

The fashion leasing provider

The problem

I have
nothing
to wear.



The solution

Your
wardrobe,
unlimited.

TREND



7 68

average clothes usage

item purchased on average by a single costumer in a year



Rent

\$1.23b in 2022

\$2.33b in 2030

41% Women interested in garment's rental

Resale

\$177b in 2022

\$351b in 2027

44% Consumers interested in renting second-hand garments

Vision

Servitizing fashion - An unlimited wardrobe at a fraction of the cost and environmental impact.

Mission

Give people the opportunity to express themselves through clothing and satisfy their need to renew their style. We want to free them from the “I Have Nothing To Wear” problem, offering the easiest, most sustainable and reliable service.

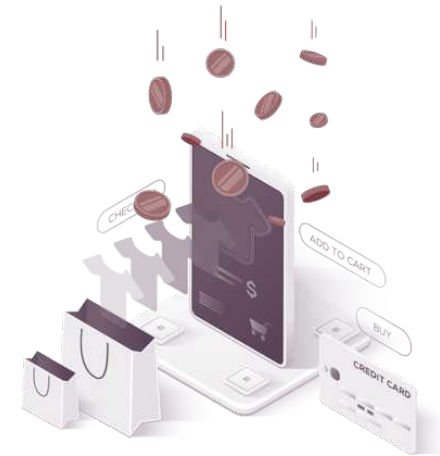
**Choose your
favourite garments**



**Wear the
selected items**



**Earn credits to buy
your most-liked ones**



Subscription Plans

If you want to renew your wardrobe at a fraction of your environmental impact

One Time Rental

For a special occasion or event, without any need for a subscription plan.



1 Create your
box of 4 items



2 Choose your
plan



3 Receive the box
and earn credits



4 Wear your
outfits



5 Buy most-liked
items and return
other ones



6 Swap your box
with a new one

PARTNER BRANDS

PINKO

TWINSET
MILANO

for Love & Lemons

MALIPARMI

TWO WOMEN TWO MEN

Less.

TB BINI
C O M O

custommade

SILVIAN HEACH

·REVISE·
CONCEPT

ZINCO

HOPE

ANNARITAN


CALATURA

FORTUNALE

ELEONORA
A M A D E I

Ara Can Glam

hanita

The average value of the items received each month is
over 10X the subscription cost

SUSTAINABILITY

Fashion industry is the second largest polluter in the world. *

10%

CO₂ emissions *

20%

Waters pollution for which it's responsible *

18,5k

Liters of water needed to produce a pair of jeans and a t-shirt *

20%

Unused garments per each year *

93 billion

Tons of water used for textile production *

150 million

Tons of clothes that will end up in landfills or burned by 2050 *

With The Paac, each customer contributes to considerably reducing consumption

250_k

liters of water less per year

250_{kg}








CO₂ emissions less per year



* Source: Fashionopolis by Dana Thomas

- 1** Analysis of user preferences through gamification-based tests
- 2** Interpretation of customer preferences based on a set of sensitive parameters
- 3** Proposal of a customized set of garments based on the preferences of each individual user
- 4** Registered proprietary algorithm (3 patents)
- 5** Development of Artificial Intelligence that exploits machine learning

COMPETITORS

		 <small>UNICORN COMPANY</small>		 <small>UNICORN COMPANY</small>		 <small>UNICORN COMPANY</small>	 <small>UNICORN COMPANY</small>
Wear it without buying it	✓	✗	✗	✓	✓	✗	✗
Pre-owned fashion	✓	✗	✗	✓	✗	✓	✓
Personal styling	✓	✓	✓	✗	✗	✗	✗

User KPIs

5500+

Registered users

170+

Active users
since the beginning

1300+

Number of rentals
since launch

30%

Loyal customers *

€1500+

Avg Revenues per Loyal Customer

70%

Recurring Customers **

€750+

Avg Revenues per Recurring Customer

* 10+ transactions

** 2+ transactions

B2C

Multi-brand fashion
leasing platform

Commission on items sold

Mark up from subscriptions

Garments received in consignment sales
or mirroring brand availability

+

B2B2C

Fashion leasing platforms
for fashion brands

Setup fee

Maintenance fee

Revenue share

Our B2B2C Services

- ✓ Strategy definition
- ✓ Technological deployment
- ✓ Management and maintenance



Positioning



Platform set up



UX/UI design



Tech support



Logistics



Items repair



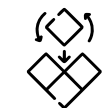
Customer service



Strategy review



Effortless solution



Modular approach



Circular Economy & Sustainability

Extend garments life cycle and reduce its environmental impact with no need to modify brand's supply chain



Embrace the resale market

The resale market will overtake the fast fashion one by 2030 and we can provide authentic and certified products



Warehouse synchronization

No need to produce additional items as it's possible to include the ones already available on other channels. These include previous season's stock.



No cannibalization

Target customers with different purchasing habits that see the brand as aspirational and buy it only occasionally. Create recurring clients



Premium service for selected customers

Opportunity to add also a tailor-made solution and a bespoke service for selected customers



Lifestyle

Members can enjoy the brand identity and values by becoming advocates in their daily lives

TEAM



Alessandro Franzese

CEO

MSc + experience in 3 continents
(Startup / VC / Consulting / Fashion)



Raffaele Solaro

CMO

20+ years in Marketing and
Communication (Unicorn / Agency Owner)



Antonio Napolitano

Creative Director

10+ years in online fashion
(Brands / Retailers)

DOLCE & GABBANA

DSQUARED2



Valerio De Sanctis

CTO

20+ years in programming
(Microsoft MVP / Author)



Daniele Pini

Advisor

20+ years in boards of directors / c-level
executive / Investor

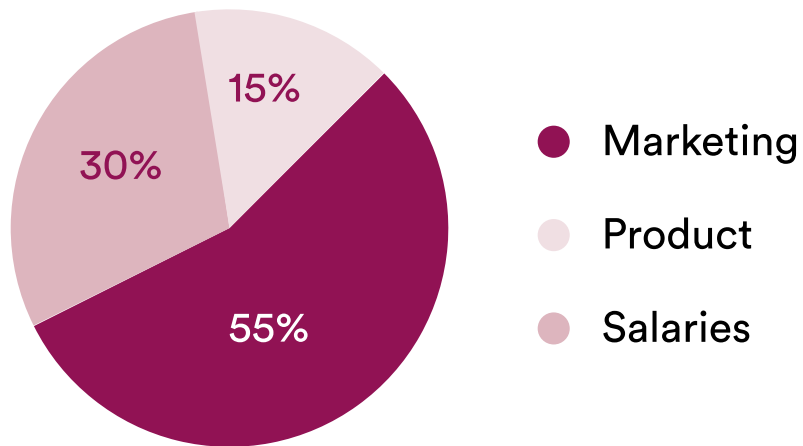
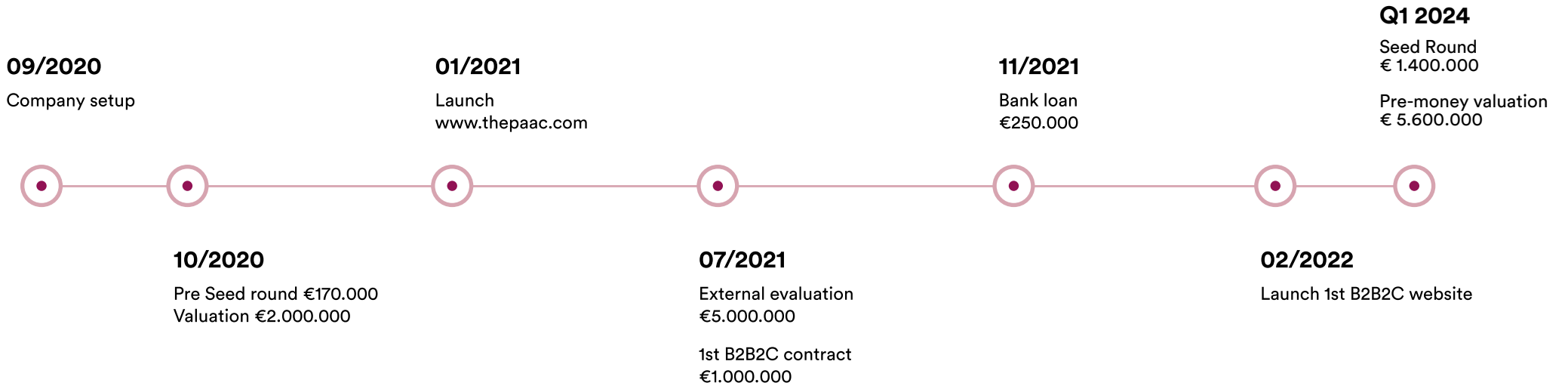
PINKO



SUSTAINABLE INVESTMENTS srl

Investor / CVC

TIMELINE

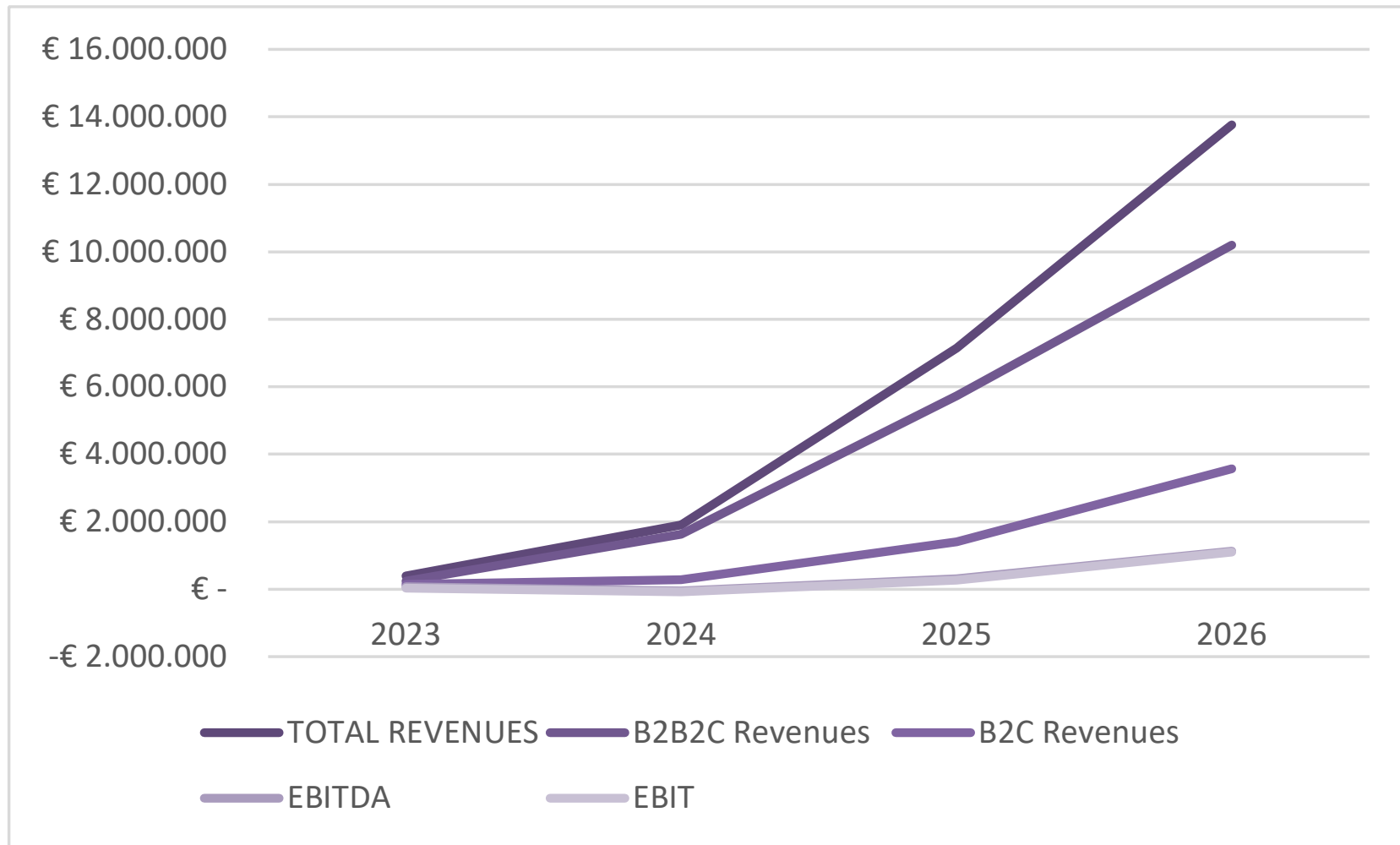


Seed Round - Q1 2024

Seed Round
€ 1.400.000

Pre-money valuation
€ 5.600.000

ROADMAP



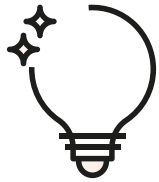
B2B2C

Short/medium term focus

B2C

Long term focus

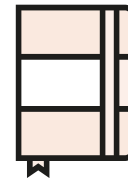
WHY TO COLLABORATE



**SERVICE
INNOVATION**



**MARKET
OPPORTUNITIES**



**SKILLED
TEAM**

Thank You

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www.pinkoplay.com

The **PAAC**

ECONOMICS

	2023	2024	2025	2026
TOTAL REVENUES	€ 392.898	€ 1.911.730	€ 7.146.900	€ 13.766.525
B2C Revenues	€ 149.008	€ 282.812	€ 1.412.028	€ 3.570.485
B2C Variable costs	€ 57.715	€ 174.645	€ 847.839	€ 2.056.801
B2C CONTRIBUTION MARGIN	€ 91.292	€ 108.168	€ 564.188	€ 1.513.684
B2C Marketing	€ 3.000	€ 82.000	€ 360.000	€ 780.000
B2B2C Revenues	€ 243.890	€ 1.628.918	€ 5.734.872	€ 10.196.039
B2B2C Variable costs	€ 86.711	€ 1.347.100	€ 5.032.600	€ 9.053.734
B2B2C CONTRIBUTION MARGIN	€ 157.179	€ 281.818	€ 702.272	€ 1.142.305
Fixed costs	€ 176.213	€ 354.994	€ 602.371	€ 742.701
EBITDA	€ 69.258	-€ 47.009	€ 304.090	€ 1.133.288
EBIT	€ 31.787	-€ 84.480	€ 266.618	€ 1.095.816

Customers



Chiara
24 y.o. - Student

It is a way to give garments a second chance, also avoiding those crazy and "compulsive" purchases.



Katia
42 y.o. - Entrepreneur

There is nothing like it. Wearing more than 100 outfits in 1 year, with the quality of Made in Italy, at a great price.



Felicia
52 y.o. - Employee

A great innovation and a convenient service for those who have to renew their wardrobe often like me.

Excellent  

TAM

\$498,1 b

SAM

\$149,3 b

SOM

\$19,4 b

B2B KPIs

4367

Leads acquired in
2 months

7000+

Users in onboarding
funnel

100+

Active users

500+

Number of rentals

Next steps

1 New brand
in 2023

2 New brands
in 2024

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