

## IZICREA

Innovative Tech (Digital - IT - Robotics - IoT - Smart City)



IZICREA

### One line pitch:

IZICREA develops an electronic device and an online platform to help couture lovers and designers of patterns simplify and quicken the use of models and generate interaction.

### Market Analysis:

According several market researches, the least valued activities in couture by the hobbyists are: 1-Cut-out the pattern. 2-Pattern placement along the lengthwise grain of the fabric. 3-Copy the pattern before usage to keep the original intact. According to a survey among 67 couture lovers in Lyon: 71% think of the patterns' usage "difficult" and "tedious", but necessary. 81% want to purchase the device. American market is comprised of 35 million sewing hobbyists. 38% under 44 y-o. Thus, more than 13M targeted customers. It results : 60% interested in our product: 8M - 70% reached through our publicity: 5.6M - 25% are buying the product: 1.4M - Target audience: B2C -> Sewing hobbyists who love DIY. B2B -> Designers of models who desire to promote their goods.

### Business Proposition:

We develop an electronic device that enables the use of patters fun and simple. Via light rays, it displays patterns directly on fabric. Moreover, the device is user-friendly in order to make each step linked to patterns enjoyable and to boost the creativity at its highest potential. Just after few minutes, the user cut his material! Further we develop an online platform for sharing and protecting copyright of digital patterns. This interface allows the trade of patterns between the designers (sellers) and couture lovers (customers) similarly to iTunes. In addition, the platform includes a social category dedicated to user to keep up with their friends, share experiences/videos/tutorials linked to couture and globally promote the craft hobbies linking them with high technologies.

### Competitive Advantage:

You can find attached the .pdf file that summarizes the competitive advantage. Our main advantages : 1- Time saver: no more cutting out of pattern, copying, pinning, placement on the fabric or adding seam allowance. 2- Instant Purchase/Sales/Distribution of patterns (and, forward, the whole equipment for sewing : fabric, buttons, etc) 3- Amazingly easy: one size beamed at a time, instant seam allowance, the user only have to cut the fabric, a dedicated tutorial for each pattern. 4- Digital patterns non degraded and reusable 5- Creativity advantage: adjustable to the shape of the user 6- Greater accuracy

### Investment Attractiveness:

Mass market and worldwide potential customers Disruptive innovation, from paper form to digital form Similar former profitable business models High potential of new range of products Close relationship by gathering all the couture actors - Targeted advertising - Additional shopping - Referencing High potential to extend in other line of business Possibility to recover a potential economical fail

### IP Situation:

Existing technologies on the market: 1- Mix of today's technologies 2- Process innovation to simplify the use of patterns, "from PAPER to DIGITAL". Digital pattern copyright protection on the platform. Brand image.

### COMPANY PROFILE

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- **Location:**  
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- **Founded in:** 15/10/2015
- **Employees:** 0
- **Management:**
- **Financial information (€):**
  - **Company stage:**  
20 Boulevard Eugène Deruelle,  
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  - **Capital raised to date:**
  - **Monthly burn rate:**
  - **Capital seeking and date:**
- **Investors:**
- **Referred by:**  
Natacha ROBERT