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BY

135
MADISON

MODA LAB

UNLEASHING THE POWER OF LATAM FASHION

“The average annual growth rate of the ethical fashion market is 8.3%. This could grow to 9.7% a year by 2030.”

–The Round Up





BEFORE

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“The success of our growth plan in the digital fashion market is a key driver for our growth plan in the future.”

[Image Placeholder]

Moda Lab

www.modalab.co

Unlocking the power of LATAM fashion

Investor Presentation

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Investment Highlights

Raising a Pre-Seed Round to complete MVP platform, expand boutique and designer network, and execute other major business initiatives over the next year

Company Vision	Addressable Market	Capital Need	Strategy
• Global business April 2023 with 100+ designers and 100+ boutiques	• \$1.2T in the global fashion market, growing at 10% annually	• \$1.2M in Pre-Seed Round	• Designers: Increase visibility and reach, expand into new markets, and build a strong brand identity
• Global business April 2023 with 100+ designers and 100+ boutiques	• \$1.2T in the global fashion market, growing at 10% annually	• \$1.2M in Pre-Seed Round	• Boutiques: Increase visibility and reach, expand into new markets, and build a strong brand identity

Moda Lab is a global fashion marketplace that connects independent designers and boutiques with a single click and transaction.

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[Image Placeholder]

Elevating LATAM fashion by helping emerging designers scale sustainably, gain global visibility, and position the region as a leader in the high fashion industry

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Problem

LATAM designers do not have the exposure and distribution capabilities to reach the global market and compete with fashion powerhouses

The current fashion chain is fragmented with too many players and middlemen making it inefficient, time-consuming, and costly

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Why Now?

The demand for sustainable, socially responsible, and handcrafted fashion has intensified, creating a new “post-pandemic shopper” who prioritizes uniqueness and quality over quantity found in boutiques

The global fashion market is expected to grow from \$1.1 trillion in 2021 to \$1.5 trillion in 2024 at a compound annual growth rate of 7%

The fashion industry delivered a 27 percent increase in revenues in 2021-22, and EBITDA margin climbed by 4 percentage points to 12.3 percent

The top five fashion brands in 2021 were: LVMH, Kering, Inditex, H&M, and Zara. Inditex was one of the strongest brands in the fashion industry. Inditex and Kering showed growth faster than competitors in the fashion industry, with Inditex showing growth of 13.5% versus a competitive growth of 10.2%

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Solution

Moda Lab's B2B e-commerce platform enables a global network of independent boutiques to acquire an extensive and curated selection of LATAM designers with a single click and transaction.

We simplify international trade and logistics for boutiques by doing the following:

- Handling every aspect of the process from start to finish
- Streamlining the buying experience
- And freeing up boutiques to focus on showcasing the latest fashion trends

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Addressable Market

The demand for LATAM fashion designers is rapidly increasing, and there is a vast global network of overseas boutiques in demand of their curated collections

Region	Market Size (\$B)	Market Size (\$M)	Market Size (\$K)
Global	\$1.2T	\$1.2B	\$1.2M
Latam	\$1.2T	\$1.2B	\$1.2M
Europe	\$1.2T	\$1.2B	\$1.2M

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Competitive Landscape

We provide a one-stop-shop, cutting out intermediaries and seamlessly and more efficiently connecting boutiques with designers

Company	Market Size (\$B)	Market Size (\$M)	Market Size (\$K)
Moda Lab	\$1.2T	\$1.2B	\$1.2M
Farfetch	\$1.2T	\$1.2B	\$1.2M
Net-a-Porter	\$1.2T	\$1.2B	\$1.2M

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How It Works

Our platform provides a seamless and reliable buying process for boutiques, enabling them to discover and order designer pieces in one platform with a single click

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Competitive Advantage

We generate higher profits for Moda Lab, boutiques and designers by managing the entire purchasing process from start-to-finish

Moda Lab: Increased visibility, increased reach, and increased access to global markets

Boutiques: Increased visibility, increased reach, and increased access to global markets

Designers: Increased visibility, increased reach, and increased access to global markets

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Value Proposition

We streamline and manage the entire supply chain offering flexible purchasing options and quality assurance among other benefits

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Marketing Strategy

Implement a multifaceted strategy that combines in-person and online tactics to effectively and efficiently reach both designers and scale

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Target Customer

Independent boutique owners and designers who are mostly female between the ages of 25 - 50

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Revenue Model

Our phased approach will connect LATAM fashion to global markets with wholesale pricing to boutiques

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Milestones

Our goals for the next 18 - 24 months focus on expanding our boutique and designer network and building out our platform

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Sources & Uses

Raising \$350K (SAFE Note)

Capital Raised To-date: \$350K from Founders

Use of Funds:

- Team Operations and Logistics: \$50K to purchase initial inventory and offset marketing costs with a particular focus on filling U.S. destinations
- Marketing: \$50K to partner with select boutiques to help markets in the US and Europe and to onboard more designers onto the platform
- Technology: \$50K to develop MVP digital platform that streamlines international marketing and enables B2B customers to browse, shop, and make purchases online

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Financial Projections

We anticipate exponential growth as we enhance the digital platform experience, expand the team, and scale operations to new countries

Key Metric	2023	2024	2025	2026	2027
Revenue	\$1.2M	\$1.2M	\$1.2M	\$1.2M	\$1.2M
Profit	\$1.2M	\$1.2M	\$1.2M	\$1.2M	\$1.2M

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Exit Strategy

We envision an exit through acquisition by a major fashion technology company or conglomerate

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Team

Drawing from her extensive experience as a digital transformation consultant, Ana has single-handedly led Moda Lab for the past two years

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Advisory Board

Our team has broad expertise in fashion and tech startups, including brand strategy, design, internationalization, and digital marketing

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Thank You!

For more information on this investment opportunity, please contact:

Ana M. Zorzi
@ana_m_zorzi

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Problem

While boutiques struggle with limited quantities and complex negotiations, emerging designers face limited market access and business knowledge

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Our Solution

With one click, one transaction, and one point of contact, our tech enabled platform prioritizes boutiques and designers businesses needs from ordering to distribution, all under our oversight

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Competitive Advantage

We streamline the ecosystem as a whole, seamlessly connecting designers and boutiques

Designers: Limited visibility, limited reach, and limited access to global markets

Boutiques: Limited visibility, limited reach, and limited access to global markets

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Investment Highlights

Raising a Pre-Seed Round to complete MVP platform, expand boutique and designer network, and execute other major business initiatives over the next year

Company History

- Started B2C eCommerce in April 2020 with +50K visits per year
- Secured +12K+ customers with 25% recurring
- Sold 3K fashion pieces with AOV \$200, equaling 1.5K transactions and +8% returns
- Delivered to 30+ countries on every continent and 50+ cities
- Onboarded 70 Colombian designers, cataloged 2K products, and launched 250 fashion collections

Addressable Market

\$4T

Independent fashion boutique retailers globally¹

Strategy

- Launch pilot program to pivot business model for next stage of growth.
- Engage 20+ boutiques and 20+ designers through trade fairs and fashion week roadshows for our B2B MVP
- Purchase inventory, establish distribution center/showroom in Colombia, and partner with a trade commerce agent to streamline operations
- Complete MVP platform's B2B layer to optimize boutique purchasing workflows

Capital Raise

\$350K

SAFE Note

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MODA LAB

MISSION

Elevating LATAM fashion by helping emerging designers scale sustainably, gain global visibility, and position the region as a leader in the high fashion industry



Why Now?

The demand for sustainable, socially responsible, and handcrafted fashion has intensified, creating a new "post-pandemic shopper" who prioritizes uniqueness and quality over quantity found in boutiques

\$6.93B

The global ethical fashion market is expected to grow from \$6.93 billion in 2021 to \$10.28 billion in 2026 at a compound annual growth rate of 8%¹

21%

The fashion industry delivered a 21 percent increase in revenues in 2020 - 21, and EBITA margins doubled by 6 percentage points to 12.3 percent²

\$6.6T

US retail sales for 2021 were \$6.6 trillion for 2021. Brick and mortar stores grew faster than e-commerce for the first time ever, with physical stores growing at 18.5% versus e-commerce growth of 14.2%³

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Addressable Market

The demand for LATAM fashion designers is rapidly increasing, and there is a vast global network of overseas boutiques in demand of their curated collections



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Competitive Landscape

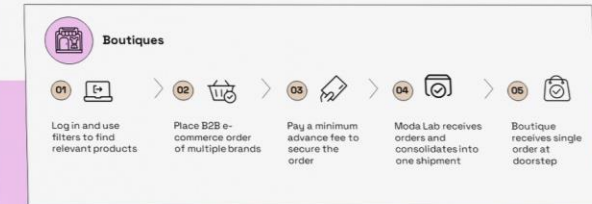
We provide a one-stop-shop, cutting out intermediaries and seamlessly and more efficiently connecting boutiques with designers

	MODA LAB	HUORDER	JOOR	FAIRE	COTERIE
Virtually focused	🕒	🕒	🕒	🕒	🕒
Seamless logistics solutions	🕒	🕒	🕒	🕒	🕒
One single point of contact	🕒	🕒	🕒	🕒	🕒
Caters to LATAM fashion	🕒	🕒	🕒	🕒	🕒
No minimum quantities required	🕒	🕒	🕒	🕒	🕒
Tech-enabled shopping	🕒	🕒	🕒	🕒	🕒

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How It Works

Our platform provides a seamless and reliable buying process for boutiques, enabling them to discover and order designer pieces in one platform with a single click!



MODA LAB

Value Proposition

We streamline and manage the entire supply chain offering flexible purchasing options and quality assurance among other benefits



Boutiques

- Require no minimum quantities per brand
- Provide domestic shipping and consolidated orders
- Offer attractive payment conditions



Designers

- Increase demand with international exposure
- Eliminate logistics hassle
- Remove risk and significant investment

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Competitive Advantage

We generate higher profits for Moda Lab, boutiques, and designers by managing the entire purchasing process from start-to-finish



No Middlemen
Moda Lab buys from designer for
~\$50



Purchase Guarantee
Moda Lab sells purchased items to boutiques for
~\$100 (2X)



Increased Profitability
Boutique sells to customer at suggested price of
~\$200 (2X)

MODA LAB

Marketing Strategy

Implement a multifaceted strategy that combines in-person and online tactics to effectively and efficiently reach both designers and boutiques at scale

Physical

- Attend industry trade shows to network and showcase designers
- Host boutique engagement roadshow
- Build commission-based sales army
- Offer shipping service for sweatshirts

Digital

- Implement CRM
- Develop SEO/SEM strategy
- Create compelling content marketing
- Launch email marketing campaigns
- Offer virtual reality tours of designers/brands
- Utilize AI algorithms to personalize the shopping experience



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Target Customer

Independent boutique owners and designers who are mostly female between the ages of 25 and 50

Boutiques

- Located in LA, New York, Miami, London, Paris, Barcelona, and Milan
- Independent owners with revenues of \$750K - \$1.5M
- Showcase one-of-a-kind cultural products from around the world
- Loyal customer base
- Seeking high-quality LATAM fashion brands



Designers

- LATAM-based; Initially Colombia
- Emerging designers with AGR of approx. \$250K
- Focused on creative aspects of fashion while lacking business skills and connections



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Revenue Model

Our phased approach will connect LATAM fashion to global markets with wholesale pricing to boutiques

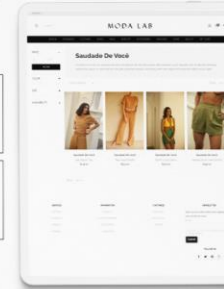
Phase 1

- Purchase from LATAM fashion designers at wholesale prices and sell at international wholesale prices with a 2x markup
- Offer free service to designers and charge boutiques fee based on volume

Average projected order of \$4K and a 1% fee

Phase 2 and 3

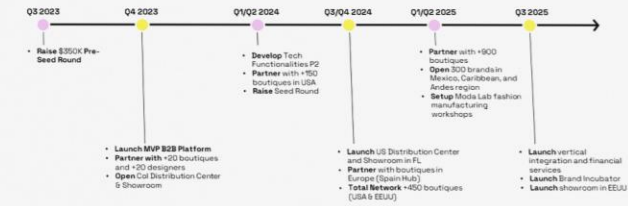
- Launch vertical integration and financial services
- Introduce private label to sell under Moda Lab
- Start brand incubation lab
- Activate ads, product placement from designers
- Sell market reports based on our internal data



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Milestones

Over the next 18 - 24 months, our focus is on expanding our boutique and designer network and building out our platform



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Sources & Uses

Raising \$350K (SAFE Note)

Capital Raised
To-date:
\$45K
from Founder

Use of Funds Breakdown

\$265K

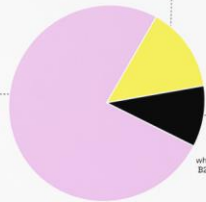
Team Operations and Logistics:
to purchase initial inventory and attract and retain top talent with a particular focus on filling C-level positions

\$50K

Marketing:
to partner with select boutiques in key markets in the US and Europe and to onboard more designers onto the platform

\$35K

Technology:
to develop MVP digital platform that showcases wholesale inventory and enables B2B customers to browse, shop, and make purchases online

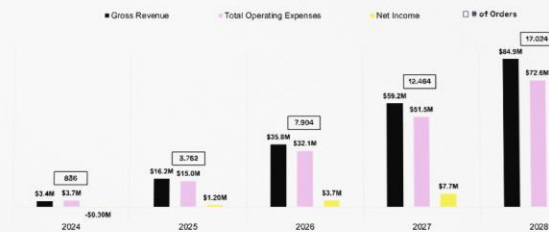


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Financial Projections

We anticipate exponential growth as we enhance the digital platform experience, expand the team, and scale operations to new countries



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Exit Strategy

We envision an exit through acquisition by a major fashion technology company or conglomerate

FARFETCH

LVMH

KERING

Recent Acquisitions

Luxclusif
(Dec 2021)
LUXCLUSIF

Palm Angels
(Nov 2021)
Palm Angels

New Guards Group
(Aug 2019)
NGC NEW GUARDS GROUP

MODA LAB

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Team

Our team has broad expertise in fashion and tech startups, including brand strategy, design, internationalization, and digital marketing



Ana M. Zuniga
Founder & CEO

She leads the overall vision and strategy of the company. She has 12+ years of experience in high-impact digital transformation projects across diverse sectors as well as experience rolling out projects in Colombia, Spain, and Mexico. She's an expert in seamlessly merging technology, artistry, and fashion to create solutions that foster growth and innovation in the fashion industry. She holds a master's degree in International Strategy and Consulting and a bachelor's degree in Industrial Engineering from Universidad de Los Andes.

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Johanna Isaac Fadul
Co-founder & Designer

She has spent the last 25 years in the fashion industry as a brand strategist and consultant for over 50 designers. She guides companies through conceptualization, design, branding, internationalization, brand and structure management, and marketing strategies, ensuring their success. She holds an Advertising and Marketing degree from Polytechnic University Atlantic Coast.



Maria Alejandra Gutierrez Uribe
Marketing Network

She is a dynamic marketing professional known for her exceptional skills in content creation and budget management. She drives impactful campaigns and initiatives. With a knack for effective communication and leadership, she delivers exceptional results while managing key clients. Her strategic thinking and long-term vision empower stakeholders to grow and succeed. She holds a master's degree in Marketing Management, Omnichannel and Consumer Analytics from POLIMI Graduate School of Management

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Advisory Board

Our advisory board seamlessly fuses fashion and technology to drive innovation



Julio Mario Camacho
Advisor

He has spent the past 25 years advising tech startups as a digital expert and was the Co-Founder of first Colombian fintech, which he exited at age 30. Currently, he is the CEO and General Manager of Woodling, a performance digital marketing agency, and the co-founder of Performand, a lead generation and performance marketing agency founded in 2017. He holds two bachelor's degrees in Mathematics and Industrial Engineering, from the University of the Andes.

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Sheila Katrine Forst
Advisor

She is an international retail expert with 15 years of experience in the fashion industry, specializing in full-package solutions for Colombian brands in the US. She has spent the last as an International Account Manager at Digital S.A.S. She holds a master's degree in Fashion Company Direction and Management from IED Madrid and a bachelor's in International Business from EAFIT University.



Maria Fernanda Vera
Advisor

She has spent the last 25 years in the fashion and tech industry and was the Co-Founder of MelaoLAB, Melao Style, and Sweet Water Fashions. She is currently the CEO of La Walle, a LatinAm transportation startup. She holds a bachelor's degree in Liberal Studies from Metropolitan University.

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Thank You!

For more information on this investment opportunity, please contact:

"Latin America is a rich culture driven by authentic aesthetics."

– Johanna Ortiz