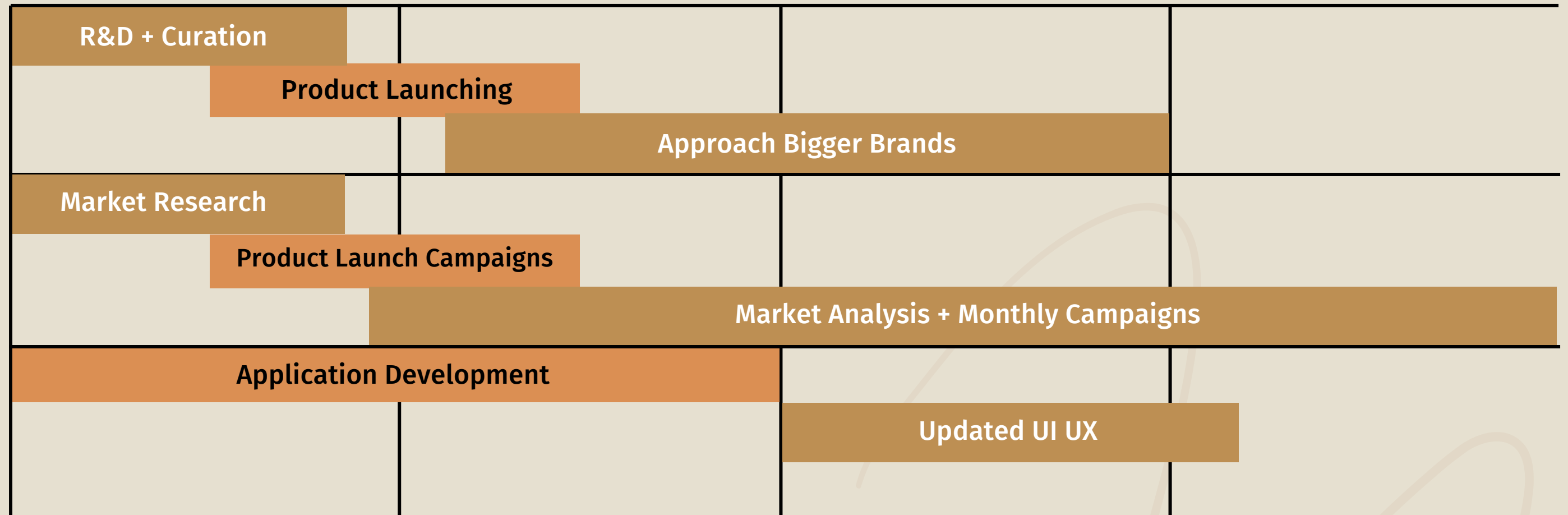
Market Analysis + Monthly Campaigns



Software Development

Application Development

Updated UI UX



TRY. EXPERIMENT. BE LOCAL.

Get In *Touch*

Email

hello@trylo.com

Social Media

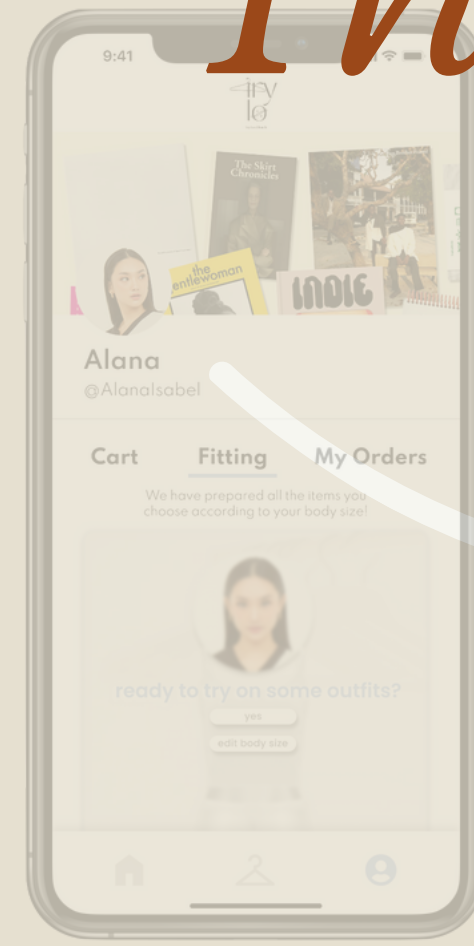
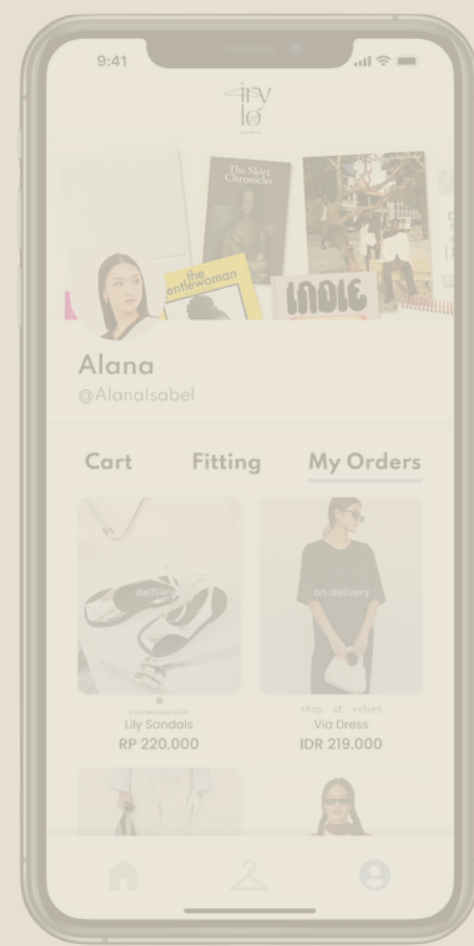
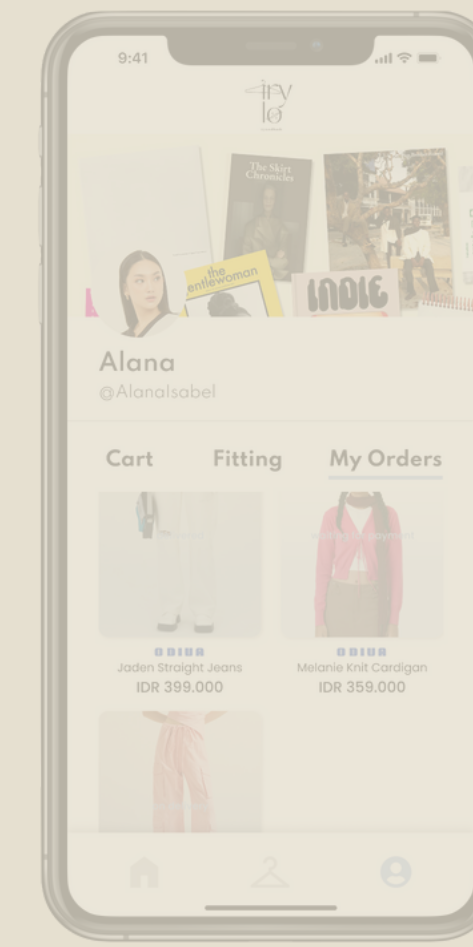
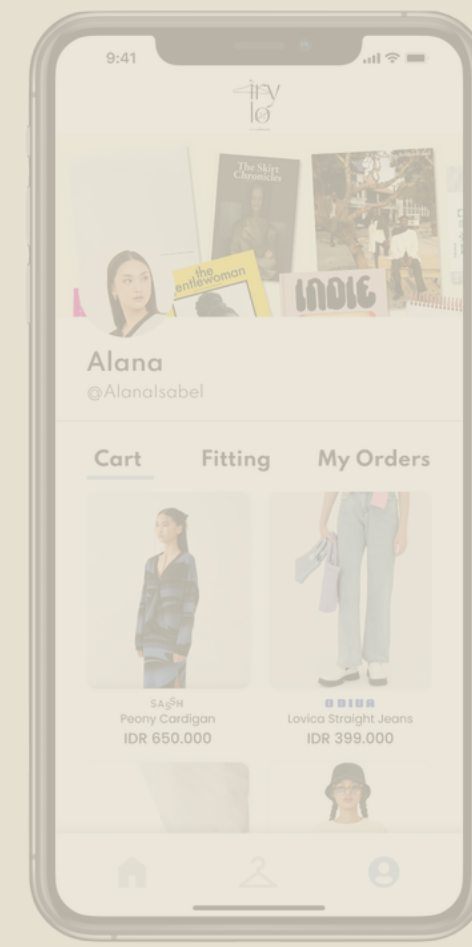
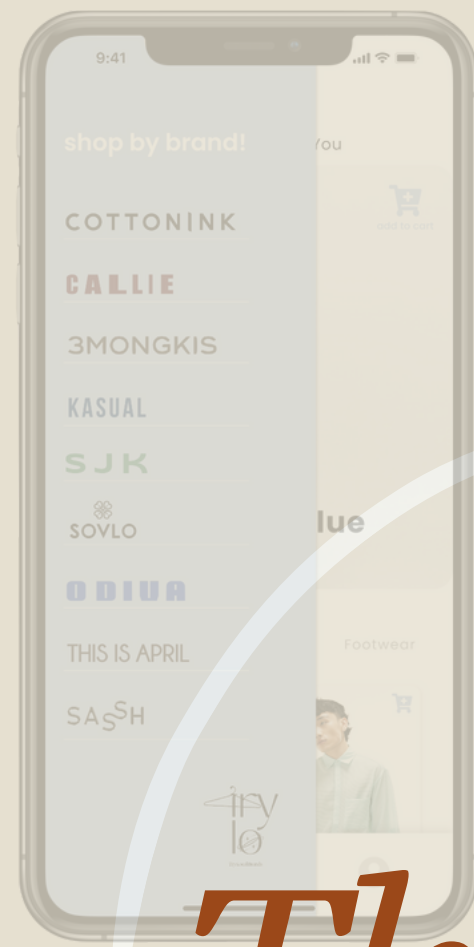
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Phone

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TryLocal Brands



Thank You