



Automated demand
forecasting

Belle.

The problem



35%

Overproduction in the apparel market caused by the escalation of fashion cycles (\$472 billion).

20%

Demand for out-of-stock items stays unrevealed, causing \$643 billion in market opportunities' losses for retailers.



The Solution is Belle AI

A real-time demand planning and optimization solution, building up knowledge from both item and customer perspectives

Manual



Excel-based planning and execution



Automated



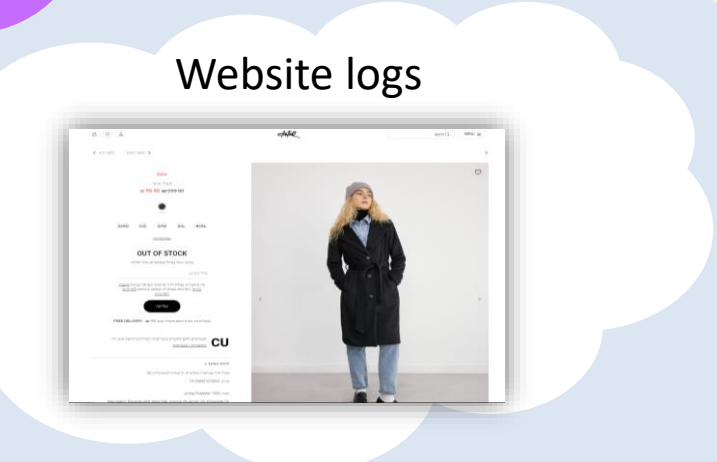
Auto-definition of targets and execution of demand



Trends

Clients data

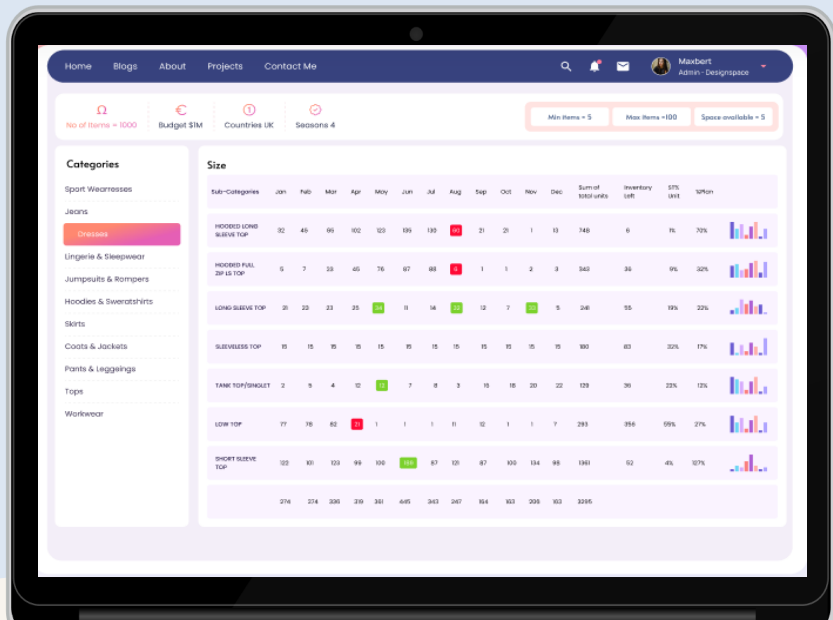
Product Code	Style Description	Brand	Global Category	Primary Description	Secondary Description	Seasons	Development	Marketplace	Orderability	Stock	Supply	Marketplace %
24492-117	ARK FORCE 1 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	5	2	258	47%	1%		1%
24492-117	ARK FORCE 1 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS PRE SCHOOL	LOW TOP	5	2	258	12%	1%		1%
24494-117	NIKE FORCE 1 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS TODDLER	LOW TOP	4	5	1	44%	1%		1%
24494-117	NIKE FORCE 1 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS TODDLER	LOW TOP	4	5	1	5%	1%		1%
24492-102	M NEW TECH FLY JUMP	APPAREL	NIKE SPORTWEAR	NIKE	JUMPER	6	5	152	55%	1%		1%
24492-101	M NEW ERONY JUMPER	APPAREL	HQUNG ATHLETES	NIKE	JUMPER	5	5	267	170%	1%		1%
24492-100	NIKE AIR MAXNIKE 3 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	4	4	34	50%	1%		1%
24492-101	NIKE AIR MAXNIKE 3 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	202	12	2640	87%	1%		1%
24492-101	NIKE AIR MAXNIKE 3 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	11	11	2236	64%	1%		1%
24492-100	NIKE AIR MAXNIKE 3 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	11	8	860	50%	1%		1%
24492-101	NIKE AIR MAXNIKE 3 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	4	8	205	43%	1%		1%
24492-101	NIKE AIR MAXNIKE 3 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	5	4	81	50%	1%		1%
24492-101	NIKE AIR MAXNIKE 3 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS TODDLER	LOW TOP	193	18	1825	89%	1%		1%
24492-101	NIKE AIR MAXNIKE 3 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS TODDLER	LOW TOP	34	5	1362	87%	1%		1%
24492-100	NIKE AIR MAXNIKE 3 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	84	112	3214	41%	1%		1%
24492-100	NIKE AIR MAXNIKE 3 (M)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	84	112	3214	41%	1%		1%
24492-100	NIKE AIR MAXNIKE 3 (S)	FOOTWEAR	HQUNG ATHLETES	BOYS GRADE SOLE	LOW TOP	26	40	1242	30%	1%		1%
24492-101	NIKE FLY SHOX	APPAREL	WOMEN TRAINING	WOMEN	SHOX	1200	1200	7842	40%	1%		1%
24492-100	NIKE FLY SHOX	APPAREL	WOMEN TRAINING	WOMEN	SHOX	304	800	2278	20%	1%		1%



Industry behaviour

Weather

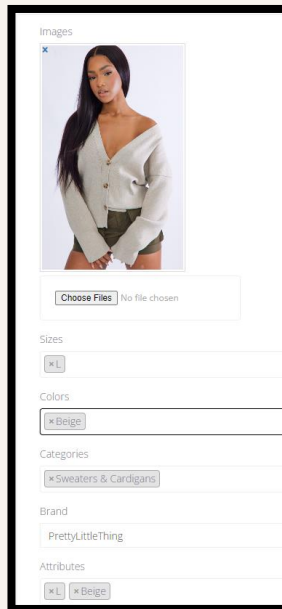
Global crisis





New Items, not just staples

It is the first solution of its kind to predict inventory for brand new items using Like4Like



Families tag (e.g., gender)

Category (e.g., coat, dresses)

Sub-Category (e.g., high/low waist)

Attribute groups (e.g., colors, cuts)

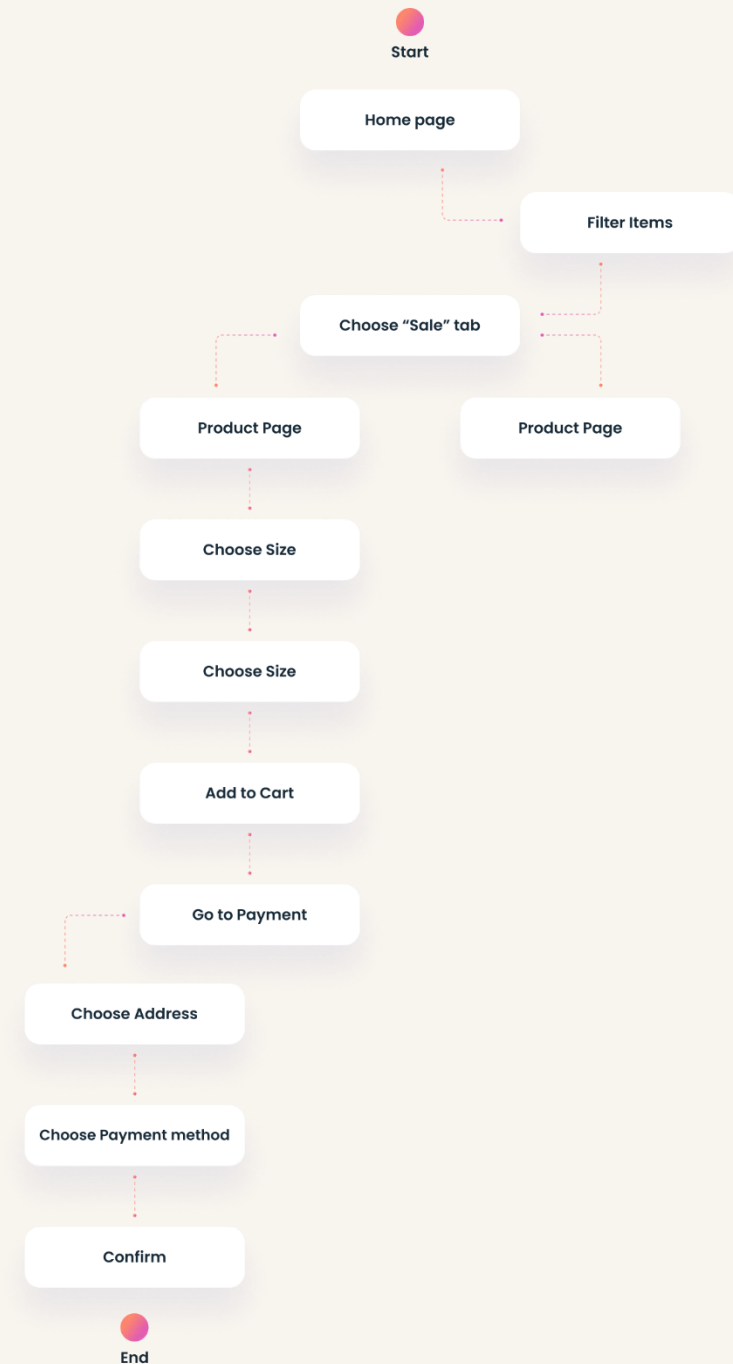
Shape (e.g., body type, toggle)

5 layers of auto-tagging



Reveal customers' behavior from website logs

Provide insights into customers' behavior and trends to make demand forecasting even more accurate



Store-by-Store

By accurately predicting demand, businesses can ensure that they have enough products or services available to meet customer demand, improving customer satisfaction and loyalty Store-by-Store





Belle.

Our proposition

Up to 21%

profitability increase

Decrease inaccuracies by at least

50%

Free Pilot

We know our value! Ensuring customer trust during a 3 months free pilot

Belle.

Who are we?



Dr. Lihi Raichelson
Co-Founder & CEO




Jasmine Bar-gad
Co-Founder & COO



Yael Kochman
Board - Retail innovation



Raviv Cohen
Advisory Board- Nike 



Marcin Kasprzyk
AI Expert



George Garama
VP R&D



Contact us

to learn more about Belle AI
& investment opportunity

<https://belle-ai.com/>

