



DRESS - DATING APP

dressitnow.com

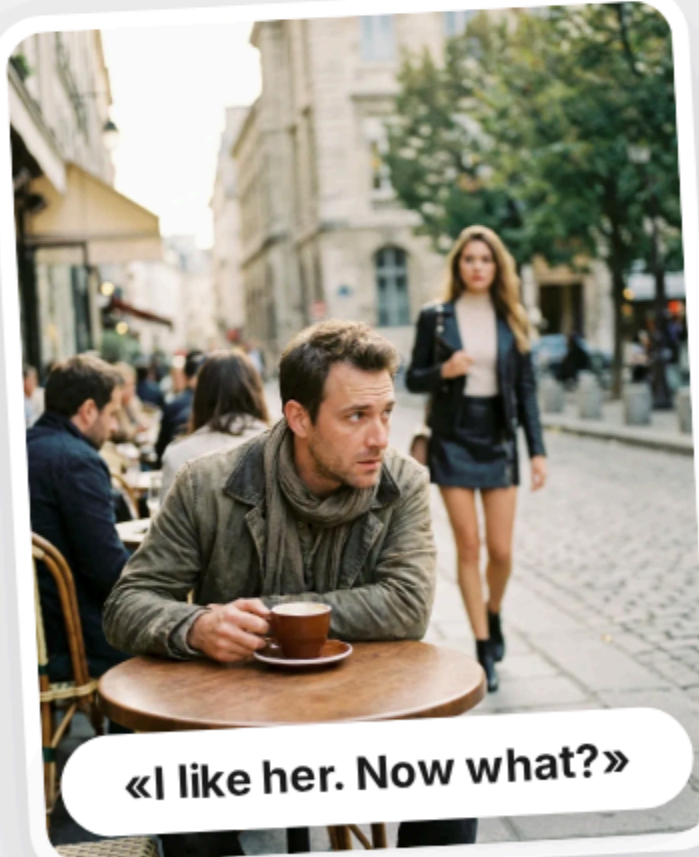


Live on iOS, Android & Web
dressitnow.com

training

PAIN

No fast track to meet new girls.



«I like her. Now what?»



DRESS IT

A platform where admiration turns into gifts

Approach in real life

× takes guts

Tinder

× endless swiping

Seeking

× built for sugar daddies

[training](#)

SOLUTION

The **fast track** for him.

SHE publishes a look she likes

HE gifts it

✓ Goal funded — she buys the dress

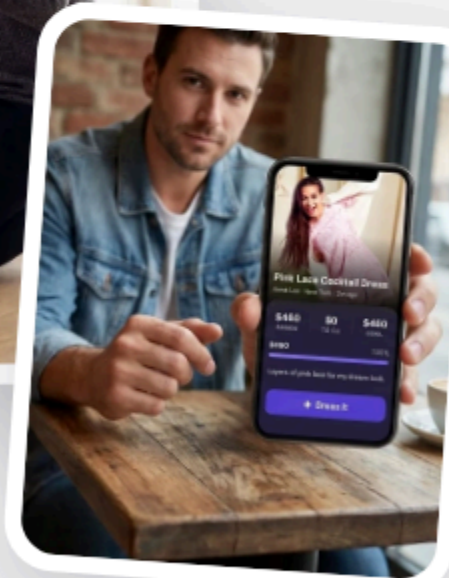
✓ Simple and safe



She publishes a look



She is worshipped.



He funds her wish in one tap

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DRESS IT

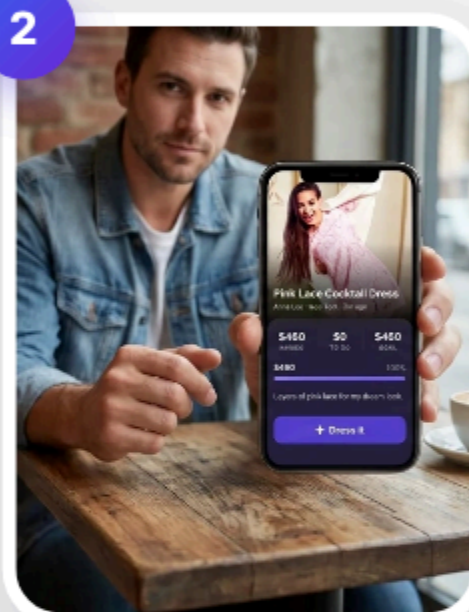
A platform where admiration turns into gifts

HOW IT WORKS



She publishes

her look + the item she wishes



He gifts

one tap on «Dress it» — [stripe](#)



The ice breaks

now they can chat — on **solid ground**

Style appreciation

Casual conversation

Future plans



She buys a look

she buys the dress



She wears it

his gift becomes her style



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«WILL HE REALLY PAY?»

He pays for **her attention** — the dress is just the vehicle.

Twitch & OnlyFans

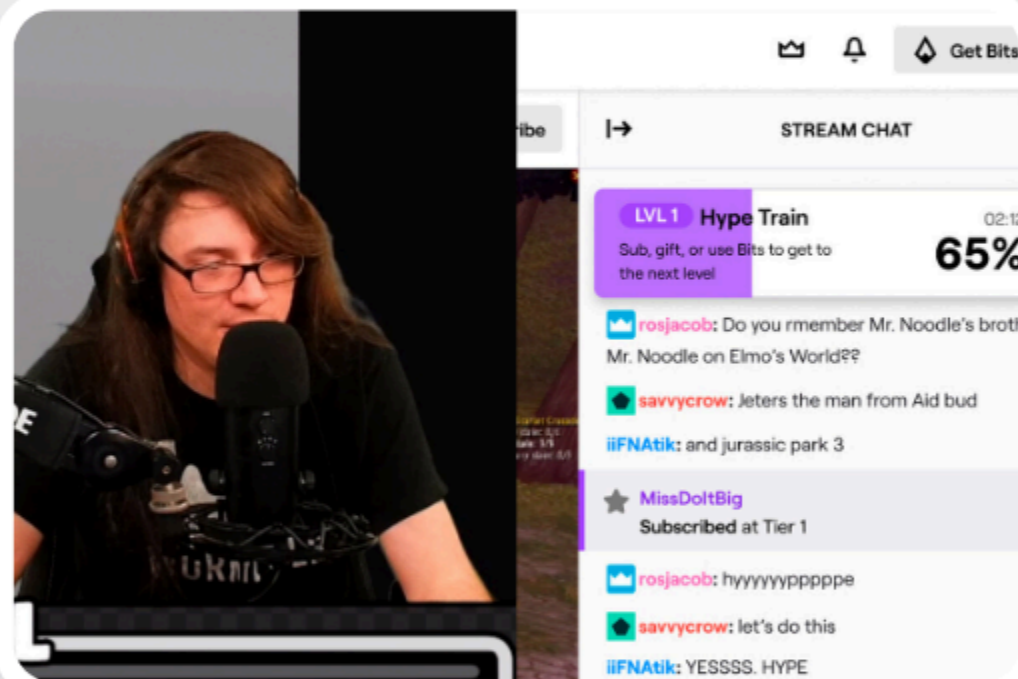
a tip for one «thank you» on stream

\$50+

Tinder Platinum

paid every month just to be seen

\$40/mo



Real Twitch stream — viewers pay just to be noticed

✓ Everywhere else he pays for a chance. On Dress It he creates a moment.



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MARKET

TAM *Total Addressable Market*

\$11.8 billion

Global online dating market, 2026 — Straits Research

SAM *Serviceable Available Market*

\$1–1.5 billion

Estimated paying users in the USA & UAE — our launch markets

SOM *Serviceable Obtainable Market — year 2–3 target*

30 000

Paying users

\$35

Average gift value

20%

Platform commission

\$2.5M

Annual revenue potential



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BUSINESS MODEL



Commission on gifts

20% of every gift

Live and processing
real payments via Stripe



Fashion brand partnerships

Brands reach an audience
that buys the looks it admires



VIP features

Change a look's region,
more premium tools for her



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BENEFITS



Fashion at the center

The first gifting platform built around style and image



No adult content

No “pay-for-intimacy” model — only aesthetics and respect



Safety for women

She can say thanks — never obliged, always in control



Beautiful gestures

Men give — within boundaries, no pressure



Emotions, not transactions

About support and admiration, not deals



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COMPETITORS

Meeting new girls



Approach IRL

takes guts



endless swiping



Seeking

built for sugar daddies



The moment dies.



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WITH DRESS IT

The fast track



✓ She publishes the look



✦ Dress it



✓ He supports the look

The moment arrives.

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TEAM



Sergei Terekhov

CEO

7+ years of experience (SaaS, ERP, Web, Apps, AI)



Andrey Kruk

CTO

15+ years of experience (SaaS, ERP, Web, Apps)



Vitaly Kuznetsov

COO

15+ years of experience (Coca-Cola)



Evgeny Inozemtsev

Developer / DevOps

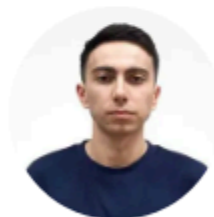
10+ years of experience (SaaS, ERP, Web, Apps)



Elizarii Drozdovskii

Back-end Developer

5+ years of experience (SaaS, ERP, Web, Apps)



Shukur Omarovi

UX/UI Designer

5+ years of experience (E-commerce, Web, Apps)



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OFFER

\$300K

Requested amount

SAFE

Format

25%

Discount

\$3M

Valuation Cap

FUND ALLOCATION

60%

Growth — UA tests + onboarding girls

20%

Key hires

15%

Legal & payouts

5%

Product

WHAT THE ROUND PROVES — 12 MONTHS

10K

active girls

3K+

paying men — brought by
girls organically

Paying-user CAC

**~\$50 vs \$230+ cold in
dating**

First partnerships

with fashion brands



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LET'S GIVE GIRLS FREE DRESSES.

DRESS IT is live — the round fuels first-mover advantage.



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Live on iOS, Android & Web



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Scan — dressitnow.com

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