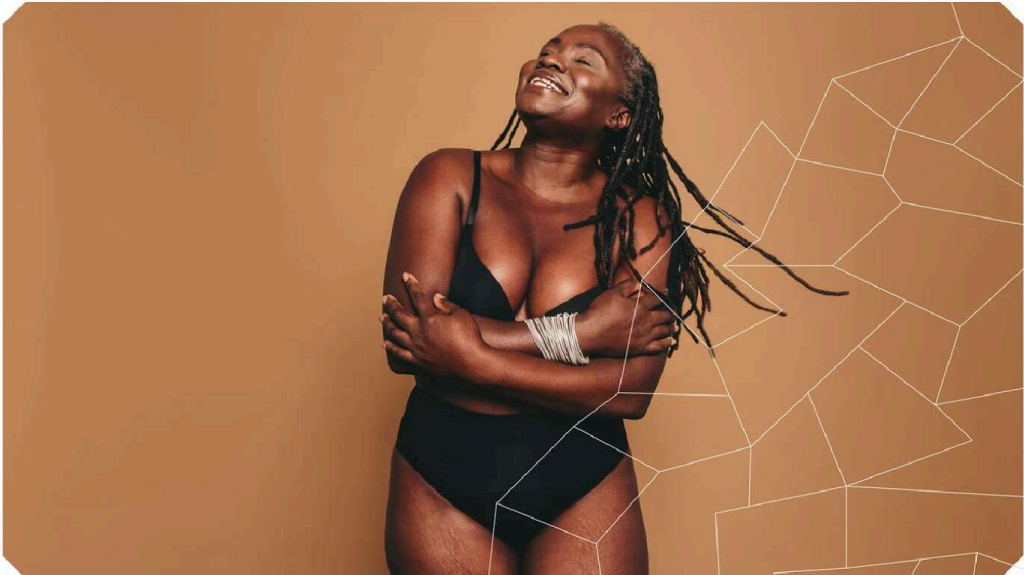


TRUMEASURE

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



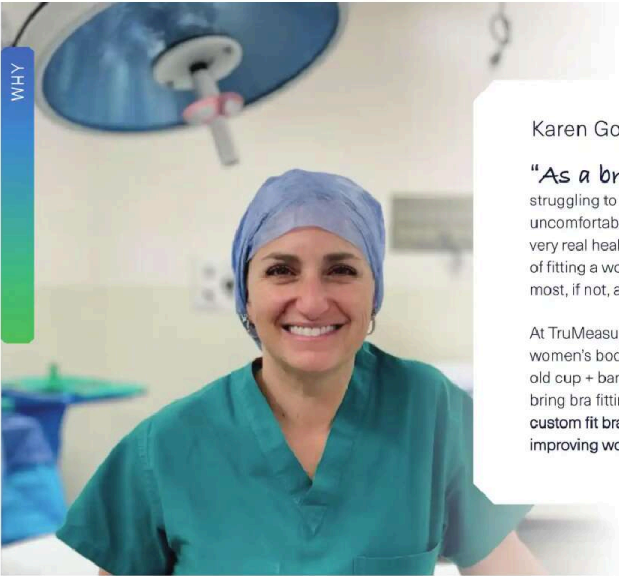
Pitch

TRUMEASURE

The perfect size is your size

DR. KAREN GOODWIN, DO | FOUNDER

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.**"

THE PROBLEM

THE BRA INDUSTRY HAS NOT CHANGED IN 100 YEARS



COMPETITIVE LANDSCAPE	THIRDLOVE	TRUMEASURE
	standard tape measure	digital sensors biometric scanning AI enabled customization
	in-store environment	comfort of customer's home
	1930s cup + band methodology 2 measurements: under bust & full bust	custom designed for perfect fit 20+ measurements: including symmetry, breast volume, body physique, etc.
	standardized grade sizing models mostly based on 34B	custom fit bras for individual based on each customer's personal data
	long vessel lead times factories → distribution centers → stores	local manufacturing, direct to consumer
	mass produced by manufacturing lines	on-demand automated manufacturing in the USA
	12-18 month design to consumer cycle	7-14 day design to consumer cycle

OUR SOLUTION

TRUMEASURE EMERGES AS A REVOLUTIONARY CUSTOM BRA TECHNOLOGY PLATFORM





INNOVATIVE

Harnessing the power of mobile devices, generative AI, and biometric data to design a custom fit bra



CUSTOM

Our "Digital AI Bra Fitter" uses individual measurements and customer preferences to craft a perfect fitting bra



CONVENIENT

Our platform allows women to fit and shop for her bra from home



MULTI-DISCIPLINARY

Brings together solutions and intelligence from medicine, sensor technology, digital measurement, artificial intelligence, automated manufacturing, etc. to create a first to market solution



REVOLUTIONARY

We redefine the bra shopping experience, providing women with a personalized and technologically advances solution



CUTTING EDGE + LOCAL

We develop a locally finished product through on-demand sewing robotics manufacturing



FAST

Our optimized design-to-consumer process can deliver a custom fit bra within an unprecedented 7 to 14-day timeframe

TRUMEASURE

BUSINESS MODEL

TRUMEASURE'S BUSINESS MODEL: A BRA FIT REVELATION

To accurately account for a women's unique sizing, Trumeasure will create custom bra's based on a woman's:



Body Size

- TruMeasure: has the opportunity to truly address fit challenges across women of all sizes. Contrary to myth, larger busted/larger size women are NOT the only ones who struggle with their bra fit.
- Most women are not born symmetrical and this continues to evolve as she ages based on fitness level, work requirements like time at a desk and computer usage, and general genetics.
- Traditional cup & band measurements are limited in what they can tell you about a woman's size and the best bra frame to fit her . . . THEY DON'T COME CLOSE TO TELLING THE WHOLE STORY.



Breast Shape

- Bra companies today are unable take into consideration women's breast shape, a significant oversight when trying to identify the best fitting and appropriately supporting bra.
- Our technology will identify breast shape: tear drop, full round, bell shaped, relaxed, side set, low profile. We will use this vital data point to help build bra schematics that are more appropriate for women's unique breasts.



Bra Silhouette

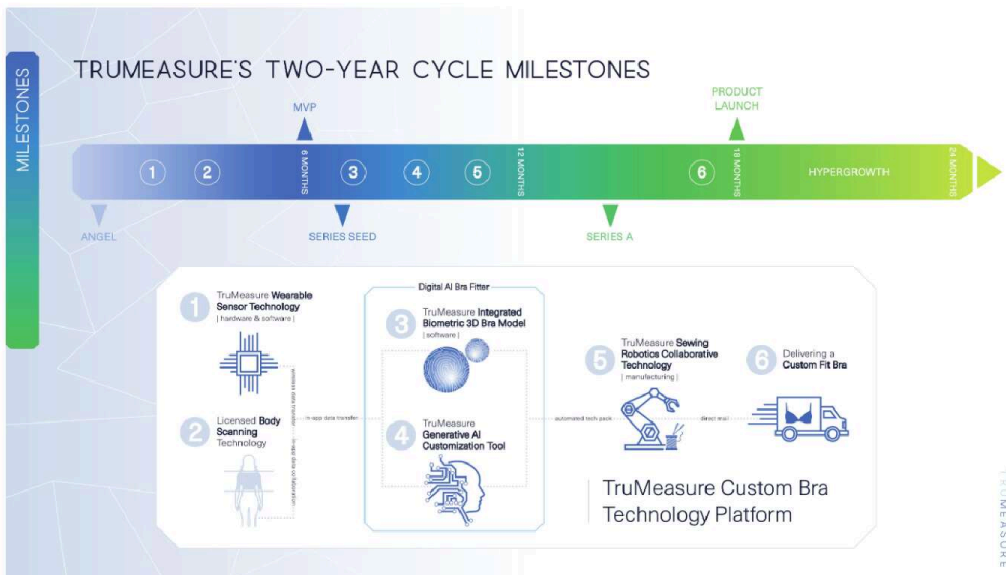
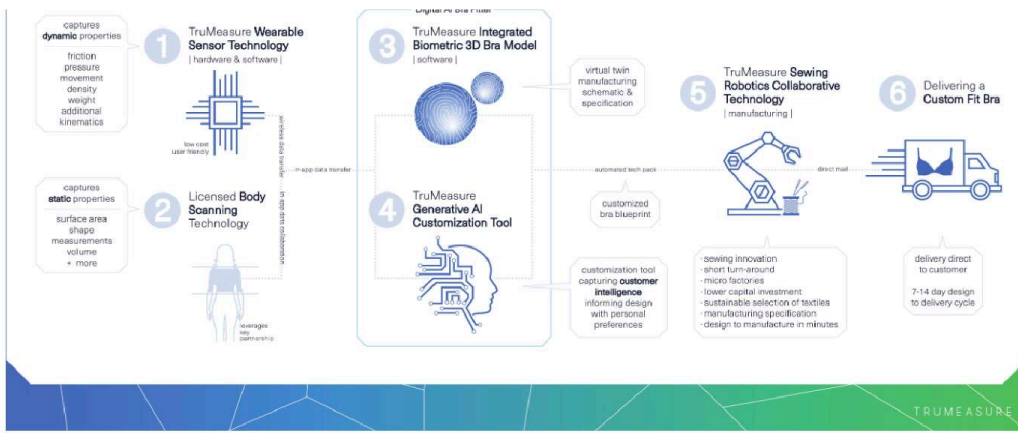
- Our patented fit technology coupled with our patented AI will account for fit and function details traditional cup and band sizes doesn't
- It will include intelligence around bra frame fits that are best for body sizes/types and breast shape
- Our solution is revolutionary innovation for the bra market that relies on the nearly 100 year cup + band measurement industry standard

TRUMEASURE

TRUMEASURE INTELLECTUAL PROPERTY

TruMeasure Custom Bra Technology Platform

Patented AI Bra Fitter



Forward-looking statements are not guaranteed.





Karen Goodwin, DO
Founder



Malcolm Goodwin
Co-Founder



Debbie Hofmann
Chief Growth & Strategy Officer
Former SVP, VS&Co & Mast Global



Donald Stewart
Technical Service & Manufacturing Advisor
Retired SVP, Victoria's Secret



Karl A. Simmons
Head of Product Development



Ralph Beaudouin
Sensor Design



David Starling
Head of Firmware Development



Trice Johnson
Data, AI & Innovation Expert
Chief Innovation Officer, First Genesis

ADVISORS

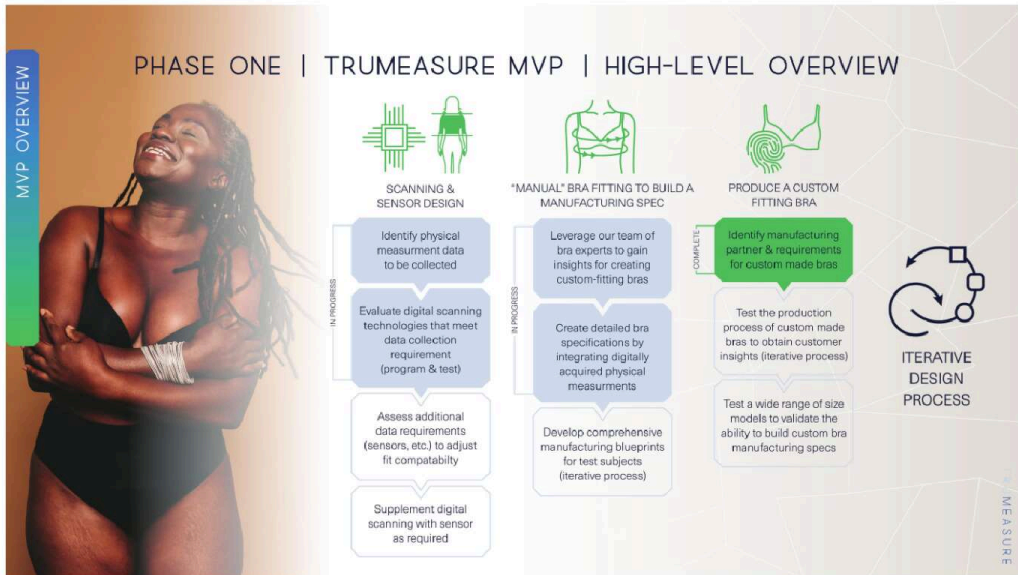
INDUSTRY SME
Tom Keiser
Former EVP, Global Product Operations & CIO of Gap Inc. Retail & Ecomm Technology

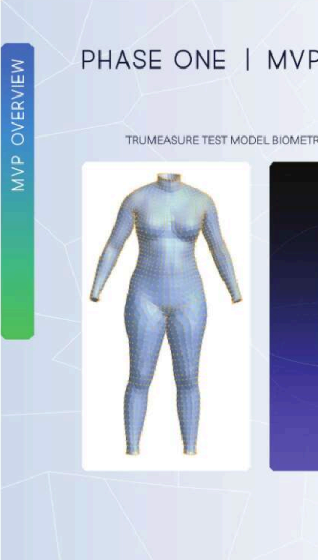
MARKETING SME
Larry Harris
CEO, Alpha Precision Media

GOVERNANCE
Jeremiah Gordon
General Counsel, CapitalG
Joyce Johnson-Miller
Chairman, Pacific Gate Capital Management

DIGITAL STRATEGY
Ryan Graciano
CTO & Co-Founder, Credit Karma

BRANDING & MARKETING
Sarahane Seideman
Branding & Marketing Consultant, Art Direction







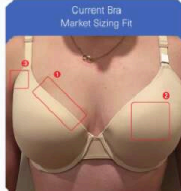
MVP OVERVIEW

PHASE ONE | MVP PROGRESS | DIGITAL MEASURING & TEST MODELS

TRUMEASURE TEST MODEL BIOMETRIC BODY SCAN

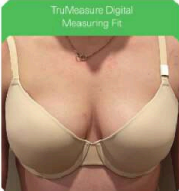
Current Bra Market Sizing Fit



Cup & band measurements were 38DD, current industry frame recommendation would be a full coverage bra

- Bra cup overwhelms her frame
- Breasts do not fill out cups
- Cups cut into her underarm area
- Model would not buy this bra

TruMeasure Digital Measuring Fit



TruMeasure's innovative measuring technology and AI would have

- Assessed her tear drop shaped breast and that a smaller shaped frame was more appropriate
- Have known to reduce the model's measurements to account for her breast shape & small body frame
- Taken into consideration the model's preferences to refine the customized bra produced

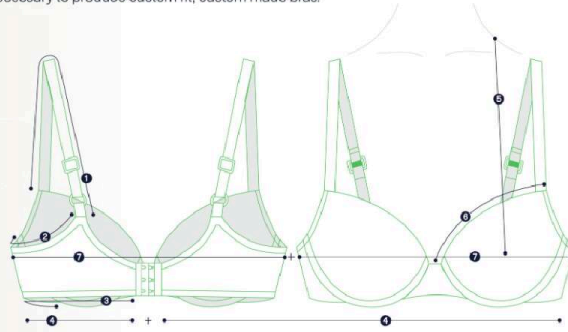


OVERVIEW

PHASE ONE | MVP PROGRESS | DIGITAL MEASUREMENT PROOF OF CONCEPT

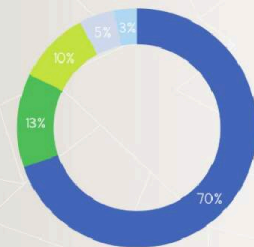
These measurements were obtained from a body scan completed in a test subject's home environment using our proprietary technology. During our MVP work, TruMeasure has been able to virtually match critical physical measurements. This milestone proves our ability to produce precise and complex measurements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

Description	Physical Measure	Digital Measure	Variance
1 Strap Left	15"	15"	All measurements within a 5% tolerance
2 Top Wing Left	6"	6.1"	
3 Bottom Wing Left	11"	10.98"	
4 Band	32"	31.8"	
5 High Pt Shoulder to Bust Left	9.95"	9.8"	
6 Neckline Left	6.75"	6.625"	
7 Full Bust	34.7"	35.4"	



TRU MEASURE

\$1M ANGEL ROUND TO SUPPORT OUR PATH TO MINIMUM VIABLE PRODUCT (MVP)



■ R&D | 70% ■ Human Capital | 13%
 ■ Legal | 10% ■ Marketing | 5%
 ■ Misc. | 3%

OUR PRIMARY FOCUS IS R&D



Sensor Design
& Prototype



Data Acquisition
Module



3D Bra
Specification

OUR SECONDARY FOCUS IS INTELLIGENT GROWTH AND MESSAGING



Human Capital
Travel
Executive Salaries



Legal
Corporate Structure
Provisional Patent Filing



Marketing
Brand Redesign
Logo Development
Website



Misc.

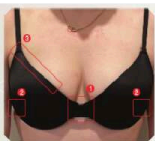
TRU MEASURE

APPENDIX

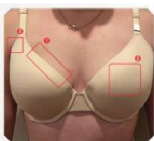
TRU MEASURE

PHASE ONE | MVP PROGRESS | ADDITIONAL TEST MODELS

CURRENT BRA MARKET SIZING FIT

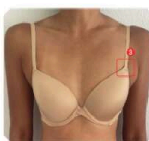


- 1 Band too small - not sitting flat between breasts
- 2 Band too small - cutting in to body, pulling at hook & eye
- 3 Bra cup too small - cutting into breast



Cup & band measurements were 38DD, current industry frame recommendation would be a full coverage bra

- 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 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

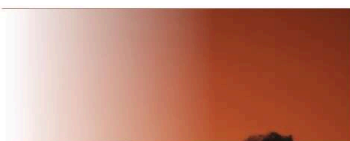
Virtual Twin Technology

- 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



ADDITIONAL INVESTMENT IN SCANNING/SENSOR BUILD

Determine if we "buy/build" iPhone/Android visual scanning technology

Make additional enhancements in sensor technology

Enhance customer facing app

Build out end-user experience tools

Invest in customer experience/ journey tools

AI/ML VIRTUAL BRA FITTING BUILD OUT/ 3D RENDERING TO CUSTOMER

Train our AI/ML with professional bra fitters

Build "see before you buy" technology

Build tools to walk the customer through the design of their custom fitting bra

Virtual Twin technology development

Build the "Digital AI Bra Fitter"

DEVELOP AUTOMATED PRODUCTION

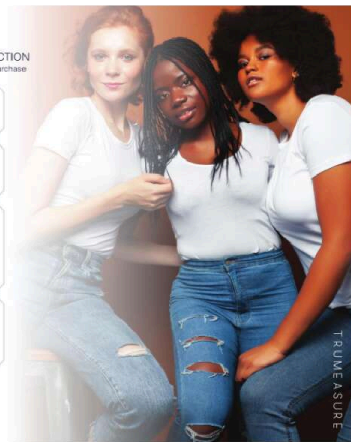
When Customer Confirms They Want to Purchase

Work on automation of build process

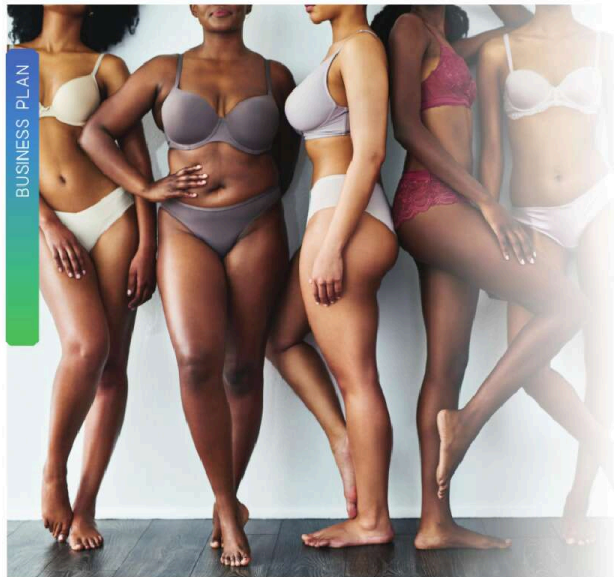
"Click to buy" activates automated production

Workout logistics and build efficiently in shipping/fulfillment process

Consult with bra designers to enhance product



TRUMEASURE



PHASE THREE GROWTH & MARKETING / ADVERTISING GTM

TRUMEASURE



Karen Goodwin, DO
Founder

A Breast Surgeon with a Vision
to Improve Women's Lives

Dr. Karen Goodwin is a surgeon who specializes in breast diseases. Her focus is breast conservation using oncoplastic techniques, which aim to remove cancer while preserving breast appearance and function. She performs these techniques - including hidden scar methods and nipple-sparing mastectomies - with colleagues in reconstructive surgery. Goodwin earned her medical degree from Touro University College of Osteopathic Medicine. After completing a general surgery residency at MercyOne Des Moines Medical Center, she completed a fellowship in breast surgical oncology at MedStar Washington Hospital Center. Goodwin is a fellow of the American College of Surgeons and a member of the American Society of Breast Surgeons.

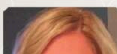


Malcolm Goodwin
Co-Founder

A Visionary Technopreneur and
Tech Innovator

Malcolm Goodwin is a visionary technopreneur and innovator, whose journey is marked by a series of remarkable startup triumphs. As the co-founder of Benefits Communications Group, he achieved \$1.5 million in revenue within just 18 months, boasting a clientele including Walmart and Daimler Chrysler. The founder of Promise IT Solutions, he rapidly secured over \$1 million in revenue within the initial 24 months. During his tenure at World Wide Technology, Malcolm orchestrated \$200 million+ in revenue, spearheading transformative projects for clients such as Gap Inc. and Visa. His role as President of ConSol USA, Inc. significantly escalated the start-up's valuation from \$8 million to \$100 million. A tireless advocate for innovation and entrepreneurship, Malcolm Goodwin's journey continues to leave an indelible mark on the tech landscape.

TRUMEASURE



Debbie Hofmann
Chief Growth & Strategy Officer



Donald Stewart
Technical Service &
Manufacturing Advisor



Former SVP, VS&Co
& Mast Global

A Retail Transformation
Visionary & Tech Innovator

Debbie Hofmann 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

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.