MIRARI

Mirari: Fashion Technology

A fashion label at the intersection of technology, data visualization, and art.

Fashion revolves around self-expression.

With Mirari, we can create a community platform which would enable people to create and exchange custom digital fashion patterns.

These same people can download fashion patterns and applications created by others that they connect with.

Current Fashion: Problems to Solve

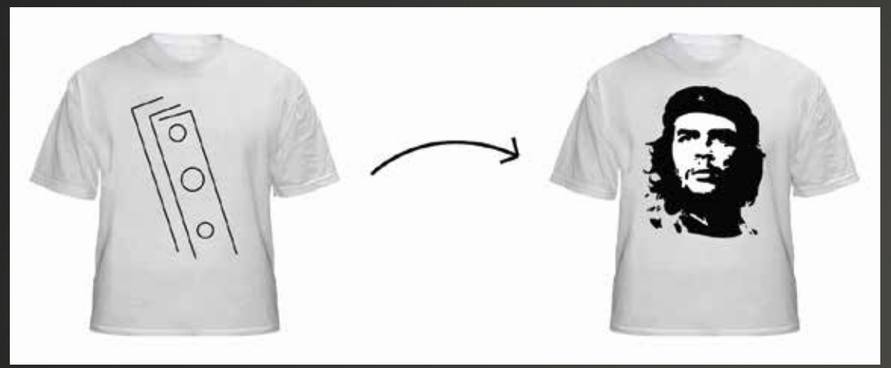
- Fashion patterns are currently largely static; once a pattern/image is set on clothing it doesn't change.

- Static patterns do not allow people to accurately express dynamic moods, ideas, or information interests that may change during the course of a day.

- Most currently available fashion pieces do not have hardware architecture to allow for anything other than static patterns and content.

Solution: Dynamic Fashion

Clothing with Dynamically Changeable Patterns



Fashion Accessories

Wearable Computing

- Display of Real-time Information & Feeds

- Military Camo & Law Enforcement Applications

- Choreographed Dress for Stage Performers

- Simple Pattern Changes for Fashion

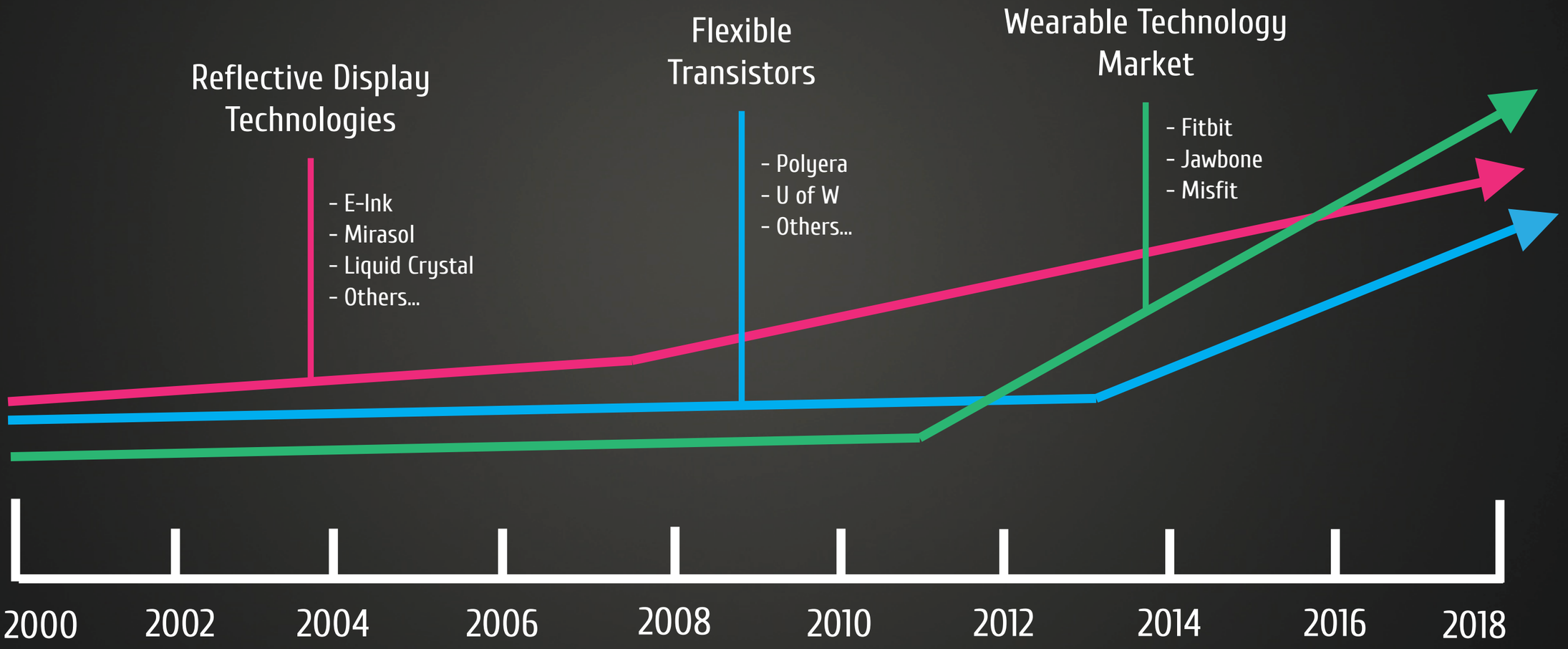
- Customize Your Own Patterns

- Interact With Nearby Internet Devices

- Display Store Information (Retail Workers)

- And Many More...

Why is Now the Right Time?



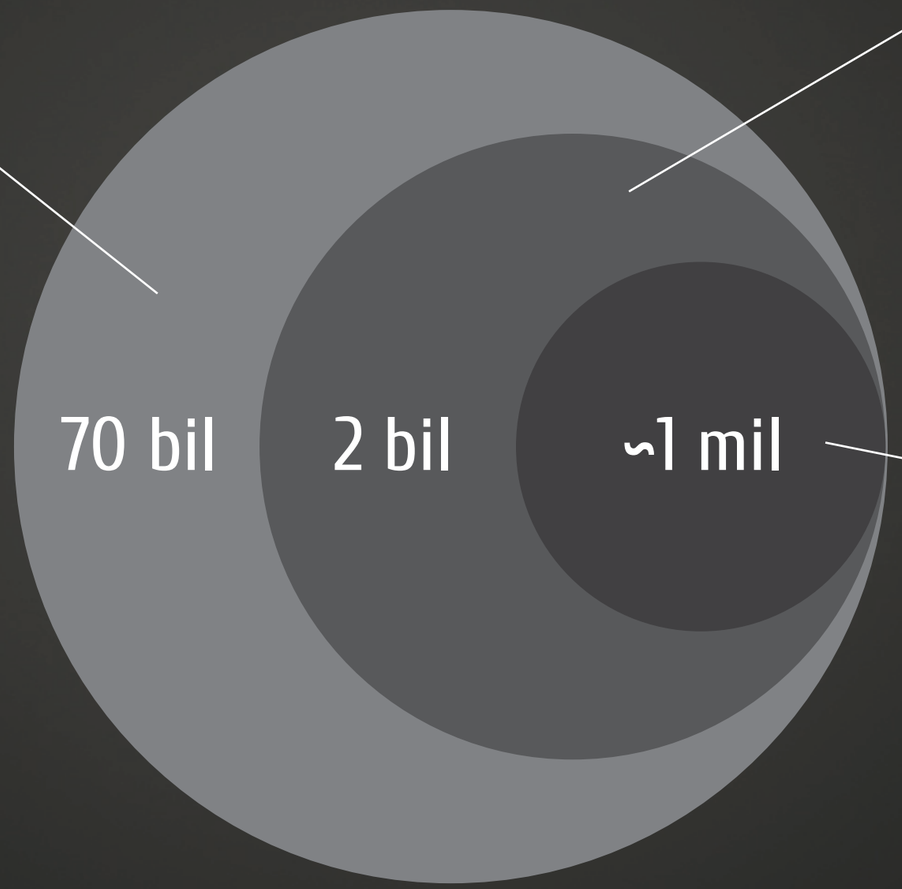
Related Market Statistics

Overall Wearable Tech (2020)

The two main sectors here are apparel/textile type wearables, and wearable "devices" (think Fitbit).

The largest of these two sectors is predicted to be apparel and smart textiles.

Mirari would fit perfectly into this market. (research VIA idtechx.com)



Smart Fabrics (2018)

The global market for smart fabric and textile products is estimated to be at 2 Billion by 2018.

Electronic Wallet or Clutch

Comparable wallet item - Woolet Wallet
Sold 2,337 units on Kickstarter.

Competition for Mirari

Fashion 1.0 Companies

CHANEL | GUCCI

TIFFANY & CO.

BURBERRY | PRADA

LOUIS VUITTON

J.CREW | kate spade NEW YORK

VS

Mirari Fashion Technology

MIRARI

Mirari Product Ecosystem

Hardware Opportunities

Wallets/Clutches

Handbags

Apparel Items

Protective Cases

Software Products

Software & Desktop Applications
(Customization & Community Features)

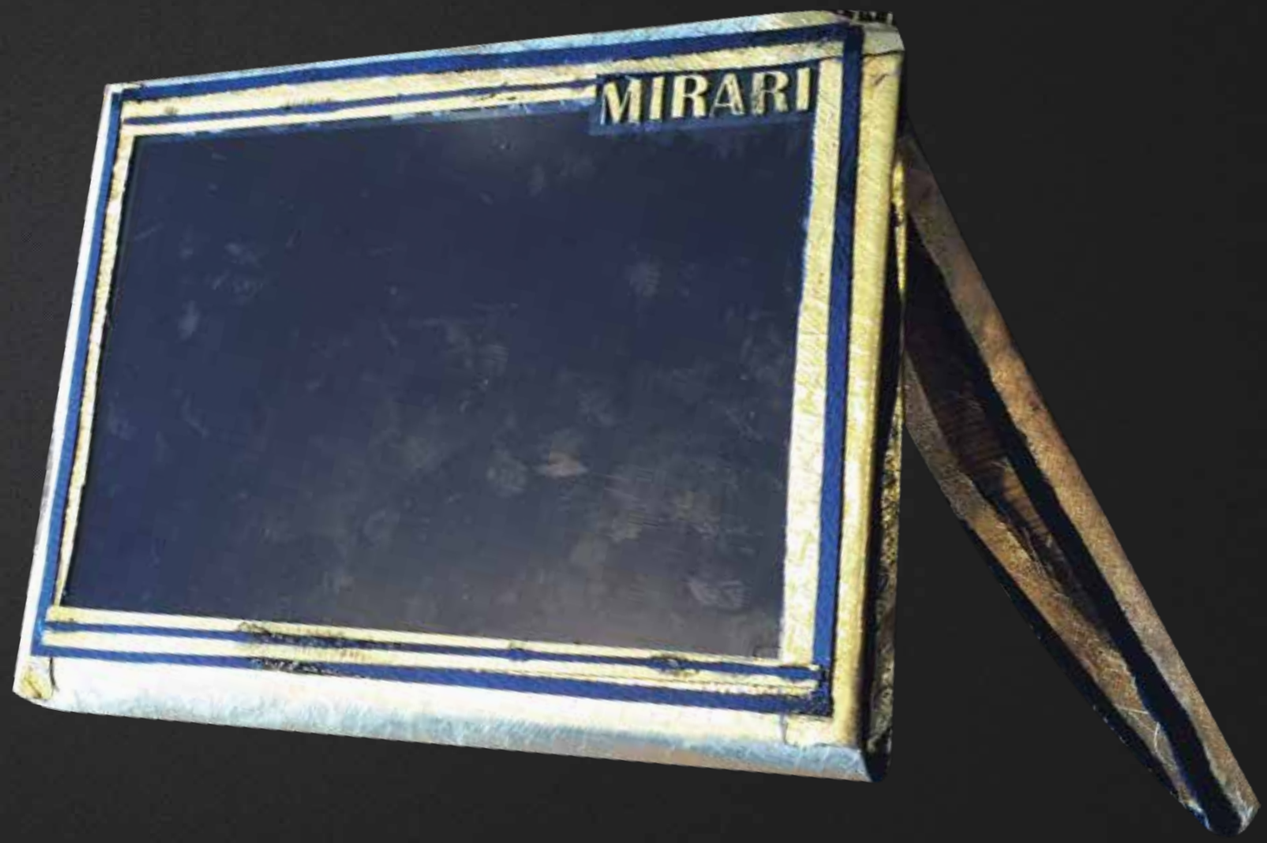
Intro Product: Mirari Wristlet

Dual flexible E-Ink screens covering outer surface

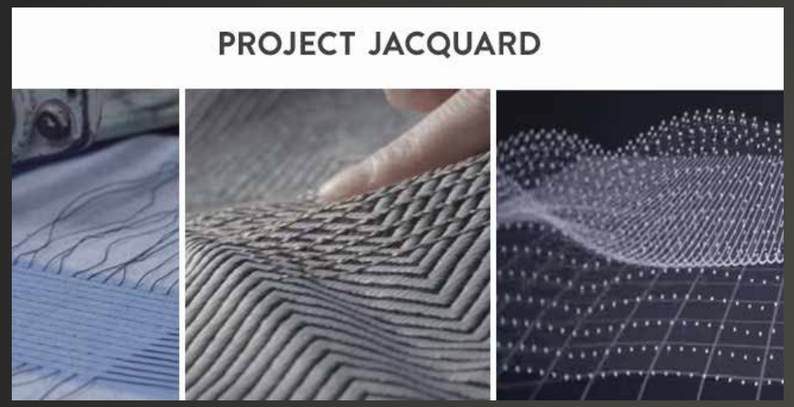
Dark Nylon/Leather Inner Material

Bluetooth connectivity for retrieving data from smartphone

Ability to customize patterns and run branded data visualization widgets



Strategic Technologies



E Ink

mirasol®
Displays by Qualcomm

Market: Fashionable Young Women (Ages 20-35)

Business Model

KEY ACTIVITIES

- Frontplane (display material) providers (E-Ink)
- Backplane display electronics (Sony, LG, customized, etc)
- Contacting retail partners
- Working with widget creator partners
- Working with special design partners
- Control chip provider (Texas Instruments, Epson?)
- Textile/Material provider(s)
- Miscellaneous electronics provider(s)

KEY PARTNERS

- Manufacture of hardware (fashion devices)
- Programming of software
- Designer & widget creators
- Retail partners (stocking items)
- Logistics/shipping of products

KEY RESOURCES

- Manufacturing facilities
- Retail space
- Designers, engineers, etc.
- Servers & Infrastructure
- Website, app, etc.

VALUE PROPOSITION

- Self-Expression: People can display any patterns or images that they want on their fashion item(s).
- Custom Fashion: People can use software and downloads to create their own fashion imagery and mixes.

CUSTOMER RELATIONSHIP

- Trust: With customers, widget creators, and fashion designers
- Privacy: Regarding digital & personal data
- Community: Users should feel Mirari is a community

CHANNELS

- Web Sales: Direct
- Select Retail Stores: Direct
- Mirari Smartphone App: Patterns and widget downloads

CUSTOMER SEGMENT

- People buying Mirari fashion items
- People buying or downloading custom fashion patterns
- People buying or downloading Mirari widgets

COST STRUCTURE

- Employee costs and salary
- Electronics assembly (including integrating E-Ink screens)
- Software development and upkeep

REVENUE STREAM

- Through sales of physical fashion designs/accessories
- Through revenue split on digital fashion pattern sales
- Through revenue split on widget sales

Team Members

Patrick McCrory (Founder & Design)

Patrick is an Interaction Designer who studies at Art Center College of Design in Pasadena, CA. He has led multiple startup projects and aims as high as possible.

Jason Lachenmyer (Electrical Engineering)

Jason is an expert in power electronics and circuit design. A graduate of Cal Poly Pomona, Jason is working on the hardware electronics systems design for Mirari.

Cerra Teng (Product Design)

With academic background in engineering and product design, and working experience as a sales, Cerra is a multifaceted designer who is passionate about creating a new business venture.

Ben Cheung (Programmer/Engineering)

Ben is an engineer who completed both his Bachelor's and Master's degrees in electrical engineering from UCLA. His expertise for Mirari is in programming display(s).