



Moody Leggings Technology

Afiya Charles-Cunningham

Who are we?

- Luxury Athleisure workout legging brand
- Active smart apparel that responds to customers body heat while being worn
- Helps customers during the workout process by changing colors to optimize workout performance





How does it work?

Functions with the same technology as a FitBit or Smartwatch as it monitors and checks vitals during activity

Main functions of Moody leggings is that it responds to body temperature while it is being worn

While you are working out the legging will change colors by:

Getting changing to a different color as you are working out until it reaches red at which you will know you have reached your max temperature, workout limit and is burning calories

When you need to increase your workout, the leggings will change to the color blue alerting you to continue workout

How it works ?



- Moody is constructed in two layers 
- The first top layer is embedded with sensor technology and micro fibers
- Micro fibers are embedded into the fabric and as you move they react to the heat of your body to emit color through the fabric
- The bottom layer is constructed of a thin elastane durable fabric compatible with the top layer. The layer is washable and waterproof
- Microfibers are raised and rubbed together when temperature is increased

Competition

There are many differences between Moody leggings and our competitors Loomia and Solar active.

We are different from our competitors because we are not battery operated and is already functional without additional accessories



LOOMIA

- Battery operated
- Requires Applications and Smart phone
- Not Waterproof

Solar Active

- Activated by Sun and UV rays
- Not waterproof

Manufacturing and Cost

Moody leggings will cost \$250 USD

Due to the extensive technology embedded into our fabric such as microfibers and threaded wiring layered materials will be outsourced from China and India. This is to keep costs lower and faster production

Factors considered into the cost include:

Labor

Shipping

Production

Cost of Materials

Research

Prototype

Leggings outer layer
embedded with color
changing and microsensors



Product

Bottom layer thin elastane
and fully flexible for a
comfortable fit



Consumer Demographics

- Our customer demographics include all age groups 18+
- People who are active, enjoy working out and staying fit
- All races and genders
- Sizes available from XS-XXL



Growth Strategy

In the beginning stages Moody leggings is only available online with specific quantities available and colors White and Navy. In the future we expand globally outside of the US with a variety of colors

1

Online

Available on website only. Colors available in Navy and white. United states based and shipped

2

Flagship

Within five years into our companies opening, we will expand into opening our first location. Which will serve as the company's global flagship

3

Global Integration

In seven years into the business we will have several location inside and outside of the United States. This will include international shipping as well as manufactures

Company Tag

Simple UPC code that when scanned registers your information into a profile where you can check and monitor activity



Shows product information such as materials, care instructions and product manufacturing information. Code also links you to website where you can search and order products

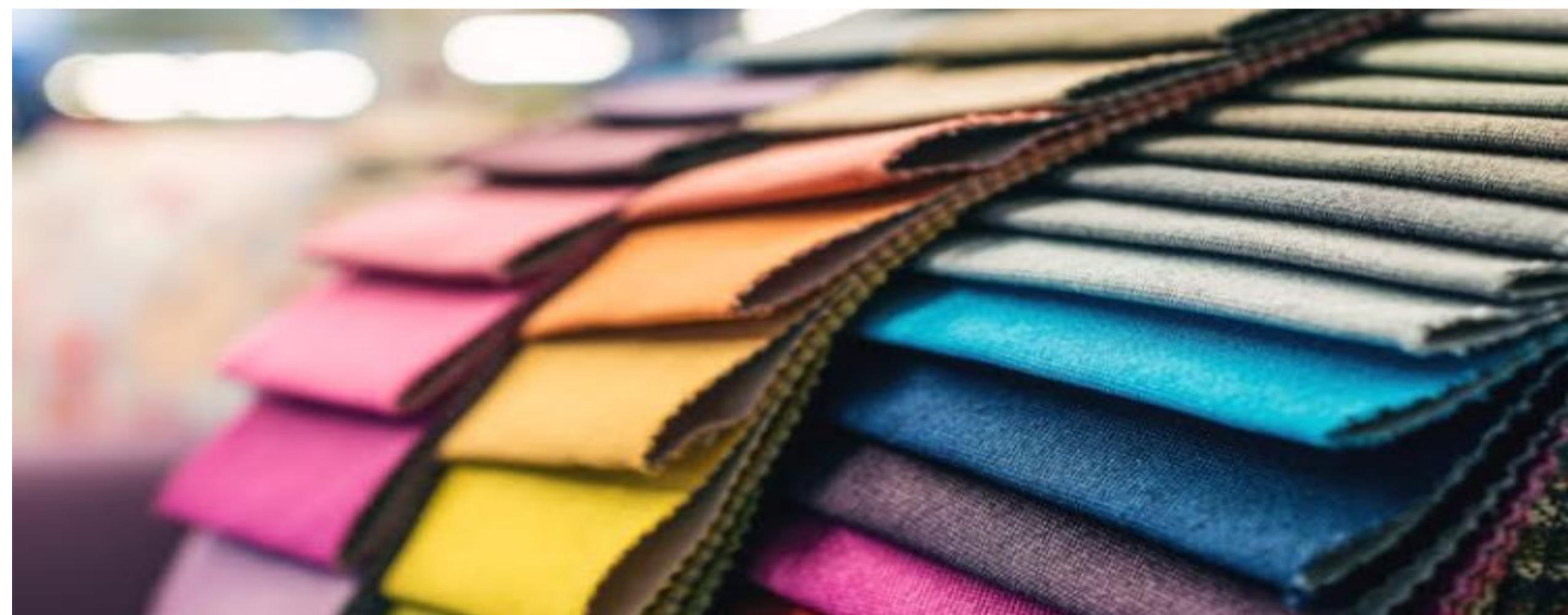
Summary



“Fashion Meets Practical”

- A motto established to describe Moody Leggings
- Our company aims to provide a luxury item that is both fashionable and helps aid in health and fitness needs
- When you wear our product, we want you to feel you are provided a lifetime service that is both fashionable yet functional





Afiya Charles Cunningham

Phone:

404-555-0115

Website:

www.moodytechnology.com