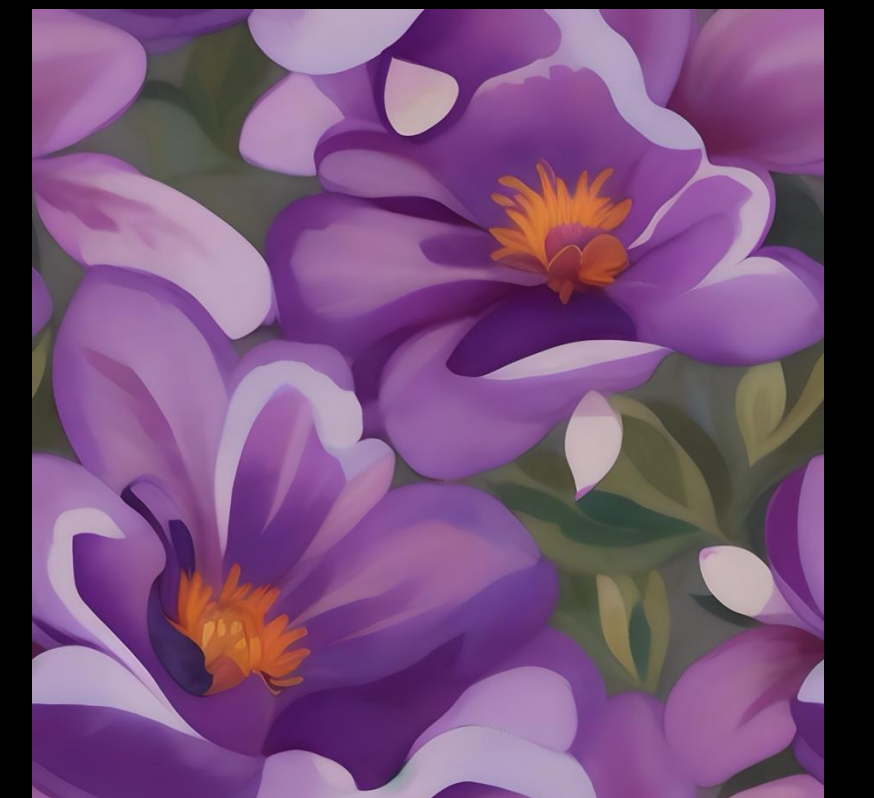


# From Fashion to GenAI Journey



Women & Women

# How Long Does It Really Take to Design a Pattern?



# While traditional pattern, graphic design is like this..

Designing Pattern as an Idea



Pattern Digitization & Editing



Print Output



**X8** Collection in a year

**600.000** Graphic Designer in the world

**€40.000** Yearly Salary

# PROBLEM



## LACK OF INSPIRATION

FAST MOVING TRENDS



## DESIGN TIME

3-4 WEEKS



## SUSTAINABILITY

ENERGY, TIME, RESOURCES



## UNIQUENESS

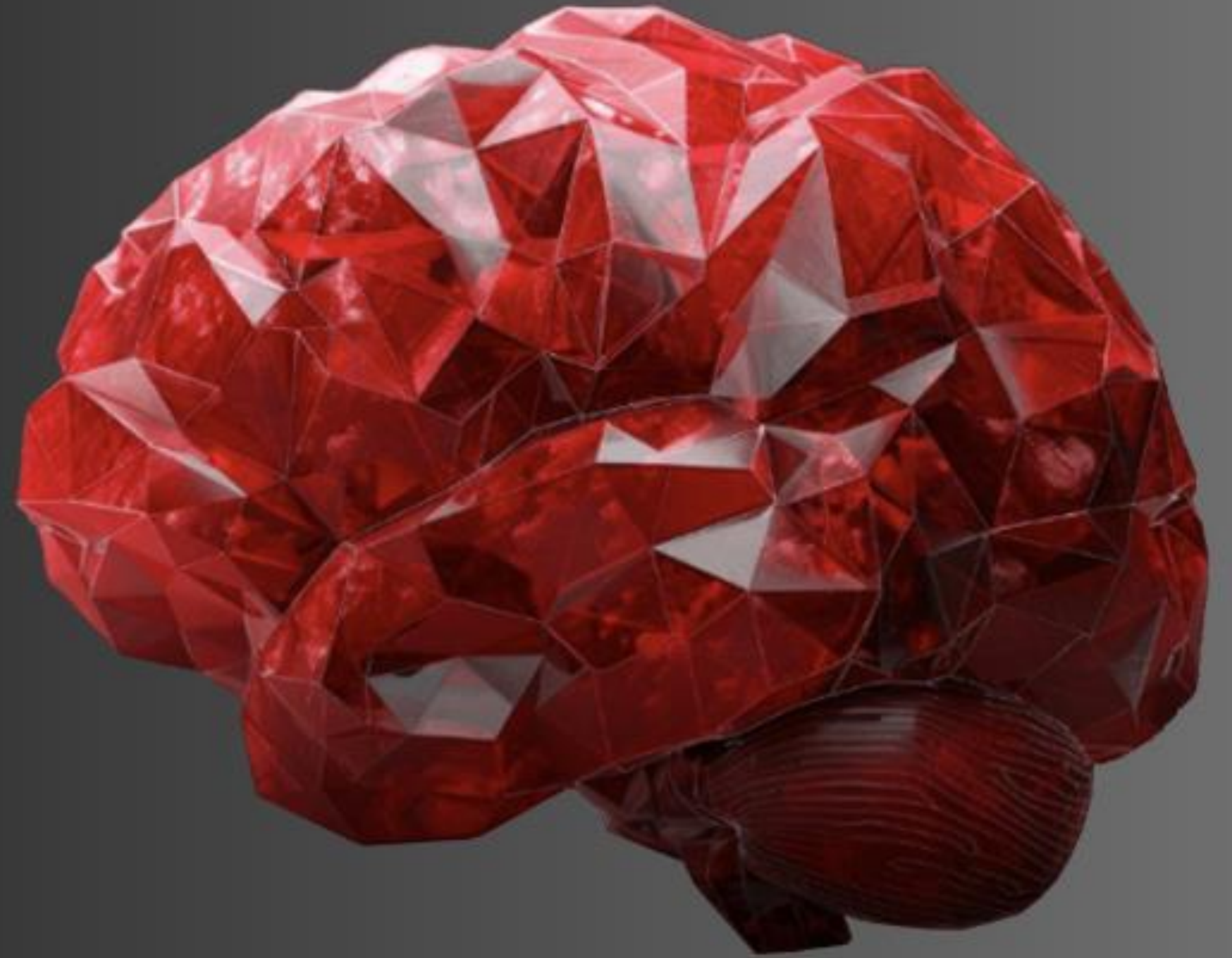
COPY RIGHT ISSUES



**MYTH**

**Welcome to**

**New Era of Neural Networks**



# MYTH AI

## AI Pattern, Design & Art Technology

Brand Identity Based

Trend Based

Personalization Features

All-in-One Tool

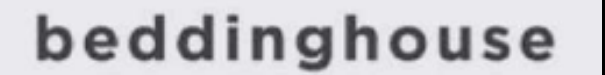
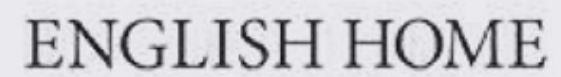
Increase 65% Sustainability





# WHY MYTH ULTIMATE CHOISE?

UK, ITALY, FRANCE, DUBAI, SPAIN, TURKIYE



**+100 Retailers**

# SOLUTION

**%70**

Never generate **similarity**

**Securing Design with Blockchain**

**+ MYTH ACADEMIE**

How to use training,  
Customer Service

**%100**

Cutting Edge Own Models

**State-Of-Art**

**+50**

Editing and AI Features





### Text to Pattern

Generate images from a detailed description and guide style with a reference image.



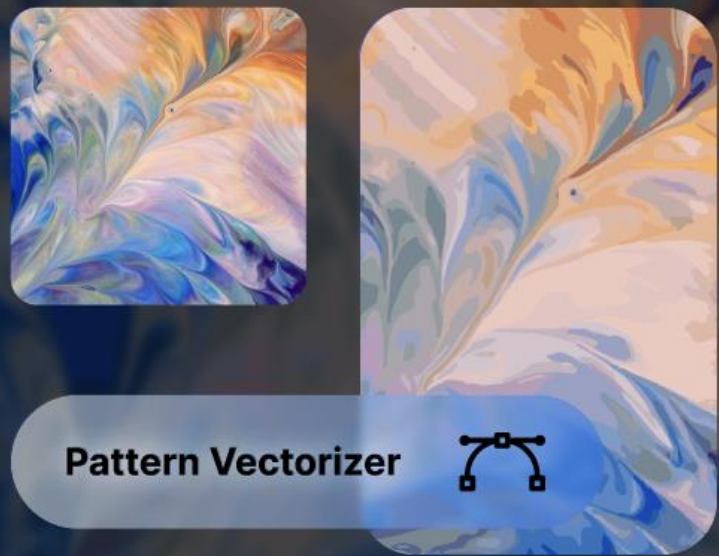
### Multi Image to Design

Generate images from a detailed description and guide style with a reference image.



### Next GEN Style Transfer

Style Transfer is a technique in computer vision and graphics.



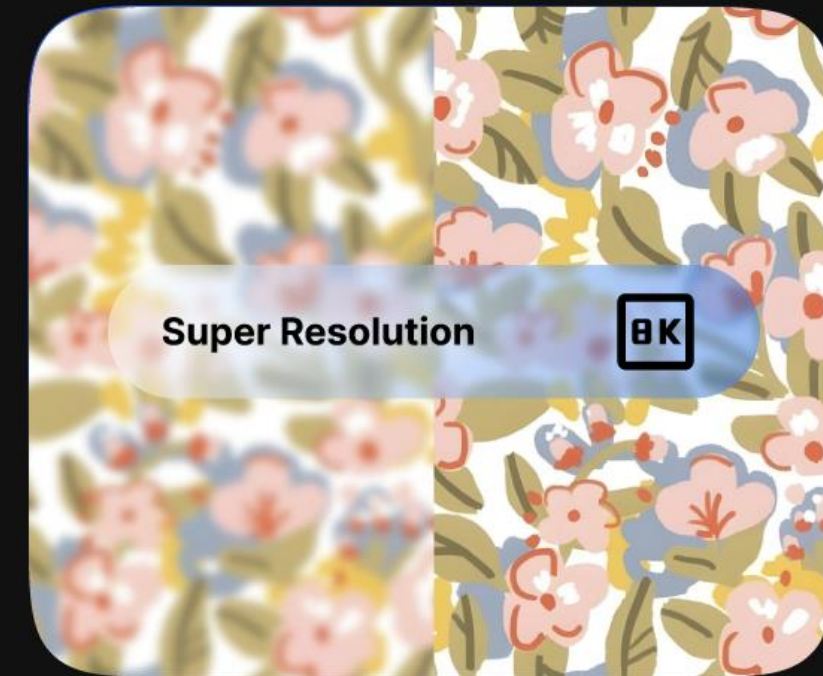
### Raster Image Vectorization

Generate images from a detailed description and guide style with a reference image.



### Palette Guided Recolorization

Generate images from a detailed description and guide style with a reference image.



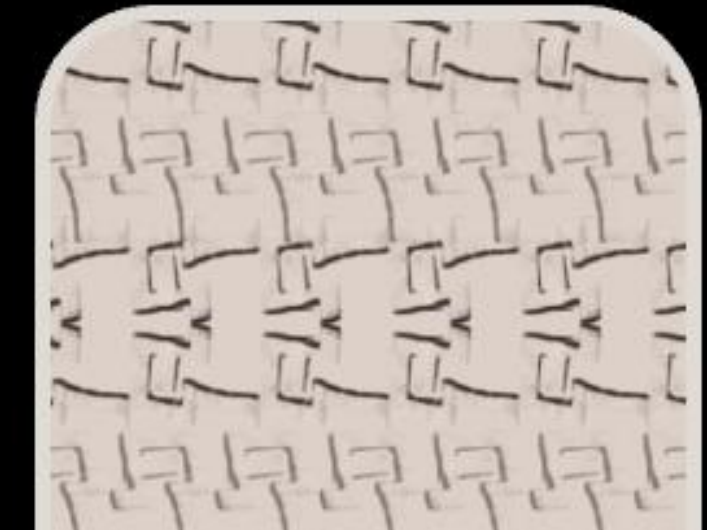
### Super Resolution 4X-8X

Enhancing the resolution of an image from low-resolution

!OTWOTH

# ZARA

+50 Textile &  
Fashion Customers





# HOMETEXTILE



ZORLU



KARACA



ENGLISH HOME





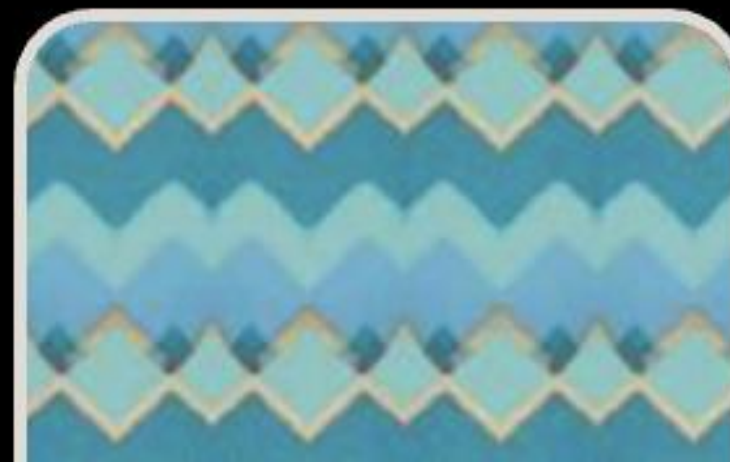
# CERAMIC

Vitra



KARACA

ENGLISH HOME



# PACKAGING

*Keskin Color*

ENGLISH HOME

Ongoing POC



# APPLIANCE

beiko

Ongoing POC





# New!

## Apparel, Socks, Accessorise, Bag & Shoes

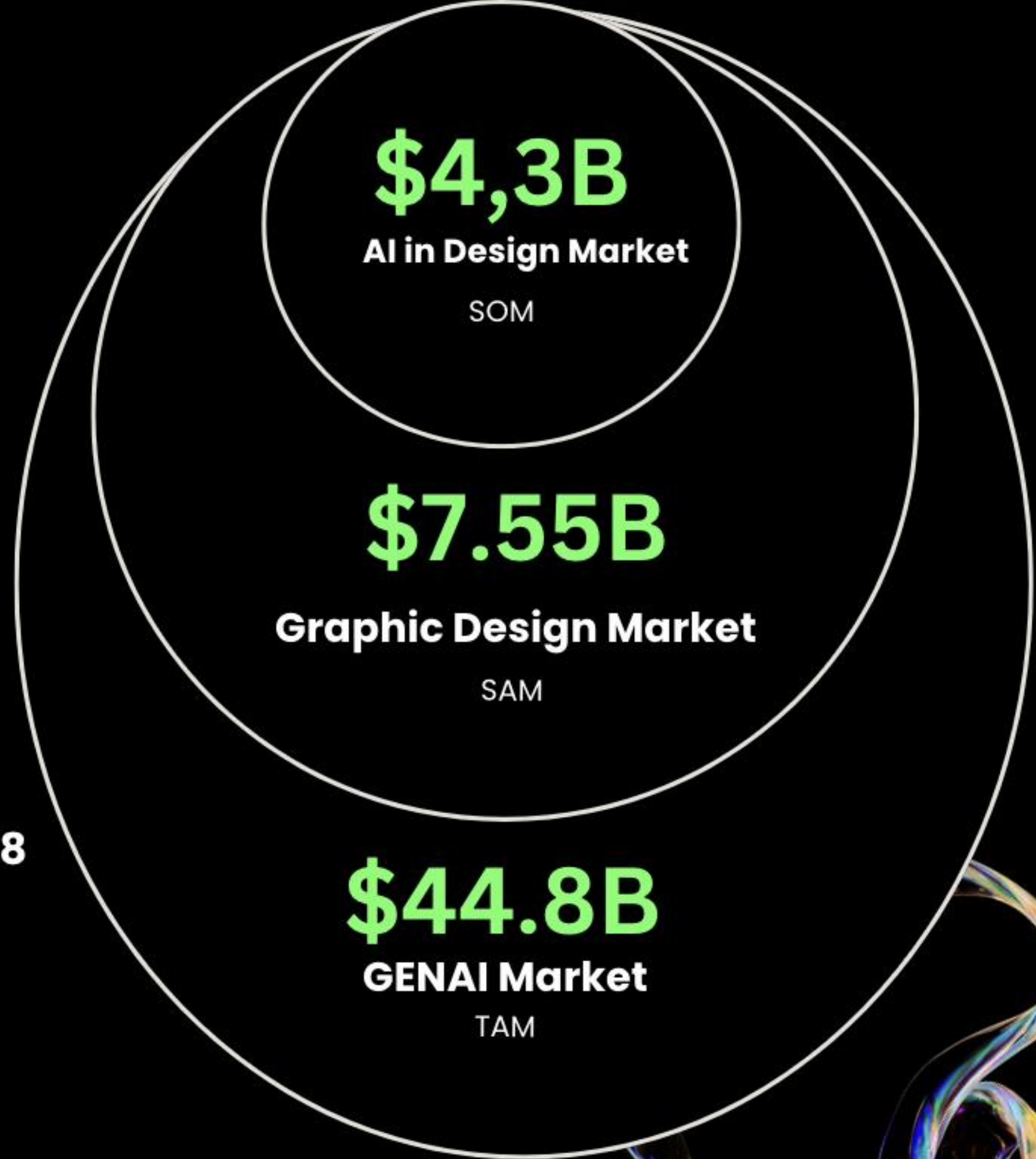


# GARMENT



# Size of Market

## Top to Bottom



GenAI:  
**\$8.8 billion in 2023 to \$44.8 billion by 2028**  
(CAGR 39.3%) Markets and Markets



# GO TO MARKET

Quoted in Texhibiton Fair 11-13 Sept 2024



**+2000** Lead Generation  
**+100** Companies

# Go to Market

Revenue Target

**150.000** Digital Print Companies

**1%**

1 Year Revenue

**\$5,7M**

\$319 \* 12 month \* 1,500 company

**3%**

3 Year Revenue

**\$146M**

\$339 \* 36month \* 12,000 company

**10%**

5 Year Revenue

**\$807B**

\$359 \* 60month \* 37,500 company



# MYTH AI Pricing

Pay Yearly, Enjoy 2 Free Months!

FREELANCER

\$ **89**

Per Month

- ✓ 1 Users
- ✓ 110 Credit
- ✓ 1 Credit: 0,81\$
- ✓ **52 Design Generation**
- ✓ Free Download
- ✗ MYTH ACADEMIE

FREELANCER PRO

\$ **219**

Per month

- ✓ 1 Users
- ✓ 340 Credit
- ✓ 1 Credit: 0,64 \$
- ✓ **150 Design Generation**
- ✓ Free Download
- ✓ MYTH ACADEMIE

BASIC

\$ **319**

Per month

- ✓ **Up to 3 Users**
- ✓ 570 Credit
- ✓ 1 Credit: 0,56 \$
- ✓ **254 Design Generation**
- ✓ Free Download
- ✗ MYTH ACADEMIE

PRO

\$ **519**

Per month

- ✓ **Up to 7 Users**
- ✓ 980 Credit
- ✓ 1 Credit: 0,53\$
- ✓ **438 Design Generation**
- ✓ Free Download
- ✓ MYTH ACADEMIE

PREMIUM

\$ **719**

Per month

- ✓ **Up to 15 Users**
- ✓ 1700 Credit
- ✓ 1 Credit: 0,42\$
- ✓ **760 Design Generation**
- ✓ Free Download
- ✓ MYTH ACADEMIE

# Consumer: Using AI for





# COMPETITION

	MYTH AI	ADOBE FIREFLY	PATTERNED AI	MIDJOURNEY	LEONARDO
OWN MODEL	MYTH AI OWN MODEL	DIFFUSION MODEL (NO PUBLIC INFORMATION)	STABLE DIFFUSION	DIFFUSION MODEL (NO PUBLIC INFORMATION)	STABLE DIFFUSION (NO PUBLIC INFORMATION)
LEGAL DATA TRAINING	✓	✗	✗	✗	✗
OWNERSHIP OVER DESIGN	OWNERSHIP CERTIFICATE WITH BLOCKCHAIN	✗	✗	✗	✗
LIVE TRAINING ACADEMIE	MYTH ACADEMIE	✗	✗	✗	✗
# OF DESIGN PER SECONDS	4 CREATIVE DESIGN 1 SIMILAR DESIGN 1 COMPOSITION	4 VARIANT	2-4 VARIANT	1-4 VARIANT	1-4 VARIANT
BRAND AWARENESS	3%	55%	0%	40%	2%
BRAND BASED	✓	✗	✗	✗	✗

# Unique Selling Proposition

**100%**

Uniqueness

+

**90%**

Productivity

+

**65%**

Cost Efficiency



# Milestone



2022

2023

2024

2025

2026

**\$200.000**

**\$300.000**

Pre-Seed



+ MYTH Marketplace  
+MYTH Gamification

+ MYTH NFT; Web3, Meta

ARR: \$97.000

**MRR: \$8.000**

Monthly Burn: \$12.000

35 B2B Customer

5 Full Time

Forecasted ARR: \$185.000

**MRR: \$20.500**

Monthly Burn: \$22.000

128 B2B Customer

9 Full Time

Forecasted ARR: \$5.6M

**MRR: \$400.000**

Monthly Burn: \$75.000

1500 B2B Customer

12 Full Time

Forecasted ARR: \$65M

**MRR: \$5M**

Monthly Burn: \$200.000

8000 B2B Customer

18 Full Time

# \$1.000.000 Seed

For 18 months

## Use of Funds

A. **40%** Product Development

B. **43%** Marketing & Sales

B.1 Digital Marketing on Social Media

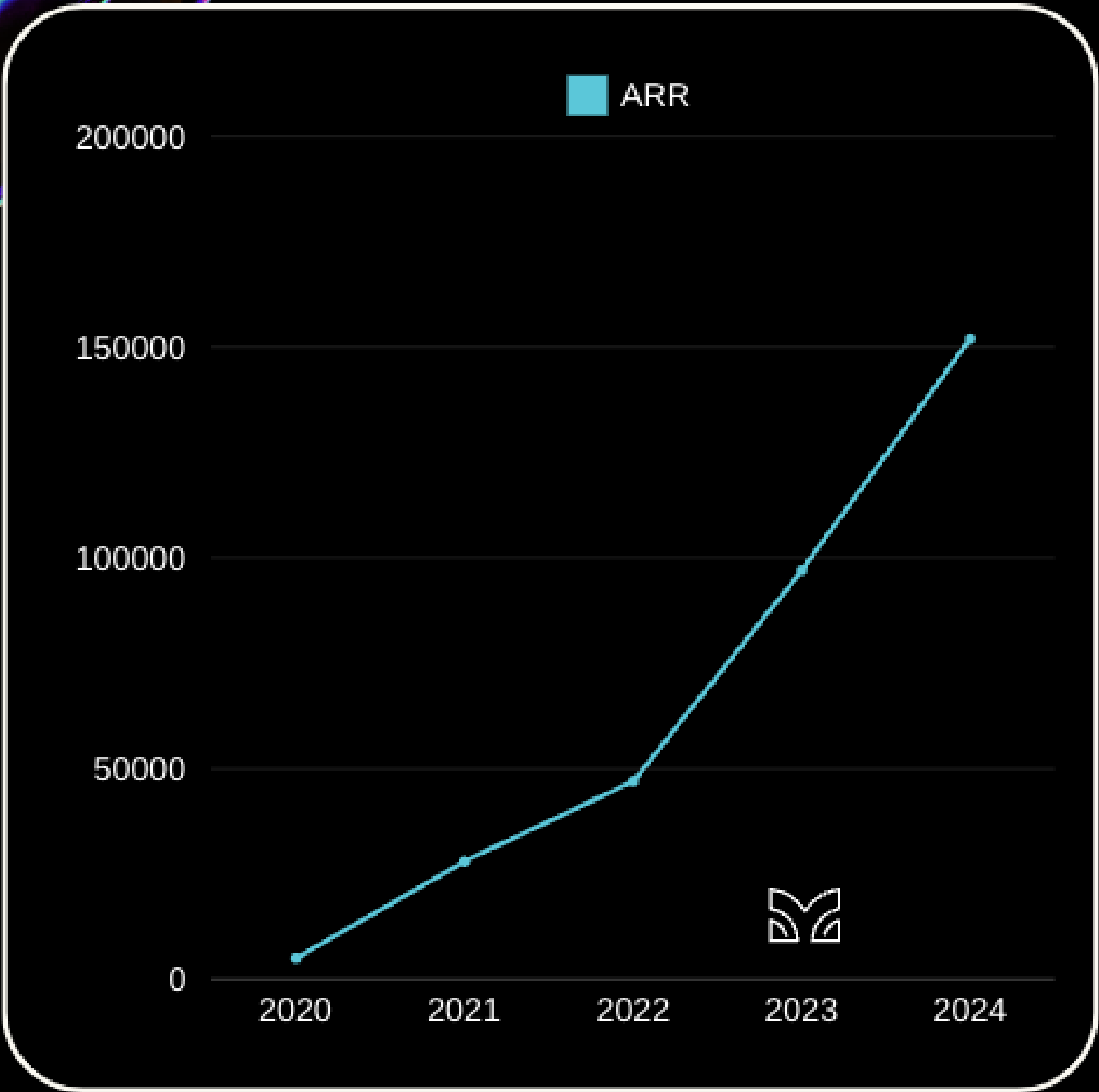
B.2 Industrial Event & Exhibitions, Agency

C. **17%** Operations, Market Expansion

Pre-Seed Raised **\$200.000**



# Why Now?



**54%** annual revenue growth



**X4 growth** in last 3 months



**80%** maintain customer satisfaction ratings



**128** clients, **+50** Demo on going

# MYTH Family

## 9 Full Time Members, +100 Experience

- 1 Founder, CEO 14 Years Business, Market Experience
- 2 AI Developer
- 2 Senior Back-End
- 1 Senior Front-End
- 1 Sales
- 1 Designer, 3D Cad Profession
- 3 Prompt Engineers




## Technic Partner

- CTO
- Product Management
- UI/UX Manager
- +70 IT Developers

## Advisors

- Prof. Behcet Ugur - AI, Image Process
- Assist. Pro. Murat Taskiran- AI
- Sarp Uzer - Business Development
- Sevgi Akgun - R&D



Transforming  
Traditional  
Design with  
**MYTH AI**

