

BUSINESS PLAN

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*.

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

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fitmeworld



Scan to try
the prototype

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Prepared in partnership with the Ministry of Aliyah and Integration (Israel), Business Entrepreneurship Division. All figures reflect the Company's current working model; for the latest numbers, contact the Company directly.

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EXECUTIVE SUMMARY

FIT ME in brief

FIT ME is a horizontal AI engine for **physically accurate virtual fitting in motion**. Everyone shows how a garment *looks*; FIT ME answers how it will *fit* — on the real body, the real garment, and how the fabric actually moves.

The gap. Today's try-on is either pretty generative pictures with no real sizes, or fabric physics locked inside design studios. Neither answers a shopper's "*will it fit me?*" — and fit-and-size returns cost U.S. apparel up to **\$38B a year**.

Two tracks. **Track-1** — a wow generative try-on, a B2B-SaaS already live in the prototype, earning at a ~66% token margin (the on-ramp: clients, data, cash floor). **Track-2** — the accurate-fit engine, the moat and the exit asset, 100% FIT ME IP, tuned on a "kept vs. returned" data loop no one else will have.

- **The ask:** \$3M round #1 (private / angels), 12 months — de-risk the physics on women's knit tops with a brand partner. Later, round #2 of \$4–8M from strength.
- **SaaS base case:** revenue \$3.4M → \$14.2M → \$34.7M over three years, EBIT DA-positive from Year 2 at ~70% gross margin.
- **Exit:** 2–4 years, ×3–10 — a strategic buys engine + paying base + fit-data loop (comps: Zeekit ~\$200M, Fit Analytics \$124M, Body Labs \$70–100M, Invertex).
- **Team:** AI, computer-vision and AGI researchers who built the "brain" for Sophia the robot and shipped CV into LG and Cisco.

The generative wow-SaaS is **live now** — try it on yourself: fitme.world/prototype. The accurate engine is what this round builds.

1. COMPANY OVERVIEW

1.1 • The vision

FITME's aim is to become the **engine of accurate virtual fitting in motion** — the infrastructure layer of futureshopping, licensed into fashion e-commerce everywhere.

The old pitch was “build a marketplace.” The sharper, more defensible position is **horizontal**: own the hard technology — physically accurate fitting — and let every brand and retailer plug into it. The engine is the asset a strategic buyer ultimately wants; a first-party futureshopping marketplace on top of it is an optional, capital-intensive tail, not the core plan.

We get there on two tracks that reinforce each other: a **generative wow B2B-SaaS** that earns and gathers customers *now*, and the **accurate-fit engine** that we build into the moat. One funds credibility and cash flow; the other builds enterprise value.

In one line: not another online store — the specialized AI that finally answers “*will it fit me?*”, in real sizes and in motion, for the whole industry.

1.2 • Market need & opportunity

The problem

Finding clothes that truly fit takes time — and often ends in a bad fit or a return. In stores, shoppers try before they buy; online they can't, so they over-order and send back. Online fashion returns run **25–40%**, many times higher than in stores, and **fit and size drive 50–70%** of them — up to **\$38B a year** in U.S. apparel alone. (*NRF, Coresight, McKinsey.*)

Every return is a triple loss: a reversed sale, two shipping legs, and a shopper who trusts the channel less next time.

The opportunity — “try more, buy more”

A constant of retail: the more a shopper tries on, the more they buy. Offline try-on-to-purchase conversion averages ~30%. Bring **accurate** try-on online — where a shopper can try dozens of items in minutes — and the same principle compounds: higher conversion *and* fewer returns at once. That is the commercial prize FITME unlocks, and it appeals to **both sides** of the market — shoppers and brands.

1.2 • The two-sided value

For shoppers

- See **themselves** — not a model — in the exact garment, moving.
- Buy with confidence: real size, real fit, fewer disappointments.
- A 24/7 AI stylist: outfits built only from items that actually fit.

For brands & retailers

- **Conversion uplift** — even a modest +2.5% pays the fee back many times.
- **Fewer fit-and-size returns** — directly protecting margin.
- Engagement, free user-generated content, and first-party fit data.

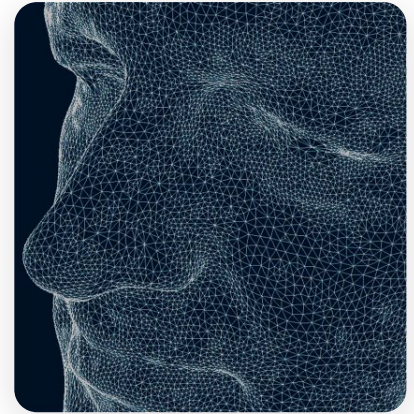
FITME monetizes the brand side immediately through the **Track-1 wow B2B-SaaS**: a shop embeds the generative try-on and pays a monthly fee plus per-generation pricing. No marketplace, no inventory, no logistics — a pure software relationship that scales.

The same engine that delights shoppers is what brands pay for — a rare product where the end-user “wow” and the buyer's ROI point in the same direction.

1.3 • The solution — the engine

FIT ME is a deeply specialized AI for fashion. It works in four steps, and the last one is the moat.

- **1 • Body capture.** The shopper's phone scans them (guiding each pose), or — with permission — we reconstruct an accurate 3D body from existing social photos and video. No special hardware.
- **2 • Garment digitization.** Each brand garment is digitized with real fabric and pattern data — how it creases, stretches, drapes and shows through — streaming, at a measured cost per SKU.
- **3 • Fit in motion.** We slice the body for real volumes and sizes, match it to the garment, then simulate and animate the two together. The shopper sees themselves, in this exact piece, moving. **Not pixels — real physics.**
- **4 • 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 generative can't get there

Generative models have **no layer that turns pixels into physical measurements**. On screen the clothes always fit, because the AI freely changes their length and shape to make the shot look good — that's what it's trained to do. It's a drawing, not a fitting. FIT ME's barrier is the opposite, and it's high: body and fabric physics, layers, real sizes, at the scale of millions of users. Hard to build — which is exactly why it's defensible.

1.3 • Track-1 — wow B2B-SaaS (earn-ready)

A generative try-on, already built and **live now in the prototype** — the on-ramp that earns while the engine is built.

- **What it is:** a wrapper that orchestrates existing generative models into a predictable, scalable service (fallbacks, batching, retries, automatic quality control).
- **How a shop uses it:** one line of code — a snippet / pixel on the site. Shopify, Wix or custom; live the same day. Everything else is a self-serve dashboard.
- **How it earns:** a monthly base plan + pay-per-generation, resold at a **~66% token margin**.
- **Why it matters:** it is *not* how we return capital — it's the on-ramp: first paying clients, a market proof-of-concept, real demand data, and a **cash floor** that trims the burn once selling. It can sell in any market from month one.

Honest framing: Track-1 is “pretty pixels, not accuracy — but *wow*.” The inspiring picture is genuinely useful for engagement and conversion, so we package it as a product rather than pretend it solves fit.



1.3 · Track-2 — the accurate-fit engine

Physically accurate fitting in motion — the moat and the exit asset. It's the **whole stack**, and you have to solve all of it at once.

Body & face capture from a phone · garment digitization with fabric behavior · the physics of body and fabric · layers of clothing · fast generation and delivery of video at scale · and the “**kept vs. returned**” **data loop** that tunes it all. No single feature is the moat — the assembled stack is, and the loop compounds it.

Start narrow, on purpose

Round #1 de-risks the physics on **women's knit tops**, on a well-known brand's top assortment — the hardest honest test (knit stretches, clings and drapes; tops carry the highest fit-sensitivity and returns). One hard slice, one brand, end-to-end: body → garment → physics → motion → checked against reality.

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 outfits built only from items that actually fit — a style co-pilot that drives engagement and retention.



1.4 • Intellectual property

Everything we build for the accurate-fit engine is **FIT ME's own IP, 100% owned by the Company.**

- **What we own:** the models, datasets and pipelines of the physics of true fitting — body reconstruction, garment digitization, fabric simulation, and the fit-in-motion renderer.
- **The compounding asset:** the “kept vs. returned” fit-data loop. It cannot be bought or scraped — it is generated only by running the engine in production, and it improves the models over time.
- **Protection strategy:** trade secrets for the core pipelines, selective patents where scientifically and legally sound, and clean ownership with no dependence on third-party licensed engines that would be unsafe at commercial scale or on a sale.

This is the difference between selling “some tech” and selling a defensible asset: an acquirer gets the engine, the paying base, *and* a data loop no one else can assemble.

1.5 • Legal framework & 1.6 • current stage

1.5 Legal framework

The Company is structured as an **Israeli company** — the same Startup-Nation lineage the giants already buy from (Snap / Fit Analytics & Ariel AI, Nike / Invertex, Walmart / Zeekit). This business plan was **developed in partnership with the Ministry of Aliyah and Integration (Israel), Business Entrepreneurship Division**.

1.6 Current stage

- **Track-1 wow B2B-SaaS — live.** The generative try-on in motion is built and running in the prototype; you can try it now at fitme.world/prototype. What's missing is customers — exactly what this round's go-to-market buys.
- **Track-2 accurate-fit engine — in motion.** Pre-seed R&D stage; round #1 funds the end-to-end de-risk on women's knit tops.
- **Raising:** \$3M round #1 (private / angels), with a later \$4–8M round #2 from a position of strength.

1.7 • Team — the founder

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

Vitaly Borschevsky — 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. Two decades building large e-commerce end-to-end, now assembling a deep-tech team around a single hard problem.

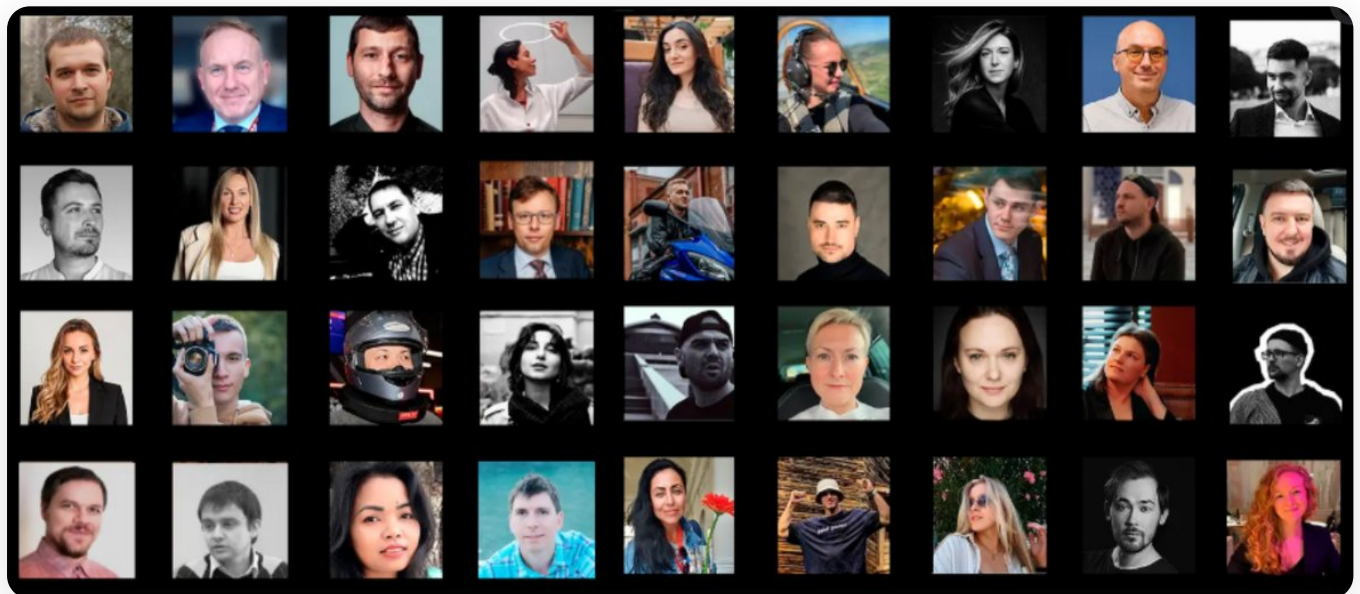


The founder pairs a rare mix — commercial e-commerce operator *and* product/design/psychology background — with direct access to a top-tier AI & computer-vision bench built over 18+ years of collaboration.

1.7 • Team – 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 computer vision.
- **Commerce backbone** – 23 years building large e-commerce and marketplaces end-to-end.

The team has worked together since 2006 and delivered **100+ projects**, with strong ties to top technical universities for young mathematicians, physicists and optics specialists. Some senior researchers contribute as external consultants alongside the core.



A slice of the bench – AI, computer-vision and AGI researchers, engineers and operators.

1.7 • Team — 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.
- **Automated area control** — prediction accuracy up to **99.37%** (NDA); **Unilever** packaging-defect detection; 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 automation, end-to-end site, ad management.
- **Blumart** — Europe's largest plumbing & tile chain; 1 → 5+ hypermarkets, 7.5× monthly sales growth, +50%/yr to **\$40M**. Plus 30+ online players across sectors (4 countries, 5M+ SKUs).

The pipeline muscle behind the prototype

- **Paradox Media** — a streaming media pipeline for 500,000+ SKUs; **Sara AI** — a chat-run catalog (MCP) that merged ~200 suppliers into one 100K+ SKU catalog, 24/7.

SELECTED COMPANIES OUR TEAM HAS DELIVERED FOR



2. THE MARKET

2.1 • Target audience

Primary customer — brands & retailers (the SaaS buyer)

FITME sells to fashion e-commerce: **mid-market brands and DTC retailers** first — enough traffic to feel the return pain, fast to say yes, able to install themselves. Buyer personas: founder, CMO, head of e-commerce, growth lead. Larger brands and platforms follow on Enterprise plans and via agency / platform partners.

End users — online apparel shoppers

Every person who buys clothing online is a potential FITME end user. The apparel-shopper profile skews **women (60–70%)**, millennials & Gen Z (combined 60%+), urban, mobile-first — exactly the audience most receptive to interactive, personalized try-on.

Two audiences, one motion: we *sell* to brands and *delight* shoppers — and the shopper wow is what makes the brand's ROI real.

2.2 • Market sector & size

- **Global apparel market** — clothing, footwear and accessories — **~\$3 trillion** (Statista). ~1.4 B online buyers, spending ~\$1,000/year each on apparel.
- **The SaaS opportunity** — FIT ME's addressable market is the world's fashion e-commerce storefronts, each a potential monthly subscriber plus per-generation usage. A per-store ARPU of ~\$2,050/mo across a large, global base of shops is a multi-billion-dollar software opportunity on its own.
- **The budget we unlock** — fit-and-size returns cost U.S. apparel up to **\$38B a year**; even a fractional recovery, plus conversion uplift, funds the subscription many times over.

We don't need to “win the \$3T market.” We need a share of the fashion shops that want higher conversion and fewer returns — a software wedge into a very large industry.

2.3 • Market potential

- **Beachhead — the US.** The world's biggest apparel market: big spend, easy logistics, shoppers ready for new experiences. A launchpad, not a ceiling.
- **First wedge — women's knit tops.** The hardest fit-sensitive slice; proving it here de-risks the whole pipeline and opens every adjacent category.
- **Expansion paths:** (1) all apparel categories; (2) more markets — the wow SaaS sells in LATAM and EU from day one; (3) **license the engine** — accurate fit as core infrastructure for any brand or platform; (4) the optional big-game tail — a first-party futureshopping marketplace on the engine.

Because Track-1 is borderless software and Track-2 is licensable infrastructure, growth is not gated by warehouses or inventory — it scales the way software scales.

2.4 · Competitive landscape

Category	Who's there	What's missing
Generative try-on	Google (Doppl), Doji, Kuaishou, Alibaba, ByteDance + FITME 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 FITME Track-2 —

Virtual try-on is crowded — but only in two lanes: convincing **pictures**, and body **measurement**. The lane that joins them — accurate fit *and* fabric physics *in motion*, on a specific person — is still empty.

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.**

INVESTED & ACQUIRED INTO TRY-ON — STILL NO ACCURATE FIT IN MOTION



2.4 · Competitive analysis — the moat

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

No competitor 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. **FITME closes the loop completely** — and once live, market feedback keeps sharpening the algorithm with every order.

Appetite is proven — and it points at us

Acquirer / target	Price	Note
Amazon / Body Labs	\$70–100M	2017; Body Labs built on ~\$2M
Walmart / Zeekit	~\$200M	Haaretz; after ≤\$16M 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 try-on in motion. The market keeps buying the capability — and FITME arrives with more than tech: a paying base and a self-labeling fit-data loop.

3. STRATEGIC PLANNING

3.1 • Goals & objectives

Short-term (round #1, 12 months)

- De-risk the accurate-fit physics end-to-end on women's knit tops with a brand partner.
- Sign the first paying wow-SaaS clients; validate mid-market retention, CAC and conversion uplift.

Medium-term (round #2, 12–24 months)

- Open all apparel categories; move to real-time try-on; add AI styling on big data.
- Migrate paying SaaS clients onto the accurate engine; scale across markets and SKU libraries.

Long-term

- Establish accurate fitting as licensed **infrastructure** across fashion e-commerce.
- Optionally launch a first-party futureshopping marketplace on the engine — and/or exit to a strategic acquirer.

3.2 · Strategy & business model

Track-1 is a **monthly base plan + pay-per-generation** (photo / video), plus remarketing and extra storage. The plan is a small floor (~8% of a typical bill); usage does the rest, so revenue scales with a store's traffic.

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. Pay'n'Go removes the barrier to start (no commitment); once a store sees uplift, it moves onto a plan.

Track-2, once mature, adds a higher-value **accurate-fit** tier and engine licensing — the same customers, a deeper product, better margins.

3.2 • Unit economics

66.7%

token margin (1 gen)

~70%

blended gross margin

\$2,050

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 / month** at ~\$2,050 ARPU. ~92% of the bill 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.

3.3 · Marketing & go-to-market

How we sell

- **Product-led self-serve** — one-line install + app-marketplace listings (Shopify, Wix).
- **Direct outbound** — to mid-market DTC fashion brands feeling the return pain.
- **Agency / platform-partner channel** — resellers who deploy across many stores.

First wedge & funnel

- **First wedge:** mid-market fashion & DTC — enough traffic to feel returns, fast to say yes.
- **Cost to connect:** ~zero (a pixel, minutes to install); on Pay'n'Go nothing to commit.
- **Time-to-value:** first try-ons same day; a conversion signal within weeks.
- **Trial → paid:** Pay'n'Go removes the barrier; uplift converts stores onto plans.

Funnel assumptions (5%/mo churn, \$4,000 CAC) are standard mid-market B2B-SaaS benchmarks — pre-launch assumptions that Round-1 validates, not measured results yet.

3.4 • Funding needs

Round #1 — \$3M (private / angels), 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, and scale across markets and SKU libraries — with a de-risked, unique asset in hand. This is where institutional or strategic investors come in, on much better terms. The range is simple: more money buys more categories, more markets and real time, faster.

4. FINANCIALS OVERVIEW

4.1 • 3-year P&L — Track-1 SaaS (base)

	Y1	Y2	Y3
Stores (avg)	~140	~580	~1,410
Revenue	\$3.4 M	\$14.2 M	\$34.7 M
Gross profit (~70%)	\$2.4 M	\$9.9 M	\$24.3 M
Marketing (S&M)	\$0.7 M	\$2.2 M	\$4.3 M
Team + R&D	\$1.8 M	\$3.9 M	\$7.0 M
EBITDA	-\$0.1 M	+\$3.8 M	+\$12.8 M



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

Revenue ties out to average active stores × ARPU × 12 (\$2,050/mo blended). Raised: \$3M then \$4–8M.

4.1 • Assumptions & cost structure

Cost of goods (per unit)

- Photo generation ~\$0.15 · video generation ~\$0.50 · storage \$0.02/GB · CDN \$0.01/try-on · remarketing buy \$3 CPM.
- Company fixed cost ~\$5,620/month at the early stage; blended **gross margin ~70%**, token margin 66.7% per generation.

Cost split (of operating spend)

	Y1	Y2	Y3
Sales & marketing	\$0.7M	\$2.2M	\$4.3M
Team + R&D	\$1.8M	\$3.9M	\$7.0M

Valuation reference

A conservative floor values the SaaS alone at **revenue ×5** — a standard SaaS multiple. The real exit is above that floor: a strategic buyer takes the whole asset (the accurate-fit engine + customer base + fit-data loop), well beyond a pure-SaaS multiple.

4.2 • Illustrative “big-game” tail

Beyond the SaaS floor and the engine exit, a bolder path — clearly **illustrative**, not the base plan.

On the unique engine, FIT ME could open **its own futureshopping marketplace** — a run at a double unicorn (~\$2B) within five years. It is deeply capital-intensive (institutional money, later, from strength) and is shown only to size the ceiling, not to underwrite the round.



Illustrative marketplace revenue path on the FIT ME engine — a ceiling scenario, dependent on later institutional capital. The investable base case is the Track-1 SaaS on page 26 plus the engine exit.

EXIT & RETURN

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.

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

The window is open, and moving fast matters: once a major ships something similar, marketing costs climb. Better to be the team that got there first — with the data loop already turning.

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- Video (90 sec): youtube.com/watch



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.

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