



Garderop ai

Your digital wardrobe — every day, every season

Uzbekistan's first AI-powered wardrobe management platform

20,000+

Target users in year one

3 plans

Free · Pro · Family

12 weeks

First version timeline

People struggle to choose what to wear every day

X 15-20 minutes lost every day

Choosing clothes — 100+ hours per year. Time you could spend with family, work, yourself.

X 30% of wardrobe forgotten

Most people can't recall everything they own. They keep buying new clothes — while old ones sit unused.

X Weather and outfit don't match

The outfit picked at 8am feels too warm at noon and too cold at night. This happens daily.

X Family wardrobes are hard to manage

Kids, spouse — keeping every family member's wardrobe in your head is a heavy load on parents.

There is no specialized app solving these problems in Uzbekistan — Garderop ai will be the first

Your entire wardrobe in your phone — organized, smart, accessible

01

Digital wardrobe

Add every piece with a photo. Sort by season, color, type — instantly.

02

AI style assistant

Reads the weather and recommends the best combination from your wardrobe.

03

Whole family

Children, partner, you — manage everyone's wardrobe in one app.

04

Outfit history & planning

What you wore on what day — on a calendar. Plan next week ahead too.

05

Insights & advice

Spot rarely-worn items automatically. Know when it's time to refresh your wardrobe.

06

Smart reminders

"Hot day — go light today", "Winter is here — prep your coats", and more.

How it changes daily life

WITHOUT GARDEROP — today

X Spends 15-20 minutes choosing every day

X 30% of wardrobe forgotten

X Outfit doesn't match the weather

X Forgets what kids own

X Has clothes but "nothing to wear"

X Seasonal items get mixed up

WITH GARDEROP — tomorrow

✓ 30-second AI suggestion — outfit ready

✓ Every item visible with a photo

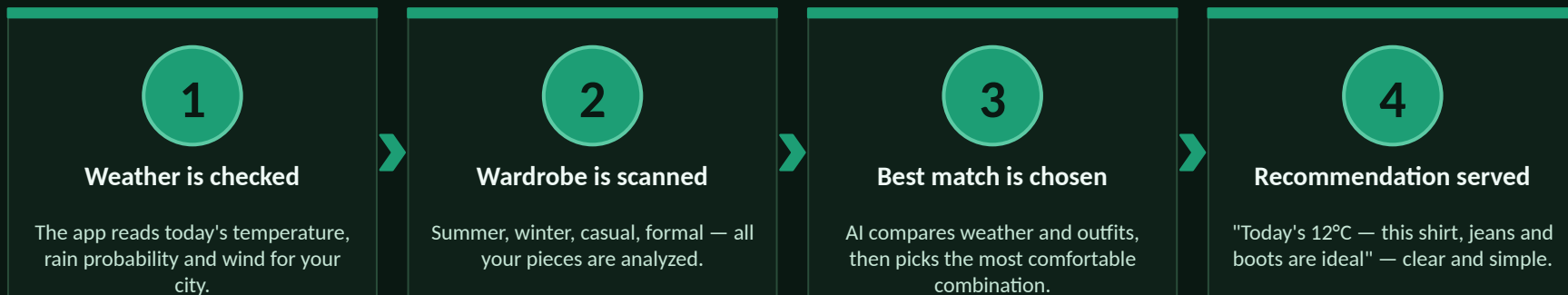
✓ AI checks weather and picks the right outfit

✓ Kids' wardrobes in their own section

✓ Wardrobe organized — every piece in place

✓ One-tap season filter — winter or summer

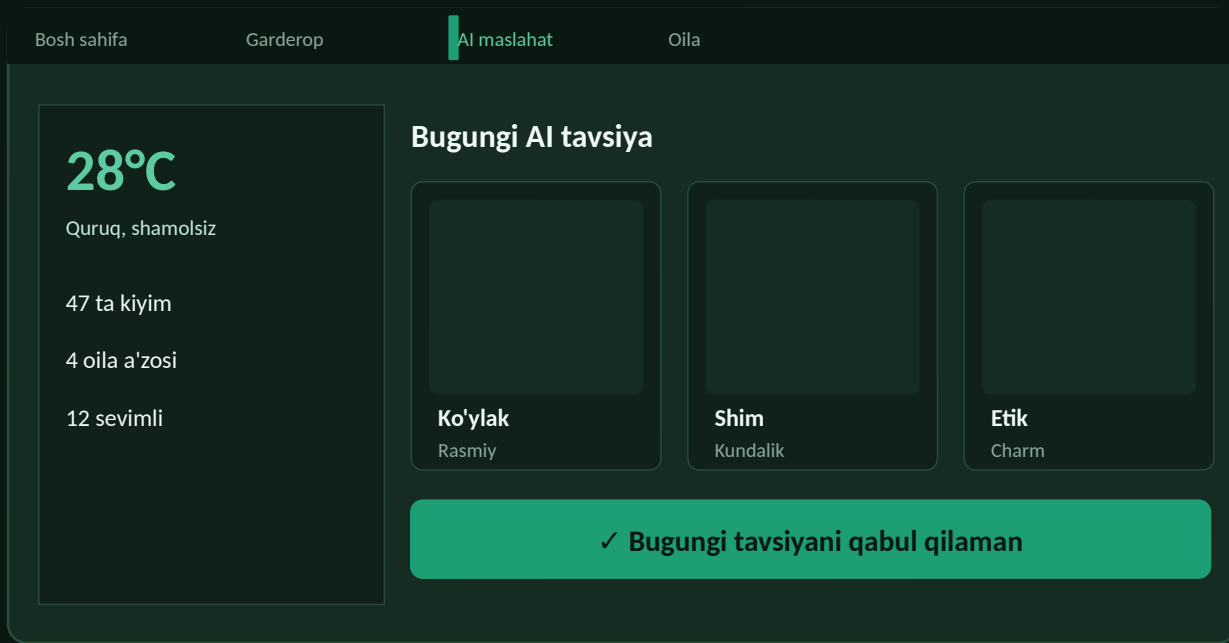
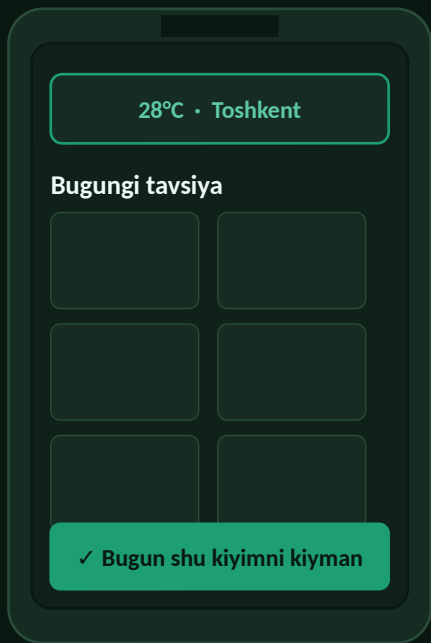
Your personal style assistant — every morning



Sample recommendation

"Today in Tashkent it's 12°C, cloudy with light wind. Based on your wardrobe, the most comfortable choice: charcoal pullover shirt + blue jeans + brown leather boots. Bring a light coat too — there's a chance of rain in the evening."

Premium interface — phone, tablet, desktop



Built for the whole family — one app, full control

Oila profili

D	Dad 47 items	→
M	Mom 62 items	→
S	Son 31 items	→
D	Daughter 44 items	→

- 1 Separate profile for each member**
Mom, dad, kids — wardrobes never mix. Each has their own digital closet.
- 2 Family AI suggestion**
"Mild outfits for everyone today" — synced suggestions for trips and outings.
- 3 Kids' mode**
A dedicated category for children. Items sort by size and age automatically.
- 4 Shared management**
Both parents can browse, sort and plan each other's wardrobes.

Family Plan: 49,900 UZS/mo — unlimited family members, family AI suggestions, shared management

How investors earn returns

01

70%

Monthly/yearly subscriptions

- Pro: 29,900 UZS/mo
- Family: 49,900 UZS/mo
- 25% off on yearly billing
- Payments via Payme + Click

02

15%

Partner stores

- AI suggests — store link is shown
- NEXT, LC Waikiki, Uzum Market and more
- 3-10% commission per purchase
- Frictionless for the user

03

10%

Premium services

- "Analyze my wardrobe" — 19,900 UZS
- Seasonal outfit cleanup advice
- Travel outfit planning
- One-time, high-margin

04

5%+

B2B contracts

- Special version for clothing stores
- Corporate uniform management
- \$100-500/month per contract
- Big upside in next phase

1 month free → impossible not to subscribe

Day 1 1 month Pro free User feels Premium instantly. Every feature unlocked.	Days 1-7 Becomes a habit Daily AI suggestions. Adds clothes. Connects family.	Days 8-25 Built into life 50+ items added. Can't imagine the day without it.	Day 25 Warning shown "Pro ends in 5 days — 17 of your 47 items will be hidden."	Days 28-29 Special offer "Yearly Pro: 269,000 UZS — 2 months free. Only 48 hours."	Day 30+ Limits kick in 30 items max. AI suggestions — 2/day. Family hidden. "Restore Pro" button always visible.
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Users with 30+ items added are 3x more likely to subscribe — loss aversion is real

The right plan for every user

Free
Try it out

Free

- ✓ 30 items max
- ✓ Core sections
- ✓ AI suggestions — 2/day
- ✓ 1 family member
- ✓ Daily outfit list

[Start free](#)

POPULAR

Pro
Most popular

29,900
UZS/month

- ✓ Unlimited items
- ✓ All sections
- ✓ Unlimited AI suggestions
- ✓ 5 family members
- ✓ 7-day planning
- ✓ Stats & analytics
- ✓ Morning reminders
- ✓ Photo-based AI analysis

[Start Pro](#)

Family
Whole family

49,900
UZS/month

- ✓ Everything in Pro
- ✓ Unlimited family members
- ✓ Family AI suggestions
- ✓ Family outfit planning
- ✓ Kids' mode
- ✓ Shared management
- ✓ Outfit sharing
- ✓ Priority support

[Start Family](#)

Annual: Pro — 269,000 UZS (2 months free) | Family — 449,000 UZS (2 months free)

Where will we be in 12 months?

20,000+

Active users (12 months)

\$9,800

Monthly revenue (month 12)

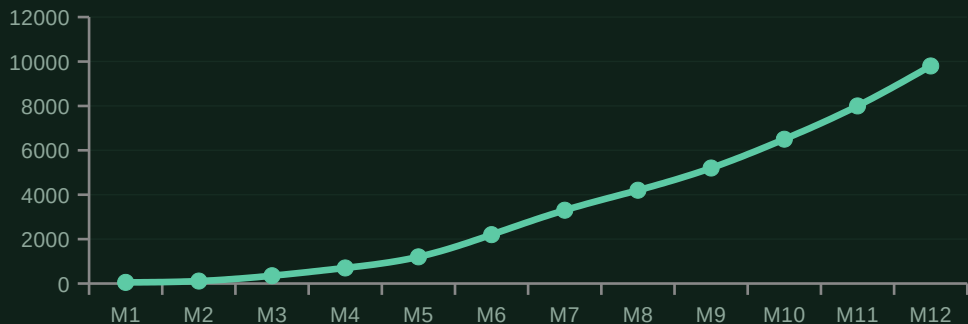
~80%

Net profit margin

507M+

Yearly net profit (UZS)

Monthly revenue (\$)



Month	Users	Subscribers	Monthly revenue
M3	1,000	110	\$350
M6	5,000	680	\$2,200
M9	11,000	1,610	\$5,200
M12	20,000	3,000	\$9,800

Uzbekistan — 36M people, no competition, market wide open

36M+

Population of Uzbekistan

22M+

Smartphone users

40M+

Payme + Click users

0

Local competitors

0

There is no specialized digital wardrobe app in Uzbekistan — we are first, and the market is ours

Our core audiences

60%

Women, age 25-40

Family-oriented, fashion-aware, mobile-first — primary buyer and word-of-mouth driver

25%

Men, age 25-35

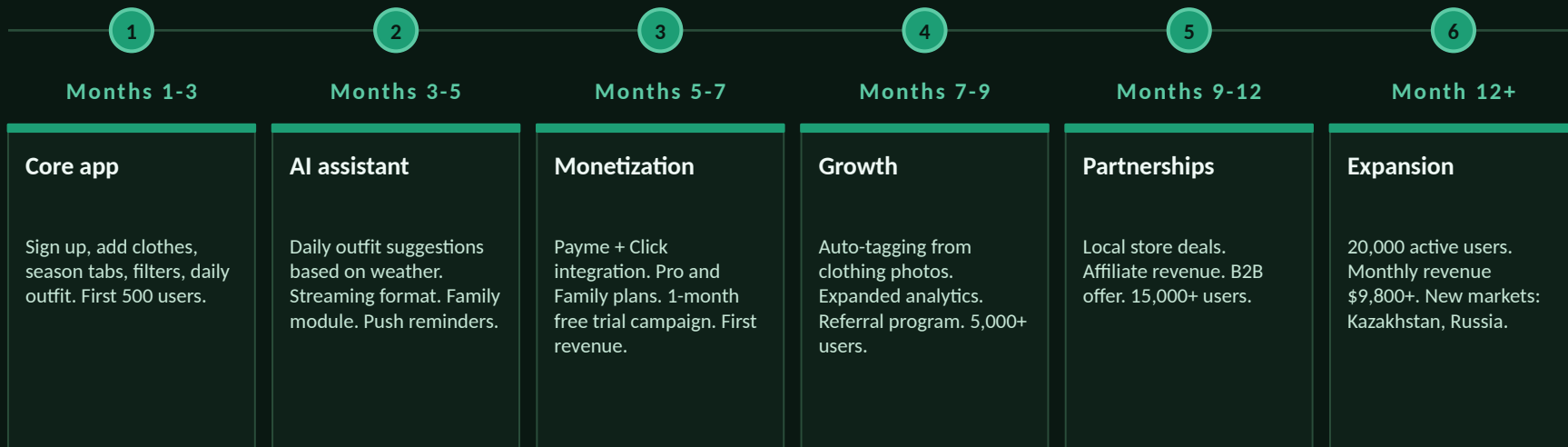
Manage work and sports wardrobe — loyal Pro subscribers

15%

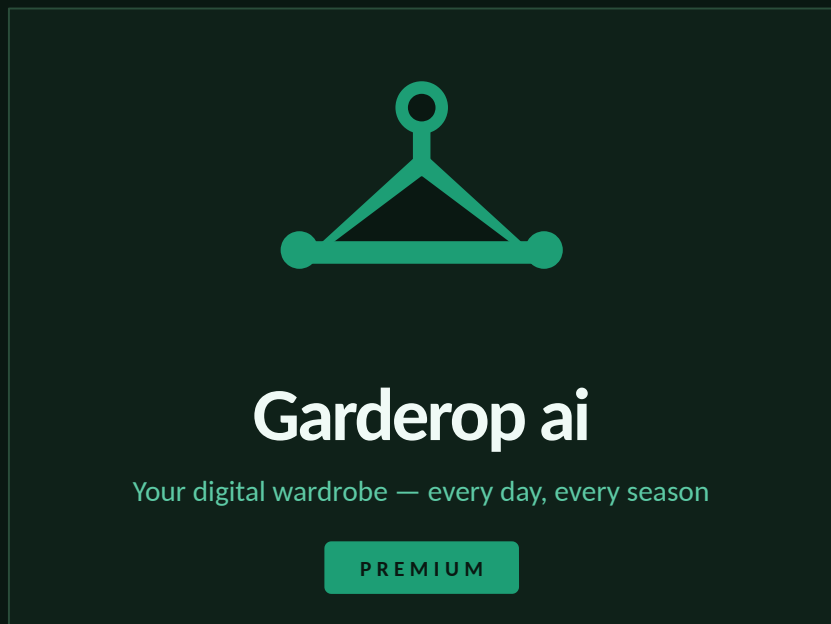
Parents

Organize kids' clothes — primary buyers of the Family plan

Our growth phases



Garderop ai — premium brand identity








Convenient
For everyone

Smart
AI every day

Family-first
Together

Trusted
Secure

Brand:  Teal  Teal LT  Forest  Amber  White

Funding to launch the MVP and acquire our first 1,000 users

01

Investment

Funding for MVP and the first 1,000 users

02

Experience

Local market and startup expertise & connections

03

Marketing

Reach via Instagram, TikTok and Telegram

04

Expansion

Strategic support for markets beyond Uzbekistan

20,000+

1-year goal

3 plans

Free · Pro · Family

507M UZS

Yearly net profit