Personal Styling House

Pre-Seed Investor Deck · Mumbai · Nov 2026



# ALVER

**A dedicated human stylist for every member.**
**Built around the wardrobe you already own.**

Raising ₹50 Lakh Pre-Seed
Mumbai & Navi Mumbai Pilot



Alver Studio

Urban professionals own enough clothes — they lack a trusted eye to assemble them.

02/

# Full wardrobes. Zero confidence on what to wear.

Dressing well breaks down at life transitions — dates, first leadership roles, client meetings, and weddings. Buying more clothes rarely fixes it.

**<20%** Of owned pieces worn regularly by urban professionals (18–35)

**₹25K+** Typical fee for a single session with an independent Indian stylist

**0** Indian styling apps combining a digitised closet with a dedicated human stylist

03/

# Your stylist.
# Your actual closet.
# Every week.

**01** **Meet Your Dedicated Stylist**
Fit measurements, personal colour analysis, lifestyle, and budget captured once.

**02** **Digitise Your Wardrobe**
Every piece catalogued with live condition — Ready, Pressed, or In Care.

**03** **Weekly Styling + Concierge**
Ask for any occasion — date, boardroom, travel — styled from clothes you own.

**04** **Precision Sourcing Within Budget**
Buy only missing gaps that multiply combinations across your existing closet.




SERVICE PHILOSOPHY

**Attentive like a private house. Priced like a monthly membership.**

Every tier includes a real dedicated human stylist — never a generic algorithm pushing unsold inventory.

04/

# Built & running. Not wireframes.

WORKING IOS APP | 192+ LIVE OUTFIT COMBOS

Alver Studio






**Single-Model Layered Studio Engine**

**Outer · Shirt · Trousers · Footwear**

Members preview Sneha's exact outfit combinations visually before stepping out, log wears, and request one-tap tweaks.

Our Expo / iOS prototype is already live in Simulator & ready for Mumbai pilot onboarding.

**A** **Interactive Virtual Try-On Studio**
Swap jackets, shirts, trousers & loafers live on a single studio model.

**B** **Condition-Aware Digital Closet**
Stylist only recommends pieces marked Ready or Pressed — never at dry-cleaning.

**C** **Personal Colour & Fit Profile**
Deep Autumn lighting drape, exact tailoring measurements & direct stylist briefs.

05/

# High-density urban wedge. Massive category headroom.

**TAM · INDIA BRANDED URBAN APPAREL** — **$14B+**

Part of India’s $105B+ apparel market, driven by rising Tier-1 discretionary wardrobe spend.

**SAM · TOP-8 METRO PROFESSIONALS (18–35)** — **₹2,800 Cr**

~4.2M affluent urban earners across Mumbai, Delhi NCR, Bengaluru, Hyderabad & Pune.

**SOM · 24-MONTH MUMBAI WEDGE** — **₹16.8 Cr**

2,500 active subscribers across South Mumbai, Bandra, BKC, Powai & Navi Mumbai at ₹5,600 blended ARPU.




WHY MUMBAI FIRST

**India’s highest density of occasion-driven dressers.**

Finance, founders, media & hospitality concentrated within 25 km — enabling fast in-person wardrobe digitisation and local stylist unit economics.




06/

# Subscription cashflow. Made-to-measure upside.

| ESSENTIAL | SIGNATURE ★ | ATELIER |
|---|---|---|
| ₹2,999/mo | ₹6,999/mo | ₹14,999/mo |
| Dedicated stylist | Everything in Essential | Full transformation |
| 1 weekly session | In-person wardrobe shoot | Personal shopping runs |
| Digital closet | Colour & fit audit | Priority event styling |
| Unlimited concierge | Budget sourcing links | Tailor coordination |

**₹5,600**
Target blended ARPU / month

**25–30**
Members per full-time stylist

**~62%**
Target gross margin at pilot scale

**Phase 2 LTV Multiplier:** Once Alver holds verified member measurements, colour seasons, and wardrobe gaps, we launch our homegrown **Made-to-Measure label** (55–65% GM, near-zero CAC).

07/

# Not a shopping feed. A compounding wardrobe graph.

E-commerce platforms make money only when you buy new clothes. Independent stylists don’t scale and keep everything in WhatsApp chats.

| | |
|---|---|
| **Wardrobe-First** | Trust starts by unlocking clothes members already paid for |
| **Living Memory** | Measurements, colour palette, garment wear & condition compound weekly |
| **High Retention** | Switching away means losing your digitised closet & stylist relationship |

Alver Studio

COMPETITIVE LANDSCAPE · INDIA PERSONAL STYLING

↑ WARDROBE-FIRST & DEEPLY PERSONALISED

**ALVER**
Dedicated Stylist × Digital Wardrobe × MTM

**Independent Stylists**
₹25K+/session · manual WhatsApp

**StyleBuddy / Agencies**
Package-led · no living digital closet

**Myntra / AI Outfits**
Inventory push · zero closet context

One-Off Transaction

CONTINUOUS RELATIONSHIP →

Alver captures the recurring mid-to-luxury whitespace: human styling precision backed by structured wardrobe software.

08/

# Built to validate.
# Honest pre-pilot roadmap.

Zero vanity numbers. We have built the product foundation and are launching a tightly instrumented **25-member paid pilot** in Mumbai & Navi Mumbai to prove retention and stylist delivery cost before scaling.

**Live** — Working iOS app: Digital Closet, 360° Studio, Colour Analysis & Stylist Briefs

**NIFT** — Co-founder Sneha brings active personal & bridal styling execution in Mumbai

**25** — Planned founding paid members across Bandra, SoBo, BKC & Navi Mumbai




DAYS 1–30 · GATE 1

**Onboard 25 Paid**

Test willingness to pay across ₹2,999–₹14,999 tiers & complete 25 wardrobe shoots.

DAYS 31–60 · GATE 2

**Measure Stylist SLA**

Target ≥2.5× monthly styling requests & ≤45 min stylist time per member/month.

DAYS 61–90 · GATE 3

**Prove ≥70% Renewal**

Validate Month-3 retention & unlock scale to 150 members + curated sourcing.

09/

# Product velocity. NIFT-trained taste.

CO-FOUNDER & CEO

## Smith Bhoir

CEO of TwoCorex. Leads product architecture, mobile engineering, consumer GTM, and investor operations. Built Alver's working iOS app and interactive styling studio from zero.

CO-FOUNDER & HEAD OF STYLING

## Sneha

NIFT graduate, personal stylist, and wedding designer. Leads member styling, colour analysis methodology, garment curation, and Mumbai stylist playbook training.




WHY THIS DUO WINS

**Most fashion startups lack real tech. Most tech startups lack real taste. Alver pairs both at the founding table.**

10/

# Raising ₹50 Lakh
# Pre-Seed to launch Mumbai.

| PRE-SEED ASK | EQUITY OFFERED |
|---|---|
| ₹50 Lakh | 10% |
| **PRE-MONEY** | **POST-MONEY** |
| ₹4.5 Cr | ₹5.0 Cr |

USE OF FUNDS · 12–15 MONTH RUNWAY

| | |
|---|---|
| Product & Digital Wardrobe / Studio Tech | 40% · ₹20L |
| Mumbai Pilot Ops & Stylist Playbook | 30% · ₹15L |
| Founding Member Acquisition (Mumbai) | 20% · ₹10L |
| Brand, Trademark, Legal & Buffer | 10% · ₹5L |

**12-Month Seed Milestone:** 150+ paying members · ₹8.4L MRR (₹1 Cr ARR run-rate) · Proven M3 renewal & stylist economics.




LET'S BUILD INDIA'S PERSONAL STYLING HOUSE

**Smith Bhoir & Sneha**
Co-Founders, Alver · Mumbai, India

**LIVE APP DEMO READY**
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