

Introducing Primpy

Primpy is a community-driven fashion market where end users and businesses benefit from transparency and usability powered by blockchain tech. By bringing together technology, retailers, service providers, and customers, Primpy becomes a go-to place for desirable fashion items, services, opportunities and trends – tailored to users and businesses.

What is it

We've created probably the most significant decentralised fashion ecosystem in the world – Primpy shines a spotlight even on the smallest of sellers and helps shops target its customers while service providers have the chance to showcase what they offer and connect in a closed-loop global platform where each action benefits all. A non-fungible token powered platform, that makes sure that all products are authentic and have a clear ownership and value histories.

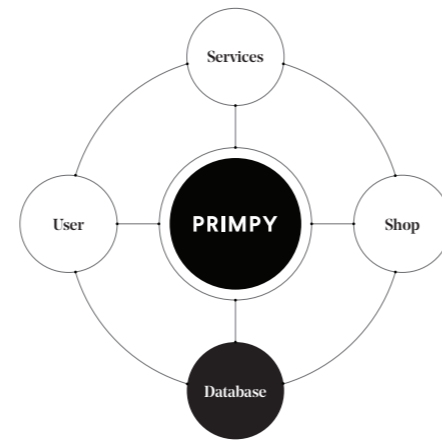
Primpy Mag

The magazine takes Primpy's centerstage – it's where community interacts and generates content for the platform. Every registered user has the opportunity to write fashion content and be featured in the magazine – it's a community powered editorial department, setting trends and sharing insights, keeping things in the loop.

MVP

Try out Primpy's Minimum Viable Product to get a glimpse into the future of fashion.

www.primpy.com



The Architecture of Primpy's Data Storage

500+
Written Articles

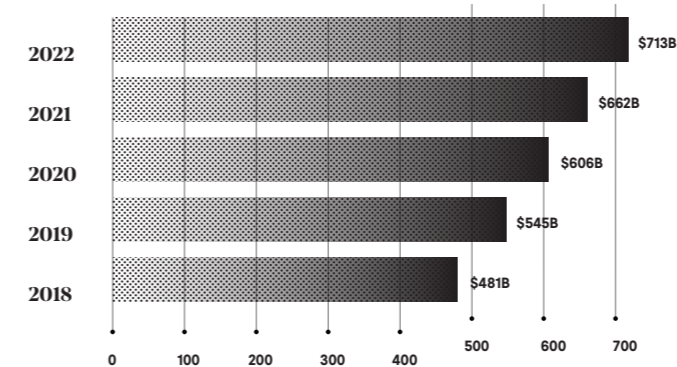
2,7 M €
Seed investment

20k+
Monthly Active Users

50
Shops

Market

Potential Market Share: By 2029 Primpy aims to hold 15% of global fashion ecommerce market share.



Ecommerce Fashion Industry - Worldwide Revenue in billions of USD

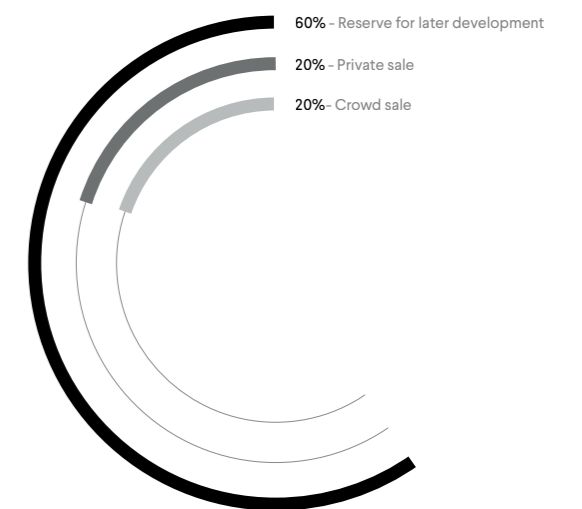
Roadmap

- March 2019**
Platform analytics
- June 2019**
Private sale & onboarding of first shops and influencers
- August 2019**
Expansion to the Middle Eastern Market
- September 2019**
Public sale
- October 2019**
Crypto-tags (non-fungible tokens)
- December 2019**
Automated content generation feed
- January 2020**
Expansion to the Asian market

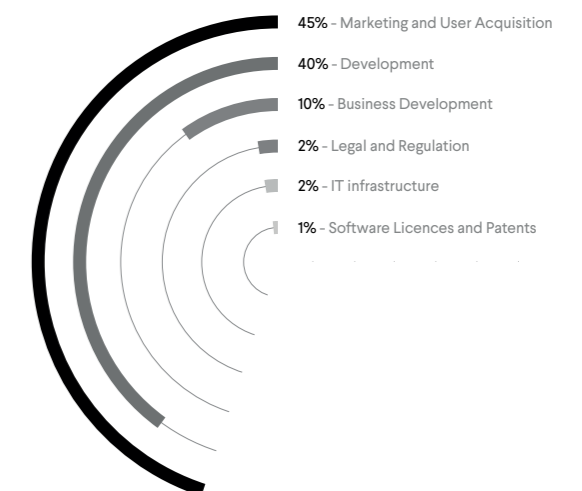
IEO Structure

ETHEREUM
Blockchain

15.000.000 USD
Hard cap



Token Distribution

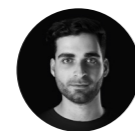


Fund Distribution



Fabrizio Piccoli
FOUNDER

- Founder of Seven Srl (One of the earliest Italian Internet Service Providers)
- Primatist (The first chain of Italian Internet cafes)
- Il Maggiordomo project (Aimed to be the first decentralised marketplace)



Luka Rudan
CO-FOUNDER

- Serial entrepreneur in Digital industry
- Vast experience in fashion and logistic
- CEO of a Digital agency



Jernej Rehar
CO-FOUNDER

- 20 years of experience in business development and IT
- CEO of an IT company
- Retail and eCommerce expertise



Roberto Ongaro
CEO

- Founder of Korrente
- CEO of Euforia (partnering with Pirella-Gottsche-Lowe)
- General Manager at ATA-UNIVAS Group
- Communication Manager at L'Espresso-Repubblica Publishing Group
- Senior Partner at Ogilvy

PARTNERS



Cristina Lavarone
CMO

- International corporate management experience
- Chairman at Verum Holding SpA
- Director of Business Development at Ohanatec Pte. Ltd.

Fast Facts

**Cocreate the fashion
industry of tomorrow**

www.primpy.io | info@primpy.io

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Be aware that investing in projects is an extremely risky and highly speculative investment. Never invest money that you can't afford to lose. Make sure you read and understand the Private Placement Memorandum and Terms & Conditions.