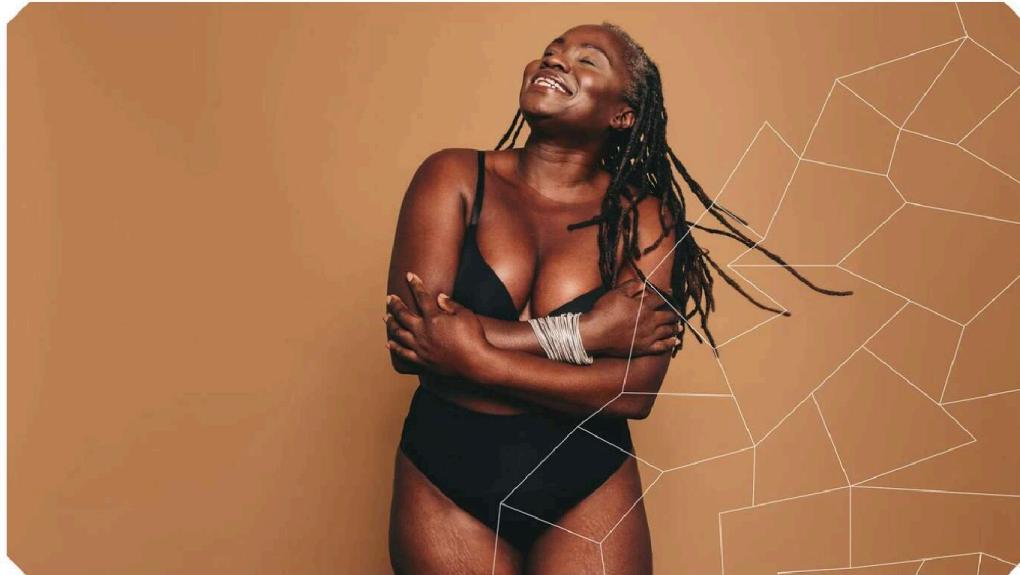


Improving women's health & well-being



trumeasure.ai San Francisco, CA

Highlights

- 1 Assembled a world-class team with expertise in retail, IoT, and AI
- 2 Secured manufacturing partner
- 3 \$28.5B market size, CAGR of 5.8%

Featured Investor



Ryan Graciano

Follow

Invested \$50,000 ⓘ



Syndicate Lead

Co-founder, CTO & CPO @ Credit Karma

"As co-founder, CTO, and now CPO at Credit Karma, I am a believer in the potential for AI to transform industries through novel approaches. It can be difficult, though, for founders to align on a problem big enough and discrete enough to be worth solving. I like companies that solve problems that are easily explained by a few words. The brilliance in TruMeasure is that it found a simple but plainly evident problem - traditional bras don't fit! They are difficult to size, limited by an antiquated system that is overdue for disruption. Since our initial discussions, I've been amazed by the momentum that Karen and Malcolm have created. They've assembled an impressive team of industry experts who've gone deep in figuring out exactly how recent advancements in AI can be applied to revolutionize bra manufacturing. This ability to assemble a team is what brought me across the line to join as an investor, because TruMeasure has proven it can recruit industry experts who will bring their vision into focus. Further, I've been impressed by their tenacity in forging strategic partnerships, which will be key in manufacturing and distribution. They've demonstrated to me that they have the tenacity to bring this product to market, and I'm eager to see it take shape."

Our Team



Karen Goodwin Founder



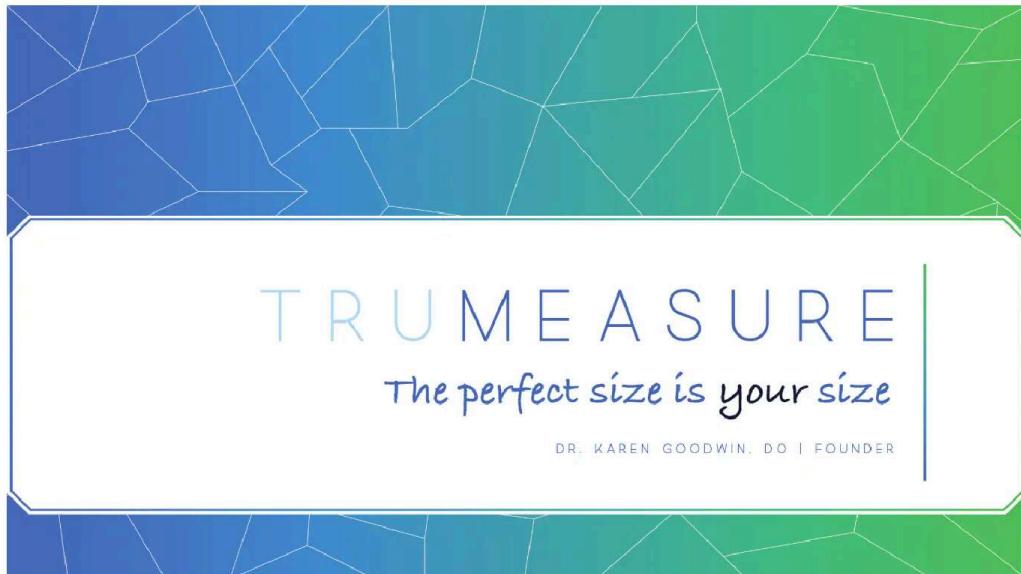
Malcolm Goodwin Co-Founder



Tracy Benson Chief Branding Officer



Pitch



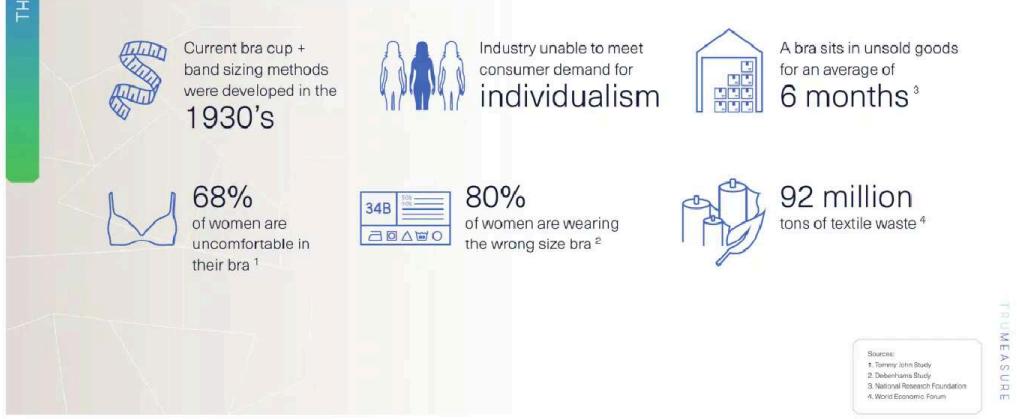
WHY

Karen Goodwin, DO + TruMeasure Founder

"As a breast surgeon, I see so many women struggling to find a bra to fit their body. They are suffering in uncomfortable and ill-fitting bras. This reality is contributing in very real health consequences. It became clear, the current ways of fitting a woman into her bra were not meeting the needs of most, if not, all women, impacting their well being.

At TruMeasure, we understand and appreciate the complexity of women's bodies. Through innovation we are transcending the old cup + band fit model that does not serve women well and bring bra fitting into the future. Our technology allows us to make custom fit bras possible and a bra just for you, which supports improving women's health & well being, this is our purpose."





TRUMEASURE

TRUMEASURE: LEVERAGING INNOVATION TO SERVE CUSTOMERS



Market validation

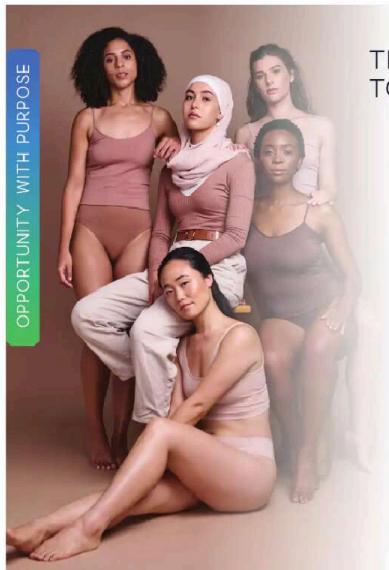
ThirdLove continues to expand their bra size offerings, in addition to their $\frac{1}{2}$ cup size innovation, in response to overwhelming demand for more inclusive bra sizing. Their waitlist, at one point grew to 1.3 million customers, all waiting for bras in their size as current offerings didn't meet their needs.²



MEASURE

Sources: 1. Organization for Economic Cooperation and Development | oecd.org 2. businessempire.com and elle.com

TRUMEASURE'S INVESTMENT IN GIVING VOICE TO WOMEN'S EXPERIENCE HAS TRUE VALUE



“ 90%

of investors underestimate the demand for the \$1 trillion femtech industry



A \$300 million investment into improving female health could generate around \$13 billion, according to Women's Health

Access Matters



Women make up half of the global population, which means the target market for products focusing on their health is massive

”

Source: Sarah Chai-Spelling, Venture Capital & Women in Leadership (Co-Founder & Investor, Beyond The Billion - LinkedIn Post)

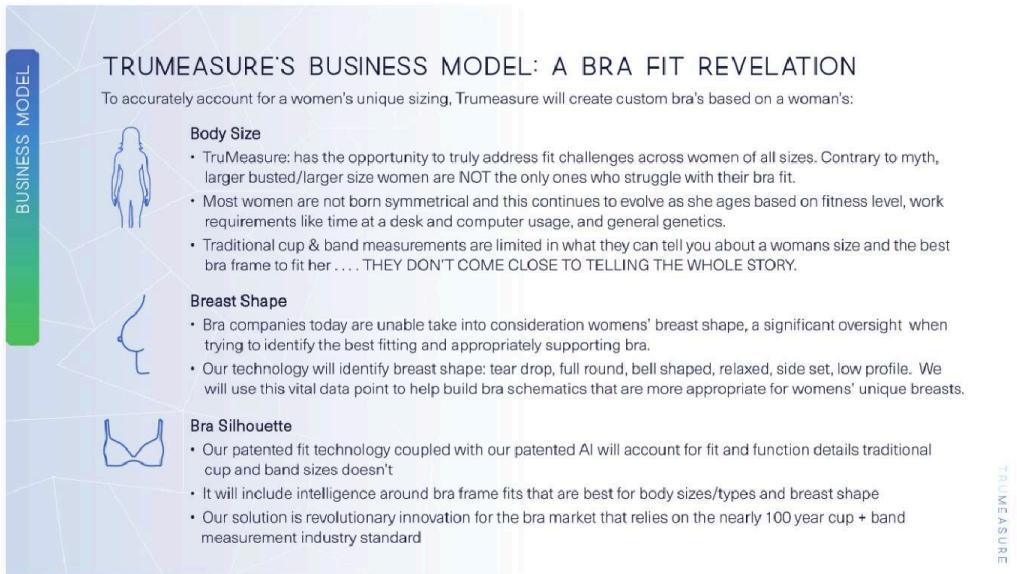
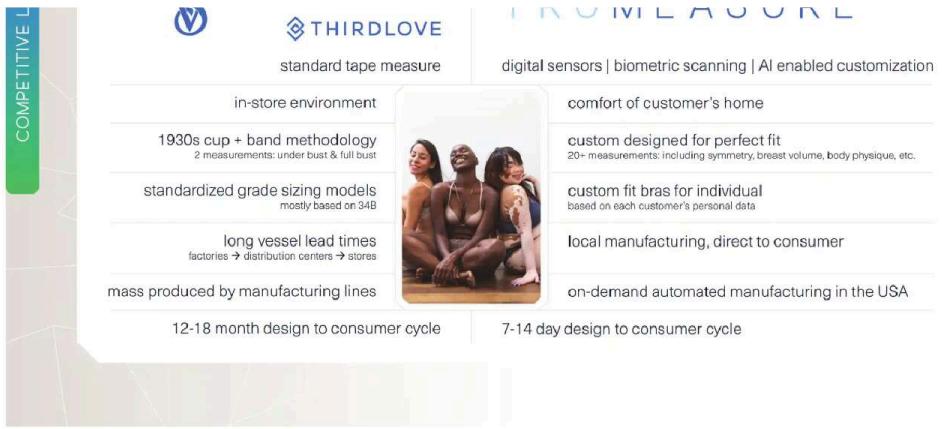
TRUMEASURE

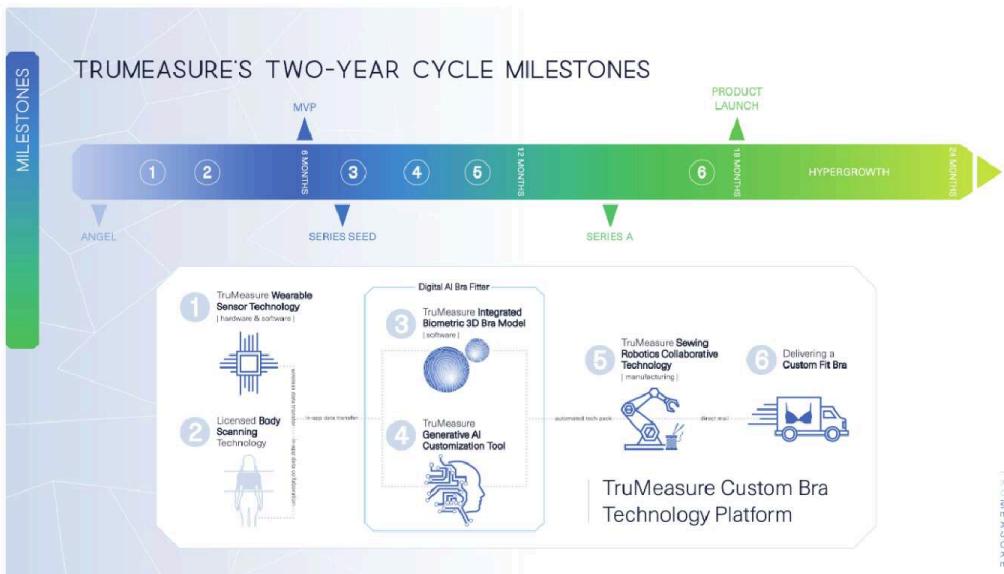
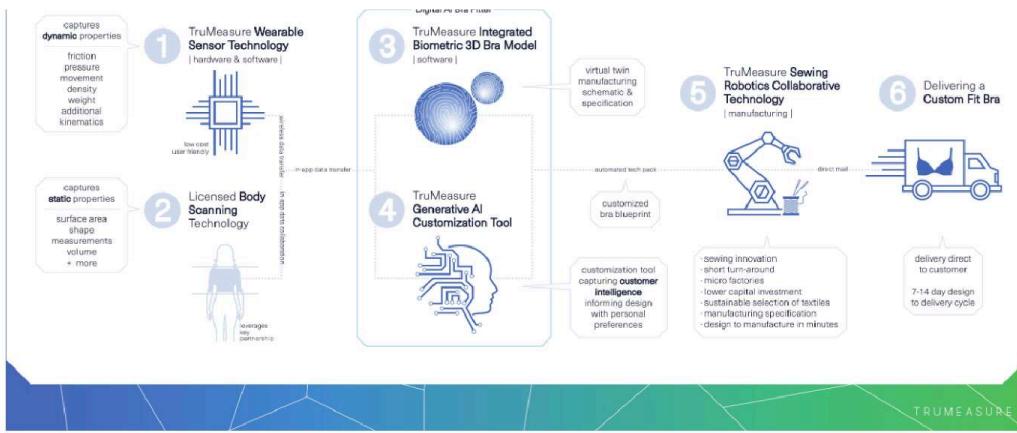
TRUMEASURE OFFERS WOMEN A WAY TO THE FUTURE OF BRA FITTING

most current bra brands, i.e.:

 LA PERLA BALI

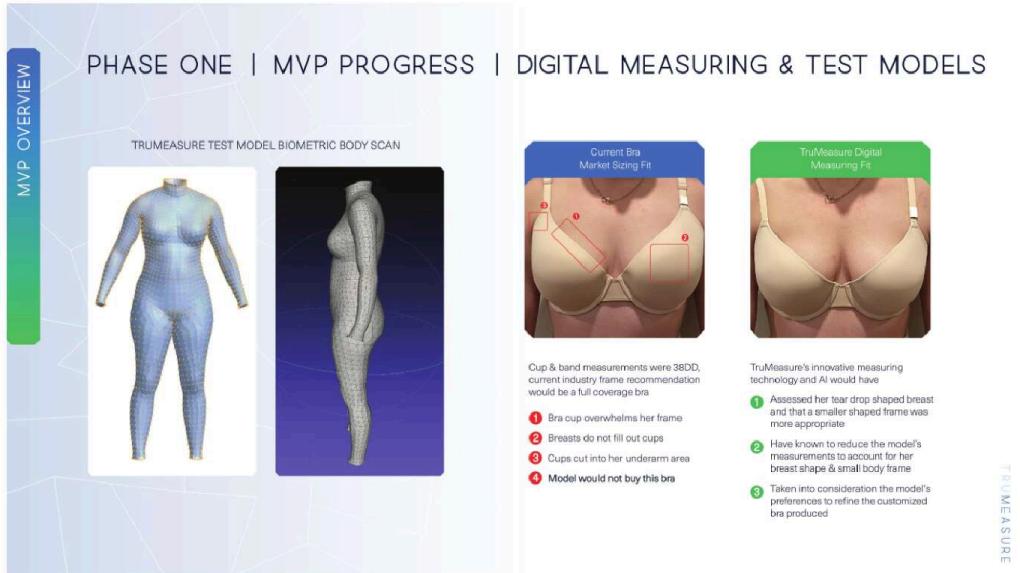
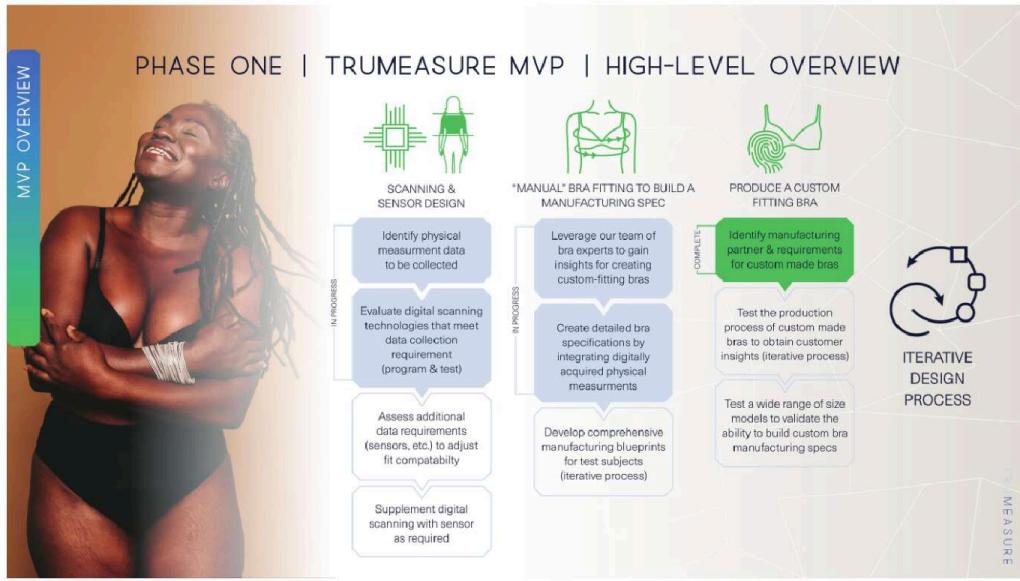
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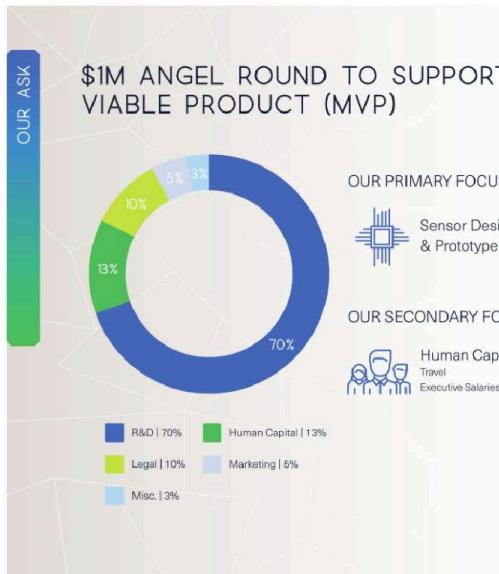
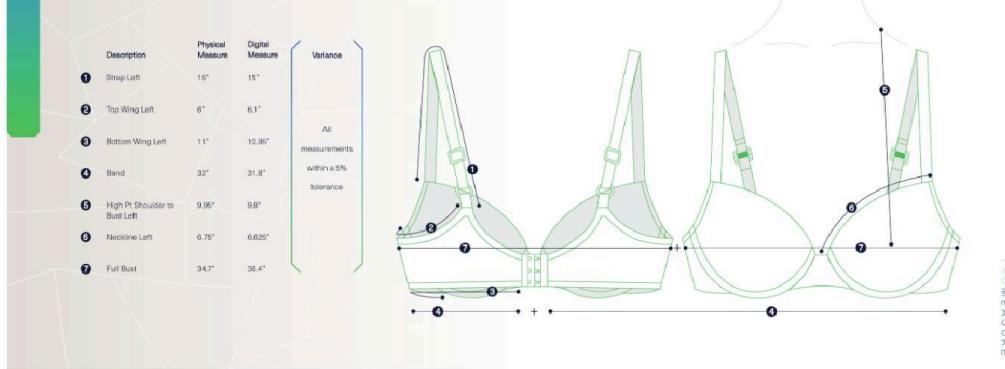


Forward-looking statements are not guaranteed.





These measurements were obtained from a body scan completed in a test subject's home environment using our proprietary technology. During our MVP work, TruMeasure has been able to virtually match critical physical measurements. This milestone proves our ability to produce precise and complex measurements necessary to produce custom fit, custom made bras.

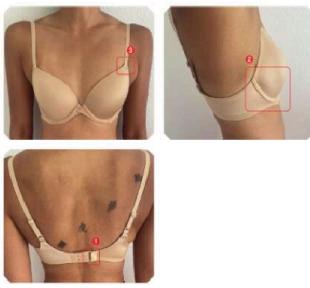




Cup & band measurements were 380D, current industry frame recommendation would be a full coverage bra

- ① Band too small - not sitting flat between breasts
- ② Band too small - cutting in to body, pulling at hook & eye
- ③ Bra cup too small - cutting into breast

- ① Bra cup overwhelms her frame
- ② Breasts do not fill out cups
- ③ Cups cut into her underarm area



- ① Band too small - pulling at hook & eye
- ② Underutilized cup capacity
- ③ Cups cut into her underarm area

- ① Small gapping in cup & strap

PIONEERING RADICAL APPROACHES FOR ECOMMERCE AND MANUFACTURING

Ecommerce

- Our innovation allows for a successful D2C bra buying experience
- Design-to-Consumer in Hours instead of Traditional Weeks of Bra Manufacturing
- Utilizing the data in the tech pack to choose the appropriate sustainable yet supportive materials and textiles to create the perfect fit bra per woman

Manufacturing

- Lower capital investment
- Smaller inventories allowing for greater flexibility and agility
- Shorter-turnaround cycles that can reduce demand uncertainty
- Contributes to a more sustainable small-batch production cycle
- Sustainable on-demand bras radically transforming the industry
- Next Generation Bra Manufacturing Automation for perfect fit and on-demand time to delivery
- Sewing Innovation Technology in our Bra Sewbot Speedfactories

A PARTNERSHIP BETWEEN HUMAN INGENUITY, CREATIVITY + MACHINE LEARNING TO CREATE A PERFECT BRA FOR YOU

Biometric Bra Technology - BBT

- Wearable sensors with wireless capabilities, will be developed to precisely detect physiological signals such as volume, friction, movement & density
- Sensors will be developed and validated in a low-cost, user-friendly, wearable system for the data measurements required to create a 3D avatar
- Intelligent Biometric Bra Garment Model
- Integrated Biometric Bra Fabric Sensor Circuitry

Virtual Twin Technology

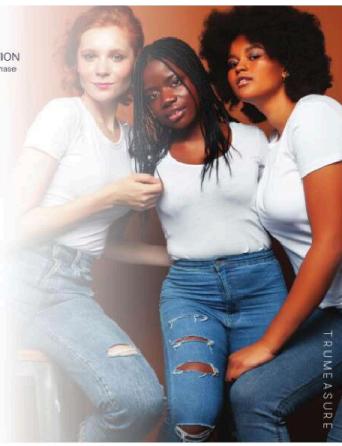
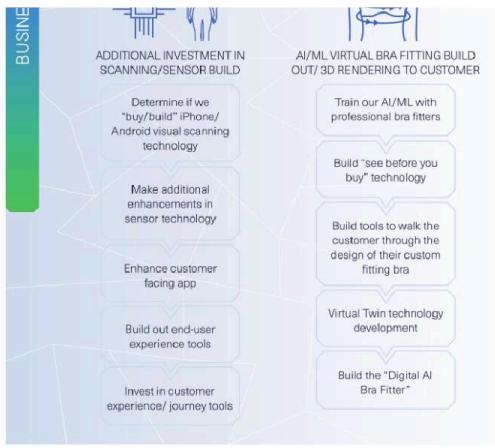
- In our model, we create a 3D Avatar from the 3D scanning and sensor data that shows the customer their body with various bra options
- Physical and Virtual Twin Technology Platform
- Virtually Customized Bra Design Innovation for Global Bra Apparel Consumers

Custom + Perfect Fit Bra Technology

- Our "Digital Bra Fitter" allows the customer to create a bra that is perfectly sized to their dimensions and fit choices
- Disruptive Real-Time Bra Data and Continuous Analytics Platform
- The proposed wearable sensors in combination with the 3D virtual scanner (TBD) creates a comprehensive data acquisition system, providing an automated tool for the Digital AI Bra Fitter experience
- Leveraging the power of Generative AI (having customer's "assist" in the design of their custom bra)

PHASE TWO | END USER EXPERIENCE BUILD





TRUMEASURE





Former SVP, VS&CO
& Mast Global
A Retail Transformation
Visionary & Tech Innovator

Debbie Holmann is an extraordinary visionary in the world of retail, consistently pushing boundaries with her passion for product innovation and a commitment to delivering unparalleled customer experiences. Her career spans diverse leadership roles across vertical retail brands, where she's carved a path marked by transformation and tech innovation. From reshaping merchandising to revolutionizing global operations, Debbie's entrepreneurial spirit has been the driving force behind her success. At the forefront of her achievements lies her work at Victoria's Secret, where she masterminded a pioneering multi-year roadmap, propelling the brand into a new era of technology-driven retail. Under her guidance, the product development and brand operating model was reimagined, unlocking unprecedented levels of operational efficiency and agility. Debbie's ability to seamlessly fuse innovation, sustainability, and technology has positioned her as a true pioneer.



Retired SVP, Victoria's Secret
A Trailblazing Bra Design Innovator

Donald Stewart was the Senior Vice President of Victoria's Secret, a visionary leader whose career spanned two decades of profound contributions to the fashion industry. Renowned for his commitment, Stewart pioneered advancements in women's fit in bras that transformed the brand, setting new standards. Under his guidance, Victoria's Secret evolved to offer an extensive range, incorporating cutting-edge technologies and designs that catered to diverse body types. Beyond his role and through mentorship, Stewart prioritized advocacy for gender equality and body positivity, solidifying his legacy as a catalyst for positive change in the lingerie world and beyond.



Karl A. Simmons
Head of Product
Development
A Technological Visionary
and Entrepreneurial
Dynamo

Karl A. Simmons is an accomplished figure at the intersection of entrepreneurship and technology innovation. With over two decades of experience, he has become a trailblazer known for his visionary leadership and exceptional skills in high-availability systems architecture, strategic IT planning, and business process re-engineering. As the visionary force behind GridSpeak Corporation, he raised over \$6 million in venture capital to pioneer an energy market visualization platform, achieving profitability within a short timeframe and securing utility patents that underscore his innovation prowess. His journey stands as a testament to the transformative power of technology and strategic insight.



Ralph Beaudouin
Sensor Design
An IoT and Sensor
Design Expert

Ralph Beaudouin is a seasoned entrepreneur and visionary leader with over 20 years of experience in cross-functional global leadership, innovative design, and mentorship. With a steadfast commitment to tangible innovation, he has successfully guided multiple startups to achieve impressive fundraising and acquisition milestones, totaling over \$30M. Ralph's exceptional eye for detail and excellence has consistently resulted in first-pass design success. His expertise spans technical ideation, IoT and sensor design, analog/mixed signal CMOS IC design, data converters, and seamless system integration. Notably, he holds a series of patents in diverse technological areas, from image sensors with noise reduction to clock frequency references and reference signal generators. Ralph Beaudouin's relentless pursuit of innovation is a testament to his impact on the entrepreneurial landscape.



David Starling
Head of Firmware
Development
An Embedded Firmware,
IoT, Wearables, Product
Development Expert

David Starling is a visionary entrepreneur leading the charge in product and firmware development. As President of Sturmus, Inc., he pioneers consulting services, specializing in groundbreaking STM32-based solutions for Air Purification Systems and Automotive Telematics Applications. With over 5 years at the helm, David excels in building agile teams and delivering cutting-edge products to market. His expertise extends to Starling Consulting, where he's honed his craft for 8 years, shaping firmware solutions for embedded devices. From Bluetooth innovations to IoT advancements with embedded Linux, David's journey showcases his unwavering commitment to pushing the boundaries of technology.