DressingRoom.TV

PREPARED FOR OMOYEMI AKERELE

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The runway.
The audience.
The business.

You built the ecosystem.

Let’s build the platform that earns from it.

Every number explained. Every assumption visible.

WEB FIRST / PAID SHOWS / SHOPPABLE COLLECTIONS

01 / THE OPPORTUNITY

What could Lagos Fashion Week own beyond the runway?

A year-round commercial platform for African fashion.

Lagos Fashion Week creates attention and connects designers, audiences and the industry. Dressing Room TV turns that attention into paid viewing, clothing purchases and repeat customer relationships.

RUNWAY → VIEWER → CUSTOMER → REPEAT INCOME

What is OTT?

Video delivered through the internet. Netflix is a familiar example. Our October launch would play prerecorded fashion spectacles in a phone or computer browser.

Films supply Netflix's catalogue. Designer shows supply ours. We add the ability to buy the looks. Like Global-e's shared commerce model, many brands can use one commercial infrastructure.

Why own it?

The company can build its own brand, content catalogue, customer relationships and recurring income. The investment creates a business designed to earn revenue; advertising is one cost inside that business.

Business-model comparisons, not equivalent scale or valuation. Muvi's underlying software is licensed. Content and commercial rights must be agreed.

02 / THE LAUNCH

What do we need to start earning?

Named launch item	Cost	Purpose
Muvi web app	£5,000	Branded online viewing for the October launch
Dedicated media buyer	£1,000	Manage and improve paid ticket campaigns
Advertising	£3 per buyer	Acquire a new paying ticket customer

£5,000 + £1,000 = £6,000 launch items. Advertising is additional: 10,000 ticket buyers at £3 each require £30,000 of advertising.

What does a customer do?

Buy a £9.99 ticket. Watch the prerecorded show online. Open a product link or scan a QR code, choose a look and check out.

Daniel Diyepriye is the proposed first show, subject to your approval and production readiness. Other designers can join on transparent commercial terms.

The first show can earn ticket income from launch day once paid access is ready. Television apps follow after the web model is established.

Latest founder-supplied costs replace older quotes and pilot budgets. Media buyer treated as a one-off launch fee. No extra production, logistics, legal or contingency allowances are added. October delivery and vendor inclusions require confirmation.

03 / TICKET ECONOMICS

Could four weeks of sales recover a show budget?

£500,000 is an example recovery target, not a funding request or confirmed LFW budget.

A £9.99 ticket minus £3 advertising leaves £6.99 toward launch and the show. CAC means advertising cost per acquired paying customer.

72,390

Ticket buyers over four weeks: about 2,586 per day for 28 days

At the recovery target	Amount
Ticket income: 72,390 × £9.99	£723,176.10
Advertising: 72,390 × £3	−£217,170.00
Web app + media buyer	−£6,000.00
Available toward the show	£500,006.10

(£500,000 show budget + £6,000 launch) ÷ £6.99 = 72,390 whole ticket sales. The two launch items alone are recovered at 859 ticket buyers.

This sales target needs £217,170 advertising plus £6,000 launch items. It is not a request for £500,000. Agree advertising separately and stage it against results.

Four weeks is the modelling window, not a forecast or guaranteed recovery. Recovery before payment fees, tax, refunds and extra usage charges. £3 CAC must be tested. Ticket receipts must be available to recover the show under an agreed arrangement.

04 / CLOTHING SALES

What could a £275 order floor yield?

AOV means average order value: total clothing sales divided by clothing orders. It is separate from the viewing ticket.

If every completed order is at least £275, the average cannot be below £275 before refunds. This is a proposed basket floor, not confirmed brand pricing.

At 100,000 paying viewers	Middle case / 5%
Clothing buyers, one order each	5,000
5,000 orders × £275	£1,375,000 clothing sales
Platform retains 15%	£206,250 commission

The platform keeps its agreed share, not the whole £1.375 million. 15% is an illustration until brand terms are agreed.

What if order value changes?

Average order	Clothing sales	Platform at 15%
£275	£1,375,000	£206,250
£400	£2,000,000	£300,000
£550	£2,750,000	£412,500

Same 5,000 orders: higher order value raises sales and commission. Higher prices may also change conversion; the web calculator lets you change both. Before commerce costs, taxes and refunds.

05 / THE AUDIENCE

What could paying viewers buy?

The audience below already bought viewing access. Low, middle and high refer to the share who also buy clothing. At 5%, 100,000 paying viewers create 5,000 clothing orders.

Paying viewers	Low / 1%	Middle / 5%	High / 10%
10,000	£27,500	£137,500	£275,000
50,000	£137,500	£687,500	£1,375,000
100,000	£275,000	£1,375,000	£2,750,000
1,000,000	£2,750,000	£13,750,000	£27,500,000
5,000,000	£13,750,000	£68,750,000	£137,500,000
10,000,000	£27,500,000	£137,500,000	£275,000,000

These are total clothing sales at £275 AOV. Most of this money belongs to the brands and their supply chain; our company earns its agreed commission.

Conversion rate means the fraction of viewers who buy clothing. Out of 1,000 paying viewers: 1% means 10 buyers; 5% means 50; 10% means 100.

Prospect-to-ticket conversion is a separate step. To obtain 72,390 paid ticket buyers requires 1,447,800 qualified prospects at 5% ticket conversion. Neither audience reach nor conversion is guaranteed.

06 / PLATFORM REVENUE

What does the platform retain?

Ticket income plus clothing commission, after £3 advertising per ticket buyer and £6,000 launch items. Before the £500,000 show budget and excluded costs.

Paying viewers	Low / 1%	Middle / 5%	High / 10%
10,000	£68,025	£84,525	£105,150
50,000	£364,125	£446,625	£549,750
100,000	£734,250	£899,250	£1,105,500
1,000,000	£7,396,500	£9,046,500	£11,109,000
5,000,000	£37,006,500	£45,256,500	£55,569,000
10,000,000	£74,019,000	£90,519,000	£111,144,000

At 100,000 paying viewers in the middle case: £999,000 ticket income − £300,000 advertising − £6,000 launch + £206,250 clothing commission = £899,250 toward the show.

After the assumed £500,000 show budget, £399,250 remains before excluded fees, tax, refunds and further operating or commerce costs. This is not accounting net profit.

The six audiences are independent sensitivities, not a dated growth forecast. Paid viewers are not reduced by a second ticket-conversion rate. The original workbook’s growth and profit totals are not reused.

07 / MONTHLY MEMBERSHIP

Why would someone pay every month?

12

Shows each month: roughly three new shows every week

A £9.99 monthly membership can include 12 shows. £9.99 ÷ 12 = about 83p per included show: frequent new content gives people a reason to return and renew.

Membership replaces the individual tickets for included shows. We never count both payments for the same access.

Illustrative membership step	Outcome
100,000 ticket buyers × 20% conversion	20,000 active members
20,000 × £9.99 monthly	£199,800 monthly revenue
£199,800 × 12	£2,397,600 annual run rate

Annual run rate means current monthly revenue multiplied by 12. It describes the size of a recurring business; it does not guarantee a year of cash.

20% membership conversion is a new illustration, not proven performance. The 12-show target needs suitable rights, content supply, quality and retention. Membership costs and cancellations remain to be measured.

08 / LIFETIME VALUE

What can one acquired customer become worth?

Lifetime value estimates the contribution retained over the customer relationship. It is more than the first ticket only if customers actually return.

Illustration: in each 100 ticket buyers, 20 become members for 12 paid months and 5 buy clothing twice at £275. We average this across the whole ticket cohort.

Expected revenue per acquired ticket buyer	Amount
First ticket	£9.99
20% × 12 months × £9.99 membership	£23.98
5% × 2 orders × £275 × 15% commission	£4.13
Total expected lifetime platform revenue	£38.09

£27.47

Illustrative contribution LTV per acquired ticket buyer

£38.091 expected lifetime revenue × 80% retained gross margin − £3 acquisition advertising = £27.4728 contribution LTV. Rounded output: £27.47.

The 80% margin is a separate illustrative allowance for variable service costs, not an extra launch item. This figure is before fixed costs and any later reacquisition spend. Repeat behaviour and margins must be proven; every buyer is not assumed to subscribe or buy clothes.

09 / COMPANY VALUE

How could those customers support a valuation?

A customer's lifetime value and the company's valuation are different. A simple future illustration uses annualised subscription income and an assumed multiplier.

Subscription-based valuation illustration	Amount
100,000 ticket buyers × 20% active members	20,000 members
20,000 × £9.99 × 12	£2,397,600 annualised revenue
At 2× annualised revenue	£4,795,200
At 4× annualised revenue	£9,590,400
At 6× annualised revenue	£14,385,600

For one acquired ticket buyer: 20% membership conversion × £9.99 × 12 × 4 = £95.90 of illustrative subscription-based valuation contribution.

That £95.90 is not automatically added to the company when a ticket sells. It depends on conversion into an active member and the assumed multiple. It is also different from the £27.47 contribution LTV.

2× / 4× / 6× are hypothetical arithmetic, not market benchmarks or a valuation today. Investors would judge actual growth, retention, margins, rights and risk. Uses current active members, before debt/cash adjustments; tickets and commerce excluded to avoid mixing recurring and one-off income.

10 / BRAND INFRASTRUCTURE

Can the brands deliver the demand?

A shared network can coordinate designers, approved manufacturers, fulfilment providers and contracted delivery carriers such as DHL.

DESIGNER → PRODUCTION → 3PL → DELIVERY

What does a 3PL do?

It stores, picks, packs and dispatches orders. Designers can share this service rather than each building a separate operation.

At 100,000 paying viewers and 5% clothing conversion, brands need to fulfil 5,000 orders. Ten participating brands would average 500 orders each, although demand will be uneven.

Why use preorders?

Orders reveal demand before production. That can support responsible production planning, local manufacturers and more suitable stock levels.

Before a collection is promoted, check capacity, sizes, stock or preorder lead times, dispatch dates and customer-service responsibility.

Manufacturers, 3PLs and DHL are proposed partners until agreements and capacity are confirmed. No extra logistics cost is added to the named launch budget; brand and customer terms must allocate these costs. Environmental benefits require measurement.

11 / THE PARTNERSHIP

What is in it for each of us?

Proposed ownership	Contribution
LFW / Omoyemi side: 50%	Agreed web-pilot launch funding, ecosystem, brand and content access, designers and launch distribution
Daniel: 50%	Original concept, product direction, commerce model and execution

What is in it for me?

50% ownership of Dressing Room TV as co-founder, plus a position on your team leading digital commerce and the platform. Scope, reporting and compensation would be agreed together.

50/50 ownership does not automatically divide each ticket receipt in half. Agree how revenue first recovers the show budget and how remaining earnings are handled.

Why keep Dressing Room TV?

The name connects watching fashion with choosing what to wear. Subject to your approval, it can launch alongside Lagos Fashion Week's identity.

What would we agree now?

Agree the partnership, vendor scope and show rights. Plan £12,000 for launch: £6,000 named costs plus £6,000 reserve. Advertising is separately agreed and staged against ticket results.

Equal ownership replaces the older 70/30 proposal. Shareholder entity, governance, funding and intellectual-property rights remain to be agreed.

12 / FUNDING & ACQUISITION

What protects the launch budget?

A proposed £12,000 launch allowance

£6,000 named launch costs + £6,000 reserve. Advertising is separate. This is a planning buffer, not a confirmed all-in quote. Confirm vendor scope, ongoing charges and payment costs before committing.

Why does £3 advertising produce about £7 contribution?

£9.99 ticket income − £3 acquisition spend = £6.99 contribution toward launch and the show. This is not net profit: fees, refunds, tax and fixed costs still come out.

How expensive can a buyer become?

Below £9.99 CAC, a ticket contributes something before other costs. At 100,000 tickets, recovering £500,000 + £6,000 setup requires CAC no higher than £4.93. If the £6,000 reserve is fully spent, that ceiling is £4.87. Fees and refunds lower both limits.

What if acquisition costs double?

At £6 CAC and £12,000 launch allowance, 100,000 tickets leave £387,000 toward the example £500,000 show target—a £113,000 gap. Ticket-only recovery needs 128,321 buyers in four weeks (about 4,583 daily) and £769,926 advertising. This stress test shows why we must test before scaling.

No automatic commitment to that campaign spend. Agree a staged advertising budget and reassess as real acquisition costs and supplier costs become known.

13 / RETENTION

Why keep the customer coming back?

Customer lifetime is time. Lifetime value is money.

Customer lifetime means how long someone keeps paying. Lifetime value estimates the money their relationship contributes. Longer retention can create more income without acquiring that same customer again.

Paid membership lifetime	Subscription income per member
3 months × £9.99	£29.97
6 months × £9.99	£59.94
12 months × £9.99	£119.88

How can this fund more shows?

Fresh shows give members a reason to renew. Retained membership income can help fund the next programme after platform service, marketing, content and overhead costs. A £9.99 receipt is not £9.99 available for production.

Twelve shows monthly is the proposed programme, not a guarantee of retention. Track renewals, cancellations and contribution before commissioning more content. Not every ticket buyer becomes a member.

14 / THE TECHNOLOGY

What do Netflix, Shopify and Muvi teach us?

Netflix: a reason to return

Films and series supply a catalogue people return to watch. Designer spectacles and stories supply ours. We add a path to buying the looks. This is a business-model analogy, not a claim of equivalent scale.

Shopify: the shop system

Products, sizes, stock, checkout and orders. Shopify supports buying links and embeddable shopping tools on other websites. Daniel can lead integration for every approved participating brand, with their access and readiness.

Muvi: the streaming engine

Licensed streaming technology behind our own customer-facing brand. We pay to use its software rather than develop video infrastructure from scratch. Our team supplies the shows, rights, pricing, support and shopping workflow.

What does an in-app purchase mean here?

A clothing purchase through the online platform's shopping journey—not automatically Apple or Google app-store billing. The £275 basket is separate from the viewing ticket. Only the agreed commission belongs to Dressing Room TV.

For the web pilot, a product link can lead to the brand's checkout. A fully coordinated multi-brand basket and order-routing system require an agreed integration scope. These examples are not promised commercial partnerships.

15 / VENDOR COSTS

What does Muvi cost each month?

Reported plan	Monthly base	Extra apps
Professional	$1,499	$499/month each
Enterprise	$3,900	$499/month each

Daniel reports the first app is complimentary. Confirm which app is included and what the web platform covers. If a second app is charged, Professional becomes $1,998/month; Enterprise becomes $4,399/month, before usage, tax or other charges.

What is confirmed?

These figures are the vendor offer relayed by Daniel, not a signed contract. Base currencies are provisionally shown as USD to match the $499 app fee; confirm the written quote. Plan choice depends on the contracted needs, not an assumed requirement for Enterprise.

Is this inside the launch allowance?

£12,000 is the proposed launch allowance: £6,000 named costs plus £6,000 reserve. Muvi monthly fees recur. Confirm whether initial fees sit within the £5,000 launch amount. Dollars and pounds must be converted before a combined budget is approved.

Baseline ticket projections exclude recurring licence fees, usage, payment fees, refunds and tax. The real recovery target is higher once extra costs are included. For any extra £1,000 of cost, about 144 more tickets are needed at the £6.99 contribution assumption.

16 / THE TIMELINE

How soon could we test online sales?

Muvi has indicated a two-week web build

Daniel reports Muvi has said a web app—an online streaming platform—can be delivered in two weeks, with a television app added later. Confirm the written delivery scope and start conditions.

Stage	What happens
Ready the pilot	Agree partnership, quote, rights, content, checkout and test budget
Two-week web build	Reported estimate after ready kickoff; test viewing, access and shopping
Four-week sales test	Measure paid tickets, CAC, viewing, clothing purchases and refunds
Expand after evidence	Add brands, memberships, TV apps and production as readiness allows

What starts the clock?

A ready kickoff: agreed scope and payment, branding, content, access rules and required inputs. Vendor build time does not mean every brand integration and show production is complete. October remains the target, subject to kickoff and readiness.

Two weeks to build and four weeks to test are different phases. £500,000 remains an example show-budget recovery target, not a funding request or guaranteed four-week result.

17 / DANIEL'S EXECUTION

What will I personally lead?

My proposal: 50% ownership and a team position

Co-founder of Dressing Room TV, plus a position on your team leading digital commerce and the platform. Role scope, reporting and compensation would be agreed together.

Muvi delivery

Vendor coordination, requirements, branding, upload workflow, ticket access, memberships, product links, acceptance checks and the later TV-app roadmap. Muvi delivers its contracted technology.

Shopify for participating brands

Onboarding and integration for every approved brand: catalogues, sizes and variants, stock, checkout links, order routing, commission reporting and test purchases. Access and readiness determine rollout.

Manufacturing, 3PL and delivery

Set up the fulfilment operating model; assess manufacturers and 3PLs; map storage, pick, pack and dispatch; coordinate preorders and delivery partners such as DHL. Confirm contracts, rates and capacity.

Media buying and Meta growth

Lead the dedicated media buyer: brief, creative and audience tests, purchase tracking, staged spending, CAC reporting and decisions to increase, hold or stop campaigns.

Retention and commercial reporting

Coordinate recurring programming with the content team, renewals, feedback and repeat shopping. Lead reporting on tickets, orders, brand payments, commission, acquisition, refunds and contribution; coordinate support responsibilities. Production requires approved resources.

50% ownership is not half of every ticket receipt. Agree costs, show-budget recovery, governance and shareholder distributions first. The other 50% sits with the agreed LFW / Omoyemi entity.

18 / META ADVERTISING

What does scaling ads mean?

Meta ads put the offer on Facebook and Instagram. The media buyer tests audiences and creative, then adjusts spend against actual paid ticket results.

£300 spend ÷ 100 paid ticket buyers = £3 CAC. Their tickets bring £999; £699 remains after advertising, before other costs. Count real settled purchases, not likes or video views.

Daily spend	Buyers at £3 CAC	Ticket income	After ads
£300	100	£999	£699
£3,000	1,000	£9,990	£6,990
£30,000	10,000	£99,900	£69,900

Can we just multiply the budget?

No. These rows explain arithmetic, not guaranteed scaling. CAC can rise as the audience expands. Spend more in stages on tested campaigns, refresh creative and extend suitable audiences. Measure purchase cost, refunds, viewing quality and fulfilment. Hold or stop if contribution deteriorates.

What is the first test budget?

Agree a cap before launch. £300 is a maths example, not a recommendation that it proves scale. Allow enough time and settled purchases to judge performance. Ticket receipts may settle later than advertising bills, so agree a cash limit and settlement timetable.

19 / THE BIGGER AMBITION

What would a £1 billion business require?

A separate mature-business illustration—not today's value

Annual scale assumption	Outcome
2m active members × £9.99 × 12	£239,760,000 subscription revenue
250k clothing orders × £275	£68,750,000 clothing sales
Clothing sales × 15% commission	£10,312,500 platform revenue
Subscriptions + commission	£250,072,500 platform revenue
Hypothetical 4× annual revenue	£1,000,290,000 business value

250,000 orders annually is about 20,834 monthly. If buyers order twice a year, 125,000 clothing buyers are needed: 6.25% of the 2m members. This is separate from the pilot's per-show conversion rate.

This uses an unverified blended multiple of subscription revenue plus retained commission. At 2×: about £500m; at 4×: about £1bn; at 6×: about £1.5bn. The earlier calculator values subscriptions alone. Gross clothing sales are never platform revenue.

No date, forecast or guaranteed investor valuation. Members must stay active or be replaced. Global acquisition, servicing, content, fulfilment and financing require a separate plan. Value is before debt/cash adjustments, not spendable cash.

20 / PROOF TO SCALE

How could this change African fashion?

Prove paid demand. Build a repeatable network.

If the pilot proves people pay, brands deliver and customers return, more designers can use shared distribution, commerce and fulfilment. The opportunity is to turn attention into measurable sales, planning data and recurring revenue across brands and markets.

What about subscriptions alone?

At £9.99 monthly and an assumed 4× annual revenue, about 2.086m active subscribers support £1bn of arithmetic value without clothing purchases. At 20% ticket-to-member conversion, that needs about 10.427m unique ticket buyers before attrition. Repeat viewing is not a new unique customer.

What does a successful pilot prove?

Paid viewing demand; clothing conversion; acquisition and service costs that leave contribution; dependable fulfilment; and evidence of repeat custom. Scale follows this evidence, not an illustrative audience total.

What decision are we asking for?

Agree the 50/50 partnership and Daniel’s role in principle. Authorise a scoped web pilot and capped advertising test after confirming vendor costs, content rights, checkout and responsibilities. £500,000 is not the funding request.

Before signing: shareholder entity/governance; role/pay; funding limits; cost recovery/distributions; Muvi scope/currency/start conditions; IP/content rights; brand commission; tax/returns/payment responsibility; fulfilment; test decision rules.

21 / ASSUMPTIONS & SOURCES

What is fact, and what is an illustration?

Founder-supplied current inputs

£5,000 Muvi web launch; £1,000 media buyer; £9.99 viewing ticket; £3 advertising CAC; example £500,000 four-week recovery target, not a funding request; proposed 50/50 ownership; 12 shows monthly.

Original documents

DressingRoomTV_48Month_Projections_3Scenarios.xlsx: £275 AOV, £9.99 monthly subscription, 1% / 5% / 10% clothing-purchase scenarios. Older growth, whole-GMV revenue and profit totals are not reused. Muvi SOW and founder question document support the proposed prerecorded/shopping journey. Older vendor quote is superseded by the current founder cost input.

New editable illustrations

15% commerce commission, 20% active membership conversion, 12 paid months, 2 lifetime orders per clothing buyer, 80% retained gross margin and hypothetical 2× / 4× / 6× revenue multiples. No sponsor income, logistics markup or brand fees are included in the numbers.

Public source references

LFW / Style House Files ecosystem

Omoyemi’s ecosystem and ownership priorities

Global-e shared commerce model

Customer lifetime value and gross margins: Stripe

Reported vendor offer

Muvi: two-week web build after ready kickoff, TV app later; Professional 1,499/month, Enterprise 3,900/month; $499 per extra app, first app complimentary. Base currency and scope require written confirmation. Shopify buying tools: www.shopify.com/buy-button.