



**CAMICIA**<sup>®</sup>  
ONDEMAND

**OWN THE STYLE  
NOT THE SHIRT**

Alessandro Ghezzi  
CEO & Co-Founder  
+39 393 262 0607

[www.camiciaondemand.it](http://www.camiciaondemand.it)

INVESTOR DECK  
mar 2022



**CAMICIA**<sup>®</sup>  
ONDEMAND

**Tailor Shirts perfectly cleaned and ironed  
straight to your home  
every week.**

- MARKET
- **Timing**



Over the years people and companies, always more, **move their buying mindset to rental a one** because to use things is more convenient than to own them.

Who **before owned** a car **now he rents** it,  
who owned a bicycle **now rents** it,  
who **owned** a computer **now he rents** it.

This tendency, which is investing more and more also the clothing market, make us think about a business model to solve all the problems shirts bring back:  
more free time, less stress, less waste, and fewer pollutions are advantages that are possible to obtain by adopting a renting model than the buying one.

**54 H**

FREE TIME LOST

**32 Kg CO<sub>2</sub>**

PER EVERY DAILY SHIRTS USERS

**LOW**

QUALITY/PRICE  
RATIO

- MARKET
- **Problem**



## **Everybody has to deal with shirts somehow**

This causes a lot of **pain**, for the shirt's daily users in the shirts management, and the release of **pollutions** in the air due to the non-optimization of the wash and/or the delivery to the laundries.

**BUYING  
CLEANING  
IRONING**

**AGAIN, AGAIN AND AGAIN**

- PRODUCT
- **Solution**

The first online long term rental shirt service dedicated to people who use shirts every day, that includes:

- **the cleaning**
- **the ironing**
- **and home delivery weekly services**



● PRODUCT  
● **How it works**



CHOOSE YOUR PLAN

Online, customers can choose between **three** different kinds of **subscriptions**

1



CREATE YOUR SHIRTS

They create their shirts, choosing **fit**, **collar** and different **colors/fabrics**

2



USE THEM

After they've received the shirts they can **use them** at their own pace

3



WE DO THE REST

Every week we will come to the **customer's house/office** to pick up the **dirty shirts** and to deliver the **cleaned and ironed** ones.

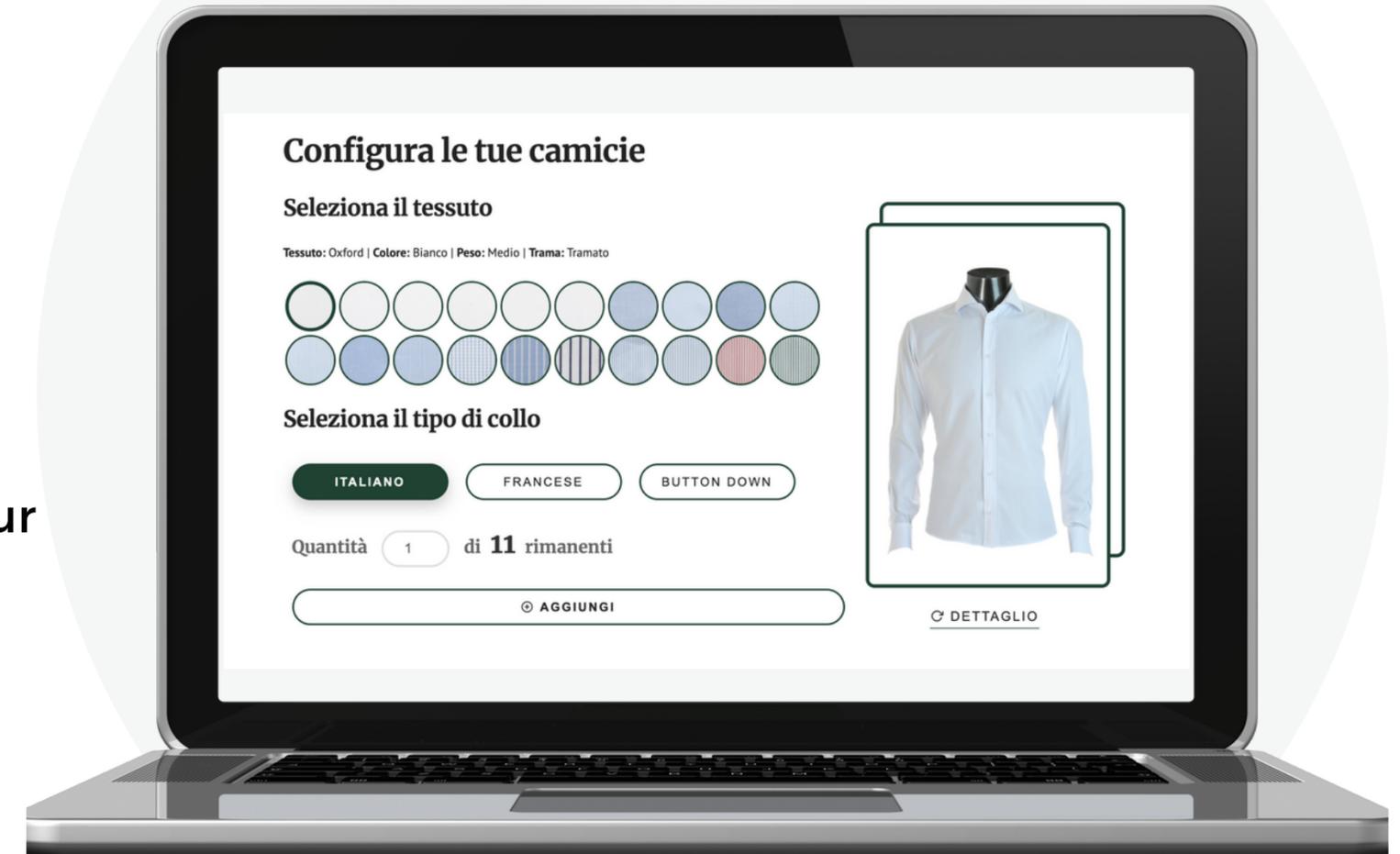
- PRODUCT
- **How it works**



In **less than 10 minutes** you can:

1. Choose your **plan**
2. Choose the **fit** and the **size**
3. Choose the **fabrics** and **colors** and **collar** type
4. Choose the **payments** method

Everything with **high-resolution pictures** showing your **shirts** "creation"

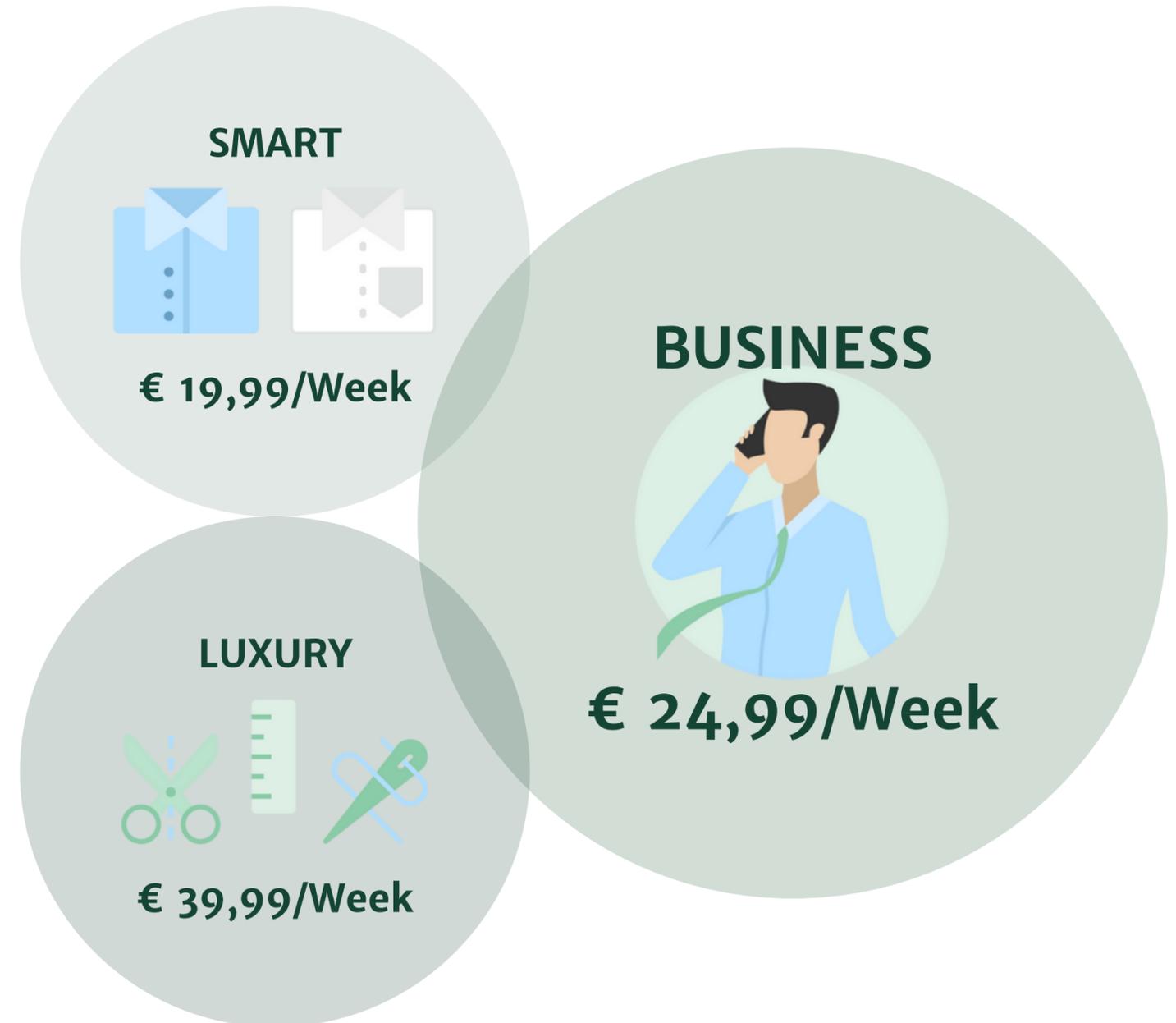


- REVENUE MODEL
- **Subscription**



## 3 PLANS

- **SMART:** For **practical** people. Choose white or light blue
- **BUSINESS:** To **differentiate** himself. Choose a wide range of colors and fabrics
- **LUXURY:** For the most **demanding** people. Real made to measure



- REVENUE MODEL
- **Logistics**



We are in **Milano, Roma, and Brescia.**

We found anyway a fast and tested system to open also in other cities.

The logistic part (cleaning, ironing, and delivery) is done from **proximity laundries** which are been agreed on the activities due basis.

The shirts can be **delivered** directly to the **customer** when he subscribes online.



- REVENUE MODEL
- **Margins**



Since now we have found a cost range, for shirts management between **€ 2,00 to € 2,50** per shirt per week, cleaned, ironed and home-delivered.

In the lower case, including the starting shirts purchase, we have a margin of **€ 3,40 per week** per customer.

For **LUXURY** this margin increase up to **€ 14,80 per week** per customer.

**20%**

**LOWER MARGIN**

**40%**

**HIGHER MARGIN**

- TARGET
- **Employees, Professionals and Big Firms**



## FIRST

In the beginning, we focused on **employees** working for big **bank** and **insurance** corporates, because they have to wear shirts daily. For them, the shirt is something like a common uniform.

Middle **managers** who live in a hurry with little time to lose in jobs with few value-added.



## NOW

Due to the **covid-19**, we start to engage **professionals** who have to work anyway, such as:

**NOTARIES**

**LAWYERS**

**ACCOUNTANTS**



## THEN

We also start to engage big **consultancy** and **lawyers** firm, to try to become their official consultant's shirts supplier.

This is a long term deal which will give us a more **solid base** over which build the project.



- CHANNELS
- B2C & B2B2C



## B2C

The main and actual **channel** for customer acquisition is the typical B2C funnel for an **online** acquisition.

The only difference is that we **call** the potential customers to explain better how the subscription works



## B2B2C

At the same time, we are trying to engage the big firm Human Resources, to ask them to promote our services within the company daily shirts users.

In this case, the acquisition is mainly offline.



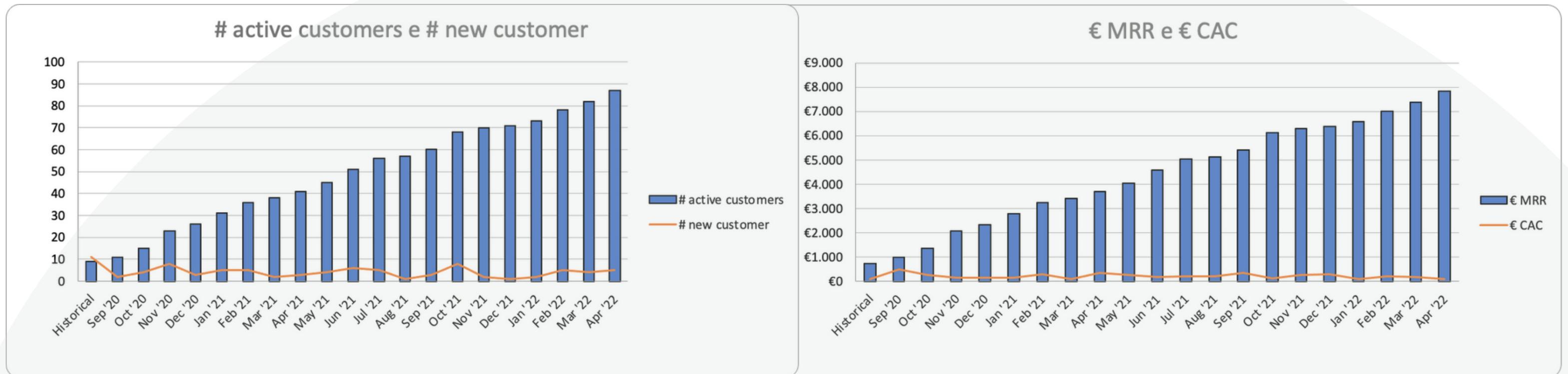
# METRICS

## Customers



Since now we focused our acquisition on final consumers through **advertising** campaigns, which gave us a **20% average growth M.O.M.**

We focused as well on improving our **CAC**, which is decreased around **€ 150**, with an **MRR** of about **€ 8 k**



- RESULTS
- **Agreements**

About companies, we already started to agree with **big firms** to become their official **consultants' shirts supplier**.

The purpose of those agreements is to evangelize their employees to **use our services** to save time during private life and become more productive during working hours.

At the same time, we agreed also with **welfare platforms** to insert our solutions as vouchers for welfare and benefit purposes.



ORDINE DEGLI  
AVVOCATI DI MILANO



● MARKET  
● **Subscriptions value**



- COMPETITORS
- Landscape



## ONLINE LAUNDRY SERVICES

## ONLINE RENTAL CLOTHING



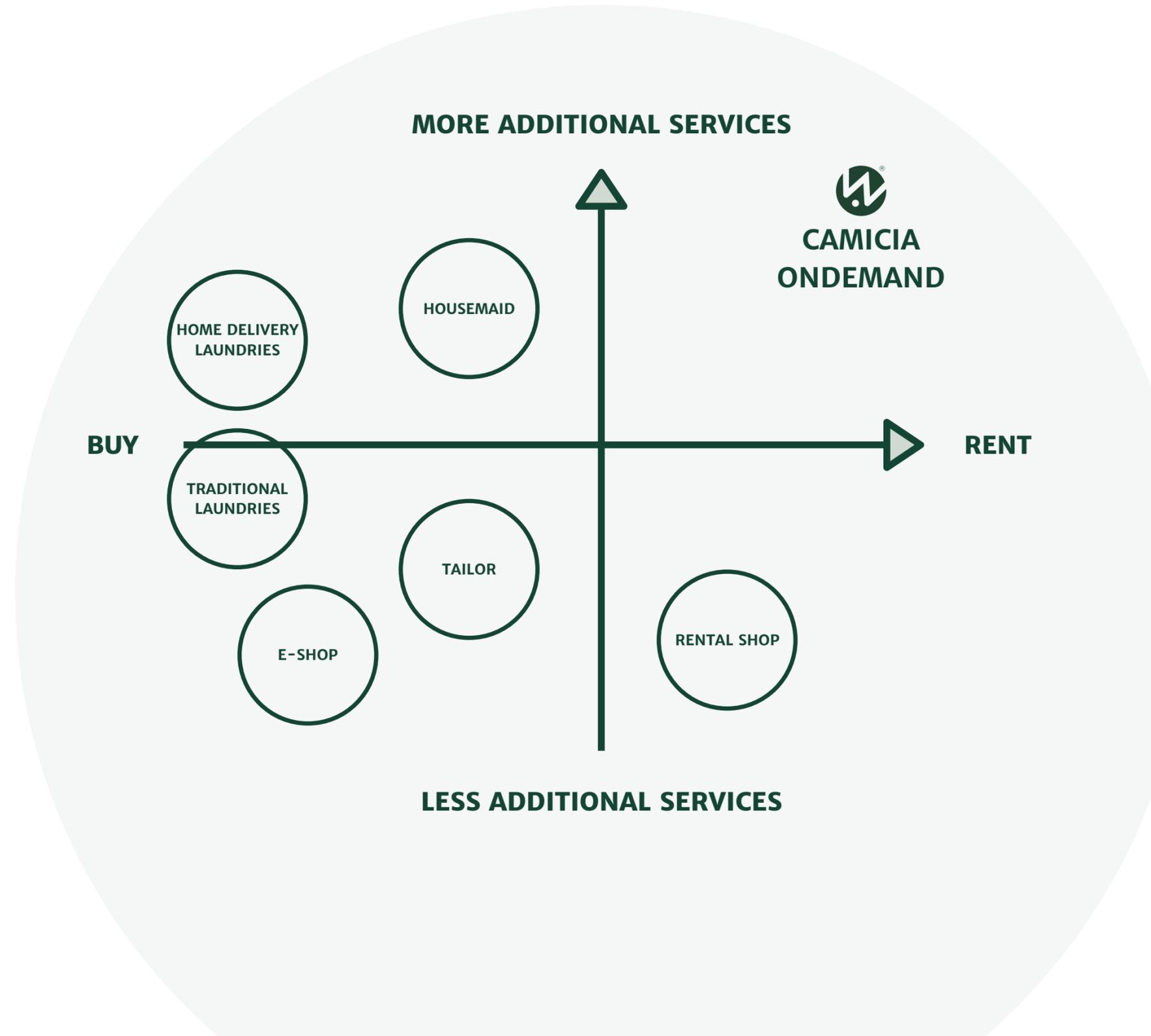
- COMPETITORS
- **Positioning**



Looking at the **fashion** business there are a lot of firms that are moving to the **rental clothing model**.

At the same time, a lot of **laundries** are moving towards **home delivery** services.

We **differentiate** from all those companies because we are the **first** which **put together** the **rental** model with all the related **cleaning services**.

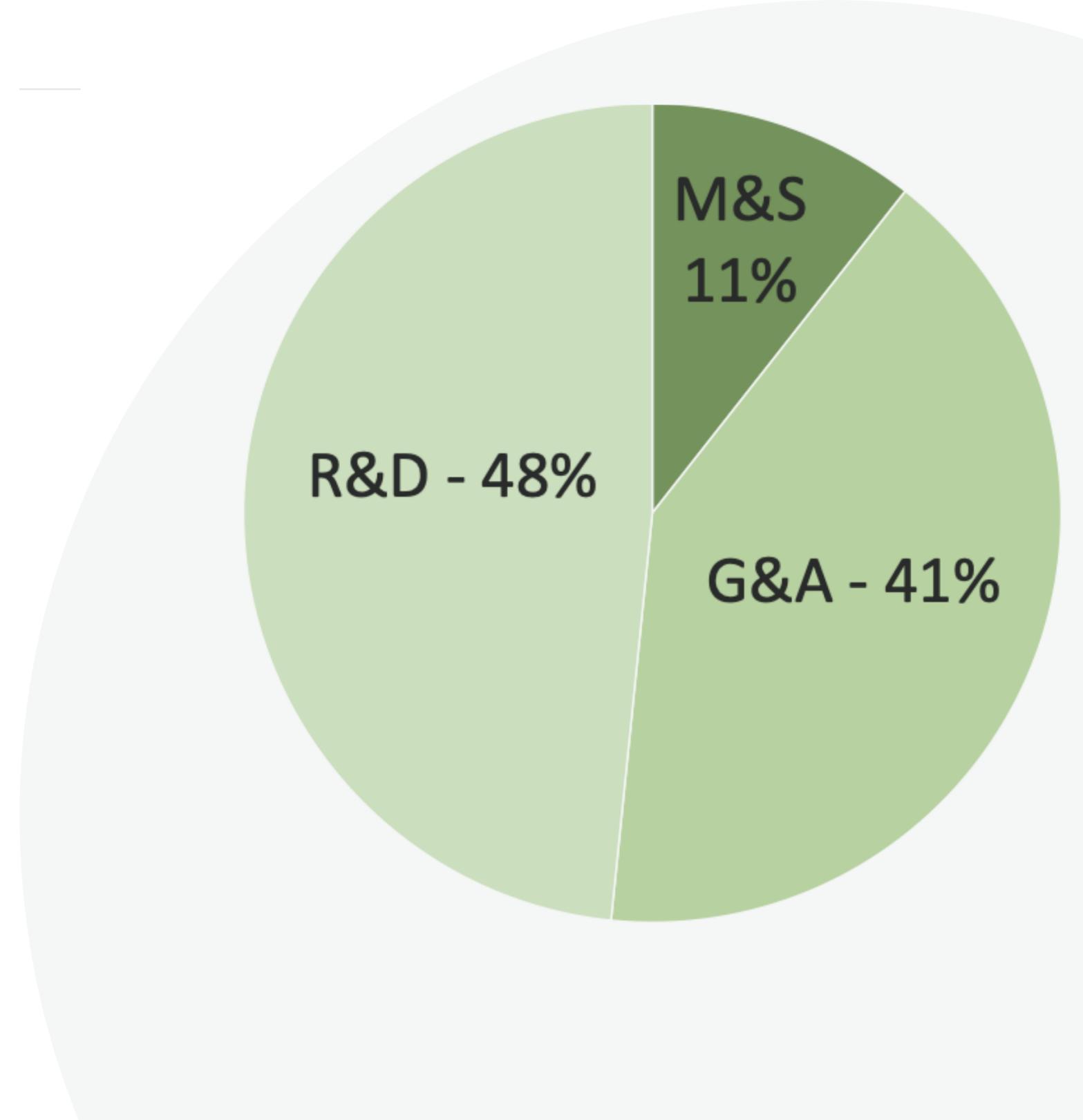


- COMPANY
- **Financial Needs**

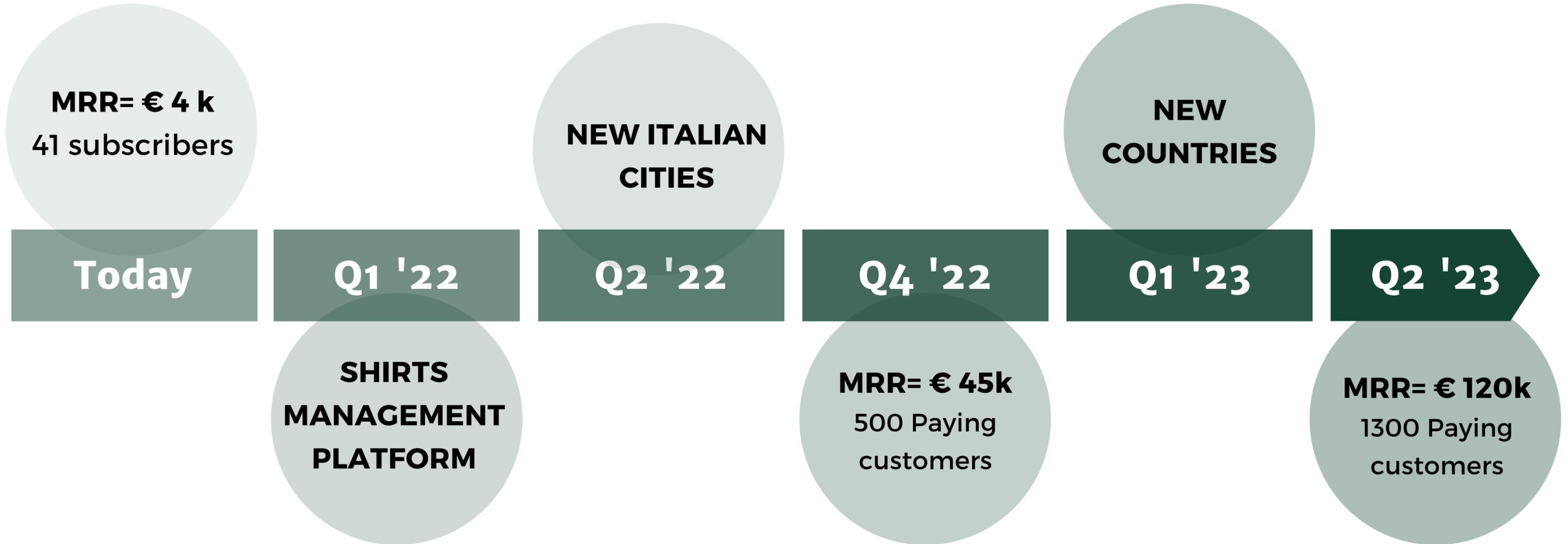
In the next 12 months, we will be concentrate on **Customer acquisition** and **platform development**.

The total needs for this period, considering the initial shirts purchasing cost and the revenues we will generate is **€ 300k**

**Tech:** We are going to build a platform (**web app**) that will manage all of the customer journey. Starting from the **acquisition**, passing through the **shirts management** (tracking), ending to the **supply chain management**.



- COMPANY
- Next 18 months





**SARAH FULIGNI**  
**(Head of HR)**

20 years of experience in human resources. She worked for multinational companies, and now she has his own coaching school



**ALESSANDRO GHEZZI**  
**(CEO)**

30 years of experience in sales and management. In his career follows a lot of companies for the sales process.



**LUCA ABBONDANZA**  
**(Head of sales)**

20 years of experience in B2B sales. Since 1990 he is working for a big multinational which rents IT assets.

- COMPANY
- **Exit Strategy**



Looking at the future all the clothing retail companies will be interested in our company. Since they have already shops in the field, they can become the easiest way to propose shirt subscriptions.

At the same time the online rental clothing, which already has this kind of business model, can buy a launched company that is vertical on a specific garment.

**356 M\$**

**Fashion M&A average value**

**77**

**Fashion M&A in 2017**

THREE MAIN REASONS:

1

**FIRST MOVERS**

**We are the first!** Since now we found a lot of rental clothing companies but no one is doing it including services

2

**TIMING**

**This is the moment!** Because people is moving towards a rental model instead of ownership one

3

**SCALABILITY**

**This is the way!** Our onboarding laundries method can be easily replicated everywhere.

● COMPANY  
● **Company Profile**



## PROFILE

CamiciaOnDemand.it  
COD Milano s.r.l.

VAT: IT10695670967

Via San Miniato, 10

20162 - Milano (MI)

ITALY

## CAP TABLE

Alessandro Ghezzi (CEO) 45.17 %

Daniele Tresoldi (CTO) 14.95 %

LVG SPA 14.30 %

Luca Abbondanza (CSO) 7.32 %

Paolo Giolito (Advisor) 2.58 %

Sarah Fuligni 1.22 %

C. Tessile SPA 1.74 %

Fimelato SRL 0.51 %

Crowd 12.21 %



**CAMICIA**<sup>®</sup>  
ONDEMAND

**OWN THE STYLE  
NOT THE SHIRT**

Alessandro Ghezzi  
CEO & Co-Founder  
+39 393 262 0607

[www.camiciaondemand.it](http://www.camiciaondemand.it)

INVESTOR DECK  
mar 2022