

ESSENTIAL BRIEF • 10 PAGES

FITME

A fashion big-tech engine for **physically accurate virtual fitting** —
in motion.

Everyone shows how a garment *looks*. We answer how it will *fit*.

FITME is a horizontal AI engine that uses the real body, the real garment, and how the fabric actually moves — not a pretty picture, but a real answer to “*will it fit me?*”

~\$3T

global apparel market

\$38B

fit-&-size returns / year (US
apparel)

No one

has shipped accurate fitting in
motion

Raising **\$3M** — round #1 (private / angels).



Try the prototype yourself — fitme.world/prototype

Scan to try the
prototype live

The problem, and the gap

The problem

Finding clothes that truly fit takes time — and often ends in a bad fit or a return. Online fashion returns run **25–40%**, many times higher than in stores. Fit and size drive **50–70%** of them — up to **\$38B a year** in U.S. apparel alone. Every return is a lost sale, a shipping cost, and a disappointed shopper. *(NRF, Coresight, McKinsey.)*

The gap

Virtual try-on already exists — in two flavors, and neither solves fit:

- **Generative pictures.** Google, Amazon, Snapchat, Kuaishou and a wave of startups paint a convincing image of the shopper in the clothes. It looks great — but it's a drawing, not a fitting. There are no real sizes in it, only pixels. On screen the garment always fits, because the AI freely changes its length and shape to make the shot look good.
- **Studio physics.** Real fabric simulation exists too (CLO, Style3D) — but it lives inside design studios, for making clothes, never for answering a shopper's "*will it fit me?*"

Neither answers the only question that matters. **That gap is exactly where FIT ME sits.**

The solution — FIT ME

A deeply specialized AI for fashion: it measures the real body, digitizes the real garment with its fabric behavior, and simulates how the two move together — with an AI stylist on top, learning from big data. Shoppers see **exactly themselves, in exactly this piece, in motion** — at an unprecedented level of fitting accuracy.

Two parallel tracks

Two money stories that support and reinforce each other — one earns now, the other builds the defensible asset.

TRACK-1 · EARN-READY

Wow B2B-SaaS

A **generative** try-on, already built and **live now in the prototype**. Any shop embeds it with one line of code and pays a monthly fee plus per-generation pricing. Under the hood, a wrapper around existing generative models, resold at a **~66% token margin**.

Not how we return capital — the **on-ramp** to it: first paying clients, a market PoC, real demand data, and the base to deploy the engine on. Once selling, it puts a **cash floor** under the company. Sells in any market from month one.

TRACK-2 · BUILDING

Accurate-fit engine

Physically accurate fitting in motion — the **moat** and the **exit asset**. The whole stack: body scan + garment scan + fabric physics, tuned on real *“kept vs. returned”* outcomes. Every real fitting labels itself and sharpens the engine — a data loop no one else will have. **100% FIT ME IP**.

We start narrow on purpose: **women’s knit tops**, on a well-known brand’s top assortment — the hardest honest test of the physics (knit stretches, clings and drapes; tops carry the highest fit-sensitivity and returns).

How they fit together: Track-1 earns and gathers customers now; Track-2 builds the defensible asset a strategic buyer ultimately wants. The \$3M round mainly funds Track-2’s hard R&D and seeds Track-1’s go-to-market.

Technology — how it works

The engine, step by step

- **Body capture.** The shopper's phone scans them — guiding every stand and turn. Or, with permission, we pull existing photos and video from their social profile — no scanning at all. From that flat media we reconstruct an accurate 3D model of the body, down to fine anthropometric detail.
- **Garment digitization.** We digitize each brand garment with its real fabric and pattern data — how it creases, stretches, drapes and shows through — streaming, at a measured cost per SKU.
- **Fit in motion.** We slice the body model for real volumes and sizes, match it against the garment, then simulate and animate the two together. The shopper sees themselves, in this exact piece, moving. **Not pixels — real physics.**
- **The data loop.** Once live, every order labels itself — *kept or returned* — and that outcome tunes the physics. The engine keeps pulling ahead of anyone who copies it.

Why it's hard — and why generative can't get there

Generative models have **no layer that turns pixels into physical measurements**, so nothing says the size on screen is the size that would actually fit. FIT ME's barrier is the opposite — and it's high, with many parts that must all click at once: capturing body and face detail from a regular smartphone; digitizing clothes with all their behavior on different bodies; the physics of body *and* fabric, including layers; style from cultural references and big data; and fast generation and delivery of video at the scale of millions of users.

Simple to describe, brutally hard to build — which is exactly why it's defensible. A fashion big-tech problem at the intersection of computer vision, AI, math, physics and big data.

The AI stylist (on top). With each shopper's real measurements in hand, the engine also works as a first-class stylist on big data: garment-to-garment and garment-to-user compatibility, region-specific aesthetics, and outfit ideas built only from items that actually fit — a 24/7 style co-pilot that drives engagement and retention.

The moat & competition

The competitive landscape

Category	Who's there	What's missing
Generative try-on	Google (Doppl), Doji, Kuaishou, Alibaba, ByteDance + FIT ME Track-1	pretty pixels, no real sizes
Image / AR try-on	Amazon, Walmart (Zeekit), Snapchat, Pinterest, Zalando, YouCam	flat, static, no fabric physics
Size & body scan	Fit Analytics, 3DLOOK, True Fit, Bold Metrics	measurement only, no in-motion fitting
Accurate fit + fabric physics, in motion, on a specific user	no one else yet	— this is FIT ME Track-2 —

Why the giants haven't done it

Even the giants know the barrier: Amazon, Walmart (Zeekit) and Google invested and bought whole teams — yet **all they shipped was generative, “accuracy-not-guaranteed” try-on**. Accurate physical fitting of a specific garment on a specific person still doesn't exist today — let alone in motion.

The moat isn't one feature — it's the whole stack

No one else can assemble it: retailers' returns aren't linked to 3D garment behavior; generative never predicts real fit, so it never learns if it guessed right; studio physics never sells to a shopper. **FIT ME closes the loop completely** — and once live, the market's feedback keeps sharpening the algorithm with every order.

Ownership: everything we build for the accurate-fit engine — the models, datasets and pipelines of the physics of true fitting — is FIT ME's own IP, **100% owned by the company**.

Team — who

A rare bench, and exactly on topic: AI, computer-vision and AGI researchers who have already shipped the hard parts of this stack — body & scene perception, robotics, and e-commerce at scale. You don't vibe-code your way to real body-and-fabric physics; this is the specific team the problem requires.

Vitaly Borshevsky — Founder & CEO

Author and visionary. Born in Saint-Petersburg, now in Tel-Aviv. Built a business with **\$40M+ revenue** and Forbes-listed clients (Ulmart, \$1.3B sales). A software developer since age 9; also a designer and neuropsychologist.

The bench

- **AI & computer-vision lead** — full professor; 150+ papers, 3 books, 5 supervised PhDs; two Kurzweil Best awards (AGI'18); neural-symbolic perception and dialog frameworks.
- **Neural-symbolic / AGI** — AI project chief at Hanson Robotics & SingularityNET (2018–23) — the team behind **Sophia the robot**; cognitive architectures for avatars.
- **Computer vision & robotics** — SingularityNET R&D; production CV for **LG** (robot navigation) and face recognition for **Cisco** and Hanson (Sophia).
- **AI systems engineering** — OpenCog & Hyperon contributor; Rust / C++ / Go; security- and fintech-grade infrastructure.
- **DSP & embedded ML** — professor across three countries; 100+ papers; real-time signal processing and industrial CV.
- **Commerce backbone** — 23 years building large e-commerce and marketplaces end-to-end.

We've worked together since 2006 and have delivered **100+ projects**, and we keep strong ties with top technical universities for access to young mathematicians, physicists and optics specialists.

Proofs — track record

The exact stack accurate fitting needs — body & garment perception, physics, real-time ML — is the stack this team has already shipped.

Production AI & computer vision

- **AI-core for Sophia the robot** — the first humanoid robot with citizenship. Our core team built the “brain” (SAI) at SingularityNET / Ben Goertzel: 360° perception, multi-person recognition, emotion and intent.
- **Automated area control** — people, actions, access, vehicles and cargo, prediction accuracy up to **99.37%** (NDA).
- **Packaging-defect detection** for Unilever production, in low and unstable light; **medical CV** for ENT endoscopes with MRI analysis (NDA); drone forest monitoring; Siemens WinCC OA research; CV for robotic vacuums.

E-commerce at scale

- **Ulmart** — \$1.3B annual sales (2014), 300,000 hits/day at 99.99% SLA; full process automation, end-to-end site, ad management.
- **Blumart** — Europe’s largest plumbing & tile chain; scaled 1 → 5+ hypermarkets (35,000+ m²), 7.5× monthly sales growth, +50%/yr to **\$40M** annual sales.
- **30+ major online players** across sectors; 4 countries, 5M+ total SKUs.

The pipeline muscle behind the prototype

- **Paradox Media** — a streaming media pipeline for **500,000+ SKUs** (video, photo, infographics): model orchestration, queues, QC.
- **Sara AI** — a catalog you run by chat (an MCP server); a multi-agent engine that merged ~200 suppliers’ messy data into one **100K+ SKU** catalog, 24/7.

The FIT ME prototype itself is the same muscle: several generative models orchestrated with fallbacks, batching, retries and automatic QC — a capricious model turned into a predictable, scalable service.

Business model & unit economics

Track-1 (the wow B2B-SaaS) is a **monthly base plan + pay-per-generation** (photo / video), plus remarketing and extra storage.

Plan	Monthly	Included	Then / photo · video
Pay'n'Go	\$0	0	\$0.90 · \$2.50
Small	\$99	300	\$0.79 · \$1.90
Middle	\$299	1,000	\$0.69 · \$1.50
Big	\$799	4,000	\$0.62 · \$1.30
Enterprise	\$2,000+	8,000	from \$0.59 · \$1.10 · full API

Remarketing CPM sold at \$9–16; extra storage \$1/GB.

Unit economics

66.7%

token margin
(1 generation)

~70%

blended gross margin

\$2,050

blended ARPU / store
/ mo

7.1:1

LTV / CAC

2.8 mo

payback

- **1 generation:** ~\$0.62 revenue – ~\$0.21 cost = **~\$0.41 (66.7% margin)**. (*photo gen ~\$0.15, video ~\$0.50, +\$0.01 CDN.*)
- **~\$1,435 gross profit / store.** The plan is only ~8% of the bill; ~92% is pay-per-generation + remarketing, so bigger stores pay more and pull the blend up.
- **Funnel:** 5%/mo churn, CAC \$4,000, ~20-mo lifetime → LTV ~\$28,500. Stress-tested across 3–10%/mo × \$2–8k CAC; even the conservative case (7%/mo, \$6k) holds **3.4:1**.

Worked example. A Big store — 170k visitors, \$584 average check, 25% order margin — with a deliberately modest **+2.5% conversion uplift** earns **~\$9,100/mo extra net profit** at **ROI ×1.96**, breakeven at just **+1.28%**; fewer returns and free user content on top. **Win-win — 2.5% is a floor, not a promise.**

Financials & the ask

3-year P&L — Track-1 SaaS (base case)

	Y1	Y2	Y3
Stores (avg)	~140	~580	~1,410
Revenue	\$3.4M	\$14.2M	\$34.7M
Marketing (S&M)	\$0.7M	\$2.2M	\$4.3M
Team + R&D	\$1.8M	\$3.9M	\$7.0M
EBITDA	-\$0.1M	+\$3.8M	+\$12.8M



Revenue, Track-1 SaaS base case. At **~70% gross margin**, the SaaS turns profitable in Year 2 and self-funds from there.

The ask

- **Round #1 (private / angels): \$3M, 12 months.** Goal: de-risk the physics end-to-end on **women's knit tops** with a brand partner — body → garment → physics → motion → checked against reality.
- **Use of funds:** body scanning + an SKU-scanning library + the fit-in-motion physics engine. In parallel, light paid pilots of the wow B2B-SaaS — its revenue covers part of operations, so the raise goes into R&D and early go-to-market.
- **One-year milestone** (a de-risk, not a finished engine): physics beats generative on fit against a real benchmark; streaming garment-scanning at a measured cost per SKU; seconds of fabric motion; a well-known brand partnering as the pilot.
- **Round #2 (\$4–8M), later, from strength:** open all categories, move to real-time, add AI styling, scale across markets — where institutional or strategic investors come in on much better terms.

The illustrative “big-game” tail. Beyond the SaaS floor and the engine exit, a bolder path (for the brave): FITME opens its **own futureshopping marketplace** on the unique engine — a run at a double unicorn (~\$2B) within five years. Illustrative: **\$2M → \$31M → \$253M → \$1B → \$2B.**

Exit & return

Not dividends — an **exit** (selling the stake or the company). Window: **2–4 years**, closer to two with strategic interest. Multiple: **×3–10** in a good outcome, higher if we go for the big game.

The asset a strategic buys is the **accurate-fit engine in motion** — and FIT ME won't arrive with just tech: it comes with a **paying customer base** and a **self-labeling fit-data loop** no acquirer could assemble on its own. Underneath it, the earn-ready wow B2B-SaaS keeps a cash floor under our feet.

The appetite is proven — same story, different buyers

Acquirer / target	Price	Note
Amazon / Body Labs	\$70–100M	2017; Body Labs built on ~\$2M
Walmart / Zeekit	~\$200M	Haaretz; after ≤\$16 M raised
Snap / Fit Analytics	\$124M	plus Ariel AI
Nike / Invertex	~×5	Israeli 3D fit scanning, on money raised

Years later, **none of them has shipped accurate virtual try-on in motion**. The window is open — and moving fast matters, because once a major ships something similar, marketing costs climb.

Contacts

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Scan to try
the prototype



Vitaly Borshevsky — Founder & CEO. Let's build the answer to “*will it fit me?*” together. All figures reflect our current working model — for the latest numbers or a calculation tailored to your case, reach out.