



Fitzy

working name

The affordable, stylish shopping app for young women who shop from the feed.

Cross-border fashion

TikTok + Pinterest native

China-sourced, quality-checked

Pre-seed Aleksei Balchunas - solo founder 2026

PROBLEM

Huge purchase intent, nowhere good to spend it

A young woman sees an outfit on TikTok or Pinterest and wants it now, affordably. The path from that spark to a purchase she can trust is broken.



Discovery lives in the feed

She finds the look on TikTok or Pinterest, not by searching a store.



Buying is a scavenger hunt

Hunting across apps, decoding machine-translated Chinese listings.



Every order is a gamble

Our funnel data: 80-90% who picked an item and entered an address never paid. #1 fear: size.



It feels like importing, not shopping

The magic of the trend dies in a 3-6 week customs-grade experience.

Four bad options, and she bounces between them



Temu / AliExpress

Cheapest, but they optimize for cheap: reseller listings, weak QC, a prepaid gamble on size.

Wins on price. Loses on trust.



Shein

Consistent quality, but priced above direct sourcing and limited to its own catalog.

Wins on speed. Can't sell the exact pin.



Social resellers (WhatsApp / IG)

Closest to the stylish, curated feel, but manual, prepay-a-stranger, no returns.

Wins on taste. Loses on safety.



Local retail

No sizing gamble, but the same China-made goods at a steep markup, no trend selection.

Wins on instant. Loses on price.

None solves sizing and quality certainty before the item ships, for this audience.

THE INSIGHT

We're not really competing with Temu

The binding constraint in cross-border fashion isn't price, selection, or discovery. It's the moment she must pay for an unseen item from China with no realistic recourse.



The leak is measured

In our funnel, 80-90% of buyers who picked an item and entered an address abandoned before paying. Surveyed at that screen: size fear was reason #1.



Half the reasons, one root

Size fear, quality doubt, unclear returns, marketplace distrust: about half of all stated reasons collapse into one cause. She can't see what will actually arrive.



Temu can't fix it

Their economics are zero-touch: no per-item process between supplier and parcel. Touching every order would destroy their margins. For us, it's the operating model.

We don't beat Temu on breadth or price. **We win at the exact step where their funnel dies: trust at the moment of payment.**

SOLUTION

A curated feed for her, with a trust layer no one else ships



Curated stylish feed

TikTok/Pinterest looks matched to real in-stock items, personalized for young women.



Pre-ship studio photo

Before we ship, she sees the actual item shot on a measurement grid under good lighting.



See true size & quality

The grid shows real measurements and finish, so “will it fit?” gets an answer up front.



Refuse at our warehouse

If it's not right, she declines it at our hub and doesn't lose her money.



AI size check at order

AI validates her chosen size against the supplier chart and her measurements, before the order is placed.

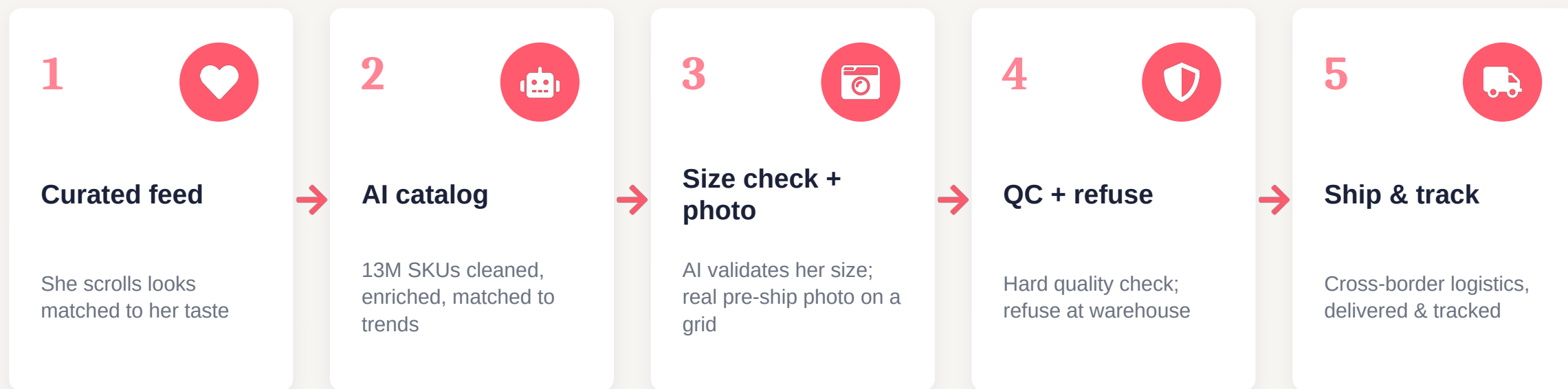


Vetted suppliers only

Curated pool of real manufacturers, not resellers. No seller-acquisition spam.

The wedge: sizing fear and quality doubt are the #1 reasons buyers don't convert or reorder on cross-border platforms. We answer both before the box ships.

How it works, end to end



The value isn't access to Chinese supply, everyone has that. It's the trust and personalization layer on top.

WHY NOW

A small team can now build a Temu-class operation

BEFORE

Catalog, translation, recommendations, moderation, support, logistics and creative all needed a large, expensive team.



TODAY

AI automates most of the stack, and vision models finally make per-item photo inspection cheap. One operator who's done it before can build it faster and leaner.



The tariff reset leveled the field. The end of US de minimis (May 2025) forced Shein and Temu to raise prices, so incumbents lost part of their price moat right as the AI window opened. Whoever builds the vertical, trust-first marketplace first takes the category.

PROOF, PREVIOUS VERSION



Validated, not projected

The model was already validated with real money

\$489K

GMV

14.3K

Orders

7.6K

Buyers

\$1.3M

Annualized run-rate

~\$8

Paid CAC / buyer

~\$0.09

TikTok CPI

\$34

Gross AOV (\$27 net)

13.3%

Repeat in 30 days

Achieved in our initial launch market with no trust layer at all. CAC was $\approx$ 23% of a single first order, with room to scale spend as repeat compounds.
This is the operator's track record, the new entity starts at zero.

A large market where we don't fight incumbents head-on

TAM

\$1.0T+

Global fashion e-commerce (~\$1.06T in 2025), the category Temu, Shein and Zara compete in.

SAM

\$150-200B

Affordable, trend-driven fashion for young online shoppers, discovered through TikTok, Instagram and Pinterest.

SOM

\$10-20B

Mobile-first social commerce in our target markets with cross-border supply. Target: 1-2% of the segment in 3-5 years.

Where we start

 **US**

One of the world's largest fashion e-commerce markets (~20% of global).

 **Brazil**

Among the fastest-growing, TikTok-native, cross-border demand rising.

 **Mexico**

Same profile as Brazil; Stripe/dLocal rails already in place.

Margin now, platform revenue later

CORE TODAY

Margin on every order

Buy from vetted manufacturers at direct prices, sell at a curated markup that's still below Shein. Gross AOV \$34 / net \$27 in the previous version.

Positive ROI at 6-12 months on paid social

EXPANSION REVENUE (planned)



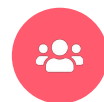
Seller onboarding → commission

Open the vetted pool to more suppliers on take-rate.



Ads & promoted placements

Sponsored slots once demand density is there.



B2B wholesale

Bulk supply for small businesses and resellers.



Adjacent categories

Beauty, accessories, room decor on the same audience.

Solo founder who has built and sold this kind of company



Aleksei Balchunas

Founder · CEO / CTO

15 years shipping consumer apps, AI/ML, social and cross-border e-commerce. Hands-on across product, engineering and growth.



Two exits

Hypee → sold to Yandex (~\$3.1M). AI Boost (~\$450K).



Built the AI stack himself

13M-SKU pipeline, embeddings search, recommender. SD image API in 2 days at AI Boost.



Proven operator range

TikTok/Meta performance, funnel analytics, scalable serverless-to-server backends.



This exact playbook

Reached top App Store rank in Brazil at AI Boost, already knows how to launch in LATAM.

THE ASK

Fuel to take the category while the window is open

Raising pre-seed · open on structure: SAFE / convertible / equity

USE OF FUNDS

-  Build the trust layer (photo studio + refuse-at-warehouse)
-  Rebuild AI catalog, search & recommendations, clean
-  Scale TikTok acquisition in US, Brazil, Mexico
-  QC and cross-border logistics

VISION

Native shopping for the feed generation

Not “search for a product,” but a personal stream of trend pieces with clear prices, real photos, and safe checkout.

In 3-5 years: millions of young women, a proprietary trend + AI layer, deep supplier network and localized logistics.