



Embody your Your Digital e-Commerce journey

Gaël Seydoux – Investor Pitch – June 2022

What is the problem

Too many Products return → Environmental impact, Cost, unmet sale, client disappointment

Fashion Industry: 498 M€ of returned Products in value in France in 2020*

Online Product Try-on is not convincing and sometimes not achievable

No emotional link with the Product

Size estimation issue

Ligthing issue

Current Solutions

Augmented Reality

Blending issues, Lighting issues, Hardware limitations, Metaverse not compatible

Our digital experience needs to be upgraded

The Opportunity

Metaverse / Web3 could be the futur of Internet, a place of social interactions and virtual shopping.

Metaverse Market
estimated : \$800B*

L'ORÉAL

SEPHORA

LVMH

KERING

HERMÈS
PARIS

GUCCI

WELLA
PROFESSIONALS

H&M

UNI
QLO

zalando

\$240B

\$17B

\$1.3B

TAM
Digital Human Market

SAM
Try-on Market

SOM
Emova Market

* Source Bloomberg – nov 2021

Solution

This is an example of Emova's avatar (Still Image)

**SaaS Solution = Realistic
Digital Human Creation
Automatic creation Process for
an interactive e-Commerce
experience**

To Try-on Digital Products on line on our Appearance

Team



Bruno Diusit
Interdigital, Scalian,
Mikros
3D Expert



Coralie Mesnard
Founder
SAP, Gemalto, Alcatel
Product and Marketing
Strategy Expert



Gaël Seydoux
CEO & Founder
DNEG, Sony, Ubisoft,
Technicolor
Business & Strategy



Gaël Airieau
Founder
K130 Lawyer

Technical Team: Fabien Danieau Architect (pHD – Computer Graphics), Louis AI Expert (pHD - Computer Vision), Bertrand 3D Expert (Engineer UNREAL/UNITY), James Rose (Client user Experience)

Advisory Board: Frédéric Rose (Ex. CEO Technicolor), Sam Guilaumé (CEO Arybale, Movea), Alexandre Hartpence (Ubisoft, Microïds)

Scientific Advisory Board: Jean Bolot (VP Research Orange),

Product

Our **Digital REALISTIC Human** becomes the vector of a **new experience...**

The User can

Scan himself/herself and
sees his/her head in 3D
on his/her
smartphone/Tablet/Laptop



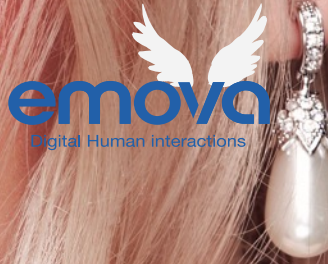
**Modify his/her
appearance** (choice of
Hair cut, Beards, Make up...)

Change Accessories
(Wardrobe of Digital
Products)

Share Result = his/her
appearance + Product =
new appearance

Try-on a Product in the
online Brand Shop

User Benefits



This is a Convincing Product Try-on Experience




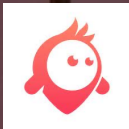

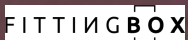



1. **You understand the impact of the Product** on your appearance
2. You feel **confident about your product purchase** and feel reassured on the effect of the Product
3. **You can Play to exchange Products** on your avatar and modify your appearance at your will when you navigate the Metaverse



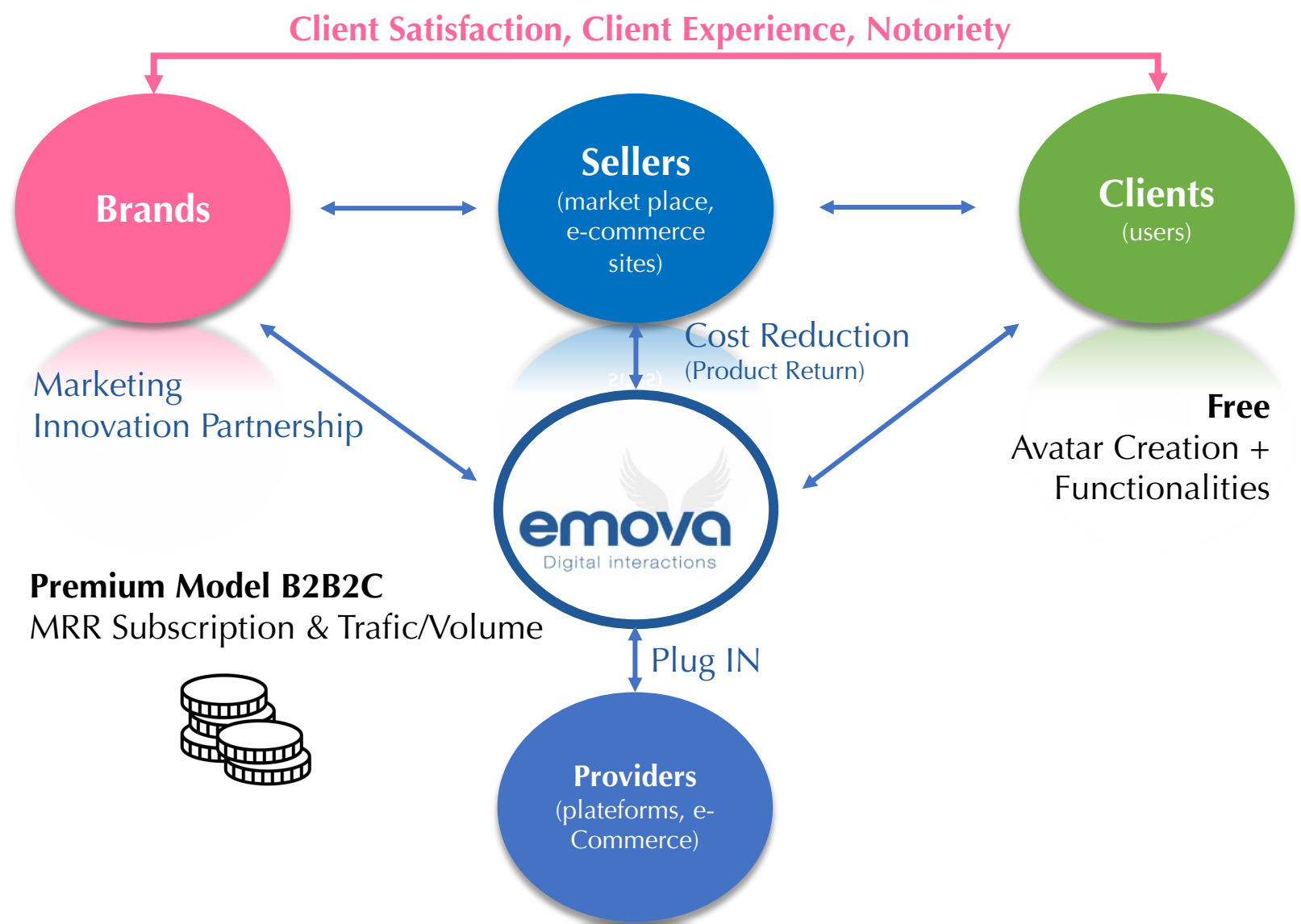
Confidential

La Concurrence

Le Marché de l'Essayage digital est composé principalement de startups et de Réseaux sociaux

									
AUTOMATISME	✓	✓	✓	✓	✓	✓	✓	✓	✓
REALISME	✓		✓	✓		✓	✓	✓	✓
PERSONALISATION	✓	✓		✓	✓			✓	
SOLUTION D'ESSAYAGE	✓					✓	✓		✓
GARDE ROBE DIGITALE	✓								
COMPATIBLE METAVERSE	✓	✓	✓	✓	✓		✓	✓	

Business Model



Goal of Seed Round

	2022	2023	2024	2025	
Gross (Forecast)	-	364	2 912	5 824	k€
Net	-535	-1 777	-943	795	k€
Nbre of clients	-	1	8	16	
Employees	9	28	30	40	

Seed Round: 1.5M€

Of which 85% used for Recherche & Developpement

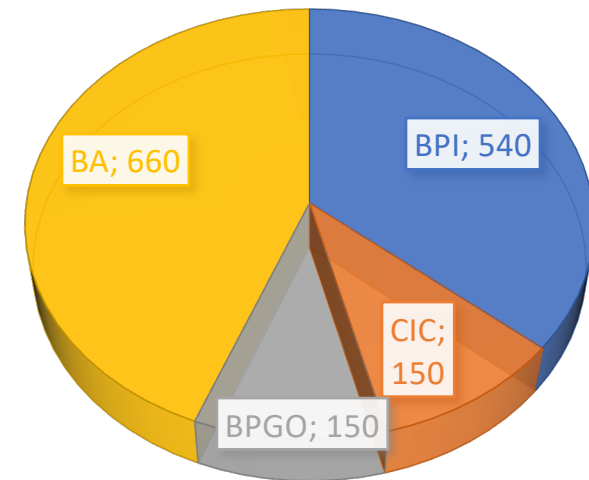
Already secured:

- 100k€ secured (Business Angels)
- BPI + CIC + BPGO (French Banks) = 840k€

Seed Round Ask = 560k€

MVP in 12 months

1st client = q3 2023



A grayscale photograph of three women's faces. The woman in the center is looking directly at the camera with a neutral expression. The woman on the left is partially visible, looking slightly to the side. The woman on the right is also looking towards the camera. They are all wearing minimal jewelry, and their hair is styled in a way that frames their faces.

Abstract...

Emova

Automatic Realistic
Avatar creation Saas
Model to Try-on
Products online

Seed Phase (2022 / 2023)

To demonstrate User Experience
and Minimum Viable Product



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Thank you...

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