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BUBOX: Smart Textile Platform

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BUBOX

Smart Textile Platform

When Textile meets Innovation



Institute of
**Innovation &
Entrepreneurship**



Vania



KASEE

- **Apparel Brand Founder**
- **SMU MSc in Innovation**
- **SMU BIG Incubatee**
- **TaFF TBFI Incubatee**

South East Asia



Vania

"I can't find fabrics that meet my requirements in Indonesia.

I tried on Alibaba but the communication is really hard. "

Scalability

\$\$120,000,000

12,000 Businesses
x S\$10,000 (1Transaction)

**SEA Functional
Apparel Business Market**

1 Trillion

Global Textile Market

350,000 Businesses
x S\$10,000 (1 Transaction)

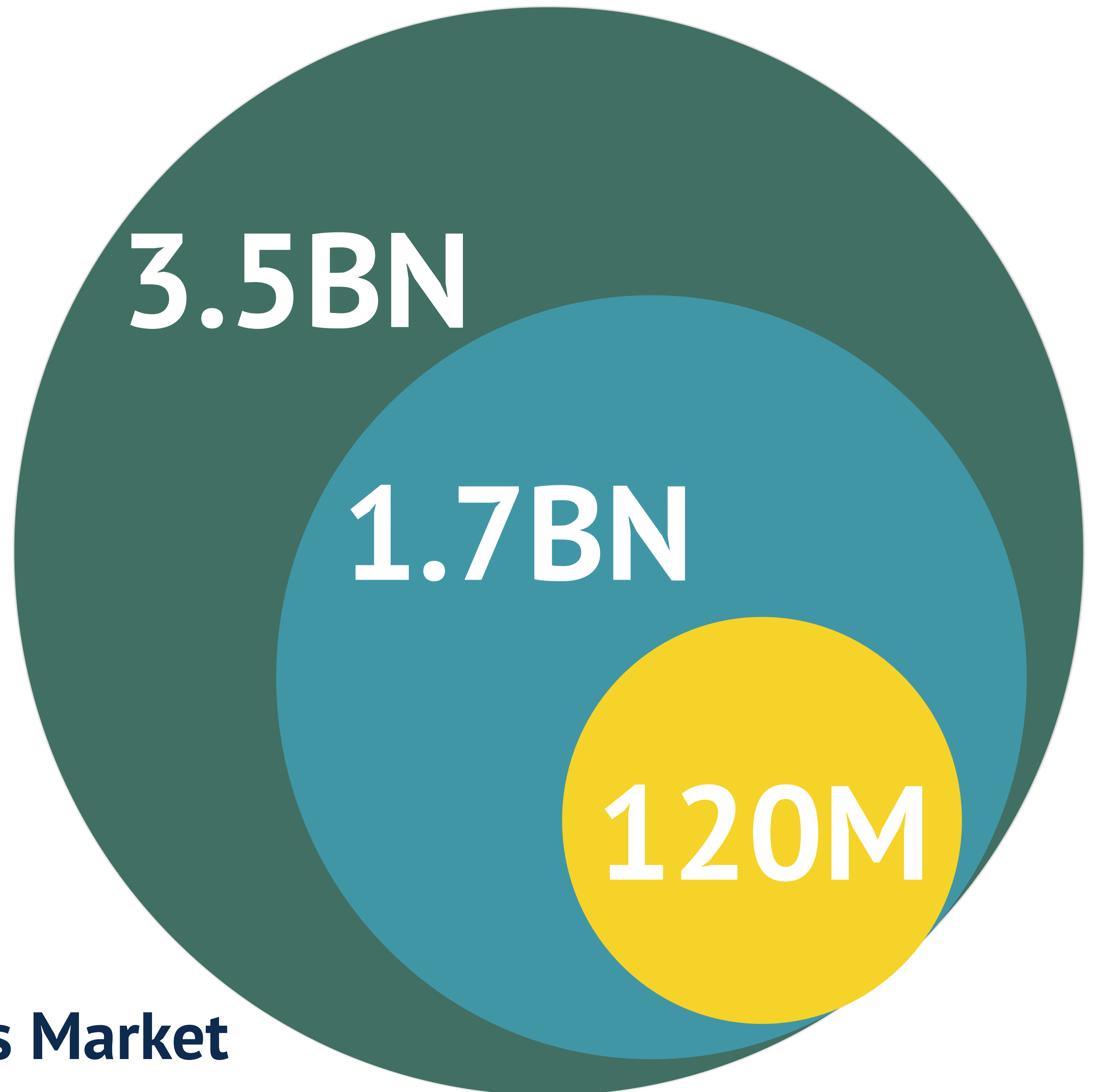
Global Apparel Business Market

170,000 Businesses
x S\$10,000 (1 Transaction)

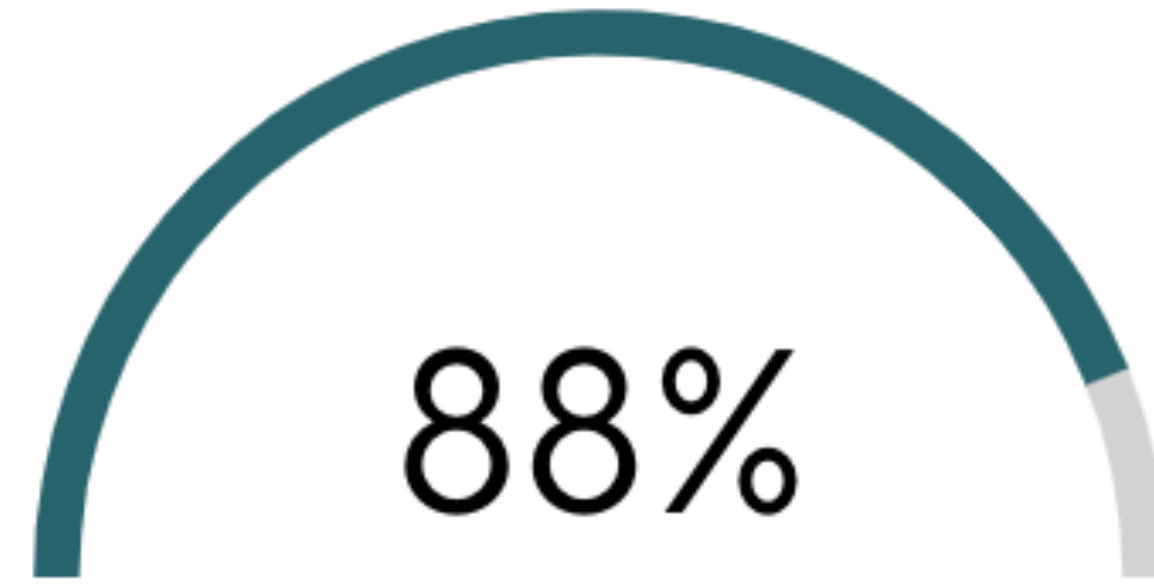
APAC Apparel Business Market

12,000 Businesses
x S\$10,000 (1 Transaction)

SEA Functional Apparel Business Market



Market Trend



Consumers want
ENVIRONMENTALLY FRIENDLY
fashion brands



Industry representatives:
ATHLEISURE MARKET
will continue grow



5X SUSTAINABLE FASHION
products launched
from 2019

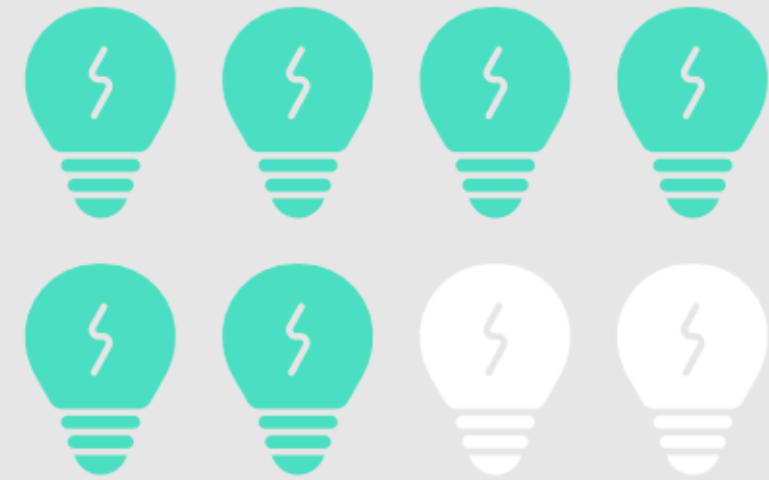


National movement
TO SUSTAINABLE DEVELOPMENT
by 2030



Customer Validation

Discover the customer's pain points



6 out of 8

Customers find
textile sourcing

INEFFICIENT



5 out of 6

Textile suppliers
in China desire

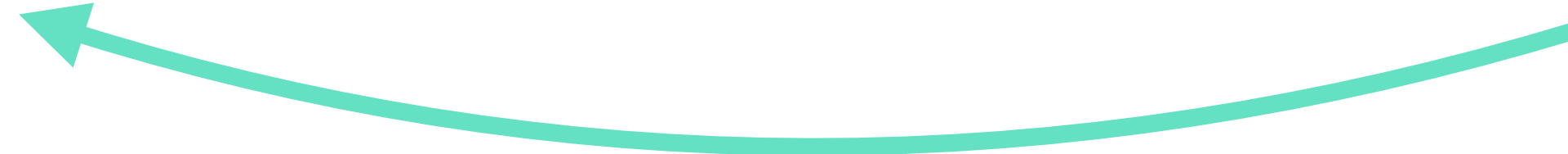
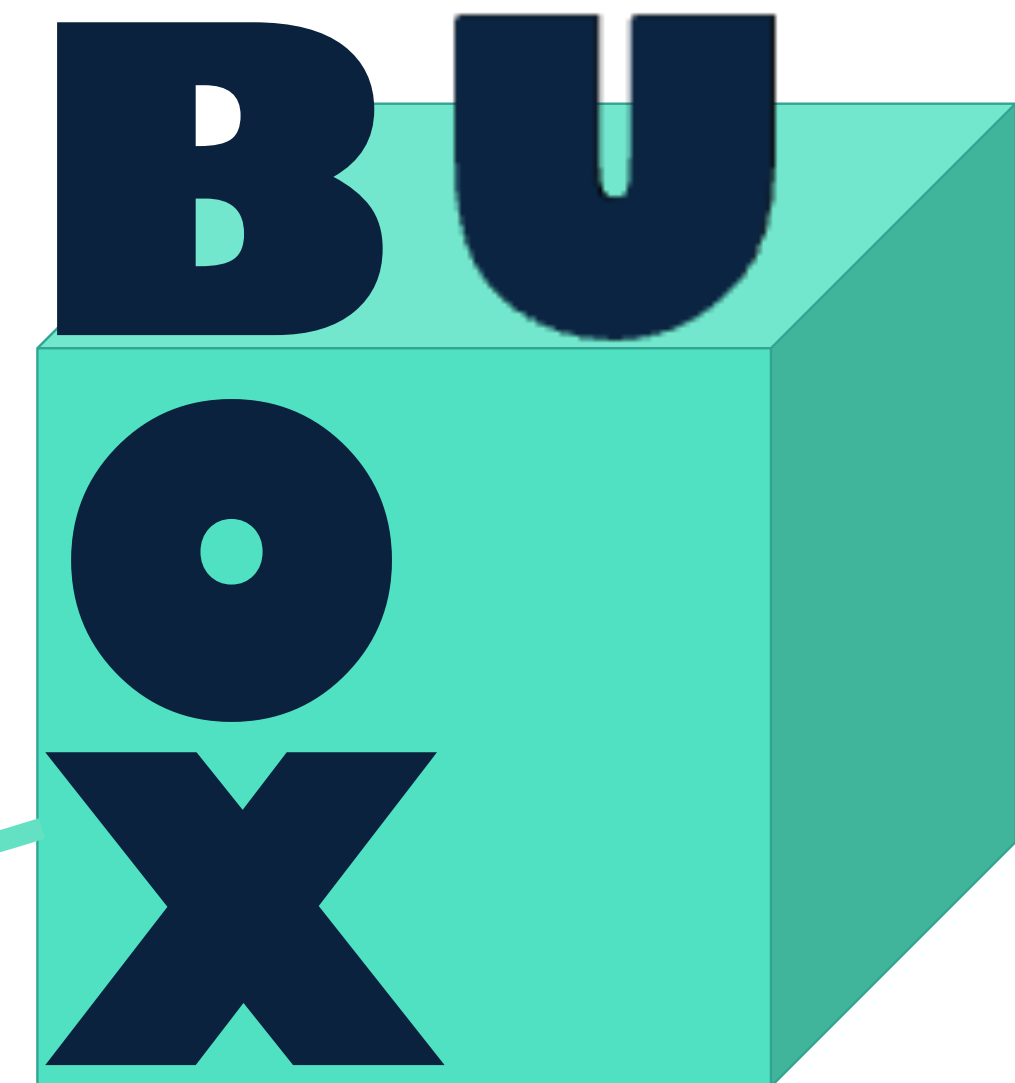
OVERSEAS EXPANSION

Address Challenges

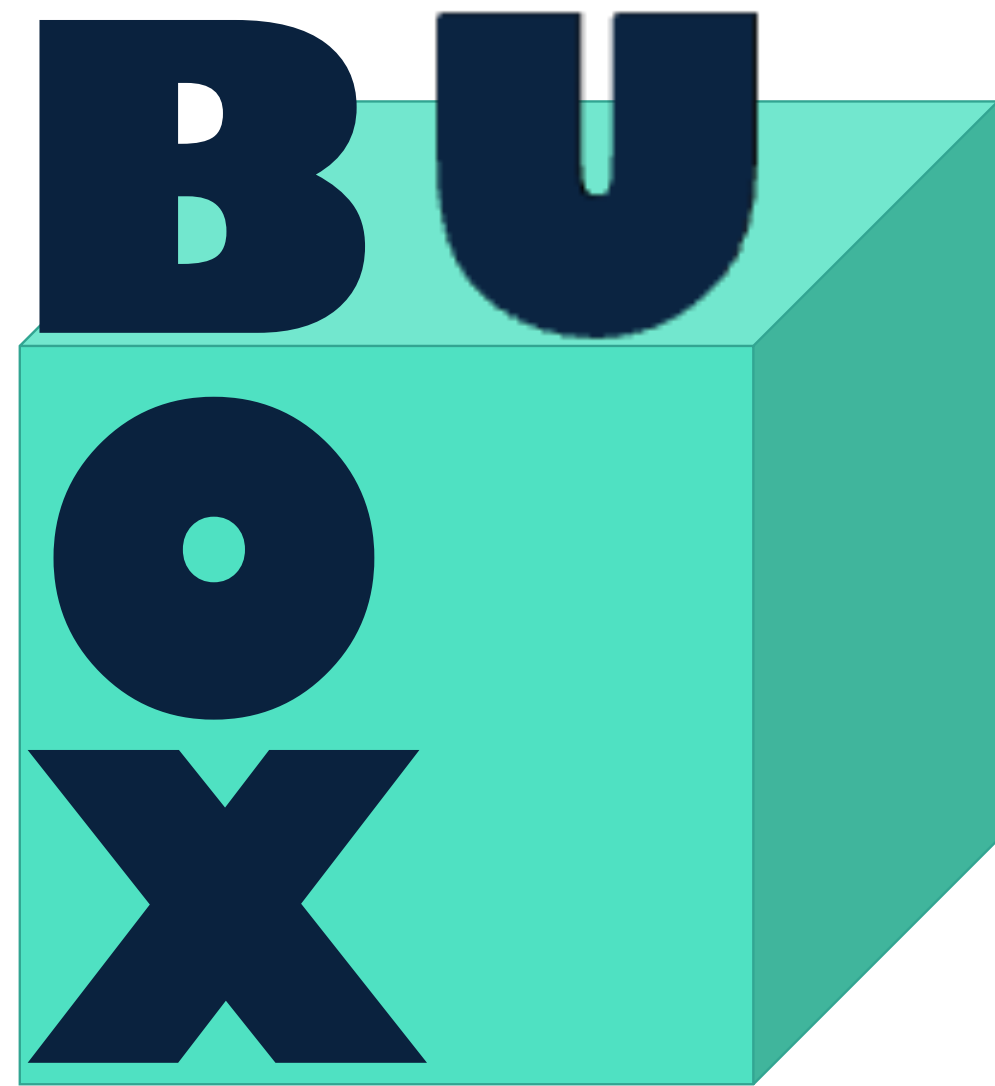


Vania

- ✓ Abundant variants of fabrics
- ✓ Efficient communication
- ✓ Trustworthy, and smart sourcing

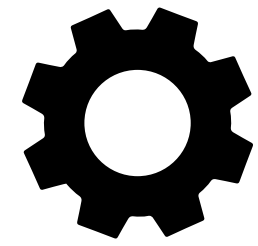


Solution



Monthly Swatch Box

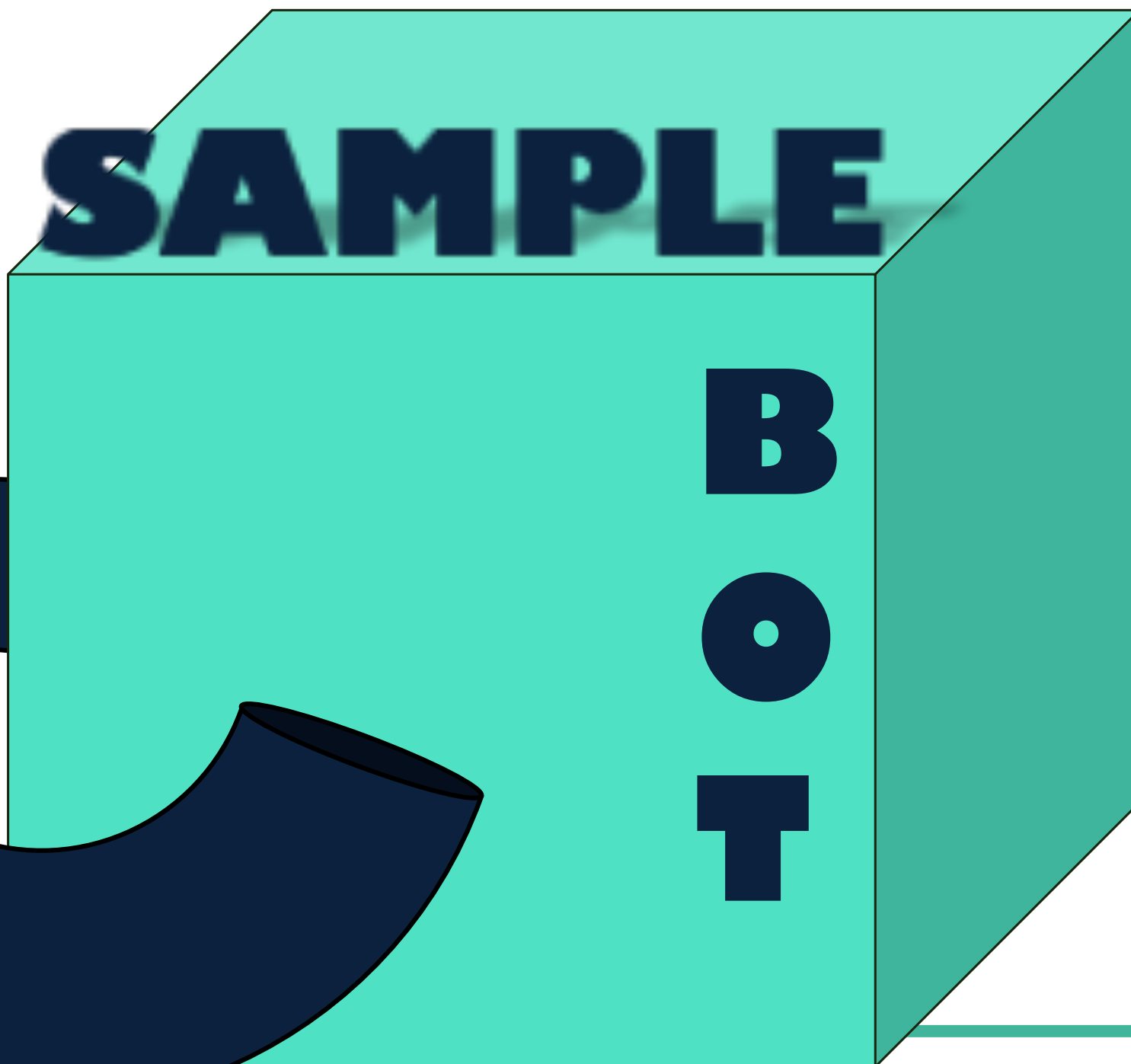
Empowered by **data** from both **suppliers** and **clients**, BuBox provides a **personalised** swatch box monthly to fulfill the **sourcing** needs, and enhance the client **loyalty** with our product



Supplier Data Input



Customers Transaction Data



Data Collection



Data Processing



Data Analysing



Monthly Swatch Box

Personalised Sustainable and Functional Fabrics

MVPs

1. The Swatches MVP



2. Fabric Info Website

BU BOX MIDO UNIFORMS
Your BuBox
When Textile Meet Innovation

1. YT2011
88%POLY, 12%SP
Width: 155cm
Weight: 180 gsm
Sample Color: Black
Functional Fabrics

2. YT2007
86%POLY, 14%SP
Width: 160cm
Weight: 255 gsm
Sample Color: Black
Function: Sport, Brushed
Functional Fabrics

[Order Now](#)

Contact Us
Mobile: +65 6708 1142
+65 6707 0000
Email: order@bubox.com
www.bubox.com
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3. Place Order Site

BU BOX BUBOX Smart Textile Platform
When Textile meets Innovation

MIDO Uniforms
Please submit your order from this form. BuBox will send you the sample fabrics.

kflee.2020@smu.edu.sg (not shared) [Switch accounts](#)

*Required

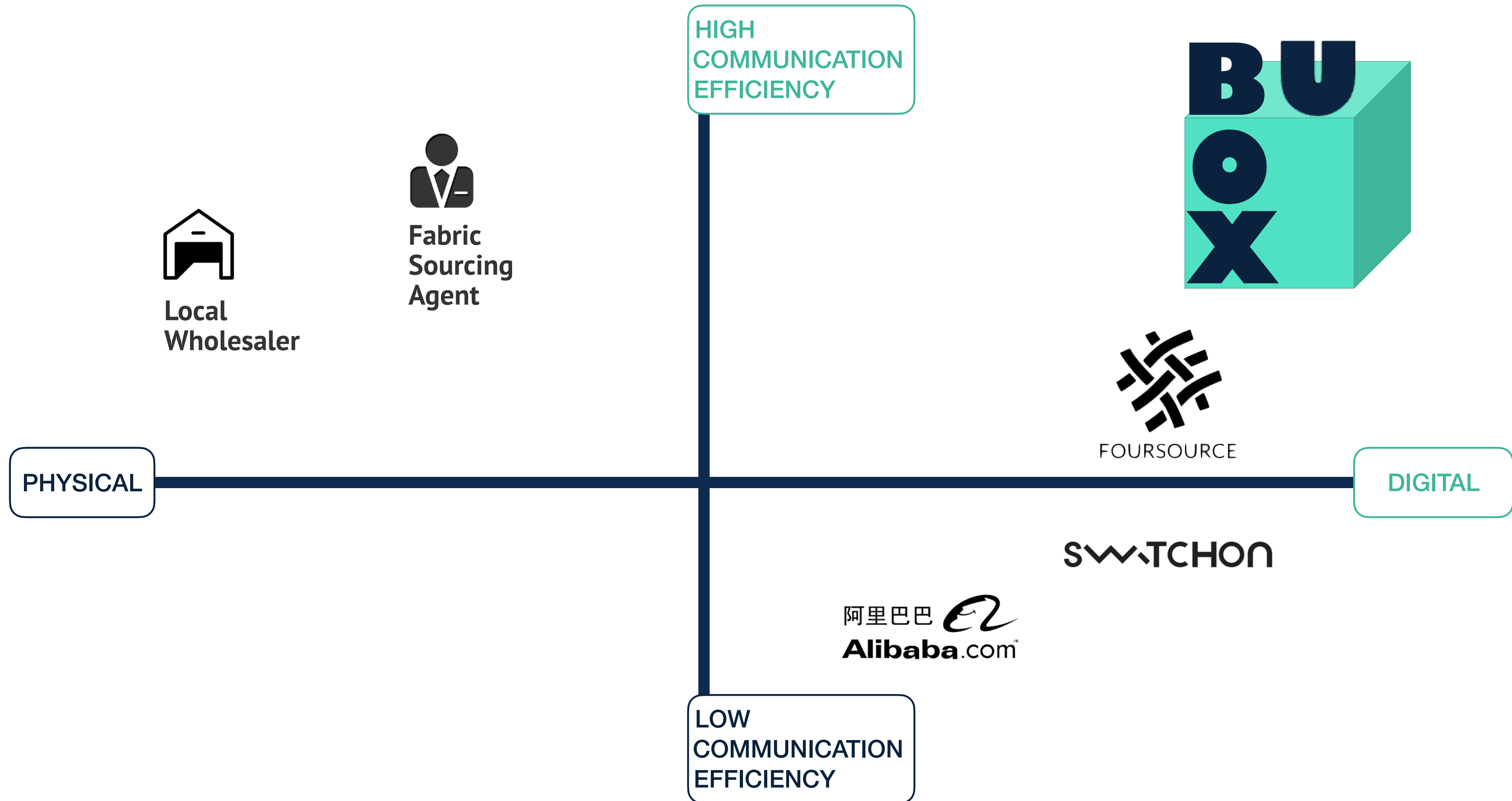
Q1. Sample Fabrics Order - Select the numbers from Your BuBox *

1
 2
 3
 4
 5

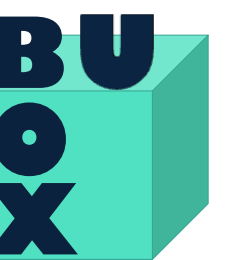
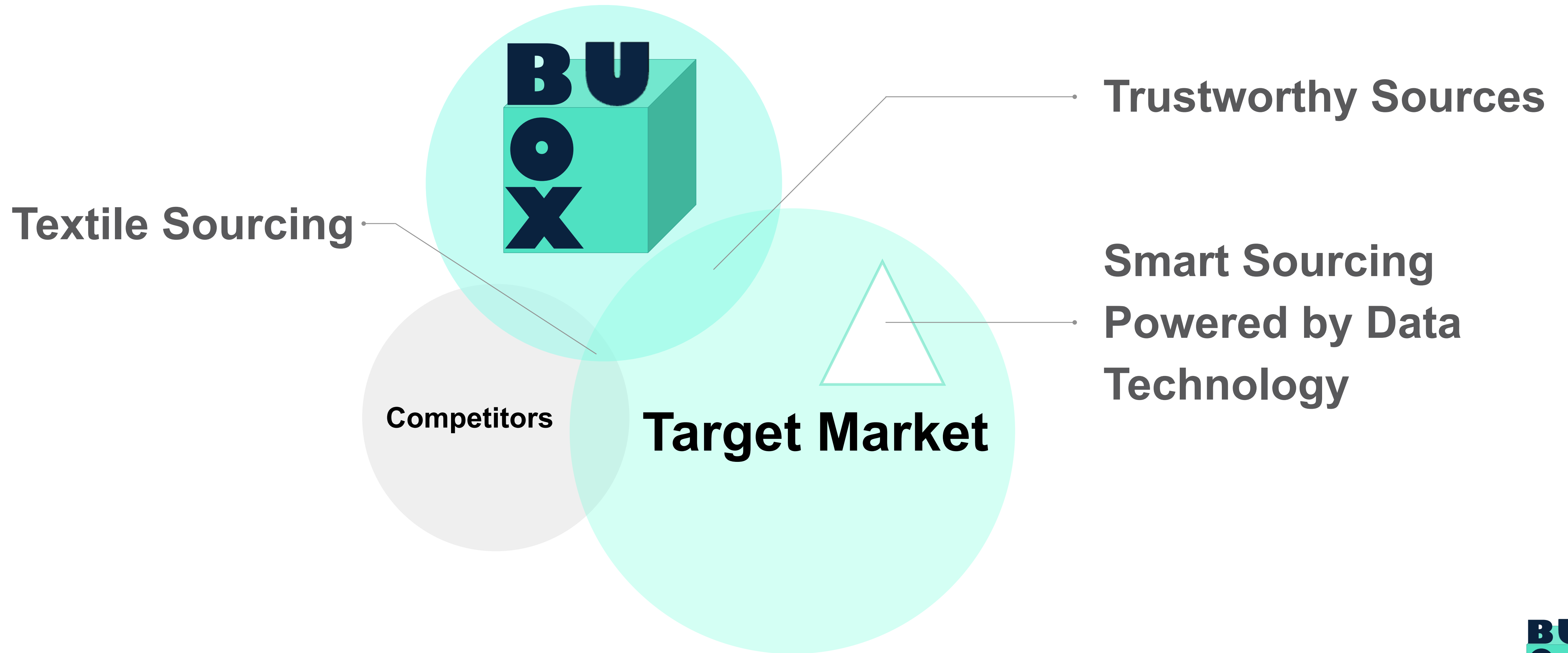
4. Data Collection

B	C	E	F	G	H	I
SKU	MIDO	Name	Name	Width	Composition	Yarn Count
1	YT1001	v 6	翻丝绵	145cm	T100%	40D X 150D
2	YT1002		全涤仿记忆布	Polyester Imitation	145cm	T100% 75D
3	YT1003	v 7	色丁	Satin	145cm	T100% 50D X 75D
4	YT1004	v 8	斜纹仿记忆布	Imitation Memory F	145cm	T100% 150D X 150D
5	YT1005	v	平纹仿记忆布	Imitation Memory F	145cm	T100% 75D X150D
6	YT1006	v	阳离子雪梨纺	Cation Snow pear	147cm	T100%
7	YT1007	v	蚂蚁记忆布+夏膜	Crepe Memory Fab	145cm	T100%
8	YT1008	v	亚光弹力色丁	Matte Stretch Satin	145cm	T97 SP3 50D X 75D +
9	YT1009	v	格子涤? 纺+印花	Check Polyester ta	146cm	T100%
10	YT1010	v 9	有光尼龙起绉	Nylon Crepe	143cm	N100% 40D X 40D
11	YT1011	v	棉感仿记忆布 + 印花	Imitation Memory F	145cm	T100%
12	YT1012	v	反光布	Reflective Fabric	144cm	
13	YT1013	v	全涤纱	Polyester Yarns	145cm	T100% 150D X 21S
14	YT1014	v	翻丝绵		145cm	T100% 80S X50D
15	YT1015	v 10	仿记忆布	Imitation Memory F	145cm	T100% 50D X 50D
16	YT1016	v	磨毛桃皮绒	Sueded Peach Skin	145cm	T100% 75 X 50D
17	YT1017	v	春夏纺+涂层	Pongee + coating	147cm	T100%
18	YT1018	v 11	棉感仿记忆布+涂层	Imitation Memory F	145cm	T100%
19	YT1019	v	全涤纱+覆膜	Polyester Yarns + li	145cm	T100%
20	YT1020	v	全涤塔丝隆+涂白	Polyester Tasion +	145cm	T100%
21	YT1021	v 12	三维仿记忆布	Three-dimensional	145cm	T100% 65D X 192D
22	YT1022	v	春夏纺+印花	Pongee + Printing	147cm	T100%
23	YT1023	v	春夏纺	Pongee	147cm	T100% 50D X50D
24	YT1024	v	涤丝纺	Polyester taffeta	147cm	T100%
25	YT1025	v 13	仿尼龙	Imitation Nylon	145cm	N100% 40D X 40D
25	YT1025	v	磨毛棉感仿记忆布+	Sueded Imitation M	145cm	T100%
26	YT1026	v	起绉	Crepe	144cm	N100% 40D X 40D
27	YT1027	v	塔丝隆	Tasion	145cm	N100% 70D X 160D
28	YT1028	v 14	格子起绉	Lattice Crepe	145cm	N100% 40D X 40D +
29	YT1029	v	圆孔尼龙		145cm	N100% 40D X 40D
30	YT1030	v	羽绒内胆布		145cm	T100% 20D X 20D
31	YT1031	v	斜纹锦涤	Nylon Polyester(Tw	145cm	T65 35N 50D X 70D
32	YT1032	v 15	锦棉布	Nylon Cotton	146cm	N70 C30 70D X 16S

Competitive Landscape



Differentiator



Business Model



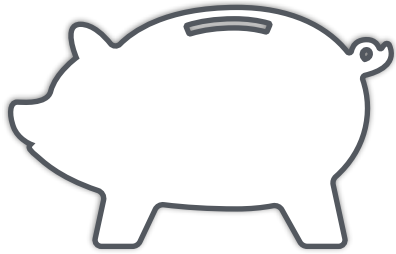
Target Customers

The beachhead strategy focuses our resources on functional & sustainable textile market area

Brands

Manufacturers

WholeSaler/
Sourcing Agent



Revenue Streams

There are subscription and revenue sharing models
The main income comes from the shares since textile trading is a **High Average Order Value** business

Subscription **\$10-\$40** /per subscriber

Fabric Market **10-20%** /per transaction

Listing/ Ads **5%** /add-on per payment

Traction

CUSTOMERS



NIMISSKI

MIDO
UNIFORMS

UNO[®]
APPAREL

loominous

SUPPLIERS



SHLU

Contract factories of:

ZARA C&A

極度乾燥(しなさい)
Superdry.

MOUs

Contact Information

Partner name Mido Uniforms Pte Ltd.

Partner representative Yan Jiameng

Position Merchandiser

Address: 5, K. H. G. Bldg., #05-01/02/03, Singapore 339143
Phone: +65 62251111
Email: yan.jiameng@midouniforms.com

Partner name BuBox

Partner representative Yan Jiameng (Sissy)

Position Founder of BuBox

Address: 81, Victoria Street, Singapore 188065
Phone: +65 92222212
Email: yan.jiameng@bubox.com



Date: 14.10.2021

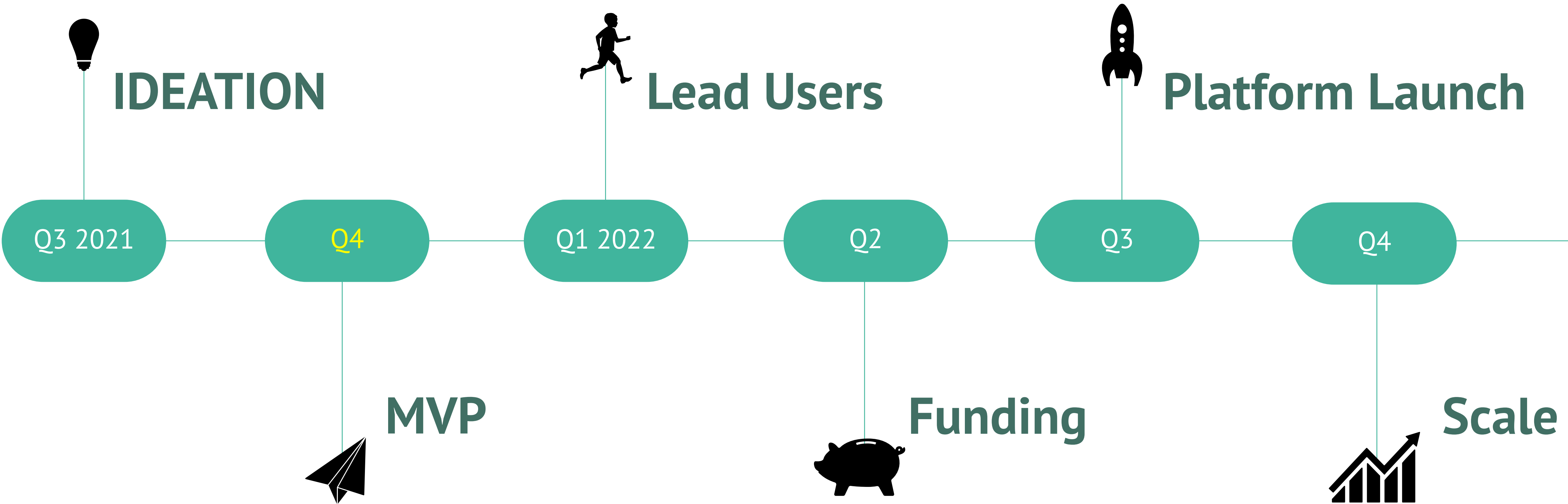
(Partner signature)



Date: 06.10.2021

(Partner signature)

PROJECT PLAN



Team

Base in Singapore. BuBox is founded by serial entrepreneurs Sissy and Rivers



Sissy Yan Jiameng

Founder | Ambassador of Buzz

SMU - MSc in Innovation

SEA CROSS-BOARDER TRADE

PR & COMMUNICATION

SUSTAINABLE TEXTILE



Rivers Lee Kuan-Fu

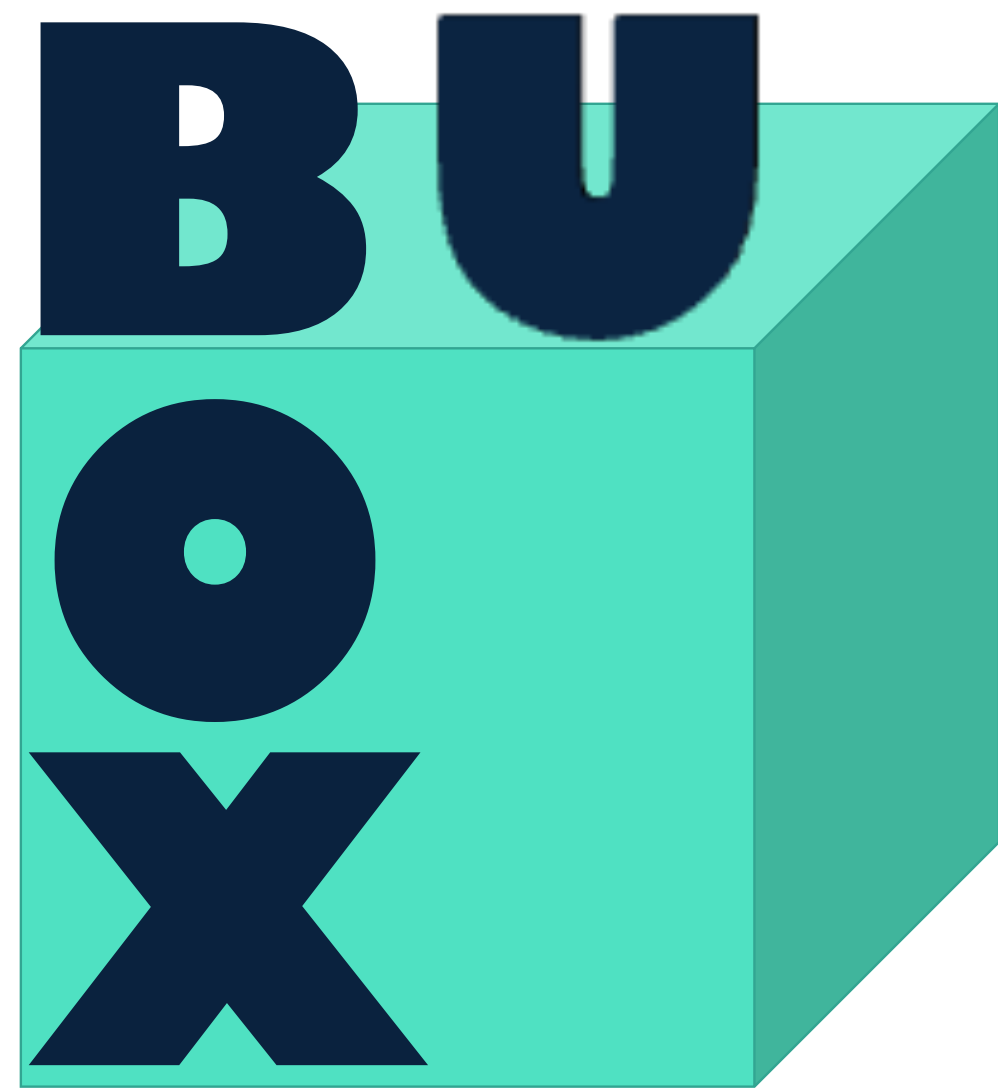
Founder | Product Champion

SMU - MSc in Innovation

DATA & SYSTEM MANAGER

USER INTERFACE / EXPERIENCE

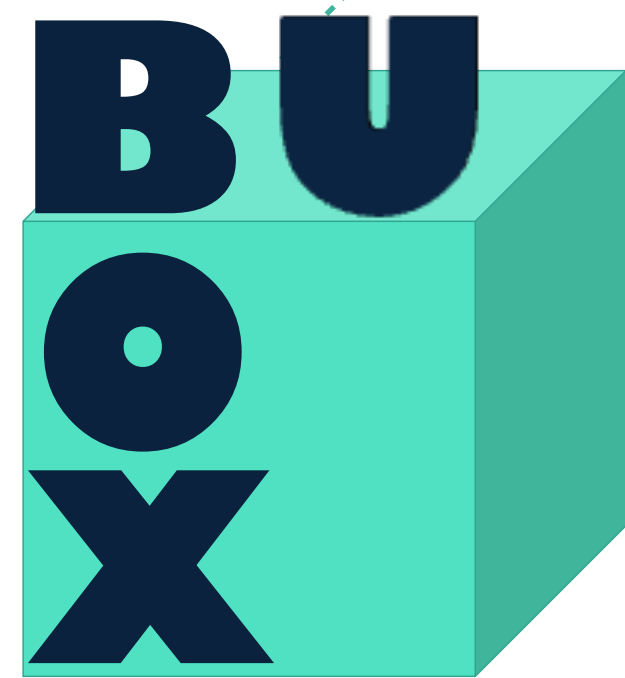
E-COMMERCE



Appendix

Executive Summary

BuBox is a SaaS, B2B Smart Textile Sourcing & Trading Platform

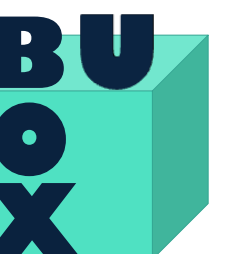


Value Proposition

BuBox offers **smarter strategies** and **tailor-made sourcing approaches** in line with buyer requirements
Targeting **SEA fashion brands and manufacturers** who want to source **functional** and **sustainable fabrics** more **efficiently** by leveraging **data technology**

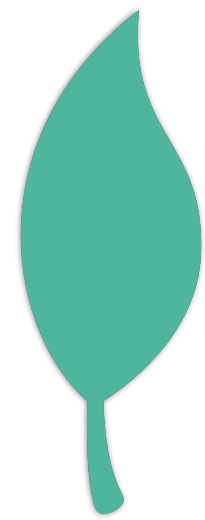
Vision & Mission

To build a business with **smarter fabric sourcing** that can affect the **speed, cost** and **sustainability** concerns driving the industry

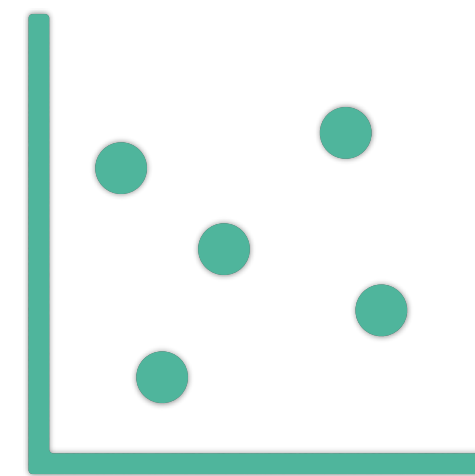


Core Value

BuBox is focusing on an efficient approach between B2B business on Functional and Eco-friendly fabrics by leveraging technology



Functional and Eco



Data Technology



Inefficiency Mitigator

Problem & Solution

A one stop solution to transform the traditional industry with technology, standardisation, and innovation

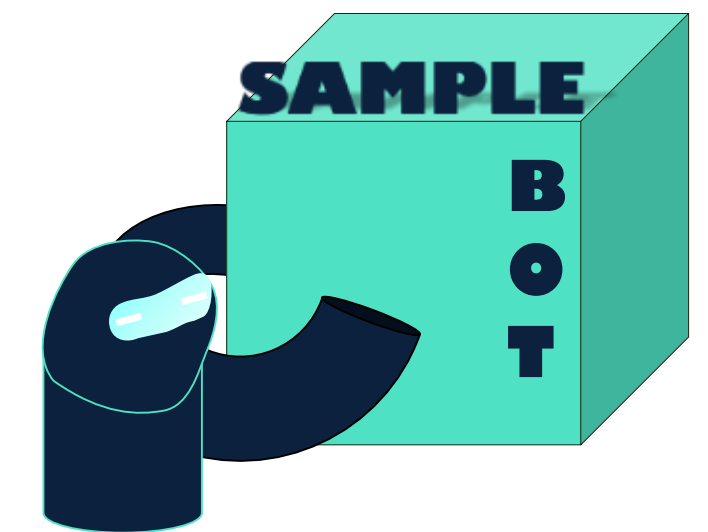
Problem

vs.

Solution

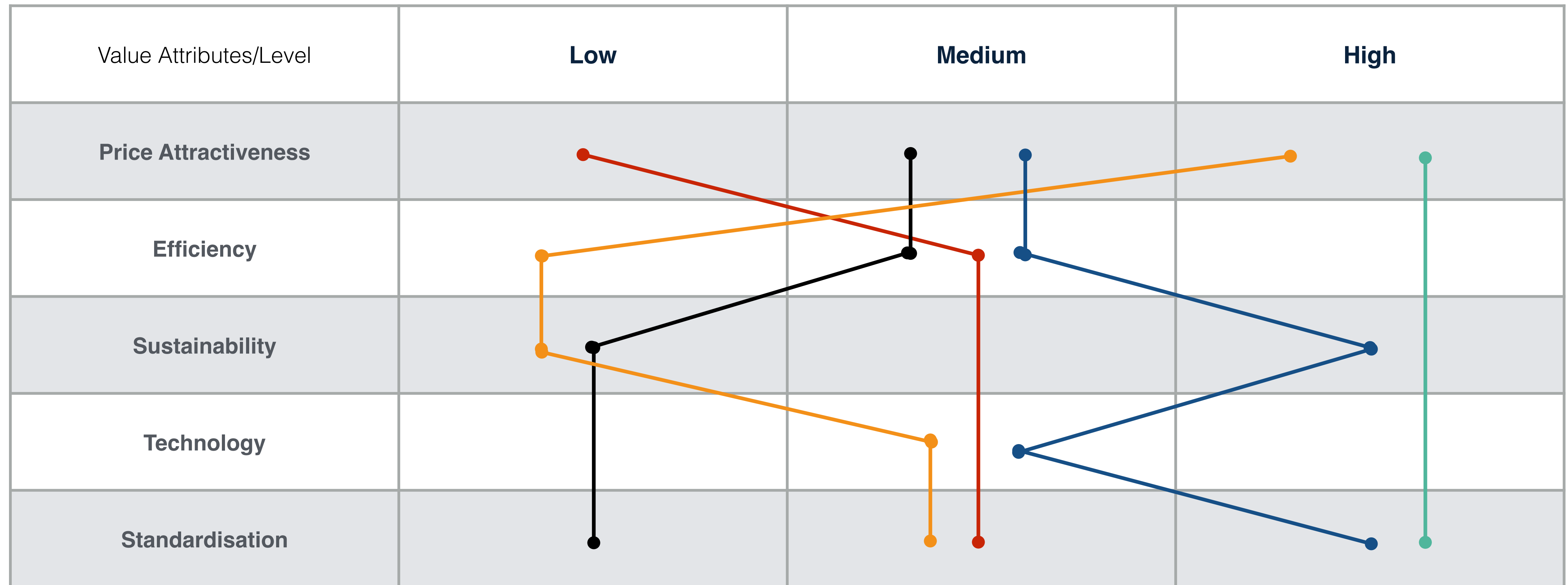
- 1 **Complicated procedure and long lead time**
- 2 Difference in **MOQ/MCQ** requirements between supply and demand
- 3 **High communication cost**
- 4 Increasing demand for **functional and eco-friendly** textiles in SEA, however **short in supply**

- 1 **SampleBot** tech supported by big data
- 2 **Group Buy Model & Freight Forwarding Model**
- 3 **Automation & Standardisation**
- 4 **Specialised suppliers**



Value Curve

BuBox positions itself as a breakthrough low cost high efficiency technology sourcing platform



Local Wholesaler

Sourcing Agent

Alibaba

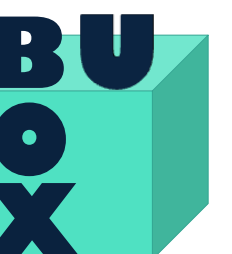
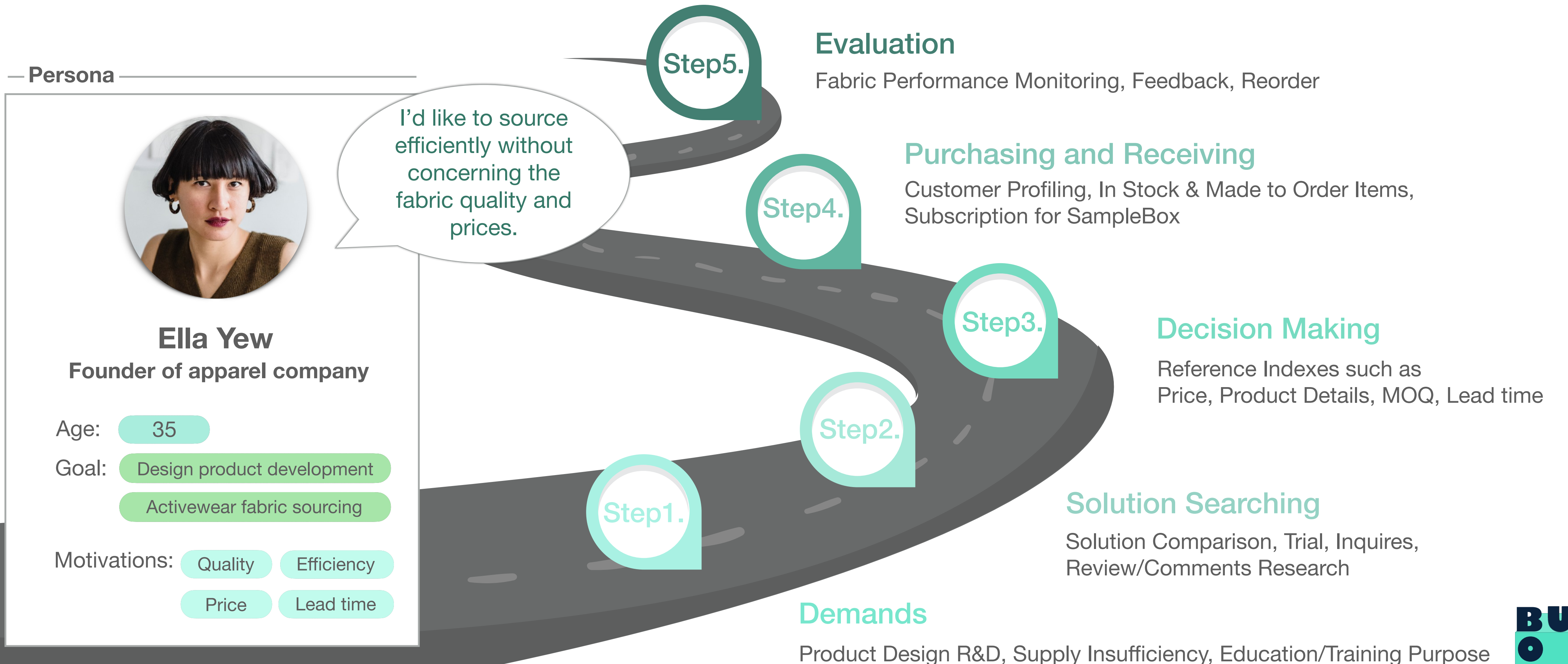
Foursource

BuBox



User Journey Map

BuBox provides a simple sourcing experience with minimum effort in line with buyer requirements



Digital Fabric Market

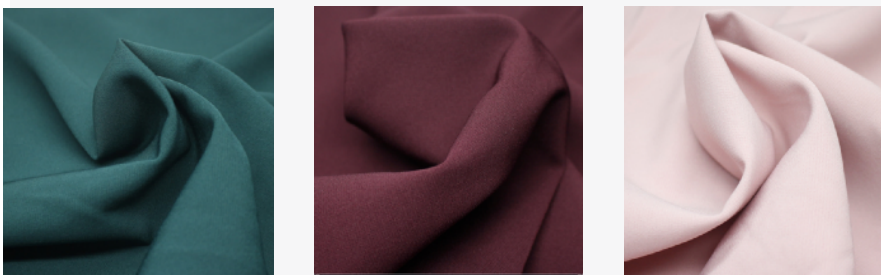


◦ Nylon

◦ Cotton

◦ Quick-Dry

◦ Eco-Friendly



Product SKU:
11220705

Fabric Name:
Nylon Cotton

Compositions
N90%, C10%

Width:
W:250

Features:
Quick-Dry, Eco-Friendly

MOQ:
1000m

Fabric Detail

Fabrics Info.

Product SKU: 11220705

Fabric Name: Nylon Cotton

Order Amount:

Color:

Personal Info.

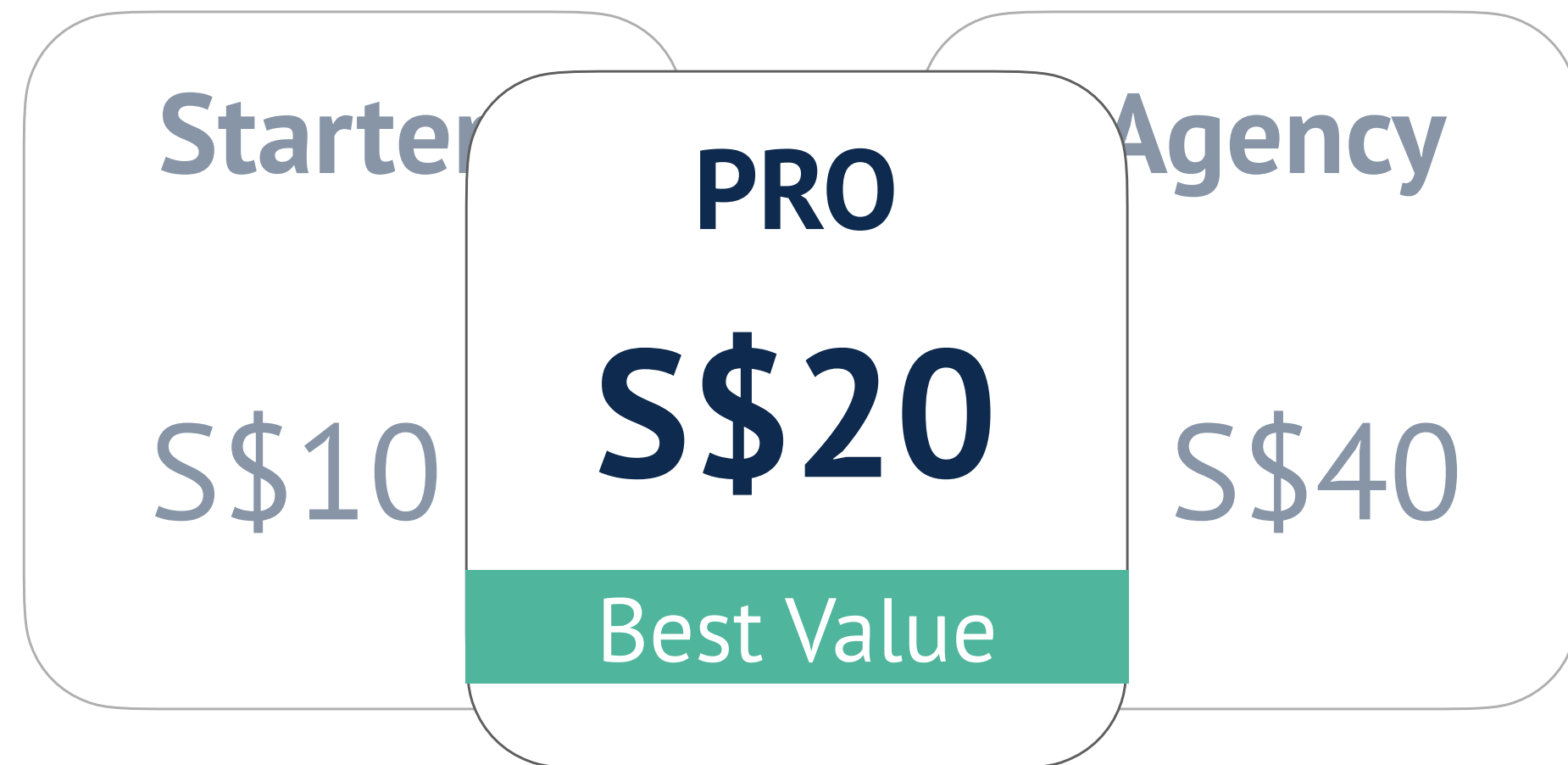
Name: Kuan Fu Lee

Company Address: 81 Victoria St, Singapore 188065

Place Order

Business Model & Monthly Projection

Subscription



$$\text{S\$20} \times 1000 = \text{S\$20,000}$$

Unit Price Clients Projection

Revenue Sharing



10% ~ 20% cut

$$\text{S\$10} \times 1000 \times 200 \times 10\% = \text{S\$200,000}$$

Unit Price MOQ Clients Share Projection

Strategy/Business Growth Roadmap

Project growth in the coming years, improve services, roll out new products and expansion in new geographical regions

3~6
Months

6~18
Months

18~36
Months

Future
Expansion

Phase 0: Formation

- Base on initial qualitative data collected & analysed to create and test MVP
- **KPI:** work with 10 suppliers in China & 20 business owners in SEA

Phase 1: Validation

- Launch the digital B2B platform
- Base on membership quantitative data collected & analyzed to build MMP
- **Stakeholders:** China suppliers, SEA business owners
- **Product Categories:** Functional & eco-sustainable textile
- **Goal:** Product Market Fit, Market Traction
- **KPI:** 100 member conversions

Phase 2 & 3: Growth

- Expand products and improve services
- Continuous data collection & SampleBot optimization
- **Stakeholders:** China suppliers, SEA business owners
- **Product Categories:** Expand the span of textile types
- **Goal:** 10% Market Share
- **KPI:** 1000 member conversions
- International Expansion with global suppliers and business owners
- **Stakeholders:** Global suppliers & customers
- **Goal:** Replicate business model and scale up the growth
- **KPI:** work with suppliers from Taiwan & Korea

Financial Projection

By scaling through the platform, BuBox achieves 1800% profit within 5 years



Item/Year (SGD)	2022	2023	2024	2025	2026
Revenue Sharing	\$ 24,000	\$ 72,000	\$ 120,000	\$ 200,000	\$ 400,000
Subscription	\$ 14,400	\$ 43,200	\$ 72,000	\$ 120,000	\$ 240,000
Total Revenue	\$ 38,400	\$ 115,200	\$ 307,200	\$ 627,200	\$ 1,267,200
Profit	\$ (231,440)	\$ (208,320)	\$ (141,520)	\$ 18,480	\$ 344,480
Cost	\$ (269,840)	\$ (323,520)	\$ (448,720)	\$ (608,720)	\$ (922,720)
Cost - Payroll	\$ (180,000)	\$ (240,000)	\$ (360,000)	\$ (480,000)	\$ (720,000)
Cost - MVP/MMP + Maintenance	\$ (50,000)	\$ (30,000)	\$ (10,000)	\$ (10,000)	\$ (10,000)
Cost - Marketing & Growth	\$ (3,840)	\$ (11,520)	\$ (30,720)	\$ (62,720)	\$ (126,720)
Cost - CAPEX	\$ (36,000)	\$ (42,000)	\$ (48,000)	\$ (56,000)	\$ (66,000)
Transactions(times)	12	36	60	100	200
Subscription Clients(company)	60	180	300	500	1000
Payroll(pax)	3	4	6	8	12



BUBOX

Smart Textile Platform

When Textile meets Innovation