

STEFANKA

we reinvent retail.



MEDIA KIT

COMPANY OVERVIEW

FOUNDER BIO

FACT SHEET

MEDIA MENTIONS

CONTACT

**Founded in 2014,
Stefanka is a
private company
headquartered in
Montreal and
specialized in
clothing fit
technologies.**

KEY FACTS

Company Stefanka

Website stefanka.tech

Company Size 8 employees

Country Canada

Industry Clothing fit technologies

Contact info@stefanka.tech

PROFILE

Stefanka is a technology supplier for retailers and manufacturers. Stefanka's technology helps shoppers find the right products and sizes for their body shape, taking the frustration out of sizing inconsistencies. The result : empowered store associates, loyal customers, fewer returns and easier sales.

EXPERTISE

- In-store, online & mobile clothing fit solutions
- Automated volumetric recognition software
- Anthropometric analysis
- Fitting intelligence engine

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COMPANY OVERVIEW

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Stefanka is out to address the problems of sizing inconsistencies and seldom available fitting assistance. These issues lead to consumers' uncertainty regarding the products and sizes most suited for their unique body shapes. Stefanka's technology, soon to be available for retailers, is already used by uniform suppliers. It facilitates the purchase of products by taking the frustration and size uncertainty out. It also leads to fewer returns, empowered sales associates and easier sales.

Stefanka was founded in 2014 as a made-to-order bra company. To enhance the process of custom bra fabrication, the firm developed a software that would automatically measure a client's breast, without any human assistance. The software quickly sparked interest and evolved into a tool to facilitate shoppers' selection of products and sizes. Stefanka quickly left the made-to-order bra business to focus on technology. The company now recommends clothing fit for multiple garment types and sells licenses of its technology to retailers and manufacturers.

BUSINESS NEEDS

Retailers must handle costly returns and a segment of shoppers still reluctant to buy online due to sizing inconsistencies (L. Ewen, Retail Dive, Jul. 2017). Moreover, uniform suppliers have a very large range of body shapes to dress, where unlike retail brands, one size cannot fit all. In addition, a shopper's experience with a brand can fluctuate greatly across stores and visits. The fitting assistance is too often seldom available or costly to provide. Stefanka is set out to address these issues and reinvent retail.

APPLICATIONS

Stefanka supplies clothing fit technologies to both brick-and-mortar and online retailers. They also provide solutions to uniform suppliers and manufacturers. Those solutions include, among other things, precise sizing recommendations and methods to capture and store body measurements. Designed to ease sales, Stefanka's solutions let shoppers retrieve their product and size recommendations online, let sales associates track them in-store and let head office executives analyze them to support their decisions.

FOUNDER BIO



ELIZABETH STEFANKA

Elizabeth Stefanka is the CEO and founder of Stefanka Inc. When she was 16 years old, Elizabeth often found herself frustrated with the fact that the fashion industry applied standardization downwards in a one size fits all approach. She wanted to create a concept that would somehow counter and reverse the dominant model of consumption and production. This model currently focuses on the mass production of standardized goods. In contrast, Elizabeth advocates for a buying process where the customer is at the heart of everything.

Honours & Awards

- Top 30 under 30 by Infopresse
- 25 Leaders of Tomorrow, Québec Inc. by Journal Les Affaires
- Quebecers Who Create Outside the Box by La Presse
- Grand Prize, Audience and Women Entrepreneur Awards at the Quebec Entrepreneurship contest.
- Finalist, Growth Champions Competition by C2 Montréal

Elizabeth Stefanka has been working in 7 different countries before launching her company in 2014. Elizabeth holds a Master degree (M. Sc.) in International Business from HEC Montreal and a Bachelor degree (B.A. Sc.) in Consumer Sciences from Laval University, in Canada. She also studied at HEC Montreal's Summer School of Management, Creativity and Innovation, has a License degree from the European Packaging School in France and studied Fashion Design in Quebec City prior to her graduate studies. She is currently based in Montreal, Canada.

FACT SHEET

2017

- Stefanka starts its US entry at the Consumer Electronics Show (Las Vegas) and South By SouthWest (Austin).
- Stefanka is featured during the Montreal Fashion Tech event held by the McCord Museum.
- Stefanka starts working with Moov Activewear, a womenswear Quebec brand, and Hub 1916, a Montreal-based uniform supplier conducting business in Canada and Peru.
- Stefanka discusses retail tech during the International 3D Body Tech Conference, in Canada.

2016

- Stefanka is selected by the DX3 Retail Collective Lab as one of the most promising retail tech startup in the world.
- Stefanka receives the Digital Innovation Award during the eCommerce-Québec event curated by the CQCD.
- Stefanka expands recommendations of intimates to additional garment types.
- Stefanka becomes a technology supplier for Logistik Unicorp.

2015

- Stefanka partners with La Vie en Rose during the Montreal Fashion and Design Festival to create a smart fitting room popup featuring the MyMemory bra collection.
- Stefanka wins the Montreal Inc. Foundation Award, the Grand Prize, Audience and Women Entrepreneur Award at the Quebec Entrepreneurship Contest.
- Stefanka conduct extensive R&D with the CRIM, The Computer Research Institute of Montreal, to measure breast without any human assistance.
- Stefanka enrolls in Capital Innovation accelerator.

2014

- Stefanka is officially incorporated.
- Stefanka enrolls in DISTRICT 3, Concordia University's incubator in Montreal.
- Stefanka's first lines of code are written.

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MEDIA MENTIONS

CES 2017: Featuring Stefanka and HUMELab.

Yahoo Finance

Quebec's Comeback.

The Globe and Mail

Être entrepreneure, c'est avoir un impact économique et social.

Journal Métro / Blog Urelles

Dare Greatly Campaign

Cadillac

Cabine, cabine, dis-moi quel soutien-gorge me convient le mieux.

La Presse

La cabine d'essayage de demain.

Le Devoir

Cabine d'essayage interactive au salon de l'électronique de Las Vegas.

Radio-Canada

Inside the store of the future.

CBC News

Tout ça à cause d'un soutien-gorge mal ajusté.

Journal Les Affaires

Rise of the robots: How retailers are planning on using cutting-edge technology to get customers into stores.

National Post

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