



shoegle.io

Find your correct shoe size online

85%

correct choice in blind tests



## Why do you need **Shoegle**

- ✔ **Increase** in conversion order/purchase by 30% and more
- ✔ **Personalized** offers for customers
- ✔ **Reducing** logistics costs by 20%
- ✔ **Reducing** the barrier of "fear" of buying shoes online

The main reason **not to buy** shoes online

**01.**

A customer does not believe in the size written on the box.

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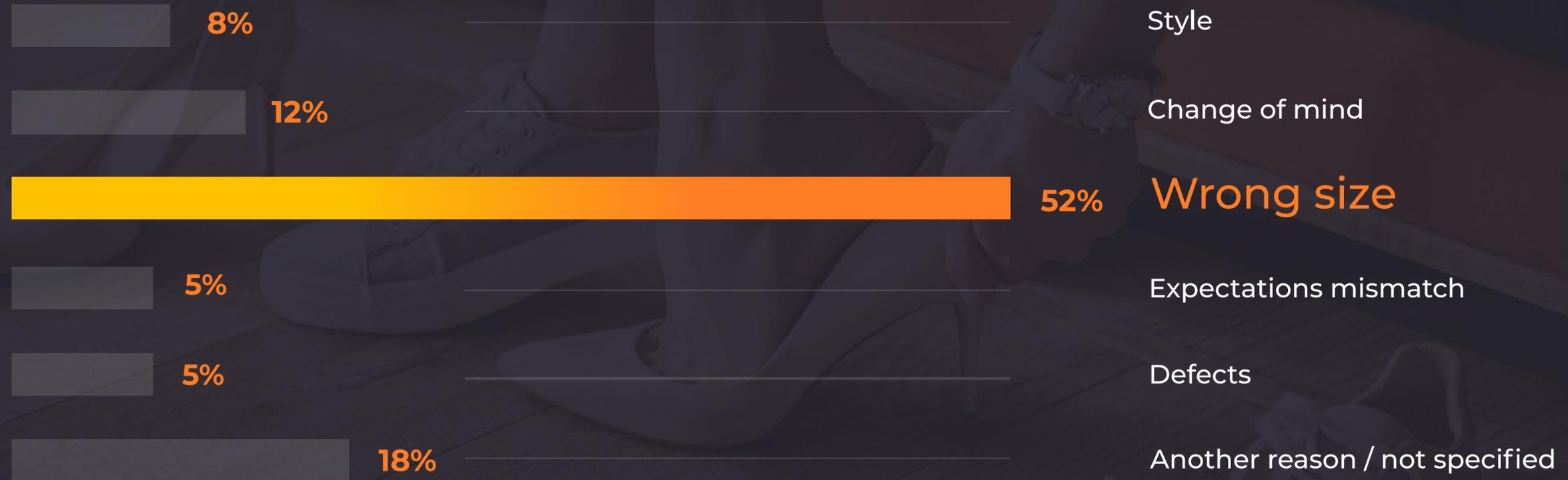
**02.**

People need to fit the shoe before payment.

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# Online Customer Returns

# 60–75%



Based on compiled data from over 800,000 Shopify customers by Aaron Orendorff Feb 27, 2019

## How does **Shoegle** technology work

**01.**

Measures a particular footwear model of each size, using an **innovative SizeDevice** to obtain dimensional accuracy characteristics

**02.**

Our algorithm processes **23 parameters** of measured shoes

**03.**

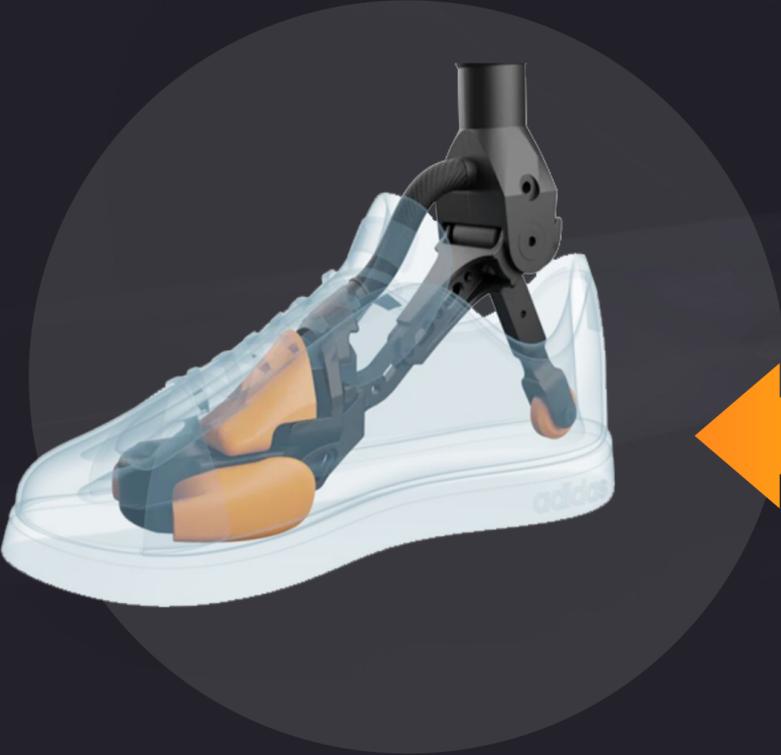
Recommends optimal size considering previous **personal client experience**

# B2B integration

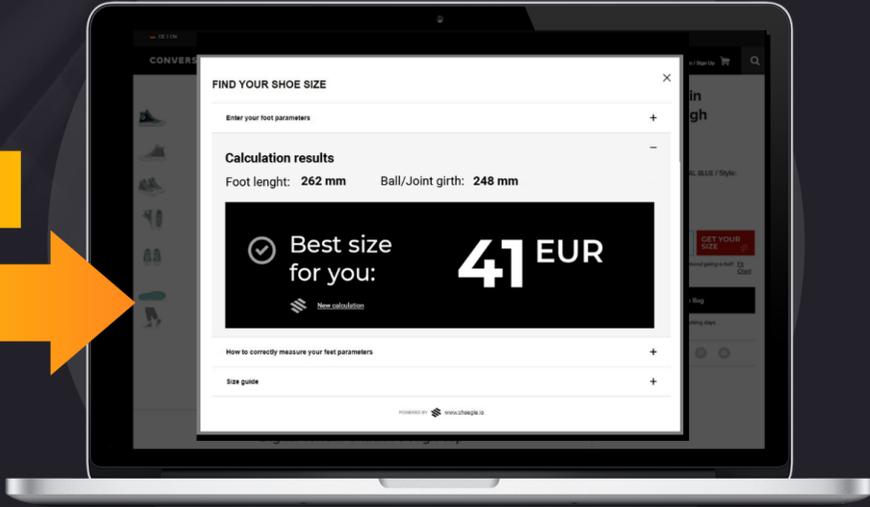
Measurements are done in the client's warehouse

## Shoegle servers

Matching shoe and customer foot characteristics



SizeDevice



Customer's order

# Widget integration examples

The user clicks the "Get your size" button on your site.

01.

DE | EN

We are anticipating delays.

CONVERSE →

Sale Women Men Kids Customize

Help Log In / Sign Up

Digital Terrain Chuck 70 High Top

1,00 €

Color: BLACK/STRING/DIGITAL BLUE / Style: 170140C

Size: Select a Size + GET YOUR SIZE

These shoes run large. We recommend going a half size down. [Fit Chart](#)

Add to Bag

Standard delivery between 2-6 working days

SHARE IT! [Twitter](#) [Facebook](#) [Pinterest](#) [Email](#)

Digital Terrain Chuck 70 High Top

# Widget integration examples

In just **4 clicks**  
(s)he fills in all the  
necessary data just  
**1 time**

## FIND YOUR SHOE SIZE

Enter your foot parameters

Choose your sex:

Man  Woman

Select your foot width:

Narrow  Average  Wide

What shoe size do you usually wear

8 UK

In average people for whom chosen shoe size is comfortable to have the foot parameters as followed:

Foot length: 262 mm Ball/Joint girth: 248 mm

[You can specify the parameters of your feet, entering accurate data in the fields "Foot length" and "Ball/Joint girth"](#)

[Measure your foot, following the instruction](#)

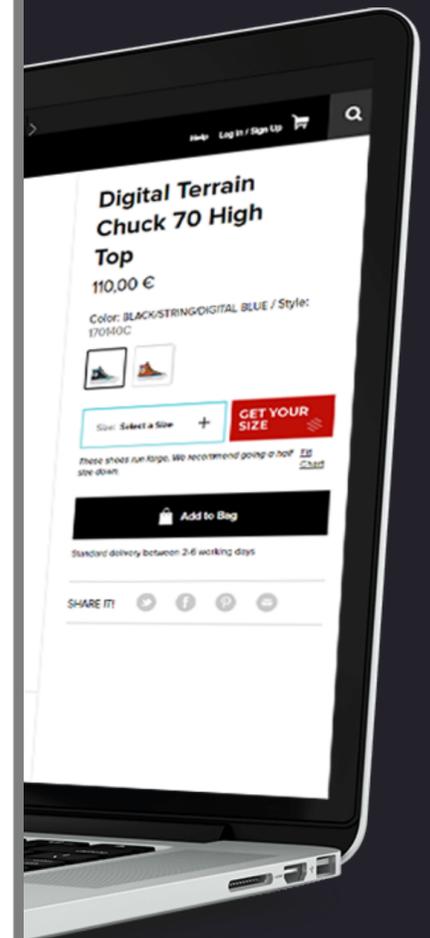
**CALCULATE YOUR SIZE**

Calculation results

How to correctly measure your feet parameters

Size guide

POWERED BY [www.shoegle.io](http://www.shoegle.io)



02.

# Widget integration examples

In **1 sec** he gets recommendations for choosing the size of a **specific model** s(he) views.

### FIND YOUR SHOE SIZE

Enter your foot parameters

**Calculation results**  
Foot length: **262 mm**      Ball/Joint girth: **248 mm**

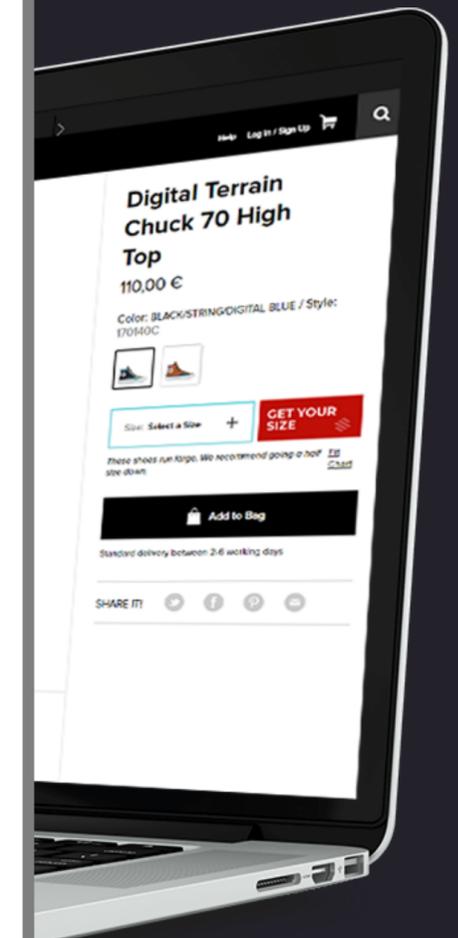
**Best size for you: 41 EUR**

[New calculation](#)

How to correctly measure your feet parameters

Size guide

POWERED BY  [www.shoegle.io](http://www.shoegle.io)



Integrate the widget on your website  
**right now**

[www.app.shoegle.io](http://www.app.shoegle.io)

Integration examples, step-by-step instruction, code chops



**Self-implementation to your store's website**

in 30 minutes

# THE TEAM



**Sergey Vladimirov**

founder, CEO

Founders IVOLGA-SHOES,  
revenue in 2019 over \$1M



**Aleksandr Kimber**

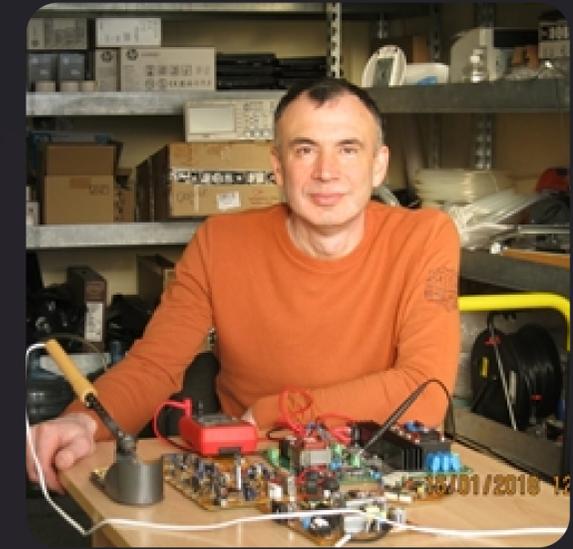
co-founder, COO



**Denis Volkov**

CTO

Six successful IT startups  
in the last 10 years



**Igor Hodov**

CDO

20 years of experience  
in electronics

# Business model

**SizeDevices**



**free**

**Trial period**



**free**

**Monthly fee**



**\$**

# CONTACTS

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