

# Case Study

## MatchTee App: Tinder for T-shirts

It sounds like an unlikely way to fight climate change, but it's the idea that that second-year [Bachelor of Commerce](#) student Teresa Chan and her co-founders ran with when they developed [MatchTee](#).

While Teresa is majoring in Finance and Economics, her heart lies in thinking about how business can combat climate change and help save the environment. It is this idea that led to the launch of MatchTee, a project founded by Teresa and her friends Jimmy Chiu, Matthew Kwon, Deborah Lam and Keith Leonardo. Each added their expertise in business and computer science into the mix. It's a simple enough idea, born from thinking about the app-based platforms many of us use every day.

"It's really kind of like Tinder for T-shirts. People post their unwanted clothes, as they might on Facebook Marketplace, but rather than putting them up for sale, our app then matches them with other users. They can then swipe 'yes' or 'no' on clothes they like, and engage in a chat with other users about trading their old clothes, which you can then confirm in the app and swap clothes for free," says Teresa.

"For us, it's really about reducing clothing waste. If we can stop even one item of clothing going to landfill, then I'd say the project has been worthwhile. Melbourne is a great place to launch a project like this as well, there's a real culture of recycling clothing and re-use. I haven't bought any new clothes in the last year, everything I've bought has been from op shops, or from trading."

The idea for MatchTee originally came about as part of an Enactus pitch competition. Now, Teresa and the team have applied to the [Catalysr](#) pre-accelerator program and are learning about the realities of launching a startup.

"Because it's a social enterprise, it was important to us that – at the outset at least – MatchTee is free for users. At the moment we've factored that into the first six months of the business, then we're going to look at ways we can finance it. We're not looking at making this into a profit driven enterprise, but we do need to balance costs, such as app development and advertising. Catalysr starts in April, so that will be a chance for us to develop our model and pitch", Teresa says.

Working on MatchTee has also given Teresa and her co-founders the opportunity to hone the skills they've gained through their university studies.

"Working on this project has given me the chance to put a lot of my financial skills into practice, as well as delivering presentations and pitches, analysing data and doing business models. It's also opened my eyes a little bit to other areas of interest. For example, I've done all the UI and UX design for the app and realised that's an area I really love. I've also taken on most of the social media in the lead up to our launch, which I've really enjoyed as well."

The MatchTee app is available on the [Apple App Store](#) and [Google Play store](#).



Image (from left) Joanne Ng, Deborah Lam, Teresa Chan, Matthew Kwon, Jimmy Chiu; and MatchTee app screenshots.

