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Zero-effort fashion repairs marketplace

for busy people & brands

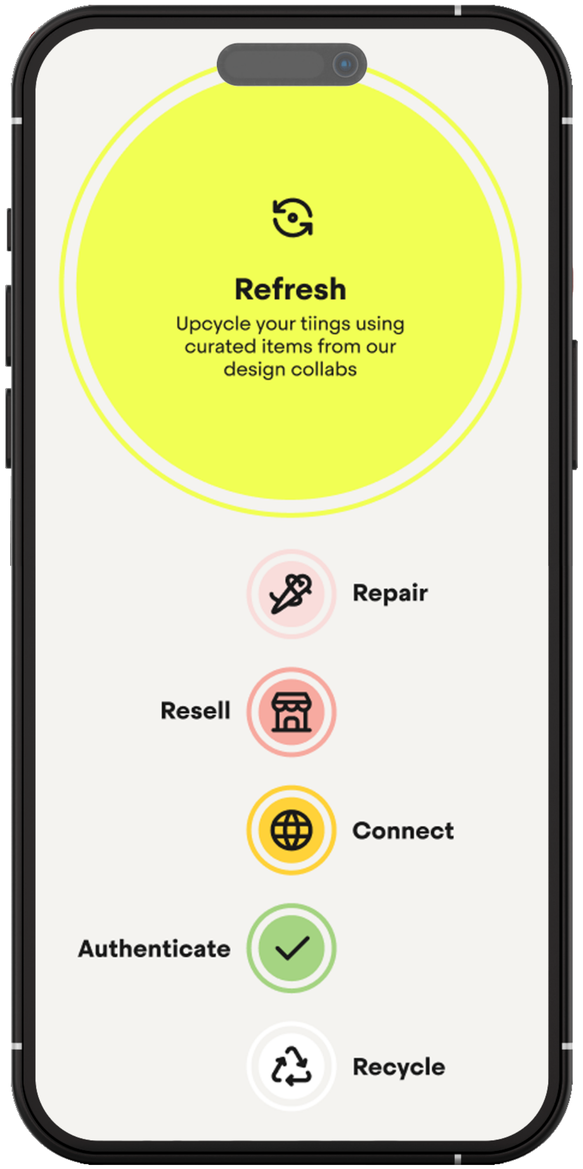


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Tiings: the global sustainability marketplace

Your one-stop-shop for product lifecycle extension.
And it starts with

tech-powered clothing repairs



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Emerging Opportunity:

Focus on B2B & B2C Sustainability Tech

ZARA UNIQLO SELFRIDGES&Co Harrods NET-A-PORTER

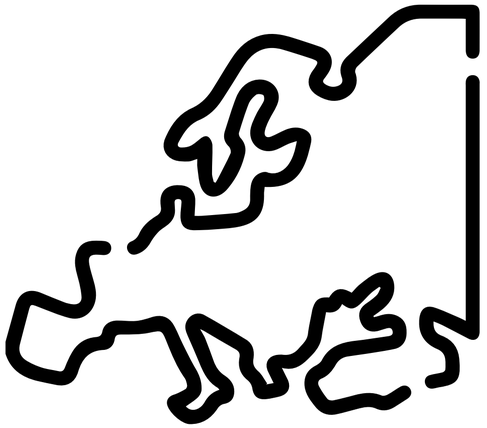
are amongst the brands that have **recently introduced after-sales repairs.**

There are **300,000+ clothing-retail businesses in the EU** alone, that will eventually look into having this service too.

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The (EU) future is in repairs…

The European Commission’s **RIGHT TO REPAIR** proposal is a crucial piece of the EU’s **Circular Economy Action Plan** and the headline goal to become carbon neutral by 2050.



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…and digital passports

Another part of the EU’s sustainability plan includes **a proposal for Digital Product Passports** to store key data to improve traceability around products and support repairs
and recycling.

This is one of the key elements in Tiings global lifecycle vision.

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France is already on it.

- **France has launched a subsidy fund for clothing repairs;**
- Starting October, bonuses will come in the form of a discount worth €6-25 per repair;
- France will contribute €154m over 5 years;
- LVMH **Innovation Award 2023** goes to „Save Your Wardrobe“;
- „Save Your Wardrobe“ aims to increase sustainability of your wardrobe by streamlining the post-purchase experience: repairs, maintenance, and upcycling.



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This means one thing:

We are entering the repair economy.



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How do repairs work now?

1. Google nearest repair centre.



2. Realise that the closest one is too far to go on foot, but too close to drive to and there's no parking.



3. Call to ask for a quote.

No one's answering.



4. Drive to the place.

They're closed, because lunch.

Working hours are 11AM-4PM.



5. Sneak away from work at 3pm, only to be greeted by a half smile that's not really a smile at all.



6. They say it can't be fixed.

Or you can't afford it.



7. They don't have spare parts.

And won't bother to source them.



8. They don't know how long it will take.

„At LEAST 3 weeks, sir".



9. Three weeks pass and you hear nothing.

Repeat from step 4.



10. You get back your item, 5 weeks in.

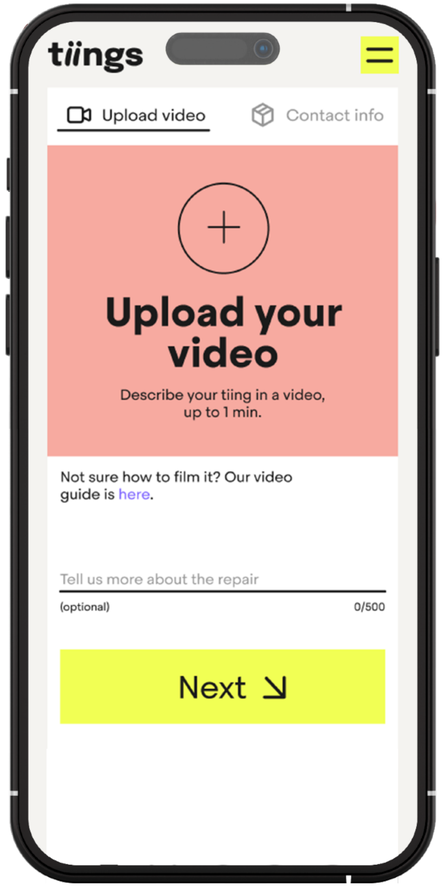
It costs you 50% purchase price + dead nerve cells.

You swear to never repeat that process again.

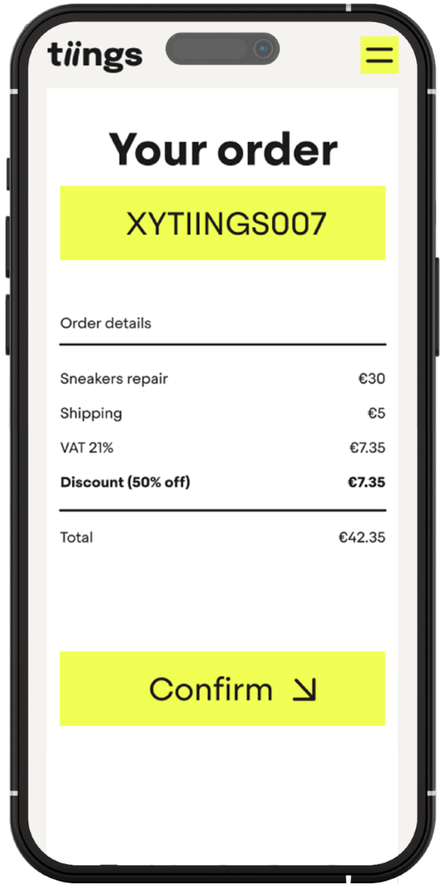


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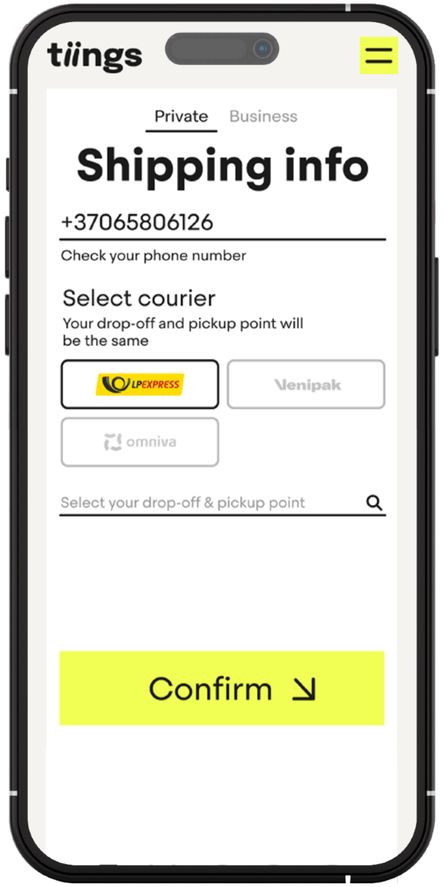
How do repairs work, Tiings way?



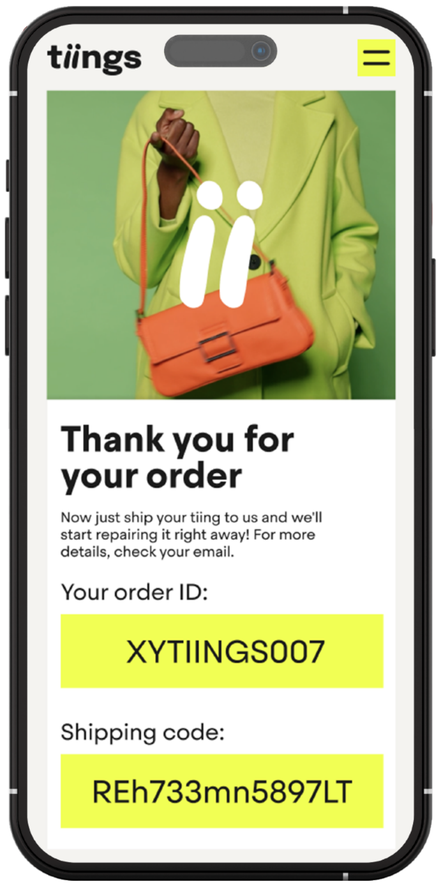
1. Upload a video



2. Get your quote & pay



3. Drop-off your tiing



4. Pick up your tiing, repaired

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4 simple steps

1. Upload a video

All we need from you is a video of the tiing you'd like to repair and a way to reach you.

2. Get your quote & pay

We'll send you a final repair quote and a payment link to your email within 2 hours.

Now just accept the quote, complete the payment and get your shipping label.

3. Drop-off your tiing

Take your tiing to the closest drop-off point, then sit back & relax! We aim to complete most standard repairs within 7-10 days.

4. Pick up your tiing, repaired

Simply pick up your freshly repaired tiing at the service point you chose, any time that suits you. No closed doors, no missed couriers, ever.

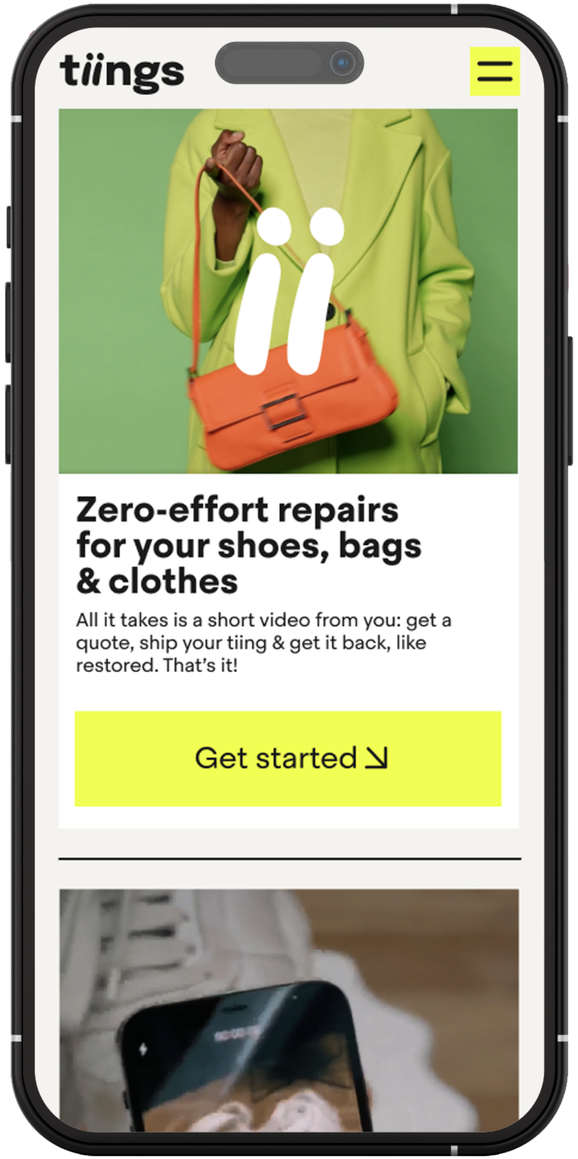
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Tiings MVP: Launch results

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Product: MVP

Tiings MVP launched Feb. 2024 in Vilnius.



Key facts:

- **137 paid orders** & **5000+ eur. revenue since public launch.**
- **Responsive** web app, mobile first
- First third-party merchant partner signed (**JOGLE**).
- **PUDO** (pickup/drop-off) shipping options, soon extending to door-to-door services.
- **Easy bank payments**
- **100% customer happiness rate**
- **30+ user interviews** conducted, post order. **100% mentioned simplicity**, **speed** & **seamless order process** as their main impression.

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Tiings traction to date

Strong signs of product-market fit

First weeks of MVP operation:

- 315+ video submissions
- 137 real-world orders
- 5000+ Eur revenue
- 7 repeat customers
- 10,000+ unique site visits

Working marketing strategy

We have collaborated with **10 prominent Lithuanian influencers** on Instagram and people show immediate trust by submitting their orders.

Clear B2B interest

Partnership requests from:

- Shoe repairs specialists
- Sports equipments specialists
- Brand partnerships

Strong signs for B2B2C business model

- **Our customers requesting photo upload feature** to get the potential repairs quote on second-hand marketplaces (specifically, Vinted).

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Our next steps:

Tiings marketplace MVP



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We have validated the **demand side** of Tiings **repairs marketplace**.

Now we are **building the merchant gateway MVP** to validate the supply side and **complete the open marketplace model**.

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Tiings 2.0: The Marketplace

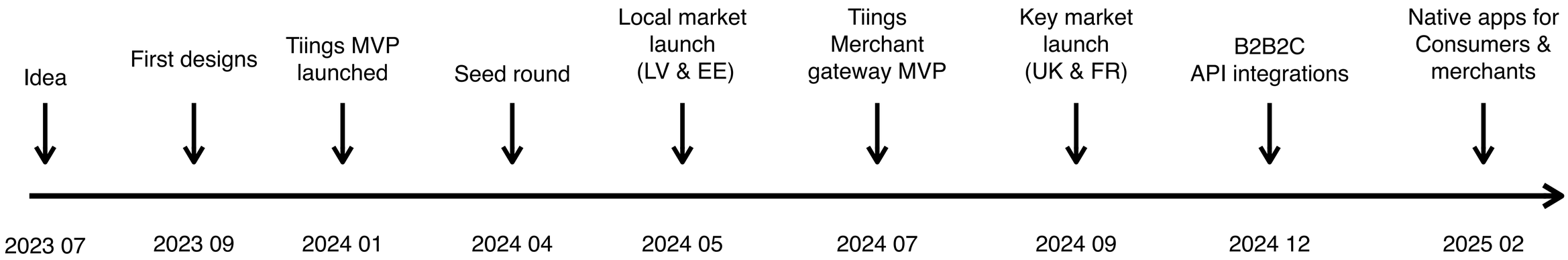
Launch date: Q3, 2024

Key features:

- Main focus: the simplest platform for order pickups for service providers possible.
- Fully functioning merchant profile, service selection & order distribution
- Merchants supplied with tablets, ready to start accepting orders immediately
- Native app in development for merchants.
- Beta version launched in Latvia & Estonia. Trial phase extended to the UK & France.
- Free video consultations & chat
- Service providers ratings & feedback
- Fully integrated local delivery services & payment options
- Premium luxury concierge services for high value items

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Tiings product timeline



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Tiings key value proposition

Saves time

At Tiings we aim to turnaround an item in 7-10 days.

Saves your nerves

No more dealing with the unpredictable human factor of individual repair shops.

Saves money

(Convenient) Repairs cost cheaper than buying a brand new item.

Saves the planet

Our home is a precious piece of our hearts.

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Tiings use cases

B2C & C2C marketplace

Easiest & fastest clothing repairs solution for busy people. Extending the supply side for artisans with mending skills.

B2B2C solutions

- Official brand & retail partnerships;
- Seamless API integrations for product after-care.
- Returns management & warranty services
- Wardrobe maintenance subscription services

E-commerce platform

High-end designer collaborations for garment upcycling + luxury goods resale.

Industry Expansion

- Sports equipment
- Specialised workwear & uniforms
- Jewellery & watches
- Consumer electronics
- Home goods

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Repairs market overview

Our competition at a glance

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Market size

The global fashion industry **produces** more than **150 billion items** of clothing per year.

Global apparel market size **in 2022: 1.53 trillion USD.** Forecast for **2027: 2 trillion USD.**

Global **secondhand and resale** apparel market size **in 2022: 177 billion USD.** Forecast for **2027: 351 billion USD.**

Global apparel **repairs & alterations** market **in 2022: 9.6 billion USD.** Forecast for **2032: 14 billion USD.**

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Key competitors

The Seam

theseam.uk

Incorporated: 2020
Investments: 250,000 GBP

No.2 digital platform in the UK for repairs.

Closest model to Tiings, but cumbersome, user experience is poor & no intention to expand into other industries or markets.

SOJO

sojo.uk

Incorporated: 2019
Investments: 1,9 million GBP

Leading platform in the UK for digitalised repairs services.

Clothing repairs & alterations only. No other services. Have not yet expanded to other markets.



Official brand stores

Luxury houses provide repair services, however, they take 4-9 months to execute & cost more than local repairs.

Non-luxury brands usually don't have repairs services & only offer refunds / exchanges if covered by warranty. This opens a B2B opportunity for us.



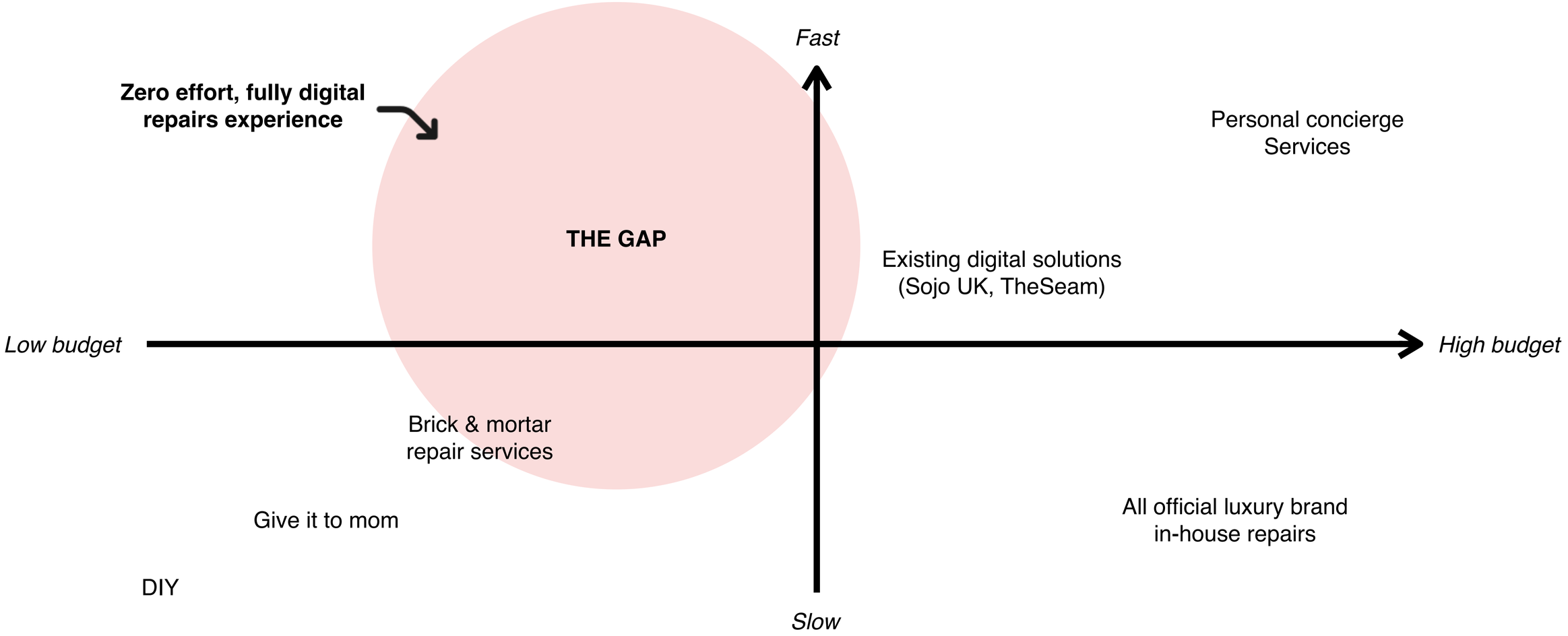
Local corner shops & micro chains

Usually a cheapest option, however, not reliable, very time consuming & requires a lot of in-person communication / management.

This is the market segment that is primed to digitisation of services & potentially become our partners.

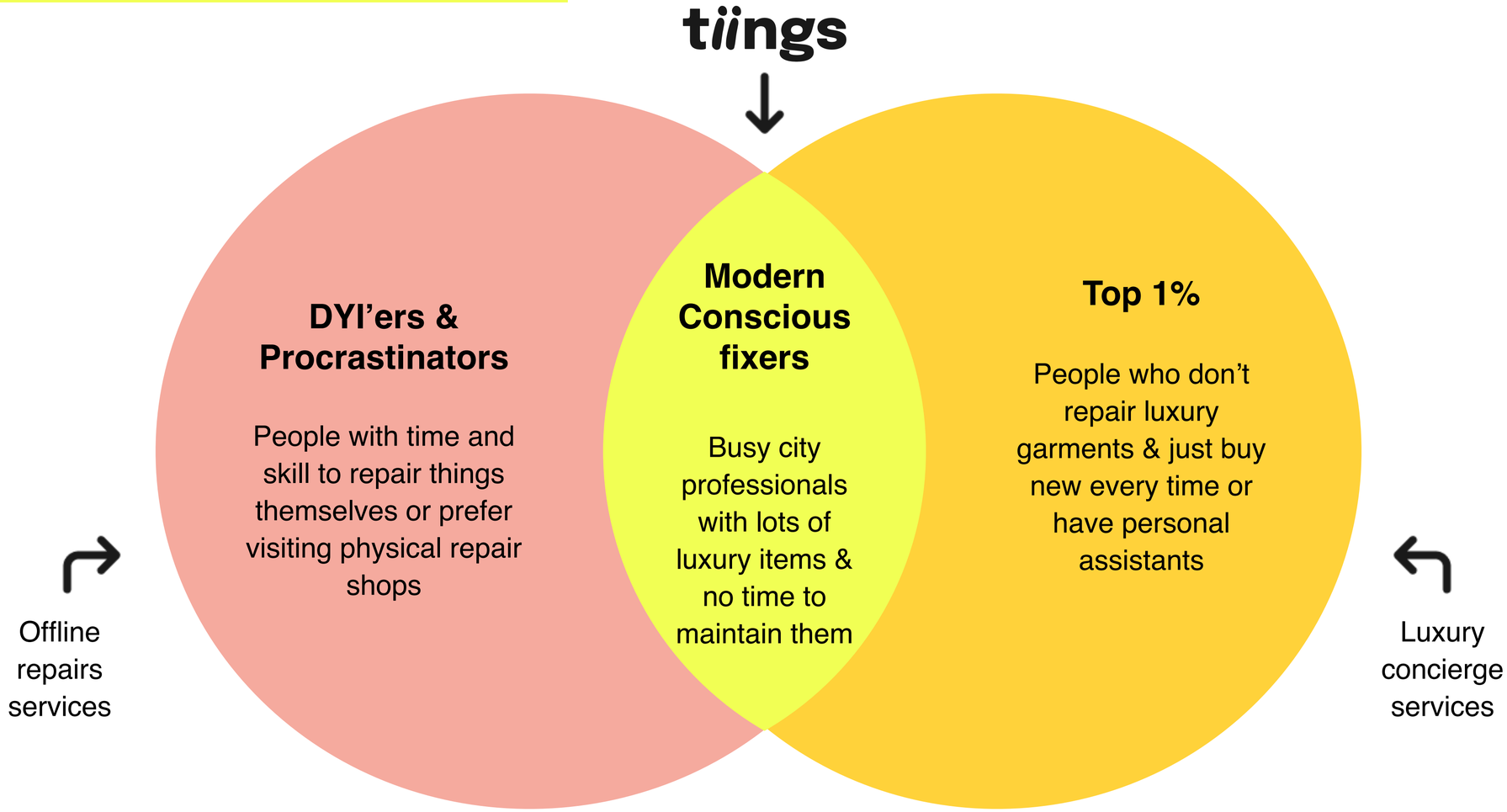
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Gap in the market



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Target audience



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Future vision: extend the lifecycle of all Tiings

Track & Certify

Blockchain & NFC powered solutions for digital passports to track the lifecycle of your tiings

Resell

Get your tiings sold on your behalf

Repair

Prolong the life of all your tiings

Refresh

Upcycle your tiings using curated items from our design collaborations

Authenticate

AI-powered tools to check the authenticity of your tiings

Recycle

Give your tiing an ethical end of life

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Our Team



Tadas Maslauskas

Co-Founder & CTO

Laimis Lomonosovas

Head of business development





Robertas Kalinkinas

Co-Founder & COO



Ernesta Valantiejūtė

Product design & Strategy



Indrė Viltrakytė

Co-Founder & CEO



Adriana Valantiejūtė

UI/UX design



Jurgis Lečas

Engineering

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Thank you.

Now just fix that damn zipper.



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