GENERIUM

AI technology that dresses a person on a photo in any clothes in seconds



About Genesis Block

Since 2010, GenesisBlock has been developing software, implementing payment systems, software and web solutions for e-commerce and blockchain solutions for business. We are one of the leaders in the Russian market of software development for electronic payment systems and payment terminals for self-service, processing and acquiring.

The company's software solution is used in more than 20,000 self-service payment terminals, pos-terminals and smartphones in Russia, Saudi Arabia, the United Arab Emirates, Spain, and Turkmenistan. Since 2016, we have been engaged in R&D in the field of blockchain technologies and provide services in the field of consulting and development of blockchain projects.





Our partners and clients are Payment systems, Housing and communal services, Banks, Telecommunication companies, Blockchain Projects, Service providers. Wherever it is necessary to implement high-speed, high-quality and reliable systems for processing and accepting payments, we offer the most profitable and reliable products.

What is it for?

Machine learning technology allows you to dress people in any clothes, providing a quick tool for fitting clothes to any pose on the photo.

Digital clothing can be both futuristic and indistinguishable from real.

The user can choose and try on any image in real time.



What is it for?



Digital clothing



Virtual fitting room

Hyper personalized advertising



Digital

Casual

Digital/Casual

Who needs it?

To marketplaces and fashion brands to increase conversions when buying clothes and reduce refunds.

Advertising platforms and social networks to increase user engagement, increase time spent on websites and applications, and provide personalized advertising

... and, of course, an increase in income!



Clients

The largest marketplaces *	Visits/month
Amazon	**5,2 Млрд**
Mercado Libre	683,9 Млн
Rakuten	575,8 Млн
AliExpress	534,4 Млн
Wildberries	154,5 Млн
Zalando	134,8 Млн
Ozon	88,9 Млн

The largest social networks **	Visits/month
Facebook	**2,895 Млрд**
Instagram	1,393 Млрд
Wechat	1,251 Млрд
QQ	591 Млн.
Snapchat	538 Млн.
Pinterest	454 Млн
VK	66,6 Млн

Sources : * Webretailer, **Statista

Why is this necessary?

Fashion industry in e-commerce:

2021 - $759.5 billion.* 2025 - $1 trillion.
TAM - $493.6 billion SAM - $24.68 billion SOM - $1.234 billion

Virtual Fitting Room Market:

2021 - $3.5 billion** 2028 - $12.97 billion TEAM - $1.22 billion SAM - $610 million SOM - $30.5 million

Online Advertising Market:

2021 - $ 465.5 billion*** 2026 - $683.1 billion TAM - $23.2 billion SAM - $6.96 billion SOM - $348 million



Sources: * Statista, **Fortunebusinessinsights, ***Statista

Business model

We provide technology based on SaaS model. Cost: $0.1 for each fitting.

CAC: $25,000 LTV: $120,000 LTV/CAC = 4,8

The value of the client (LTV) is almost 5 times higher than the cost of attracting (CAN)

SaaS rates:

1 — 9,999:
$0.5



10,000 — 49,999:
$0.45



50,000 — 99,999:
$0.4



from
100,000:
$0.35



Competitive analysis

	3D Look ($14.7m reaised)	TEXEL ($2.5m raised)	Any AR solution	Generium
One camera position is enough	✗	✓	✓	✓
Compatible with any pose	✗	✗	✗	✓
The technology is suitable for embedding in advertising platforms	✗	✗	✗	✓
Automatic fit to size	✓	✓	✗	✓

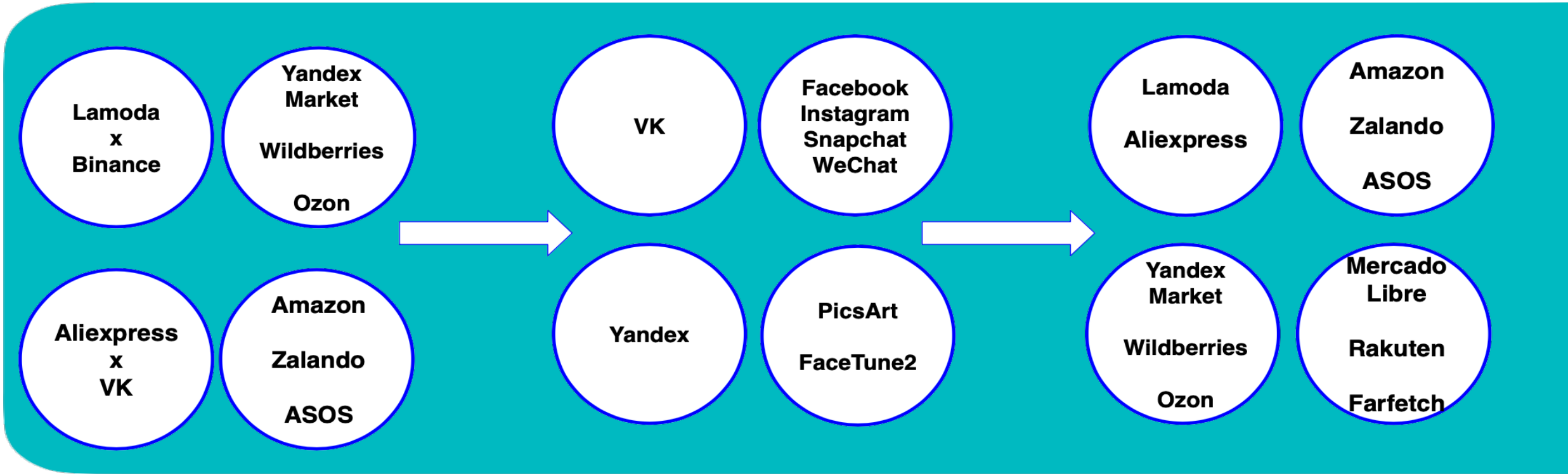
Market entry strategy

Step 1
· Digital Clothing marketplaces and fashion brands

Step 2
· Social networks, advertising platforms and photo editors

· "Hyperpersonalized advertising" and "filter with a change of clothes"

Step 3
· Marketplaces and Virtual fitting rooms for fashion brands



Stages



A prototype has been created
- Generium app (2D designs)
- The company is registered

- The first prototype of 3D clothing overlay technology on a photo - $300,000 raised
- Testing a paid subscription application (2D design)

- A new prototype of 3D clothing overlay technology has been created (working with all poses)
- Pivot from b2c to b2b SaaS

Stages

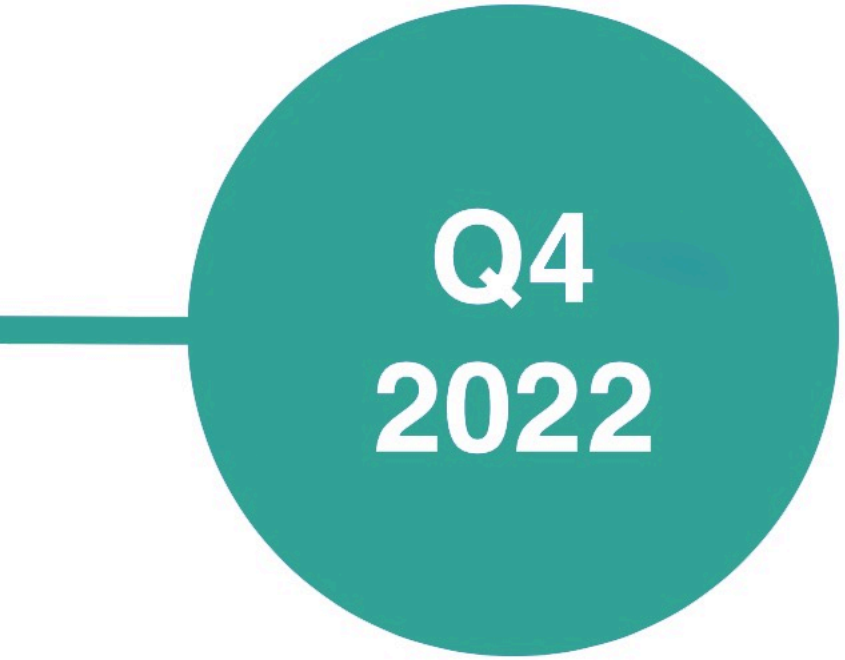


Q4 2021

- 3D clothing overlay technology (alpha version)
- 7 pilots confirmed (Lamoda, Aliexpress, etc.)
- $305,000 with grants for servers from NVidia - Accepted into the NVidia Inception program

AliExpress™ lamoda NVIDIA.

2022 Roadmap



• Quality improvement for limited clothing types: texture quality, complex shapes, complex poses.

• API deployment and infrastructure setup to launch the first pilot projects

• Contracts with leading marketplaces and brands

Financing

$500,000 - by SAFE

- team extension;
- product improvements;
- sales and marketing;

This will provide us with:
- > 5 pilots with presenters
Marketplaces
- > $20,000 MRR
- $3 million attraction of a new round

GENERIUM

Technology sales opportunities







Dressing people in any clothes in seconds, we offer a breakthrough scalable business model for the fashion industry and online advertising.

GENERIUM

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