



CurveCatch, decoding bras

Me and the boys in high school, Latin-maths.



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Kimia
co-founder & CEO



Me and the boys in high school, Latin-maths.

Nils
co-founder & CTO



Kimia
co-founder & CEO



90%

shop for bras in-store. The **offline channel dominates** the bra industry, yet people generally **dislike** this experience.^[1]



Choosing among 150 sizes is **difficult**.



Trying on semi-naked is **unpleasant**.



People tend to **compromise** on fit and style because stores cannot carry all sizes or styles.

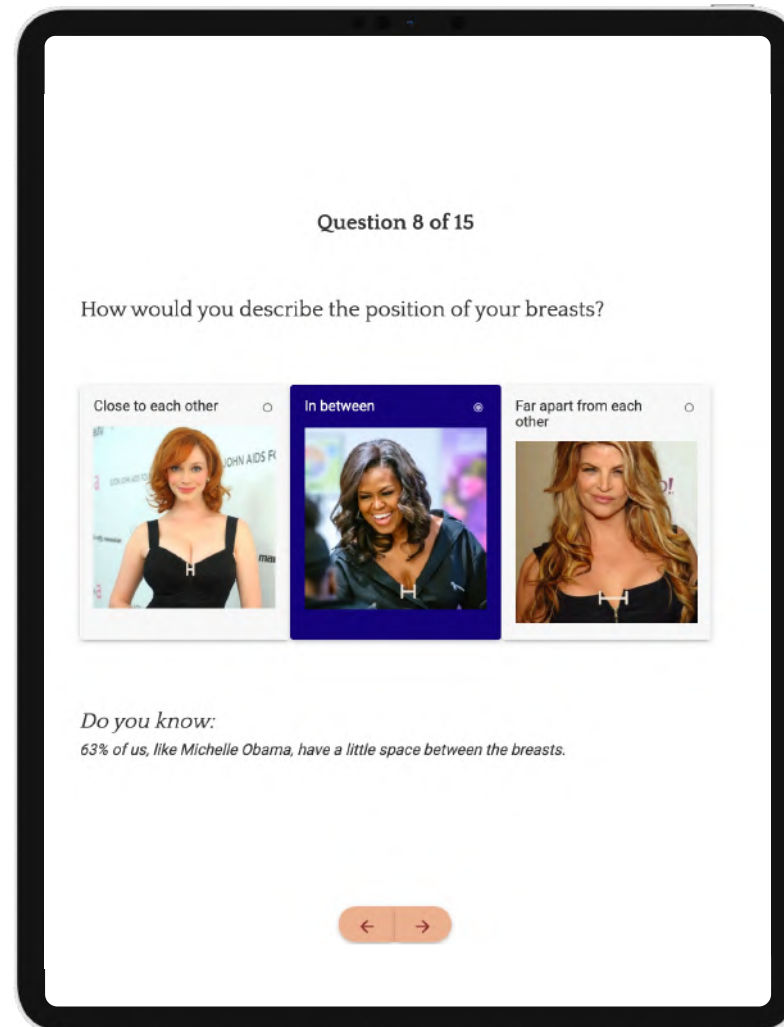
There is almost **no consistency** across brands because bra design is still a very manual, creative and intuitive process.



If you bought a 85C across 10 brands, likely only 2 would fit you, making it very hard to switch across brands and shapes.

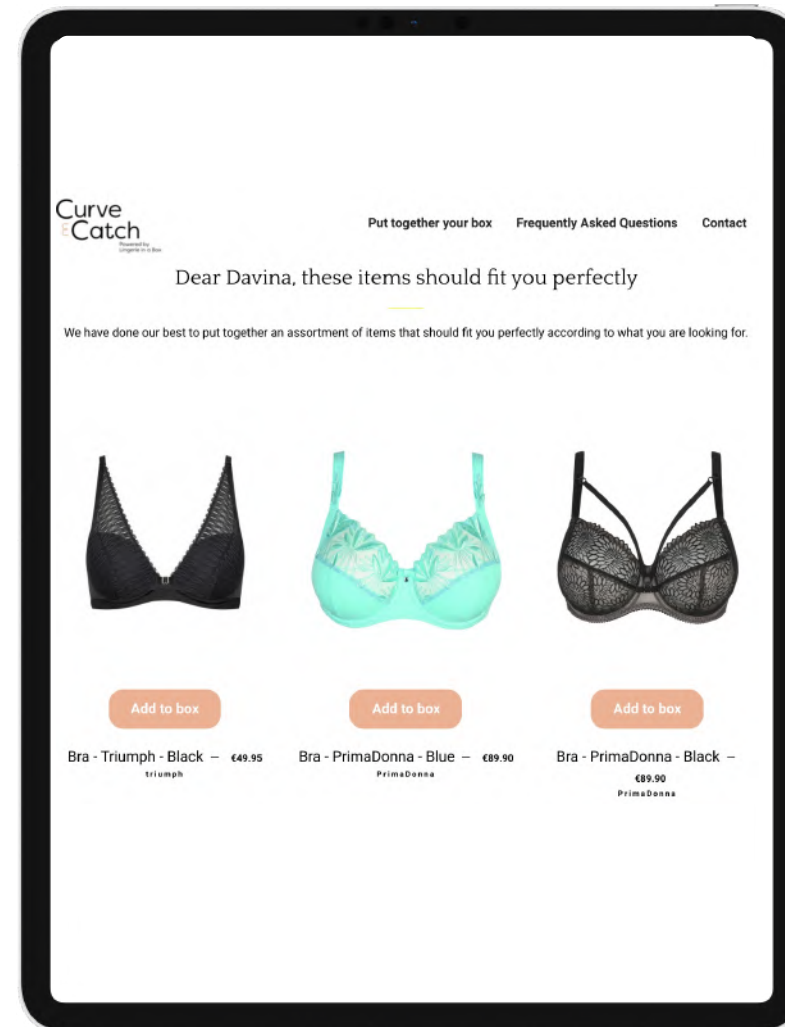
CurveCatch enhances fit, experience and discovery through our customized home-try-on service across brands.

1



Tell us about yourself.

2



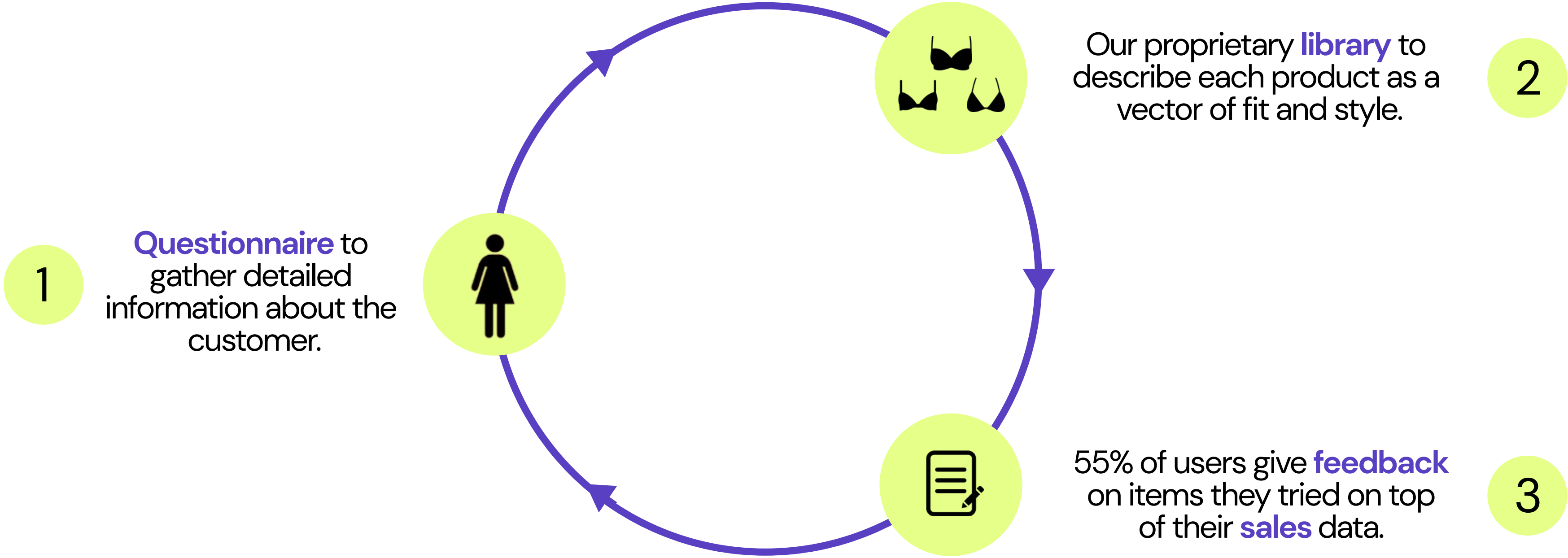
Choose from our sizeless selection.

3



Try at home and pay what you keep.

We continuously improve our fit recommendations through this data loop.



Deciding what kind of business you want to build.

BOOTSTRAPPING



EXTERNAL FUNDING

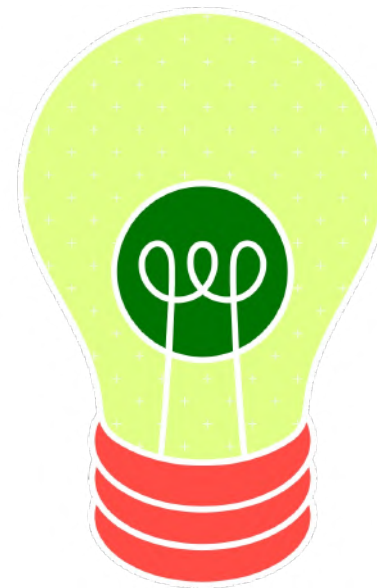


Only 1.1% of VC funding went to female founder teams in 2022.

Why is no one else doing this? → The "gender data gap".



80% of people with unexplainable health complaints are women.



Women make up two-thirds of the world's illiterate population.



Women are 47% more likely to be seriously injured in a car crash.

You're not **alone**. Let's **help** each other.

Don't forget about all kinds of **perspectives** in your datasets.

Tehnology doesn't mean you have to be into **rockets or cars**.



Our asks & offers to you ...



- 1) Student jobs, internships, jobs, ...
- 2) Use us for any questions on bras

Kimia Namadchi
kimia@curvecatch.com

www.curvecatch.com