

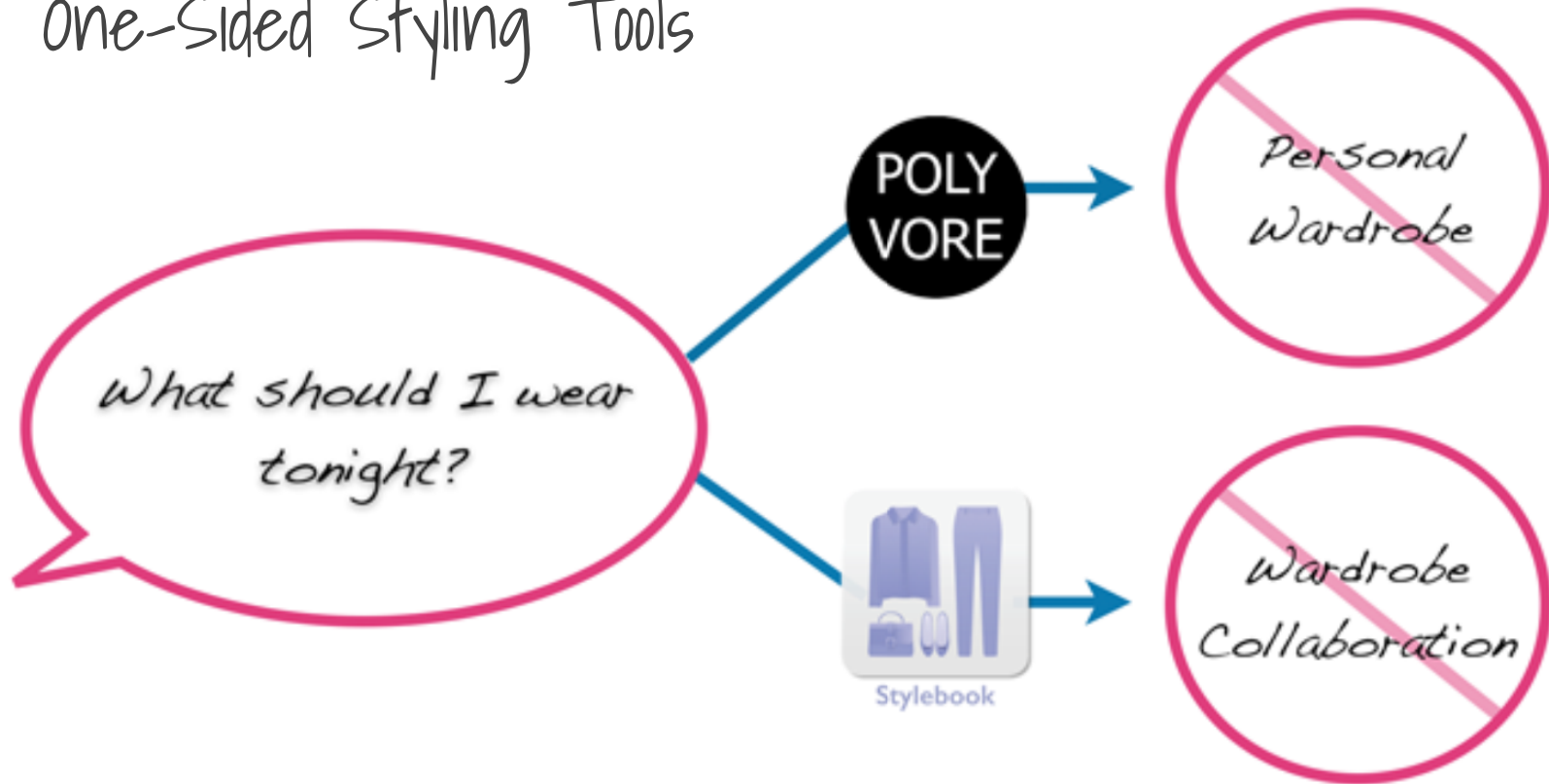
The Big Idea

The Fashion Love Child of Instagram & Pinterest Where
Users Can Style Themselves & Others While Being
Rewarded.



The Problem

One-Sided Styling Tools



The Solution

Collect



Mix & Match

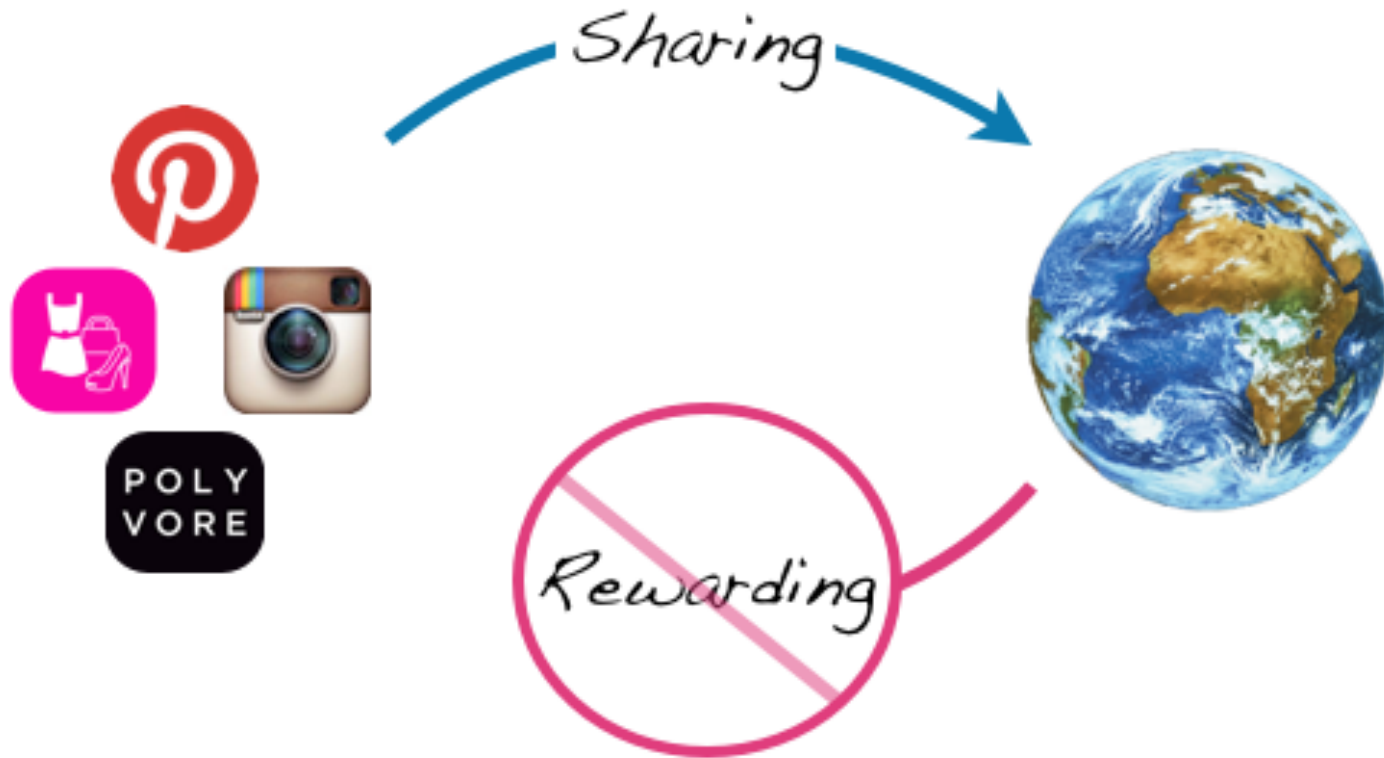


Style



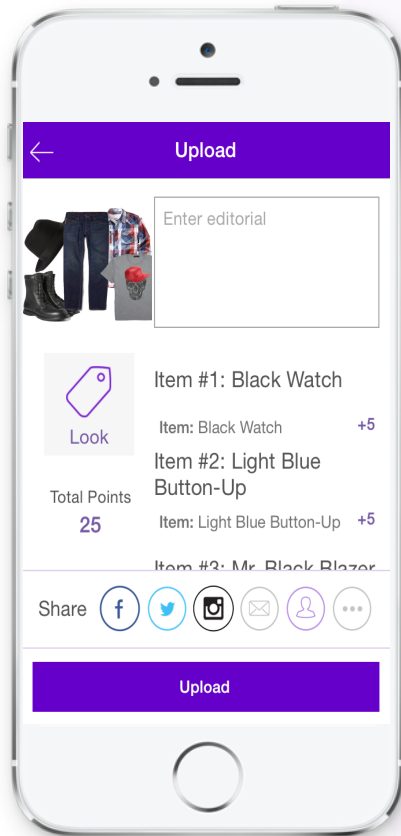
The Problem

Sharing Goes
unrewarded

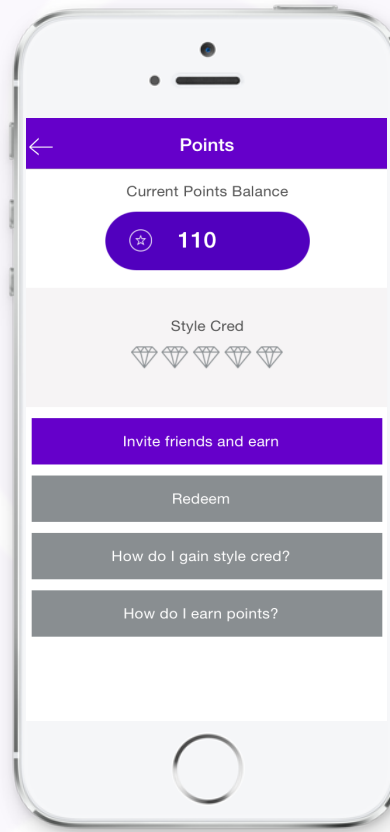


The Solution

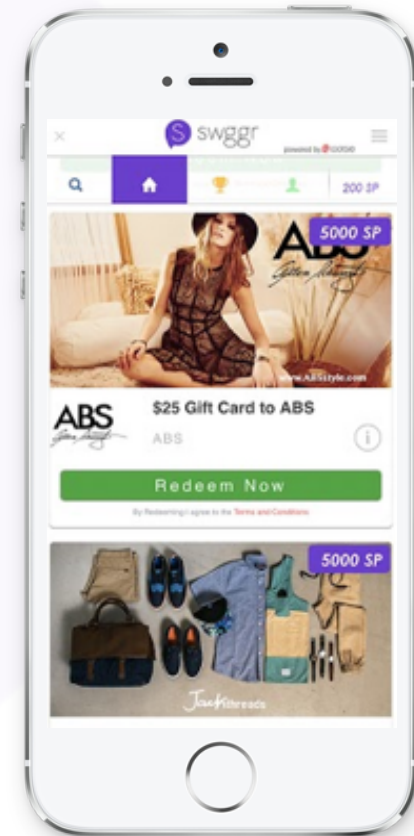
Share



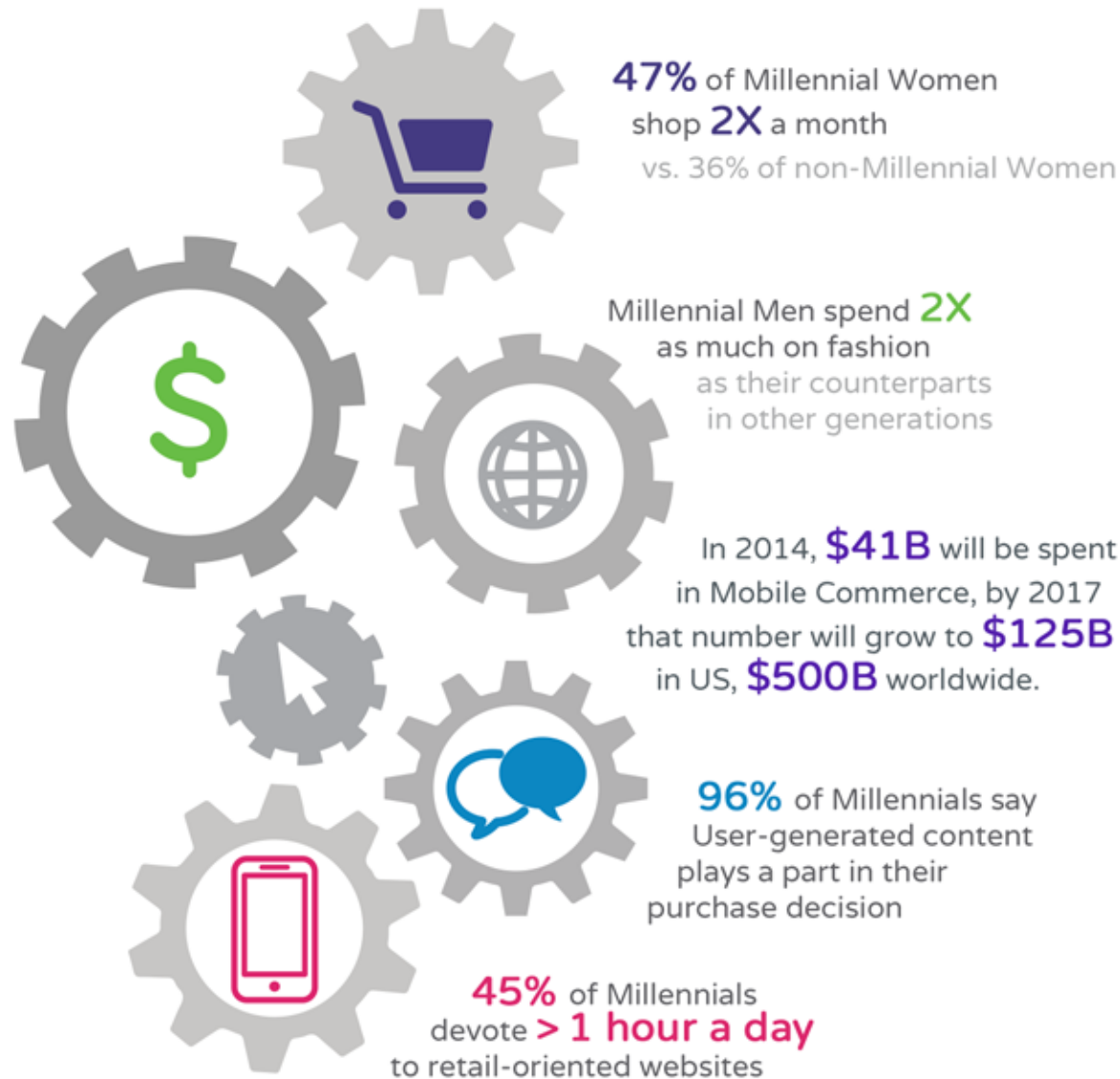
Earn



Redeem

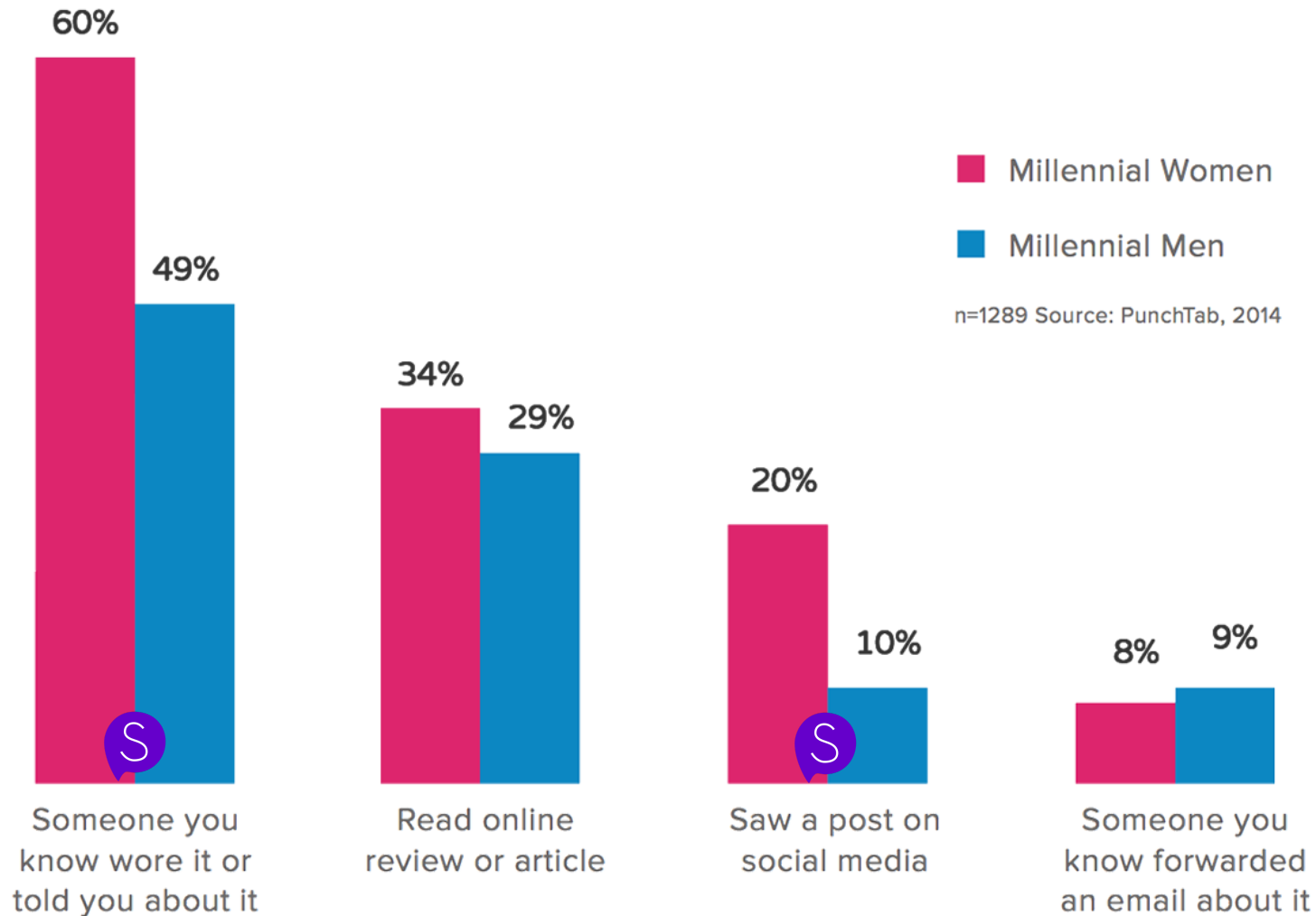


The Market



The Market Opportunity

How do you learn about fashion and accessory brands?



User Acquisition



Influencer Marketing

Select fashion power influencers to pull in followers and other power influencers. Activate up-and-coming fashion influencers in Beta as grassroots promotional movement. Celebrity Stylist partners encourage their clients to adopt the platform.



Strategic Partnerships

Cross promotion with brands, video influencer networks, print, and digital media partners.



Digital Advertising

Launch digital campaign targeted at fans of similar fashion applications. Directly access Apple's mobile group to create featuring opportunity.













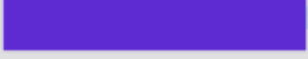
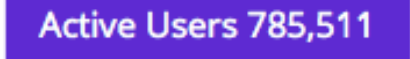
Public Relations

Influencer event activation, celebrity centered placement within pop culture, fashion, trade press, thought panels, and year end "best of" editorials.

The Competition

Competitive Analysis	 Swggr	 Instagram	 Pinterest	 Polyvore	 Styleit	 Stylebook
Social Network	✓	✓	✓	✓	✓	
Fashion Focus	✓			✓	✓	✓
Upload Personal Wardrobe Items	✓				✓	✓
Collaborative Wardrobe Interaction	✓					
Mix & Match Items	✓			✓	✓	✓
E-commerce	✓		✓	✓	✓	✓
Rewards	✓					

The Roadmap

	Month	Milestones	Active Users
Q3 2015	July	Influencer + Brand Partnerships Official Launch + PR Push	 47,000
	Aug	Influencer + Brand Partnerships	 93,630
	Sept	Raise Angel Round Magic Activation	 132,120
Q4 2015	Oct	Launch on Android NY Fashion Week Campaign	 200,400
	Nov	Influencer + Brand Partnerships	 251,070
	Dec	Influencer + Brand Partnerships Release Version 2.0	 299,435
Q1 2016	Jan	Influencer Marketing Campaigns Brand Partnership Campaigns	 378,634
	Feb	Influencer + Brand Partnerships	 441,716
	Mar	NY Fashion Week Campaign	 510,297
Q2 2016	Apr	Coachella Activation SXSW Activation	 609,884
	May	Super Saturday Activation	 697,158
	Jun	Influencer + Brand Partnerships	 Active Users 785,511

The Founders



Yuri Moreira
CEO

Prior to SWGGR, Yuri was a Principal at Phalanx Interactive, a premier sitecore services agency based in Los Angeles, CA. There he managed their client pipeline and led its product development team overseas. He has since combined his passion for Tech & Fashion to create SWGGR. Yuri studied Economics at Wheaton College. Yuri is a 2-time Collegiate Soccer All American, who went on to play professionally in South America.



Brian Mann
COO

Brian is a 16 year brand licensing and business development veteran, having rolled up consumer products programs on behalf of leading Fortune 500 and Entertainment brands in nearly every class of trade, achieving over \$500M in retail sales. Before joining SWGGR, he was Vice President of Consumer Products Worldwide at Paramount Pictures where he led an 18 member team, set and implemented global strategy, and brokered deals with Dolce & Gabbana, Marchesa, and H&M.

The Team



Devon Nuszer
Style Director

Styled for: Versace, Dolce & Gabbana, Calvin Klein, Ray-Ban, Natalie Portman, Chris Rock, Rose Byrnes, Adam Levine, Jamie King, 2 Chainz, Lana Del Ray



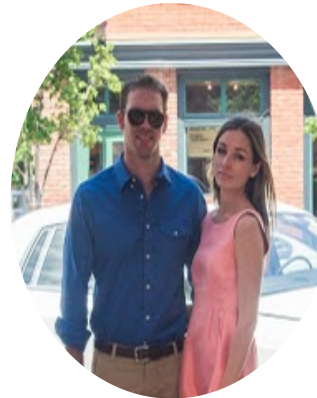
Marco Brondani
Lead Solution Engineer

Lead app development for Coach, Chanel, DKNY, ASOS, Aeropostale, Virgin, Mercedes, AMEX, Blackhawk Network



Ysis Moreira
Project Manager

PM Mobile: Virgin America, Blackhawk, Best Western, Omni Hotel, T-Mobile



Lucey Stepp
Digital Marketing &
Brand Partnership Agency

Ran activations at Fashion Week, Cannes, etc.
Ran Celebrity campaigns for Britney Spears, Christian Slater, Kim Kardashian, Selena Gomez, Kelly Osbourne.
Featured in Variety, Wall Street Journal, People, The Hollywood Reporter and The New York Times.

The Advisors



Jake Denny
User Acquisition

Sales VP at Mobile Majority, lead digital campaigns for: L'Oreal, Sephora, BMW, Digital Ads for Capital & Virgin Records, mobile ads for Microsoft & Tap Joy



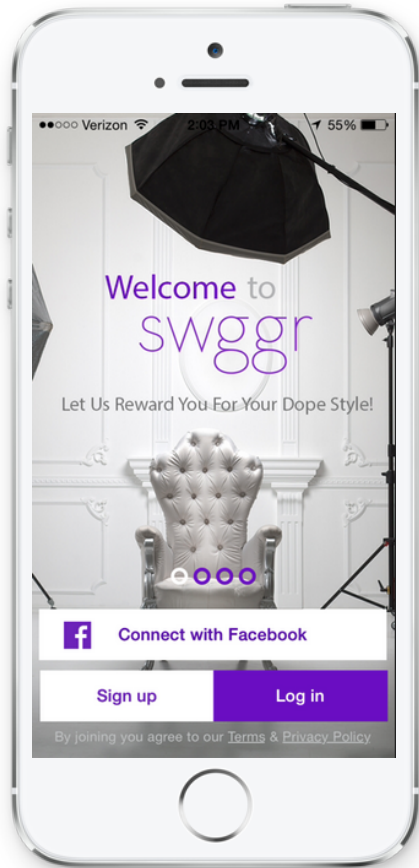
Ken Rutkowski
Super Connector

Host Business Rockstars, founder of METAL International, Board Member at TedEx SF, Intelligence Analyst OWN



Jason Losser
Fashion Creative

Creative Director at Joe Fresh, Art Director at JCrew & Banana Republic, Founded Tear Sheet Magazine



Style. Your Dream Wardrobe
Share. Mood Boards Instantly
Score. Dope Rewards



Thank You

Contacts

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& COO
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