



Inspired by Creators.

Personalized by AI.

AI Confidence Engine cuts returns. Creator Corner cuts CAC.



Rs.1.5 Cr

Pre-Seed Ask

2,147

Organic Signups

Rs.0

Paid Ads



1 in 3 Indian Fashion Orders Is Returned

Rs.8,000Crore lost every year to RTO.The cause is not product quality— it is purchase confidence.

40%+

India fashion
e-commerce average
Rs.8,000 Crore
lost annually
to returns, reverse logistics
and lost customer trust
***The problem is
not supply.***

1

Sizing & fit mismatch

Shoppers cannot visualise how a garment will look on their own body. Generic model photos on Myntra show a 5'9" size-S model. 90% of buyers are different.

2

Skin tone blind spots

Colours look different on every skin tone. No platform tells a shopper whether a dusty rose kurti will suit their complexion before they buy.

3

No personalised styling

Shoppers are left to guess if an item matches their wardrobe, occasion, and style — then return it when it doesn't. No platform solves this.

Myntra has 4M+ SKUs. Meesho has price. Nobody has solved purchase confidence.



Two Engines. One Flywheel.

The AI Confidence Engine cuts RTO. Creator Corner cuts CAC. Together they compound.

AI Confidence Engine

CUTS RTO

AI Virtual Try-On

See any outfit on your own body & skin tone. Not a model. You. Returns drop 60%.

Skin Tone Engine

500+ South Asian skin tones. Recommends colours and styles that actually work for you.

AI Personal Stylist

LLM that learns your taste with every interaction. Gets smarter the more you use it.

Creator Corner

CUTS CAC

Creator -Led Distribution

Creators post Flyunker outfit looks to their audiences. Their followers click and buy — with AI confidence. Creator earns 15– 20% commission.

Rs.0

CAC from creator traffic

15–20%

Creators earn % of Flyunker's revenue

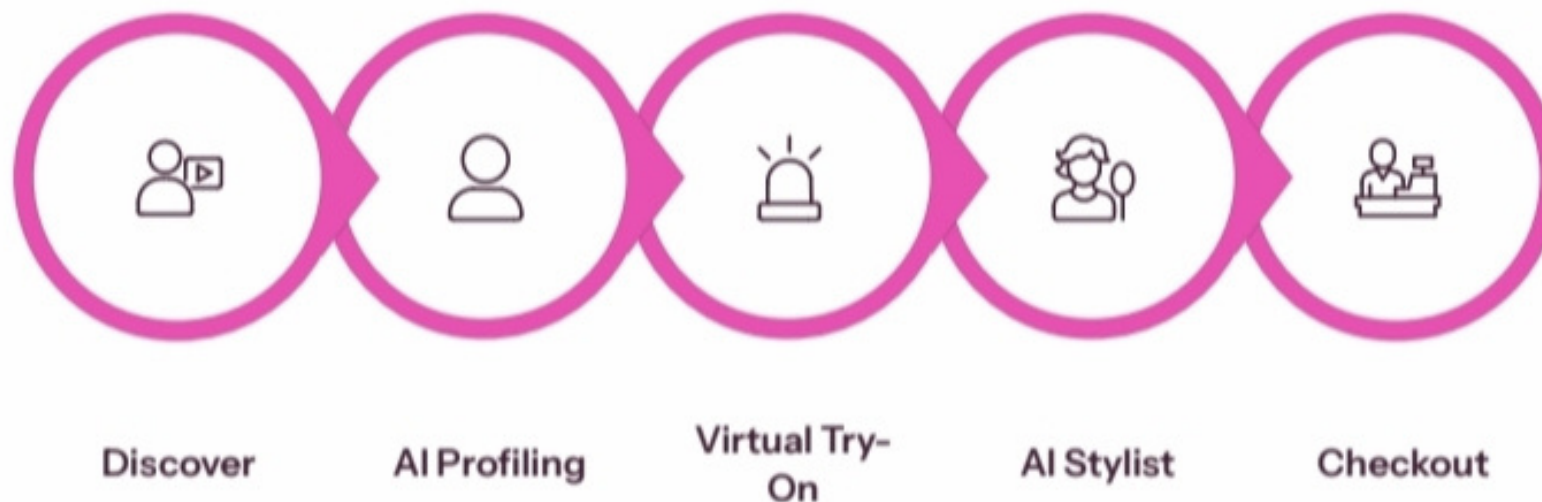
5×

Better conversion vs ads

Creators distribute for free in exchange for commission.

We get users. They get income. Nobody pays for ads.

From Discovery to Repeat Purchase



✓ Live at flynker.in

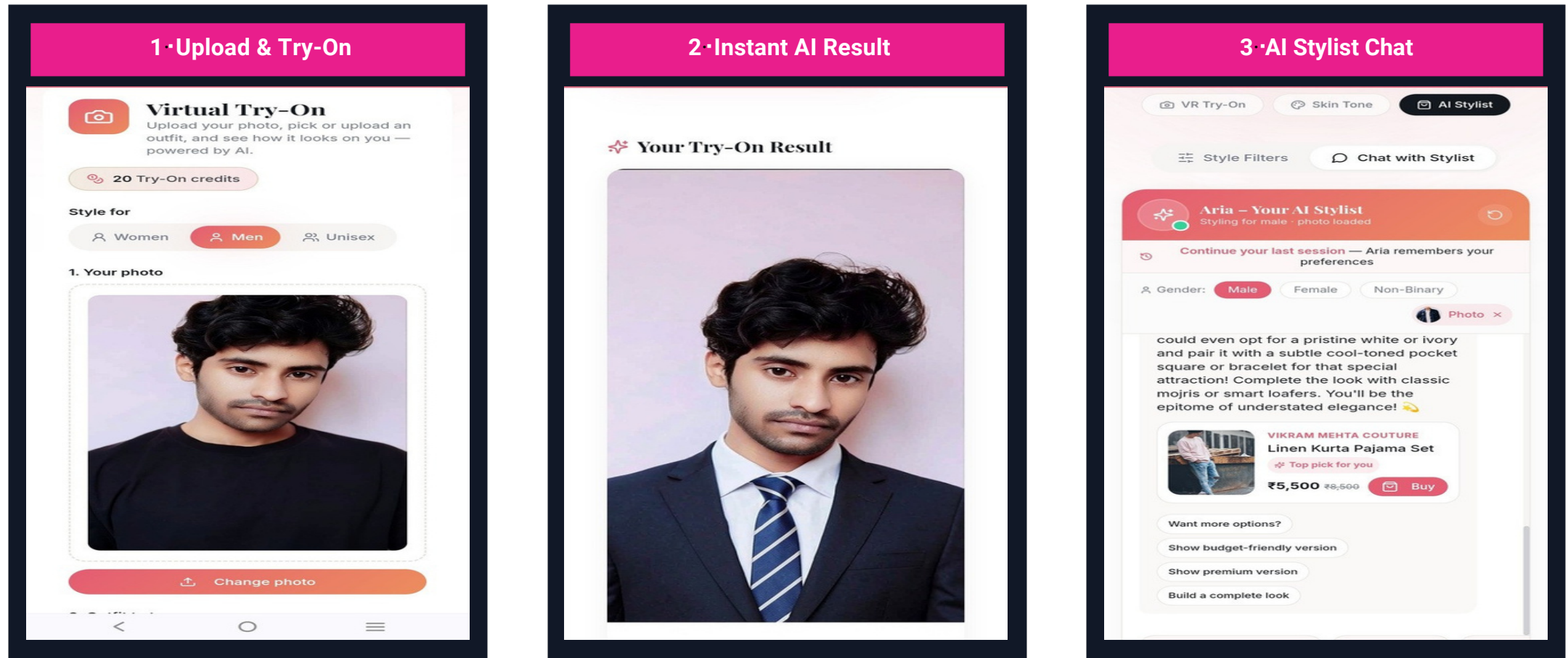
- AI Virtual Try-On (all features functional)
- Skin Tone Analysis + colour matching
- AI Stylist powered by LLM
- Creator storefronts with product tagging
- 2,147 waitlist signups captured

🗺 Roadmap with This Funding

- M1-2: Dev hire, Razorpay live
- M3: First creator drops, first GMV
- M5: 1,000 users, Rs.43L Cumulative GMV
- M6: Mobile app (iOS + Android)
- M12: Rs.90L+ monthly GMV — Seed ready

The AI Confidence Engine, Live

Real product screens—try-on, instant AI result, and personal styling in one flow.



One flow — try-on, fit confidence, and styling — built to cut RTO before the order ships.



2,147 Signups. 15 Days. Rs.0 in Paid Ads.

Demand proved before a single rupee spent on marketing. Pure organic.

2,147

Waitlist Signups

15

Days to 2K

Rs.0

Paid Acquisition

5

Creator LOIs

What this proves

- Pre-launch demand is real and measurable
- Creator-led organic distribution works at scale
- Three-sided demand exists before any GMV
- Waitlist quality: shoppers, creators & designers

How we got here

300+ creator DMs

40% reply rate

Segmented signup forms

2× conversion

AI Try-On demo video

Most shared asset

Build -in -public LinkedIn

15K+ impressions

Investor signal: Orane Carby (TFD Ventures) commented: "Strong early signal either way." Sridhar Sampathirao (anchor angel round) has closed.

Creator Commerce — The **Self-Compounding** Growth Engine



Beyond Signups — Real Engagement, Real Intent

Testimonials, demographics and engagement validate three-sided demand.

“

"The AR try-on changed how I shop — I trusted the fit before buying."

— Beta user, Hyderabad

”

“

"Finally a platform that lets me monetise my fashion content."

— Fashion creator, 45K followers

”

“

"I think it's a quiet revolutionary approach to reduce the CAC and RTO using Creator corner and AI+"

— Independent designer, Bengaluru

”

Waitlist Demographics



Creator & Designer Engagement

- 300+ DMs sent to creators — **40% reply**
- 5+ Creators signed LOI — **0 churn**
- Demo video organic shares — **15K+ views**



The 18-Month Window Is Open. It Will Not Stay Open.

Three forces are converging. Miss this window and a better-funded player claims the category.

01 AI try-on APIs are now affordable

Cost dropped from \$2–5 per query (2021) to under \$0.10 (2025). Unit economics finally work at marketplace scale. This window didn't exist 2 years ago.

20×

Cost reduction

02 Creator commerce is proven globally

TikTok Shop hit \$20B GMV in 2023. India has 100M+ creators with zero fashion commerce infrastructure. First mover captures the creator relationships permanently.

\$20 B

TikTok Shop GMV

03 India's D2C fashion supply is desperate

10,000+ D2C fashion brands in India with no scalable discovery channel. They are actively looking for creator + AI distribution. Supply side is ready and waiting.

10K +

D2C brands

04 800M smartphone users expect AI

India's next wave of fashion buyers are mobile-first and creator-influenced. They expect personalisation. Generic e-commerce is losing them to creator discovery.

800 M



A \$12B Market. No AI-Native Player Has Won It Yet.

We are not competing with Myntra for everything. We are capturing the under served AI-native creator commerce segment.

TAM

\$12B

India Online Fashion Market

SAM

\$3B

Gen Z + Creator-driven segment

SOM

\$150M

AI Native Creator Commerce — beachhead

The tailwinds

65%

of GenZ discover fashion
through creators, not
search

800M+

mobile- first fashion
smartphone users driving

\$20B

India creator economy by
2030 —rails don't exist
yet

10M+

indie designers with no
scalable discovery
platform



Everyone Has Supply. Nobody Has Confidence.

We are not fighting Myntra or Meesho head-on — we win the layer they don't play in.

	Myntra	Meesho	Instagram Shops	Flynker
AI virtual try-on	No	No	No	Yes
Skin-tone matching	No	No	No	Yes
Creator commission model	Limited	No	Manual	Built-in
Return-rate reduction	No	No	No	Core product
Zero-CAC distribution	No	No	Partial	Yes

Our moat isn't inventory — it's the try-on + styling data loop.

Every try-on and purchase trains our skin-tone and styling models. The more people use Flynker, the harder it becomes to copy — a data advantage generic marketplaces structurally can't replicate.



Simple Model. High Margin. Three Phases.

Phase 1 is commission. Phase 2 is SaaS + ads. The data flywheel powers both.

Phase 1 — Day1

Transaction Commission

- 15– 18% of GMV on every sale
- ~95% gross margin before creator payout
- No fixed cost — pure variable

Phase 2 — Month 6+

Creator Commerce Fees + SaaS

- 5% of brand deal facilitation
- Designer Pro SaaS: Rs.2,999/brand/mo
- 90%+ gross margin on SaaS

Phase 3 — Year 2+

Native Advertising + User Sub

- Flyunker Pro: Rs.299/user/month
- Native advertising: Rs.80– 150 CPM
- Target: 85% blended gross margin

Day1

Revenue starts

~95%

Phase 1 gross margin

85%

Blended target (Yr 3)

3 streams

By month 18



The Math Behind An Average Order

Based on our live AOV and current commission rate. Cost lines below are directional pending scale.

Per-Order Economics (AOV Rs.1,899)

Order value (AOV)	Rs.1, 899
Flynker revenue (avg. 16.5% commission)	Rs.313
– Altry-on+styling cost	– Rs.9
– Creator commission (18% of revenue)	– Rs.56
– Payment gateway(2% of revenue)	– Rs.6
Net contribution / order	Rs.242

Commission charged to brands ranges 15– 18%; 16.5% used above as the midpoint.

Why It Scales

Rs.0

Blended CAC today — creator-led, not paid

~12.7%

Net contribution margin per order

<Rs.0.10

AI cost per try-on query, at current API pricing

3–4×

Repeat purchase target within 12 months, driven by styling data



The Builders Behind Flyunker

Domain depth in AI, fashion commerce, and creator ecosystems. Eureka 2025 Zonalists · IIT Bombay E-Cell.



Tharun Bandla
Founder & CEO



Ex- Genpact | MBA — (Marketing & IB)
Product vision, strategy, fundraising, GTM



Vinay Racharla
Co-Founder



Ex- Capgemini | B.Tech Computer Science
vendor Management and Growth expert



Azhar Shaikh
Head of Operations



MSc Computer Science
Vendor relations, supply chain, operations



Sasi Preetham
Chief Technology Advisor



Applied Research Engineer at Zoho | M.Tech CSc
Architecting Flyunker's Proprietary AI Engine



Eureka 2025 Zonalists — IIT Bombay E-Cell
2,147 organic signups — zero marketing spend

Sridhar Sampathirao — anchor angel investor closed.

Orane Carby, TFD Ventures — commented: "Strong early signal".



12 Months. Three Milestones. One Clear Destination.

Pre-seed funding gets us to Rs.90L+ monthly GMV and Series A readiness.

M1–3

M4–6

M7–12

Month 1–3

Foundation

- Hire full-stack developer
- AI engine production-ready
- Razorpay payments live
- First 3 creator drops
- Target: Rs.5– 15L GMV

Month 4–6

First GMV

- 50 active creators
- Rs.30– 50L cumulative GMV
- Return rate data vs industry
- Mobile app development begins

Month 7–12

Scale

- Public launch — all creators
- Brand SaaS dashboard live
- Rs.90L+ monthly GMV target
- Series A pitch materials ready

Raising Rs.1.5 Crore Pre-Seed

18-month runway · First creator drops in 90 days · Seed-raise ready in 12 months.

Raising

Rs.1.5 Cr

Pre-Seed Round (~\$180K)

Instrument **iSAFE**

Post-money **Rs.12Crore**

Run way **18 months**

Fund Allocation

Product & Tech **35%**

Marketing & Growth **30%**

Team **20%**

Operations **10%**

Legal & Compliance **5%**

Milestones

Month 3

First creator drops. First GMV.

Month 6

Rs.30– 50L GMV. 50 creators live.

Month12

Rs.90L+ monthly GMV. Seed raise.

Let's build the future of Indian fashion together.

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Thank You...

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