



Extended Reality Ecommerce

Pitch Deck

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Women are avid online shoppers but they aren't buying NFTs

71%

of women shop for fashion online

16%

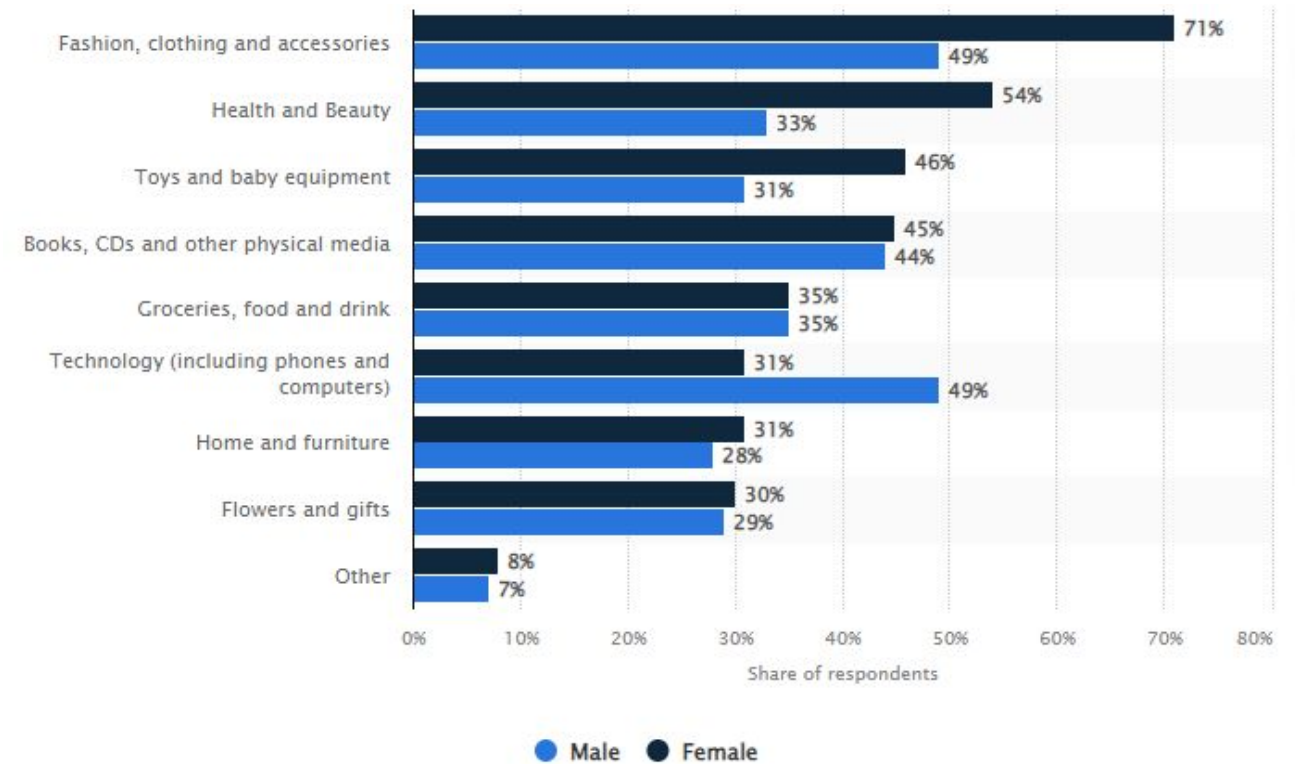
NFT market share held by women

PAPER[®]

INTERNET CULTURE

The NFT Market Has a Gender Gap Issue

by Trey Alston | 04 November 2021



The 14 corporations who control consumer fashion often take advantage of their creators

50+

times Forever 21 has been sued for stealing from independent designers

so while brands such as



have been able to successfully enter the metaverse, boutique brands are struggling with



creating and integrating NFTs



understanding metaverse trends



monetizing secondary sales



<https://fashionista.com/news/forever-21-accused-of-stealing-t-shirt-design>
Forever 21 Accused of Stealing T-Shirt Design from Word ...
 Sep 27, 2017 — Forever 21 Is Being Accused of Copying This T-Shirt a Young Designer Created to Raise Money for Planned Parenthood [Updated].



<https://news.artnet.com/forever-21-shady-336404>
Forever 21 Allegedly Stole Artist's Design - artnet News
 Sep 30, 2015 — As Jezebel's Joanna Rothkopf notes, Forever 21 has been sued over 50 times for allegedly stealing the work of artists, fashion designers, ...

<https://www.bbc.com/news/blogs-trending-48122040>
Forever 21 'steals' anti-fast-fashion artist's work - BBC News
 May 1, 2019 — High Street retailer Forever 21 has been criticised for unsolicited use of an anti-fast-fashion artist's image to promote its clothing on ...



Market Size

\$104.2b

Creator Economy

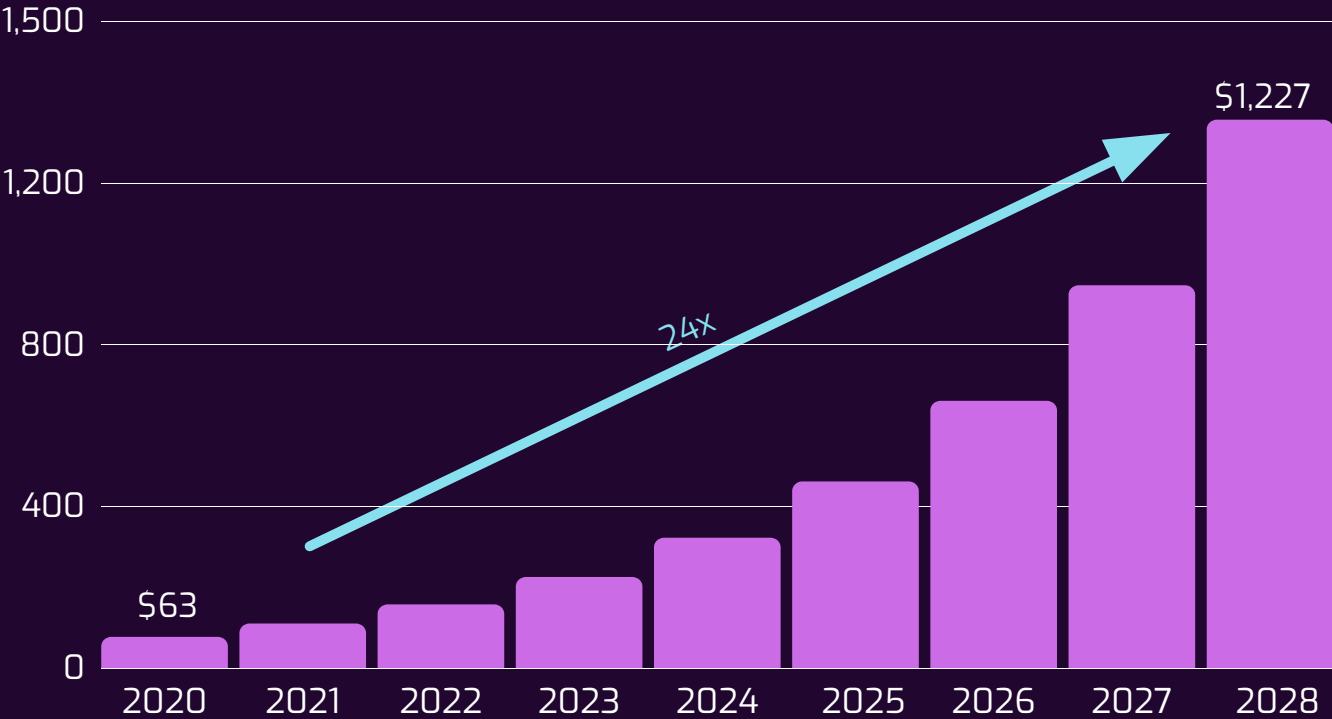
\$50.1b

Non-Fungible Tokens (NFTs)

\$22.4b

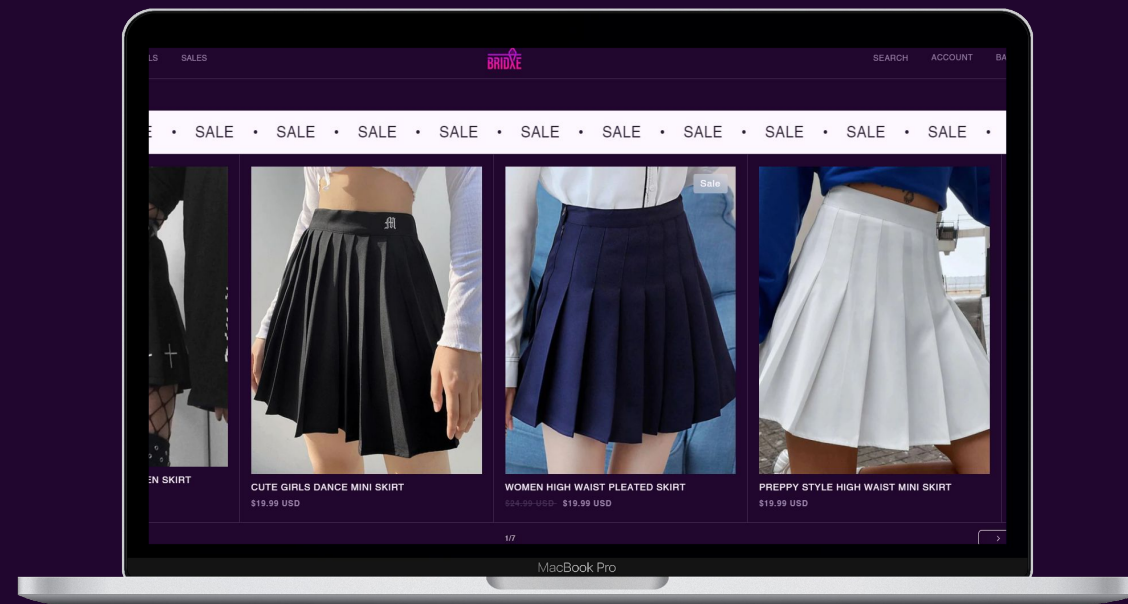
Fashion Boutiques

Metaverse Market Revenue in Billions





is an end-to-end solution for retailers to sell omnichain phygital products which connect the metaverse with reality



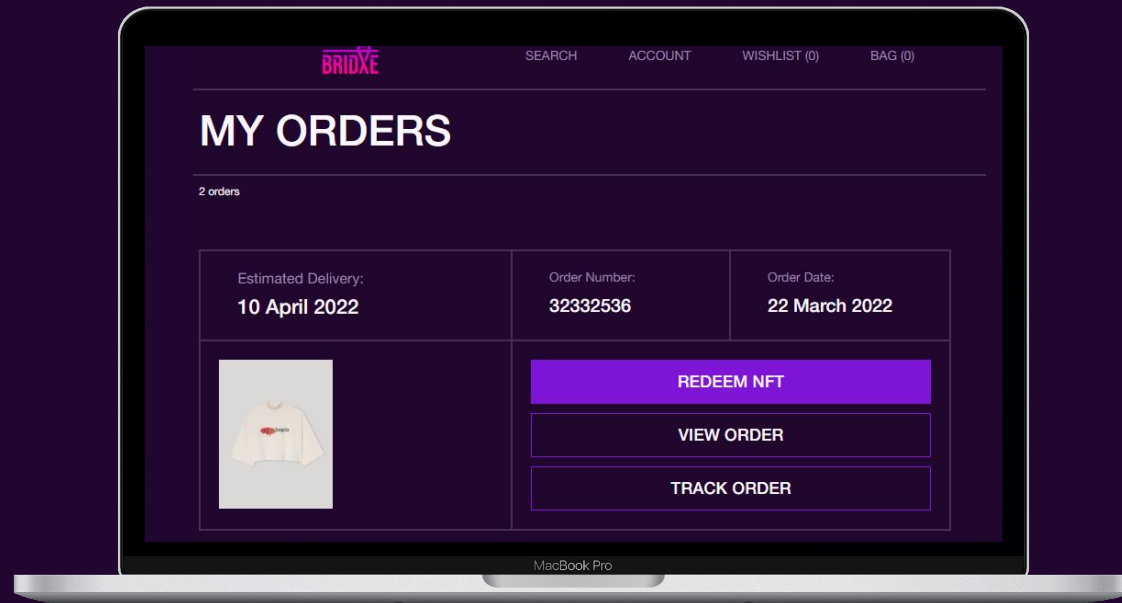
marketplace protocol for selling phygital NFTs



transparent supply chain analytics platform



interoperable subnet powered by \$BXE token



BRIDX E is focused on improving the user experience for inexperienced users

Blockchain transactions are final and irreversible, which can make first-time buyers nervous

67%

of online shoppers check the return policy before making an online purchase

30%

of **all** online purchases result in returns



easy on-ramps: users can pay with Bitcoin or a credit card

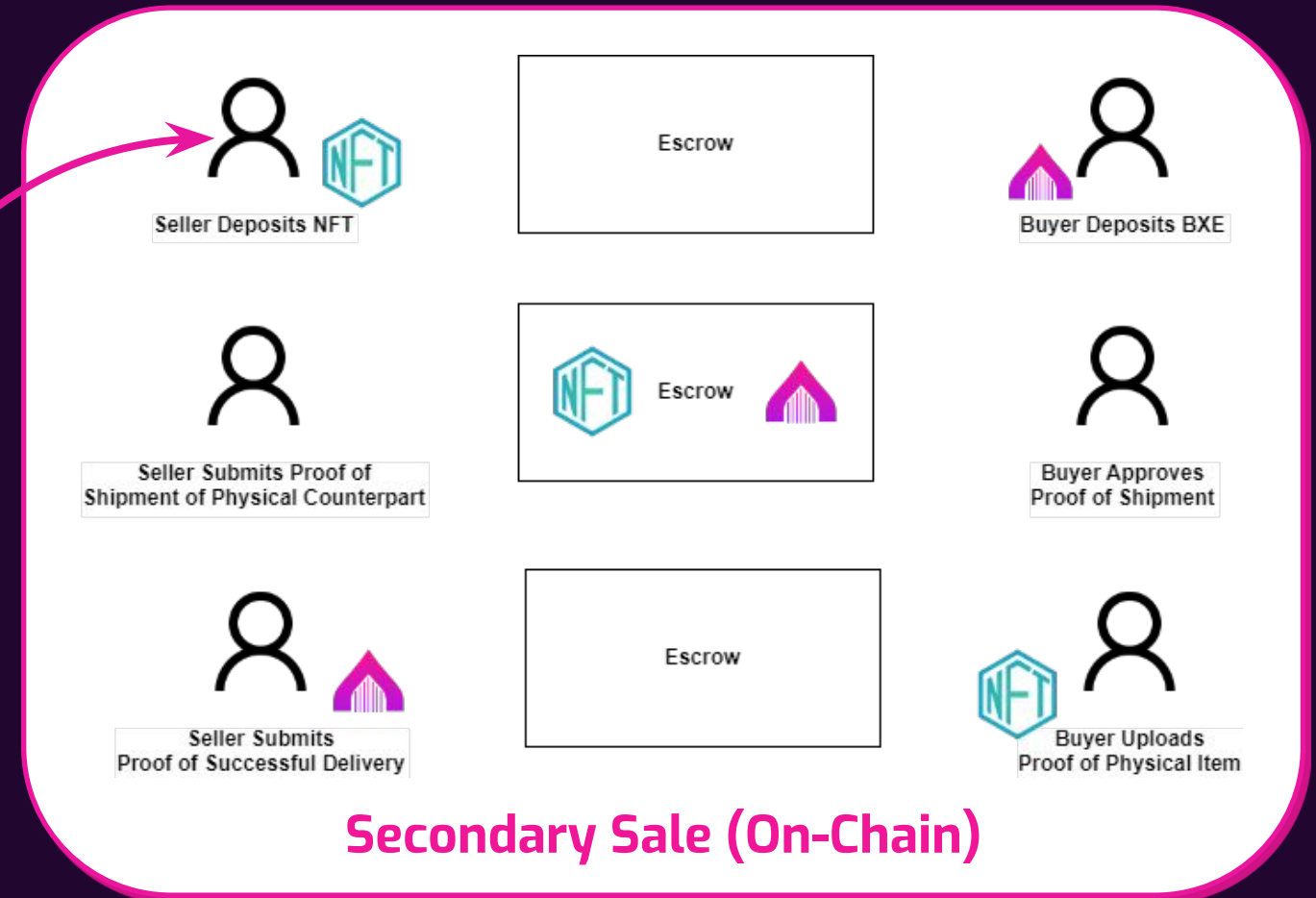
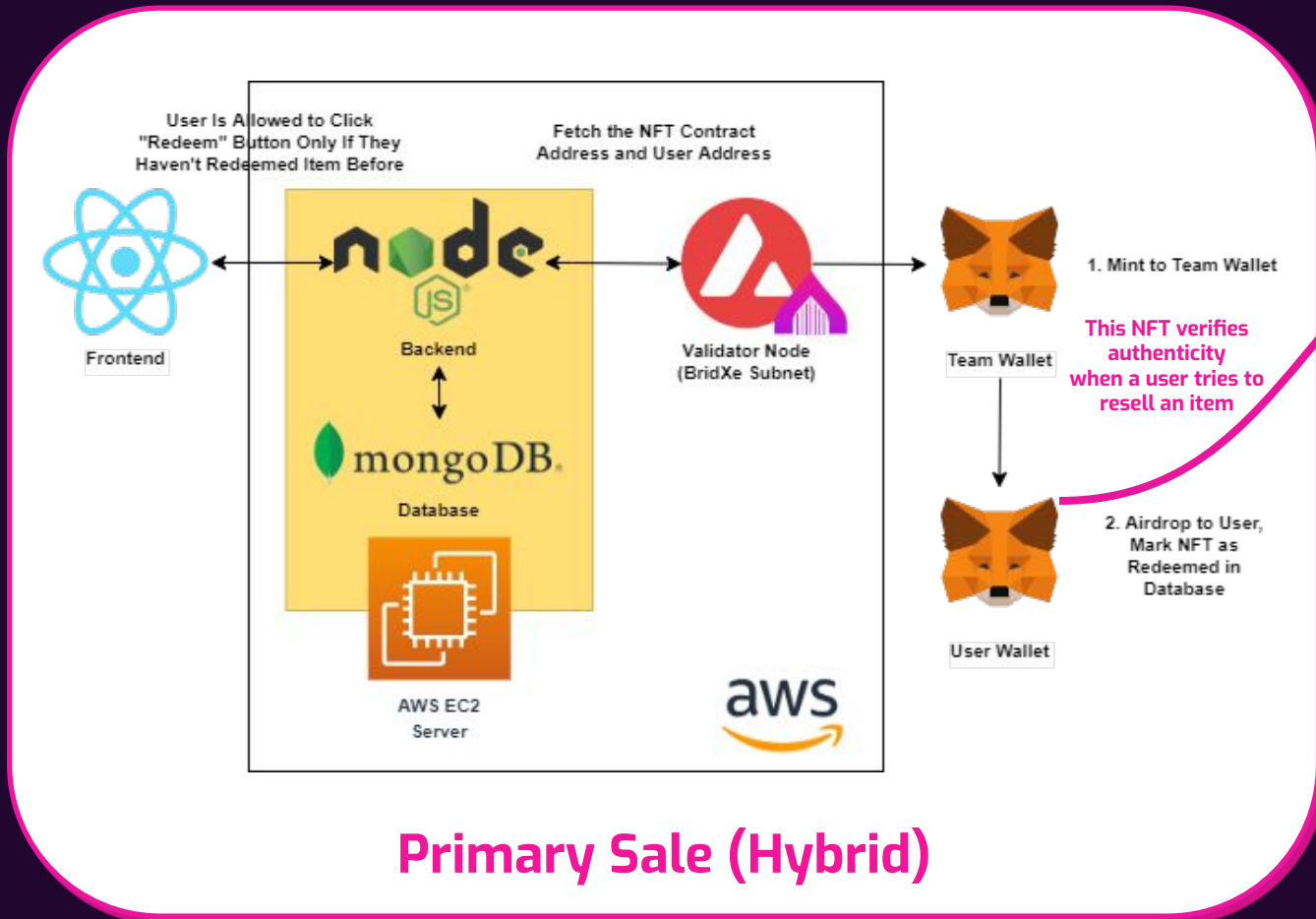


proof of purchase: redeeming a NFT finalizes a transaction on-chain and opts the user out of the return policy



try before you redeem: users get to try before deciding if they want to redeem the NFT that comes with it

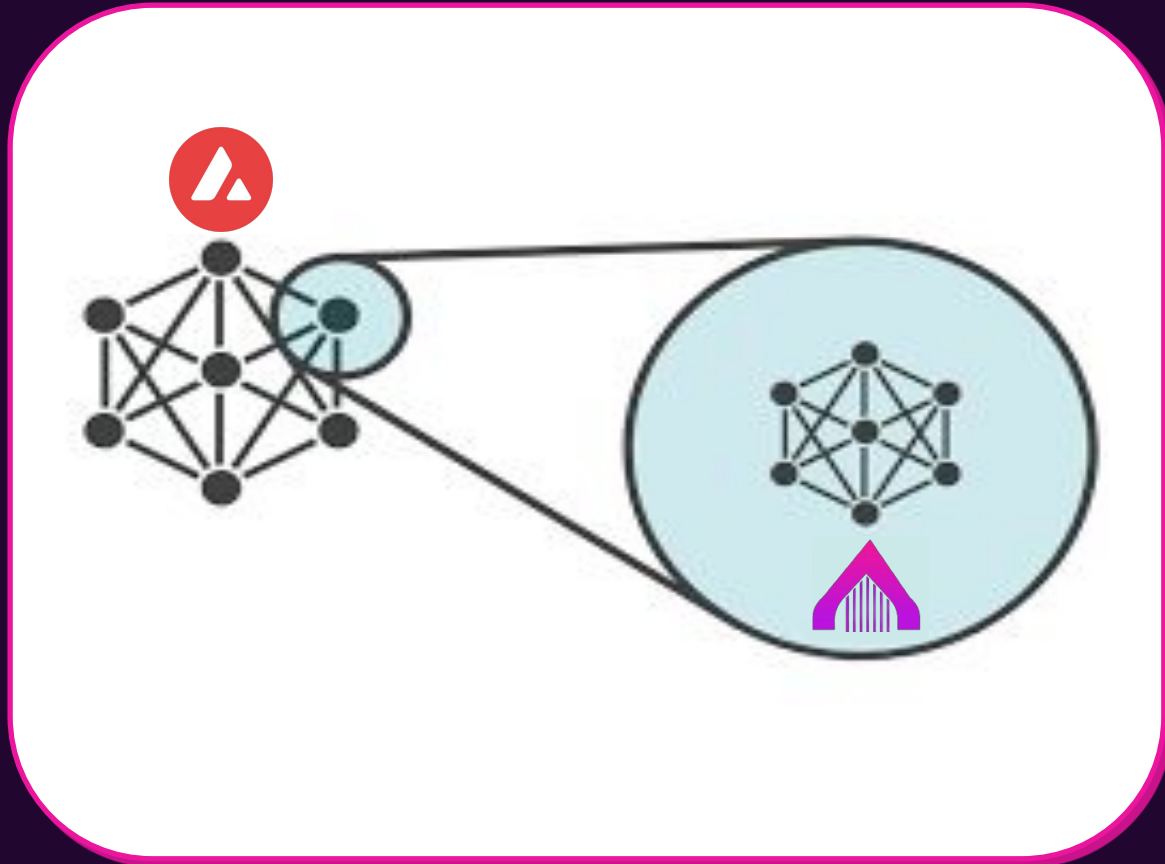
We are onboarding already successful Web2 eCommerce brands to Web3 by integrating into services they already use...



...and creating an on-chain records of primary and secondary sales, allowing sellers to

1. earn royalties from resales and
2. better understand their supply chain

BRIDGE is the supply chain subnet built for the omnichain future



reliability: subnets use the same validators as the Avalanche network



dedicated resources: hosting our own subnet means having a dedicated block explorer, gas token, and nodes



interoperable: Stargate allows users to move NFTs to any of these chains without the use of risky bridges



After the Initial Sale...

Brands not only have no control over resales of their products, but they often don't have no idea where their products are going

COMPLEX

Nike's StockX Lawsuit: Fake Jordans, NFTs, and All the Spicy Details

The marketplaces that actually control supply chain data can use machine learning to gain an unfair competitive advantage over individual sellers



Amazon bullies partners and vendors, says antitrust subcommittee

PUBLISHED TUE, OCT 6 2020-8:58 PM EDT | UPDATED TUE, OCT 6 2020-9:03 PM EDT

Amazon has used this data internally to launch **competing products** against its top vendors

BridXe wants to return the power of data back to brands

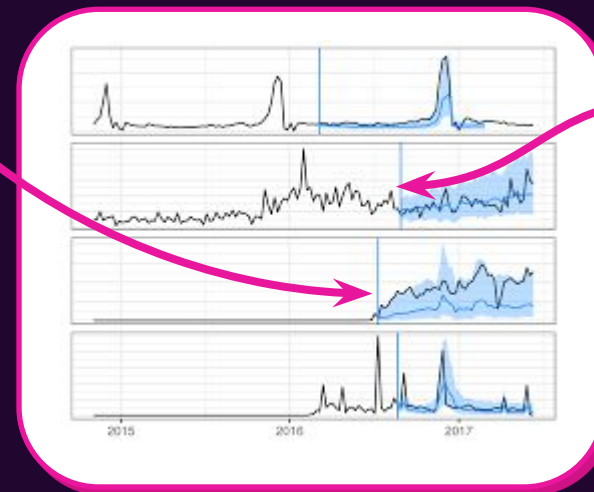
We augment our marketplace data with on-chain data about resales. This data allows BridXe to identify resurgent trends and seasonality to improve **demand forecasting** and **inventory planning**



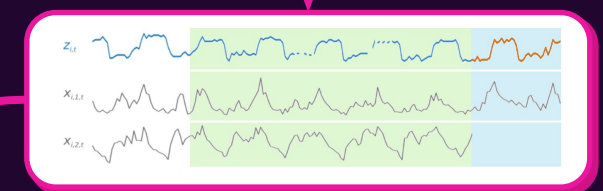
Brand A wants to expand into t-shirts but they don't know how much inventory to order, a **cold start problem**



We use AI to find the cluster of brands most similar to Brand A who are already selling t-shirts



Neural Networks with NFTs allows brands on the BridXe platform to learn from each other while protecting each seller's privacy



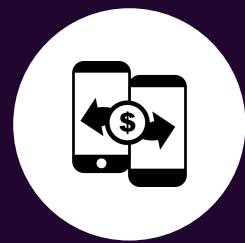
NFTs allow us to track resales in the secondary market, which **MQTransformer (2022)** can use to improve forecasts

Phygital Exchange

If you wanted to buy 1 of 100 limited edition coats from a celebrity designer's collection from two years ago, you might be concerned about



authenticity: we can rule out products which were not sold or transferred through authorized marketplaces



settlement: we hold funds in escrow until the buyer receives the item

Our exchange is built on top of our decentralized escrow protocol to ensure the metaverse NFT and real-world product are moved together

BRIDXE T-SHIRT

Last Sale: \$63



Size: L + Color: White +

Quantity: 1 + Ships From: United States +

SELL FOR \$63 OR ASK FOR MORE

Asks			Bids		
2	\$65	↑	1	\$63	↑
1	\$67		3	\$62	
1	\$69	↓	2	\$61	↓



Phygital Fashion Bridges Extended Reality (XR)



Virtual Reality (VR):
Dress Up Your Avatar

We use the **OpenGL** standard used in most metaverses



Augmented Reality (AR):
Try On Clothes Without Leaving Home

52% of returns occur because of sizing
40% decrease in returns when AR visualizations are available



Reality:
Wear Your NFT in Real Life

Elevated eCommerce

While the metaverse is still developing, BridXe NFTs have real-world applications which can immediately benefit existing eCommerce platforms



product reviews can be limited to users that have the NFT and other users can see if a reviewer later resold the product



brands can offer **customer loyalty programs**, e.g. offering users who buy a resale item 10% off a first-time purchase



higher end sellers can verify authenticity further by encoding serial numbers to RFID tags into their NFT metadata



Customer Profiles

Brands who have signed LOIs include



Ainnocence is a venture capital-backed biotech firm



Tourance Luxurious Surroundings has been featured on The Oprah Magazine

and others.

These are startups and boutique brands with existing customer bases who are not crypto-native, so BridXe would be creating a bridge between traditional eCommerce shoppers and Web3

	bridxe.com	Whitelabel Partners
Customer Profile	Boutique Brands and Hobbyists (<\$15,000/mo GMV)	NFT-Curious Successful eCommerce brands (>=\$15,000/mo GMV)
Value Proposition	An additional sales channel that they can use alongside their Etsy, FBA, or Shopify	Sell NFTs from their existing storefront without having to handle the redeeming process
Recurring Revenue	5% and credit card fees	Enterprise Pricing
Other Fees	Per-Model Conversion Costs	Installation Fees Starting At \$20,000

Etsy

ebay

shopify
venly

Open Marketplace

OpenSea

POSHMARK
depop

amazon

SHOPX
BOSON
PROTOCOL
LUKSO

BRIDEX



DIGITALAX

whatnot

LOOKSRARE



Physical

Phygital

GOAT

neuno

stockX

DRESSX

RENT THE RUNWAY

Legitimate

FASHION NOVA SHEIN

GUCCI
LOUIS VUITTON

ZARA RTFKT

Single Seller

Unisocks

Roadmap

Q2 2022

- Online Storefront Development
- Blog and Newsletter
- NFT Smart Contracts
- Pre-Seed Funding

Q4 2022

- BridXe Launch
- LayerZero Integration
- Partnerships
- Seed Funding

Q1 2022

- Metaverse Research and Development
- Generate 3D Objects Using AI
- Test Objects for Decentraland Compatibility
- Start Social Media

Q3 2022

- BridXe Beta
- Machine Learning Research & Development
- NFT Smart Contract Development

2023

- IDO or IEO
- Augmented Reality Shopping Integration
- BridXe Subnet Launch

\$BXE Token

\$BXE is the gas token for the BridXe subnet

1b

Total Supply

16% Creator Fund

Similar to TikTok, we use this wallet to reward top creators on our platform

15% Team

The team has the longest lockup, with a 4-year vesting period and a 1-year cliff

10% Investors

Investors will be subject to a 2-year vesting period with only 5% available at TGE

7% Foundation

The Foundation promotes \$BXE token through strategic partnerships and meaningful activations

25% Shop2Earn

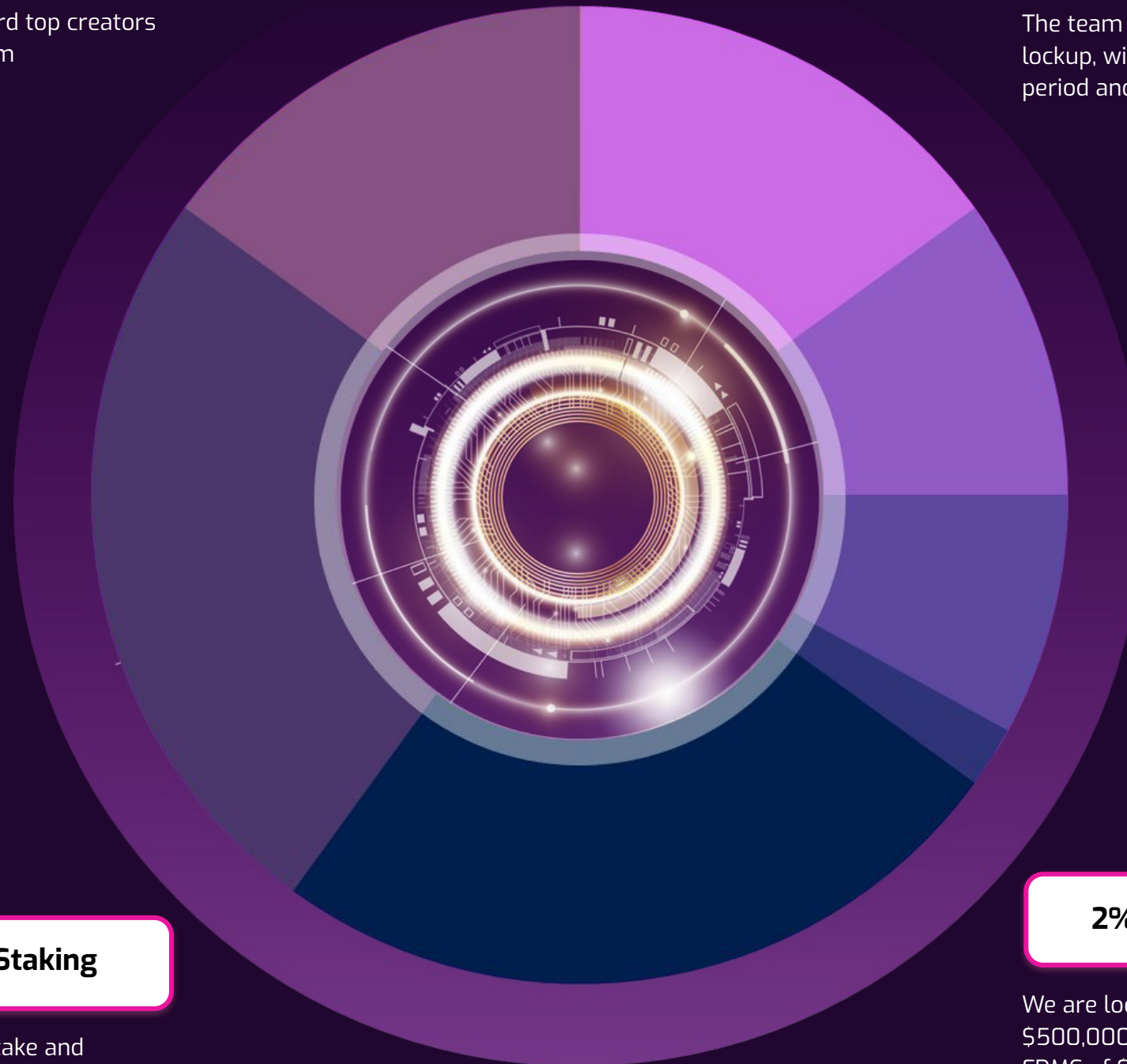
1% of each transaction is split between buyers and sellers and rewarded as \$BXE. An extra 0.5% is rewarded for purchases made in \$BXE

25% Staking

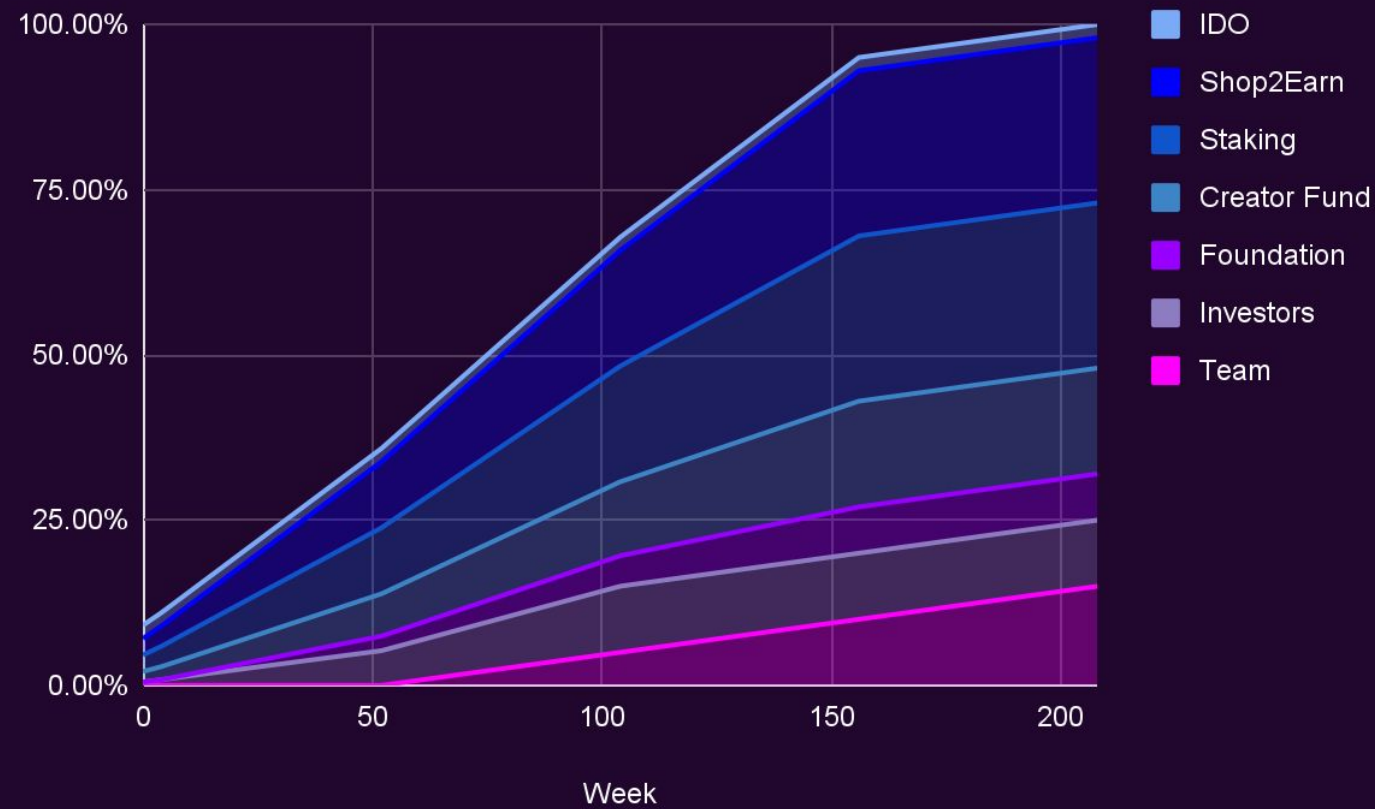
Holders can stake and unstake \$BXE at any time, with rewards being locked for 6 months

2% IDO or IEO

We are looking to raise \$500,000 at IDO or IEO for a FDMC of \$25,000,000



Wallet	Percentage	Lockup (starts from Token Generation Event)
Team	15%	52 week lockup 156 week linear weekly unlock after
Investors	10%	5% available at TGE 104 week linear weekly unlock after
Foundation	7%	4 week lockup 152 week linear weekly unlock after
Creator Fund	16%	10% available at TGE 156 week linear weekly unlock after
Shop2Earn	25%	10% available at TGE 156 week linear weekly unlock after
Staking	25%	10% available at TGE 156 week linear weekly unlock
IDO or IEO	2%	Target Raise: \$500,000 Fully Diluted Value: \$25,000,000



Financials

We are raising up to \$1m through SAFE notes with a \$5m valuation cap. Investors will receive \$BXE tokens at TGE with a 2:1 dilution ratio

