

# Business Sale Overview Memo

## Project Prism – Luxury Fashion eCommerce Platform

<b>Business Opportunity</b>	<p>SIA Group presents a unique opportunity to acquire intellectual property assets of a luxury fashion eCommerce technology business.</p> <p>The company was incorporated in 2021 and has developed an app-based luxury shopping platform, targeting youth luxury consumers to offer a unique shopping experience.</p> <p>Interested parties are requested to specifically deal and formally register their interest with Andrew Smith at SIA Group, who are acting as Agents on behalf of the Liquidators of the Company.</p> <p>It is intended that a sale will be executed at the earliest opportunity and all expressions of interest must be registered by no later than <b>Noon, Friday 28<sup>th</sup> July, 2023</b>.</p>	
<b>Business Overview</b>	<ul style="list-style-type: none"> <li>- Innovative platform designed to address the evolving buyer behaviour of youth fashion consumers, combining social networking, influencer &amp; brand engagement and m-commerce in one solution.</li> <li>- App-user functionality includes but not limited to live-streaming fashion shows of luxury fashion brands, Q&amp;A interaction with fashion experts and influencers, e-commerce functionality, social networking with like-minded fashion enthusiasts, and, access to fashion resources.</li> <li>- Back-end app functionality includes but not limited to data analytics, content management system, live stream creation, and, order history management.</li> </ul>	
<b>High Level Financial Information</b>	<p><i>Financial &amp; investment information available upon request</i></p>	
<b>Assets for Sale</b>	<ul style="list-style-type: none"> <li>- Software source-code</li> <li>- Trade mark portfolio</li> <li>- Domain names &amp; website</li> </ul>	<ul style="list-style-type: none"> <li>- Goodwill rights in the brand name and reputation</li> <li>- User database and analytics data</li> <li>- Organisational knowledge</li> </ul>
<b>Further Information</b>	<p>Requests for further information should be addressed to Andrew Smith of SIA Group who are acting as agents on behalf of the Company’s liquidators. Contact details have been provided below.</p> <p>Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.</p>	



### For further information please contact:

Andrew Smith  
 SIA Group Asset Ingenuity Ltd  
 T. 07425 755 485  
[Andrew.smith@sia-group.co.uk](mailto:Andrew.smith@sia-group.co.uk)

