

FITME

FUTURESHOPPING —
A FASHION BIG-TECH ENGINE
FOR **PHYSICALLY ACCURATE**
VIRTUAL FITTING
IN MOTION

EVERYONE SHOWS HOW A GARMENT LOOKS.
WE ANSWER HOW IT WILL **FIT**.

AND WHAT'S 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, and fit-and-size drives 50–70% of them — up to \$38B a year in U.S. apparel alone.

NRF, Coresight, McKinsey



Try FITME
prototype
yourself!

OUR SOLUTION — FUTURESHOPPING

FITME is a horizontal AI engine for physically accurate virtual fitting in motion.

It uses the real body, the real garment, and how the fabric actually moves — so shoppers see exactly themselves, in exactly this piece, moving. Not a pretty picture. A real answer to "will it fit me?"

Today's virtual try-on is one of two things: pretty generative pictures with no real accuracy, or real fabric physics locked inside design studios.

Statista
\$3T GLOBAL
APPAREL
MARKET

COMPETITION

Generative try-on already exists. All of it is pretty pixels, not real sizes. Accurate fit and fabric physics, in motion, on a specific person: no one has shipped it yet. Even the giants only shipped generative try-on.

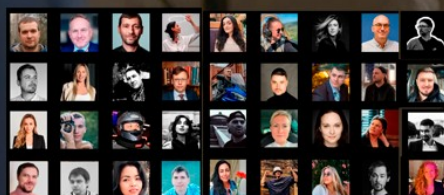


TEAM



Vitaly Borschevsky
Founder
& CEO

developed business
with revenue +\$40M,
customers in Forbes \$1.3B.
Education: software developer,
designer, neuropsychologist.



The bench: AI, ecom, computer-vision
and AGI researchers who already shipped
the hard parts: the "brain" for Sophia
the robot (SingularityNET), CV for LG
and Cisco, 150+ papers.
Kurzweil AGI awards.

TWO PARALLEL TRACKS THAT REINFORCE EACH OTHER:

TRACK-1: **earn-ready** — Wow B2B-SaaS

A generative try-on, built and live now
in the prototype — ready for any shop
to embed for a monthly fee.

A wrapper on existing generative models
at a ~66% token margin.

The on-ramp: first paying clients,
a market PoC and real demand data.

	Y1	Y2	Y3
Revenue	\$3.4M	\$14.2M	\$34.7M
EBITDA	-\$0.1M	+\$3.8M	+\$12.8M

more economic details → fitme.world

TRACK-2: **building accurate-fit engine**

Physically accurate fitting in motion —
the moat: the whole stack (body scan +
garment scan + fabric physics), tuned on
real "kept vs. returned" outcomes.

The exit asset. 100% FITME IP.

INVESTMENT SOUGHT

Round #1 (private / angels): \$3M, 12 mo.
De-risk the physics end-to-end
on women's knit tops with a brand partner.
Full pipeline: body → garment → physics →
motion → checked against reality.

Round #2: \$4–8M later, from strength —
all categories, real-time, scale.

EXIT & RETURN

Exit in 2–4 years, ×3–10.

A strategic buys the whole asset: engine + paying base
+ a self-labeling fit-data loop no one can assemble alone.

Comps: Walmart/Zeekit ~\$200M,

Snap/Fit Analytics \$124M,

Amazon/Body Labs \$70–100M, Nike/Invertex.

FITME DETAILS

AND PROTOTYPE AVAILABLE AT **FITME.WORLD**