

SWOP

Future of Fashion

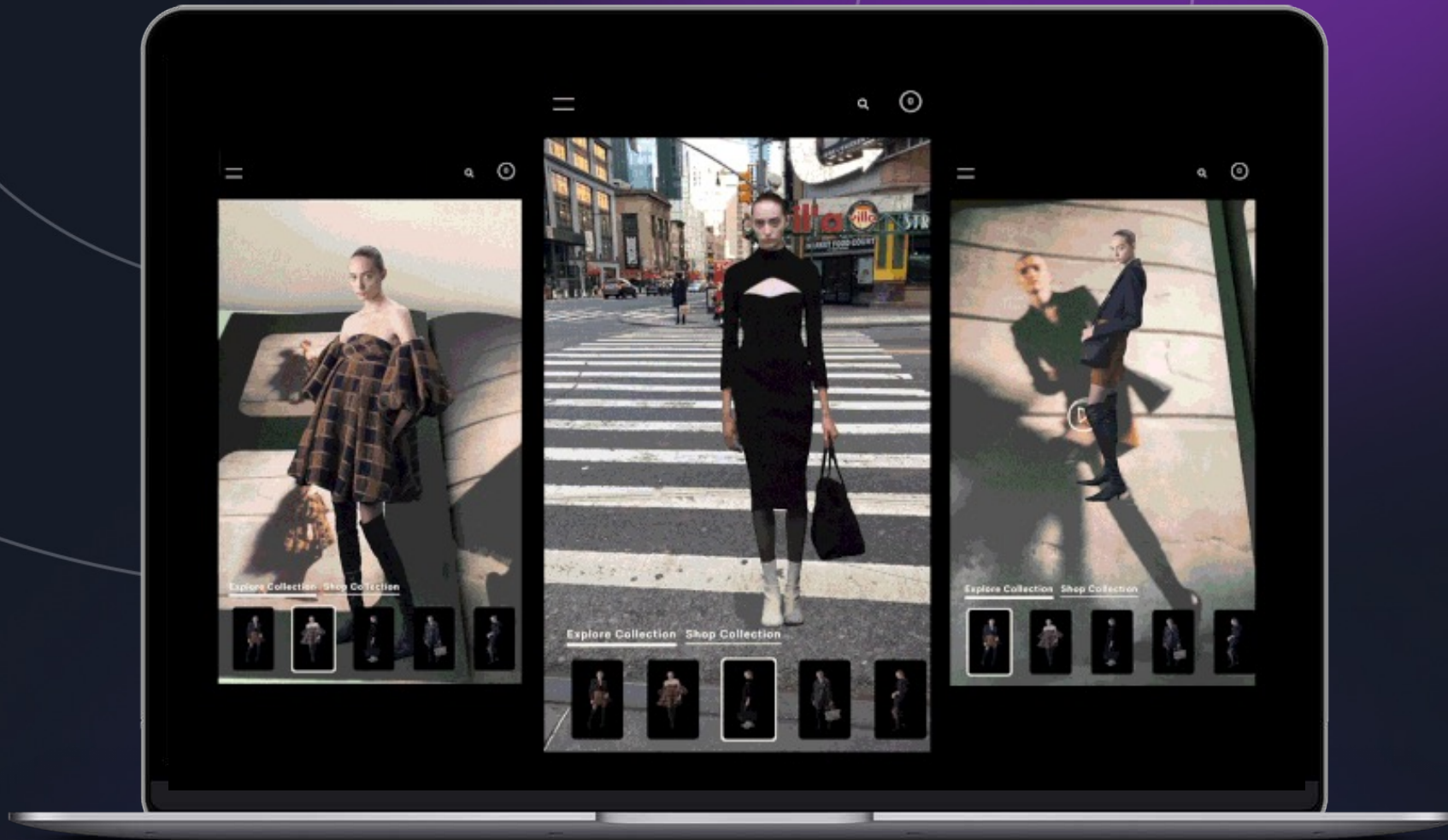
Remember this brand?



They invented a new category:
Crowdsourcing up and coming
designers for t-shirt prints



Digital fashion – NFTs



Fashion AR filters from up and coming designers

Digital fashion - NFTs

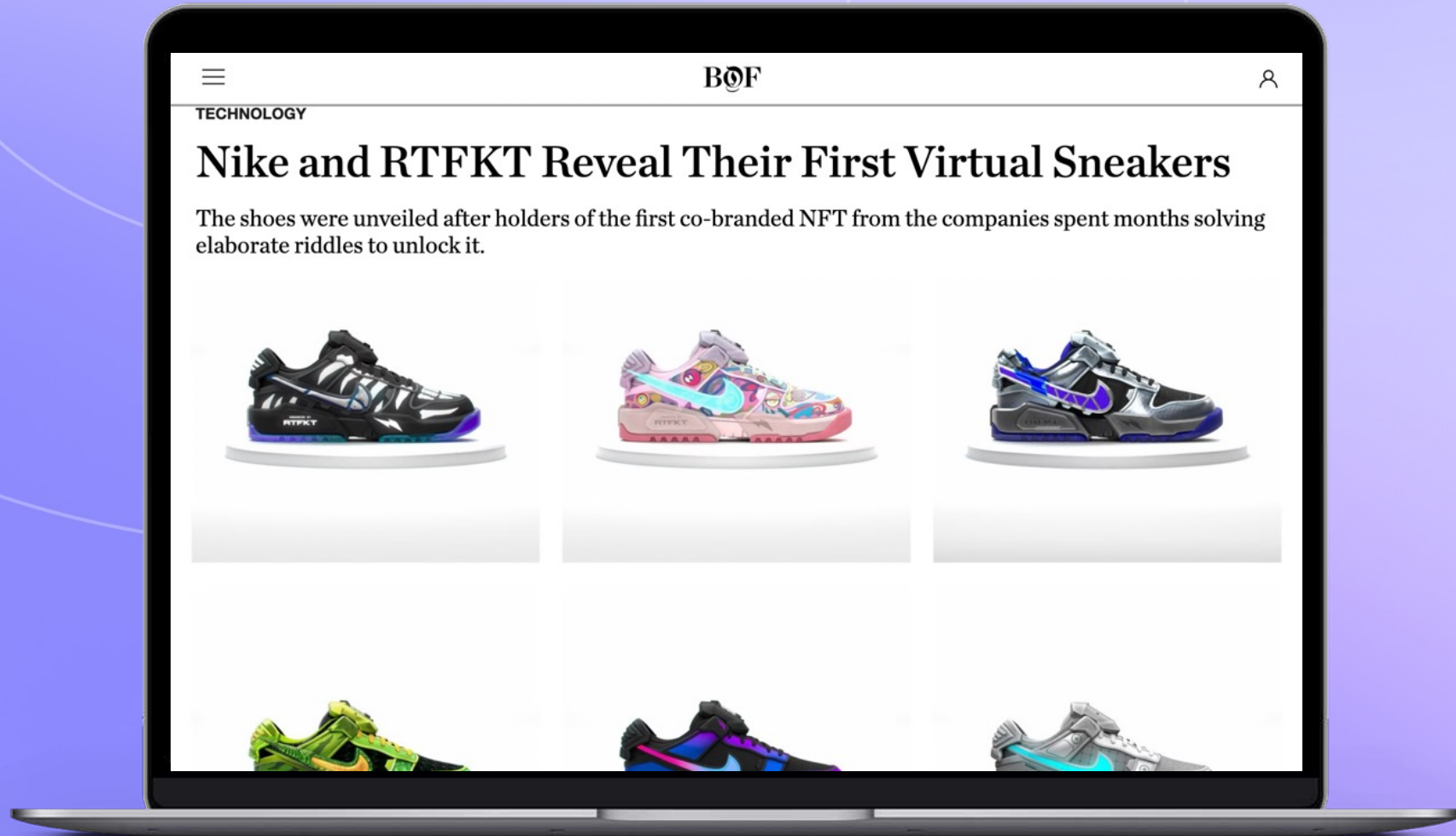


Fashion AR filters from up and coming designers



Future of Fashion

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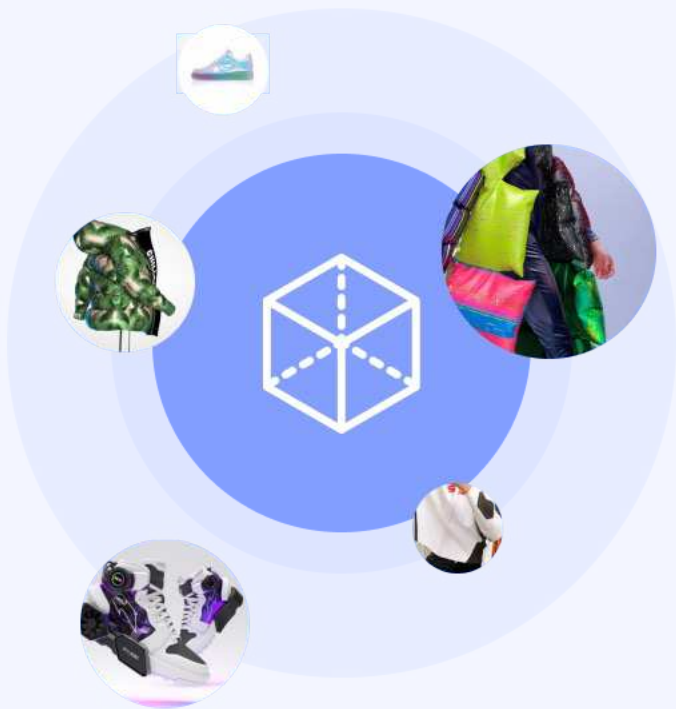


Future of Fashion



How does it work?

1



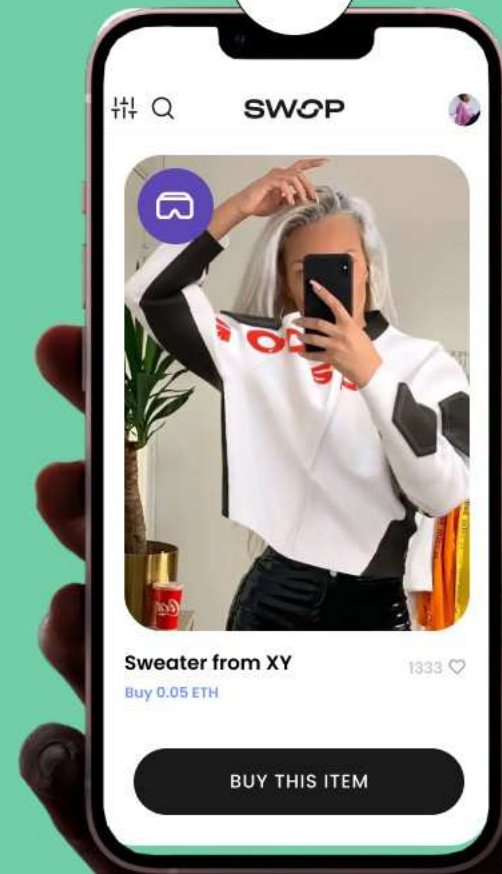
Creator **uploads AR filter** design and digital outfits to platform

2



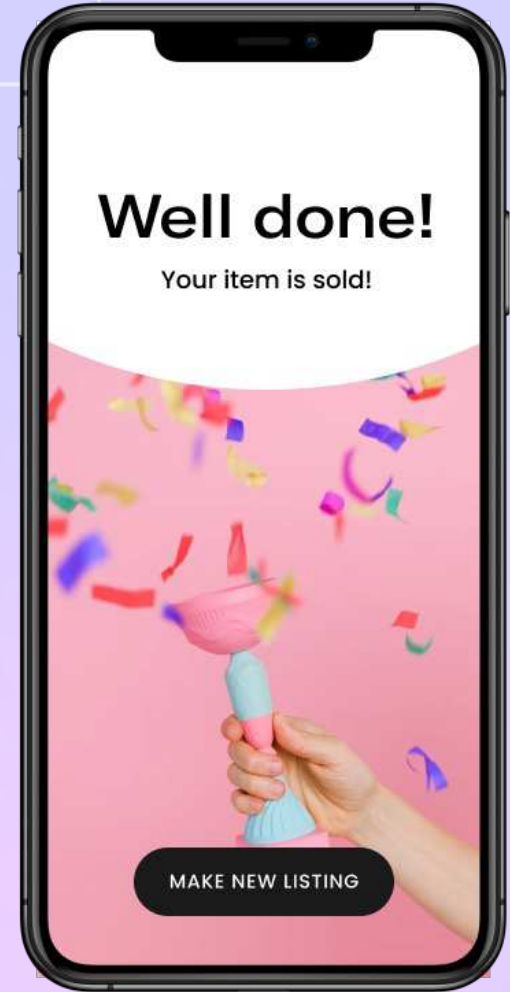
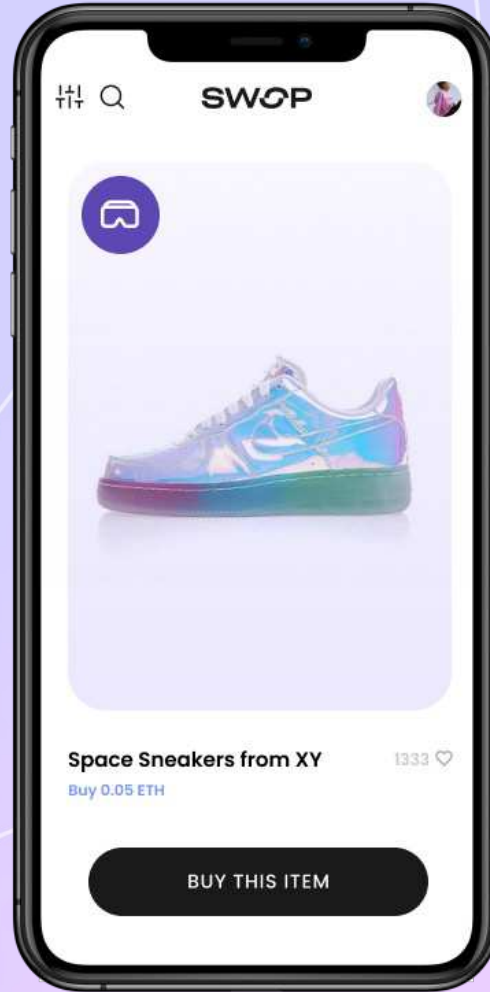
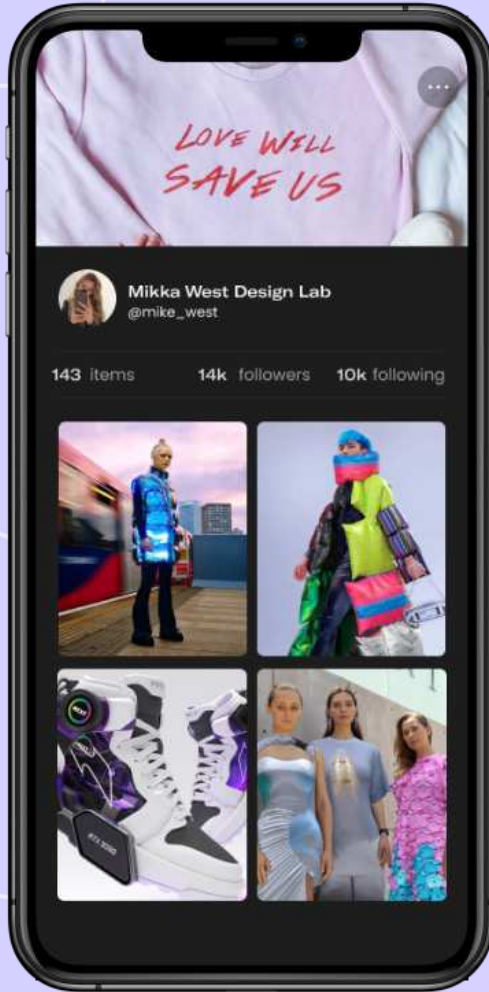
We turn it **into a NFT**

3



User on our platform **buys NFT & wears** the digital fashion

How does it work?



Discord communities



around every digital fashion style

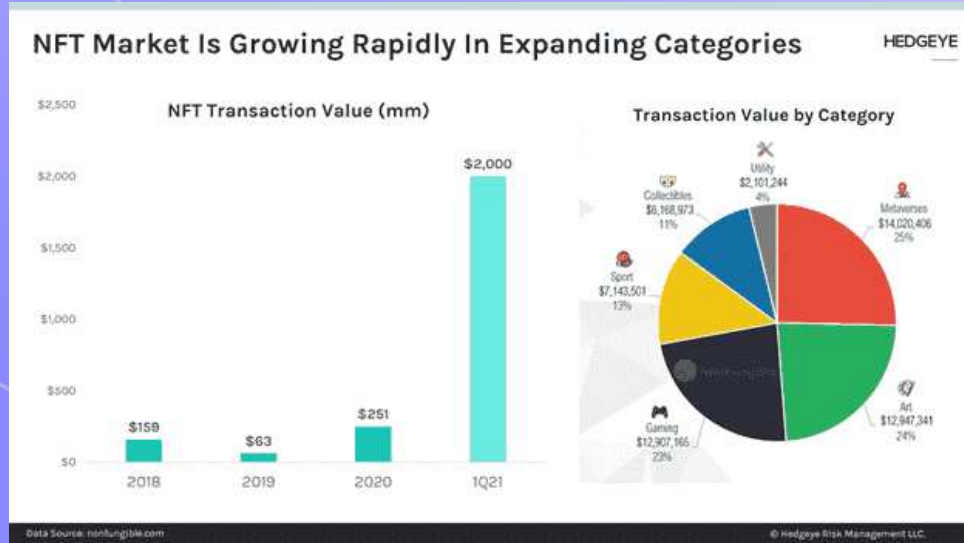
Redefining communities (Bored Ape Yacht Club New York)



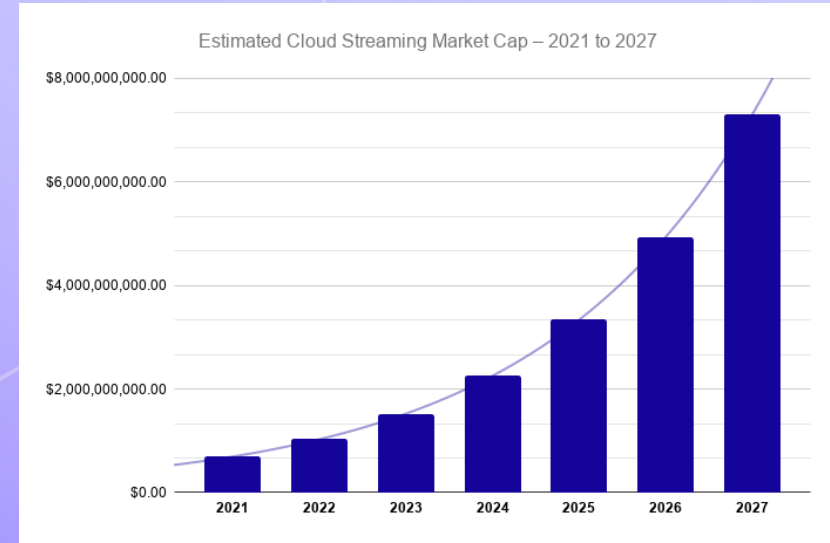
What components?

SaaS
NFT
Community

NFT marketplaces



Source: hedgeye.com



Source: medium.com

Competition – NFT marketplaces



SuperRare



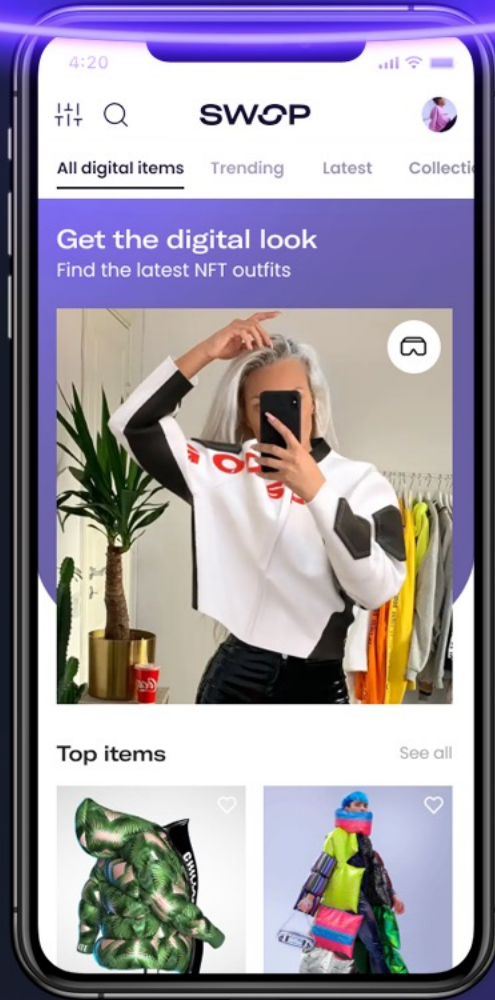


User experience

Simple



Seamless



Fashion vibe and
hassle free buying and
reselling experience

Components /
stakeholders



Business model SaaS / NFT / communities



3%

Service fees

Handling transactions on the platform

\$15
month

Premium user

Unlocks more functionality like try on tools, stylist help and customization tools

\$30
month

Creators

Allows you to be a Creator on the marketplace, earn money from your designs, both sales and resells + the chance to be discovered

Our raison d'être

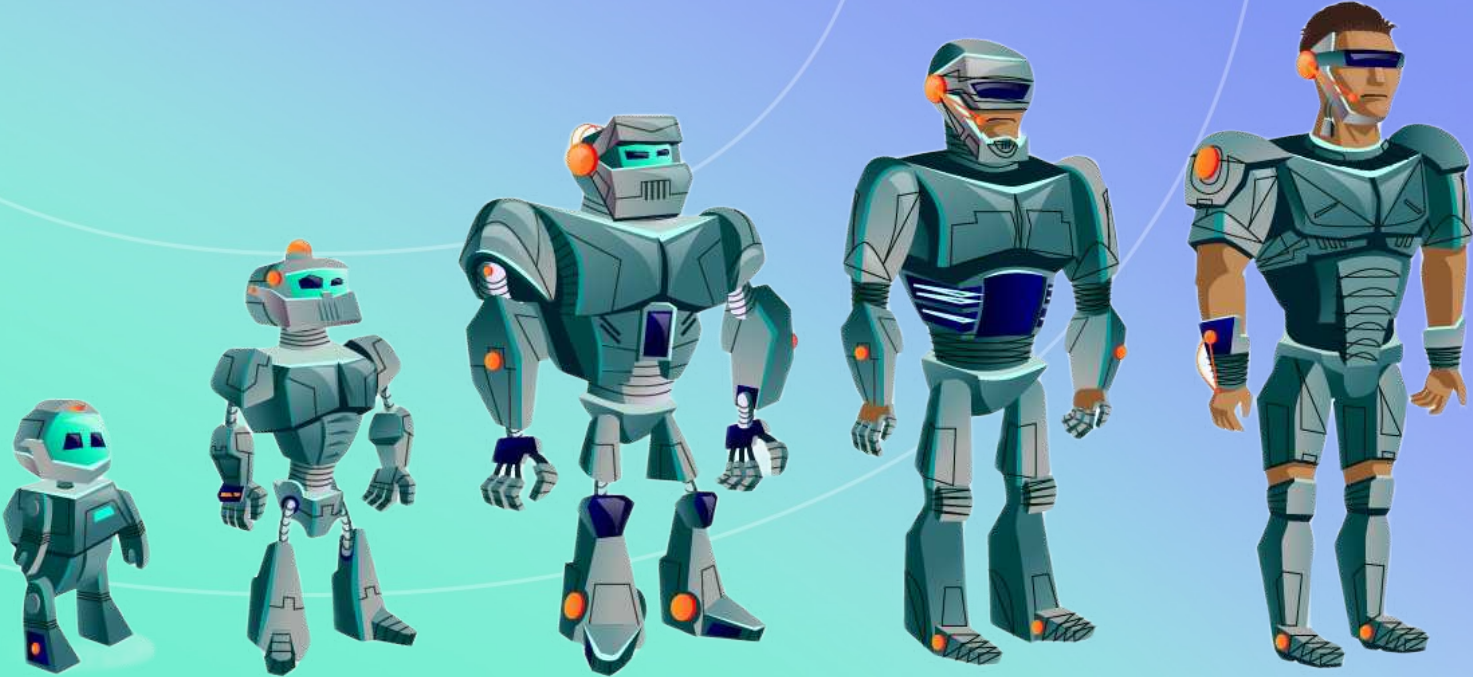


Democratic Design =
Purpose driven



Digital fashion =
Sustainable Fashion

Your digital wardrobe



ROBLOX CORPORATION

theLIST ✓
thelisttv.com



Fashion collabs



Voting – made to order



Creators

User Generated Content (UGC)



Collabs

Creators x Brands
(Limited Editions with NFT)



Brand Lab

Co-creation experiments

The core team



Lars Richter

Co-founder. Branding and marketing. Serial entrepreneur, founder Rebels, TEDx speaker, previously LEGO and TV 2 Danmark



Lisa Bagge

Co-founder. Business development and sales. Circular economy enthusiast with +20 years in sales, marketing and retail franchise



Maris Pagasts

Co-founder. Lead Designer. Freelance digital designer, previously Cabana Copenhagen



Maria Andreasdóttir

Community Manager. Influencer, journalist and copywriter



Lau Bjørn Jensen

CTO. +15 years experience with software development and e-commerce with clients like Schneider and Nokia



Mads Dannenberg & Matias Wahl

Partnership Managers. Co-creators of Swop through Masterclass and responsible for partnerships with schools

Advisory Board



Roberto Tagliabue

Former Nike (Nike ID/Nike Plus), Jawbone, now digital business developer for Gucci, YSL and other fashion brands



Leila Maria Kehl

Former Apple, Google and Plug & Play, now N26



Marcel Allweins

Former KPMG, P2P platform expert, CEO MSP Strategy, inventor The Platform Canvas

Advisor

We are looking for an advisor
with **startup** and **scaleup** experience.
Background from tech and interest in
NFT and **crypto** is a **big +**

SWOP
Future of Fashion



Lars Richter

Co-founder & CEO
LinkedIn profile