

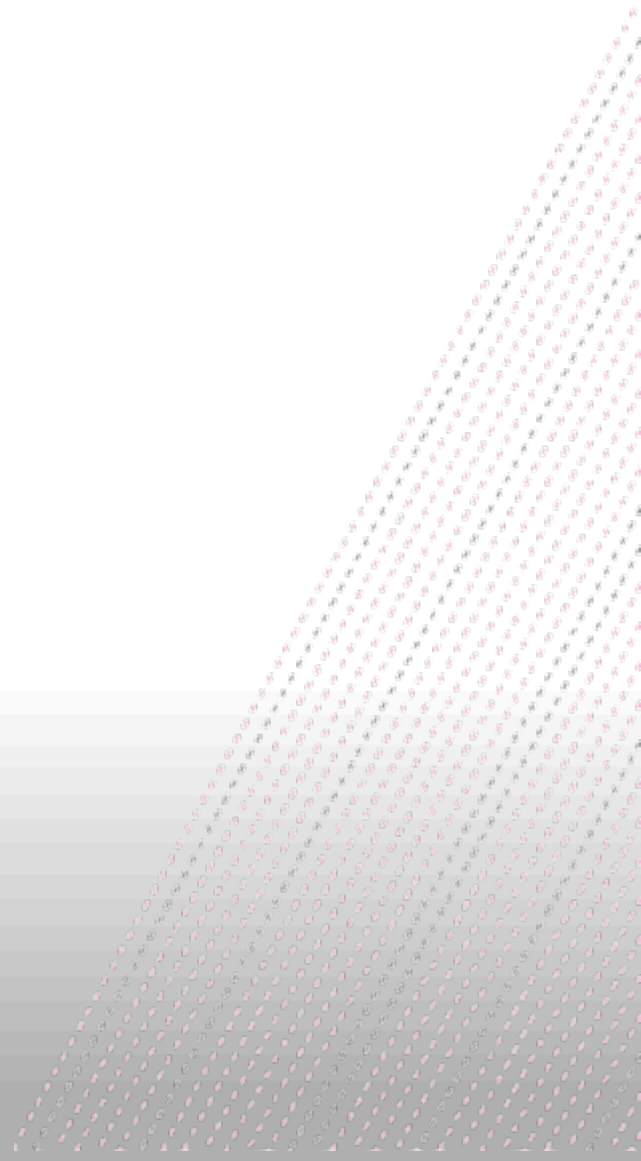
Place of Experience

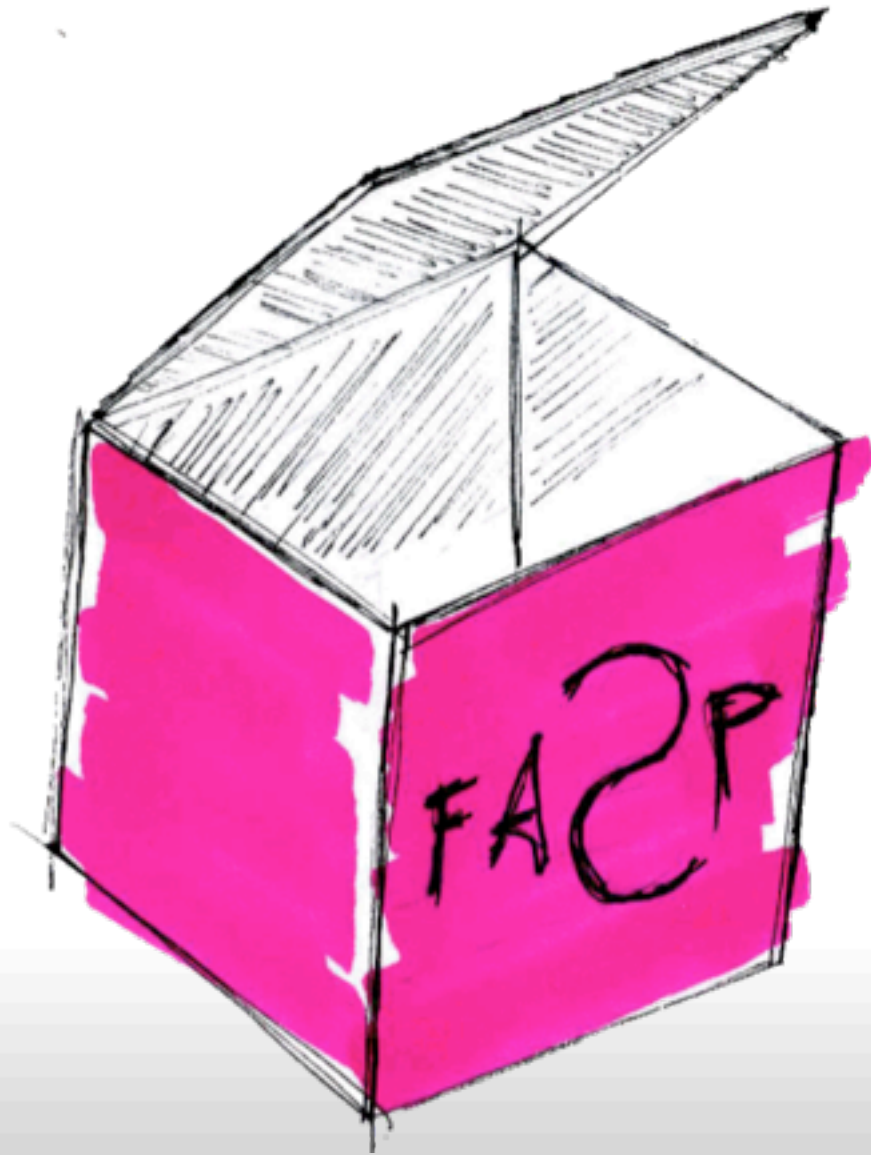
Team A
23.02.2010

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Outline

- Introduction
- Use of creativity and knowledge
- Case studies
- Territory and events
- Business model
- Conclusions





Introduction (1 of 3)

Fas.P.onSite should blend with the surrounding context.

Influence from the location:

- materials
- art
- knowledge

Goals:

- extreme customer fidelization
- create a cultural center
- profits

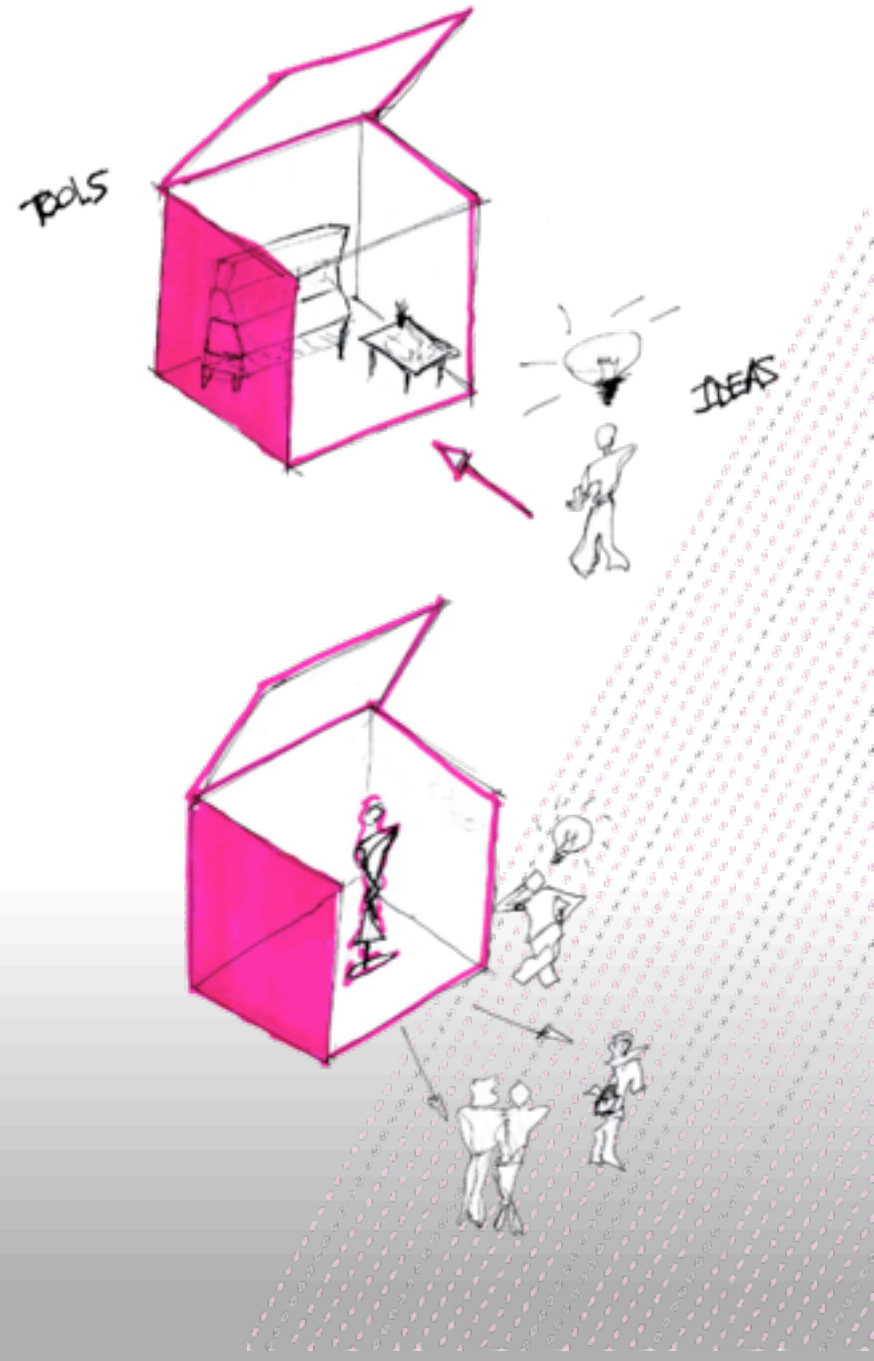


Introduction (2 of 3)

Local creativity

Attract *only* local artists
Contests for *local* designers
Their art might become part of
store's products
Cultural (*sponsored*) events
food, photography, music, ...
Fas.P.onSite is a box that
is filled with local art

...Sell the sense of creativity



Introduction (3 of 3)

Local knowledge

- Revive old near-to-be-lost knowledge
- Boost local identity
- Mix of free and non-free classes
- "Build" a learning center

Local material

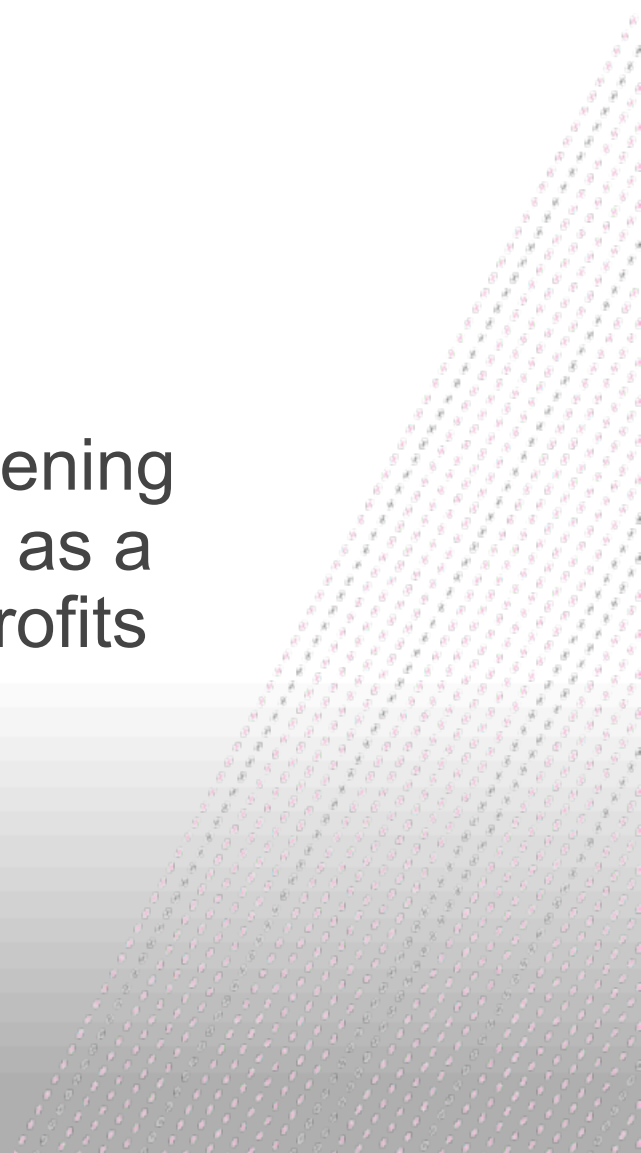
- Create a km0 store
- Benefit the local situation



Core Strategy

- to launch the concept
- to grant its correct working once started

integration and mutual strengthening
of different creative productions as a
tool to link fashion production profits
and social sustainability



field of **CREATIVITY**

seeking talents starting from local dimension, by

establishing external collaborations:

- music production
- publishing
- art exhibitions

2-level strategy

“upper” level

Producers, art galleries,
publishers, working for our
fashion production space

“lower” level

Attraction of
local musicians, artists and
performers

events

- as the chance for both levels to share the same place
- as a way to raise funds from advertisement given to major prods.
- as a louder declaration of our proposed values

Integrated creativity – a case study: **Colette**



Starting point:

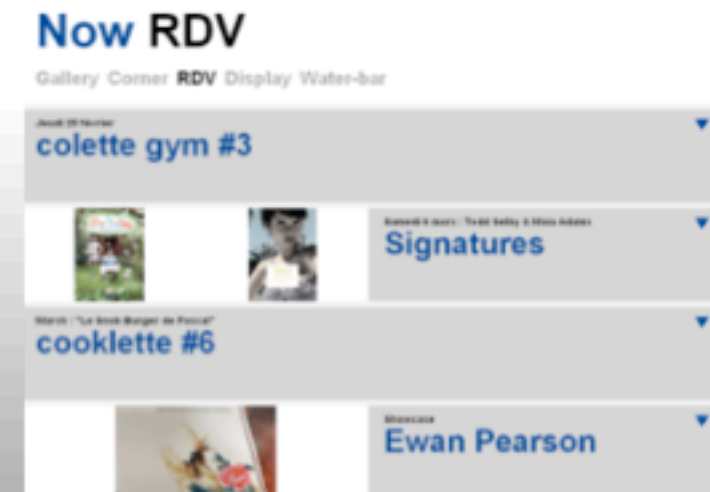
a fashion shop in Paris

Development:

- a network of producers, fashion designers, visual artists...
- working almost monthly
- to some project expressly dedicated to Colette

Promotion tools:

- special monthly collections
- Colette podcast
- publications
- different featurings
- EVENTS
- online presence not only to promote merchandise



field of **KNOWLEDGE**

Searching and gathering local **culture** (mainly the one brought by elder people) about knitting techniques in order to create real **data bases**.

Employment of available knowledge:

- as a tool of cultural **diffusion** (by events or publishing activities)
- as a know-how capital that can interest major brands for their production in a **b2b** context

Social values and commercial know-how – a case study:

Pausa Café



An Italian project involving **prisoners** into the production workflow of **coffee**

Raw materials from developing countries

Refining and selling in Italy:

- dept. stores
- high level shops (Eataly, Gobino...)

An integration of *equo-solidale* model with an effective penetration in the highest levels of trade and lifestyle



Territory and events

The need for expensive technologies and high level of customization will turn into **high prices** of the piece of garment.

possible solution:

differentiate paths where profits come from, and lower margins on final clothes.



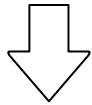
Experience-based BM

The goal is to let people **buy** and **live** something **unique**.

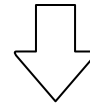
PRODUCT-BASED
DIMENSION

+

EXPERIENCE-BASED
DIMENSION



PURCHASE



?

We should **promote** local artists' **creativity**,
but meanwhile **diffuse** a widespread sense of
connection with territory.

That's why we need an **open space**
available for different **events**.

Events

FREE experiences

Aiming to **provide visibility** to local producers and involving several social layers

- Food and wine tastings
- Community-oriented classes

Sponsored by local producers or municipality.



Events

FEE experiences

Represent an **alternative source of profit** that allows to lower margin on clothes

- Art-exhibits and dj-sets of local artists
- Fashion-oriented classes

Services with an **extra charge**, representing trendy socializing circumstances or technical - design lessons.



Space and events

Some of these experiences could be joined into an unicuum, as in the *Micca Market* in Rome.

In a fashion club, a local and vintage market holds, while dj-sets, art exhibits and buffets take place.

What is needed is **complete flexibility** of the open space: it must switch from a club to a class, from a gallery to a showroom.



Business model - Infrastructure

Core capabilities:

- Unique technology
- Attractive place
- Experiences
- Events (classes – community and fashion oriented, art exhibitions, concerts, wine and food tasting)

Partner network:

- Local suppliers
- Events organizers
- Schools of design
- Producers of food or wine (local)
- Art people for events (local)

Business model - Infrastructure

Activity configuration:

- Knitwear choice
- Personalization
- Programme (SDS-ONE)
- Production
- Washing
- Styling
- Events: Community-oriented classes, Fashion-oriented classes, Art exhibits, concerts and dj-sets,
Local wine and food tasting
- E-commerce

Business model - Offer

Value proposition:

Giving young designers and creative people the possibility of trying and experimenting with Shima Seiki Technology in an attractive location that organizes different kinds of social and local-valuing events such as:

- Community-oriented classes
- Fashion-oriented classes
- Art exhibits, concerts and dj-sets
- Local wine and food tasting

Business model - Customer

Relationship

- Models and experiences sharing (elder people could share their knowledge)
- Local creativity
- Inviting to fashion and other events (also other arts and local wine and food tasting)
- Newsletter (about new partners, events, contests, creativity etc)
- On line community

Business model - Customer

Distribution channel:

- Directly in our store, after the production process
- E-commerce (possibility to get clothes at home)

Target customers:

- Young designers
- Creative people
- Elder people from community who want to share knowledge or teach
- Everybody wants to live in a direct fashion experience

infrastructure

Core capabilities:

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- Attractive place
- Experiences
- Events (classes – community and fashion oriented, art exhibitions, concerts, wine and food tasting)

Partner network:

- Local suppliers
- Events organizers
- Schools of design
- Producers of food or wine (local)
- Art people for events (local)
- Municipality (?)

Activity configuration

- :
- Knitwear choice
 - Personalization
 - Programme (SDS-ONE)
 - Production
 - Washing
 - Styling
-
- Events:
 - Community-oriented classes
 - Fashion-oriented classes
 - Art exhibits, concerts and dj-sets
 - Local wine and food tasting
 - E-commerce

offer

Value proposition:

Giving young designers and creative people the possibility of trying and experimenting with Shima Seiki

Technology in an attractive location that organizes different kinds of social and local-valuing events such as:

- Community-oriented classes
- Fashion-oriented classes
- Art exhibits, concerts and dj-sets
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customer

Relationship

- On line community
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finance

Cost structure:

- Shima technology
- Logistics
- A programmer (he must be in our store)
- Garment washing
- Events: probably some of them that need some costs for preparation and could be not free
- HR
- Space organization

Revenue streams:

- Revenues from knitwear production
- Revenues from extra-service: fashion shows, some not free events, or events with sponsors (local food and wine producers, café, ...)
- Economic sustainability (big question mark now)

(Where to find initial funds for start-up (business angels, banks..??) and how to have revenues for running a business (financing from municipality, some sponsors?). The question is: what is exact mix of financing the project?

Revenues and Costs

The main problem is...how to find our initial financial resources?

Shima Technology: 170.000€ per machinery

Human Resources

A huge investment

Marketing

Garment washing machinery

Space Organization



Two types of partners/funders

Profit

No Profit

Business Angels

Local Communities

Banks

Public funds

IRR
Guarantees
NPV

VC

Ashoka

Fashion Industry firms

Sponsors

Shareholders

Municipalities



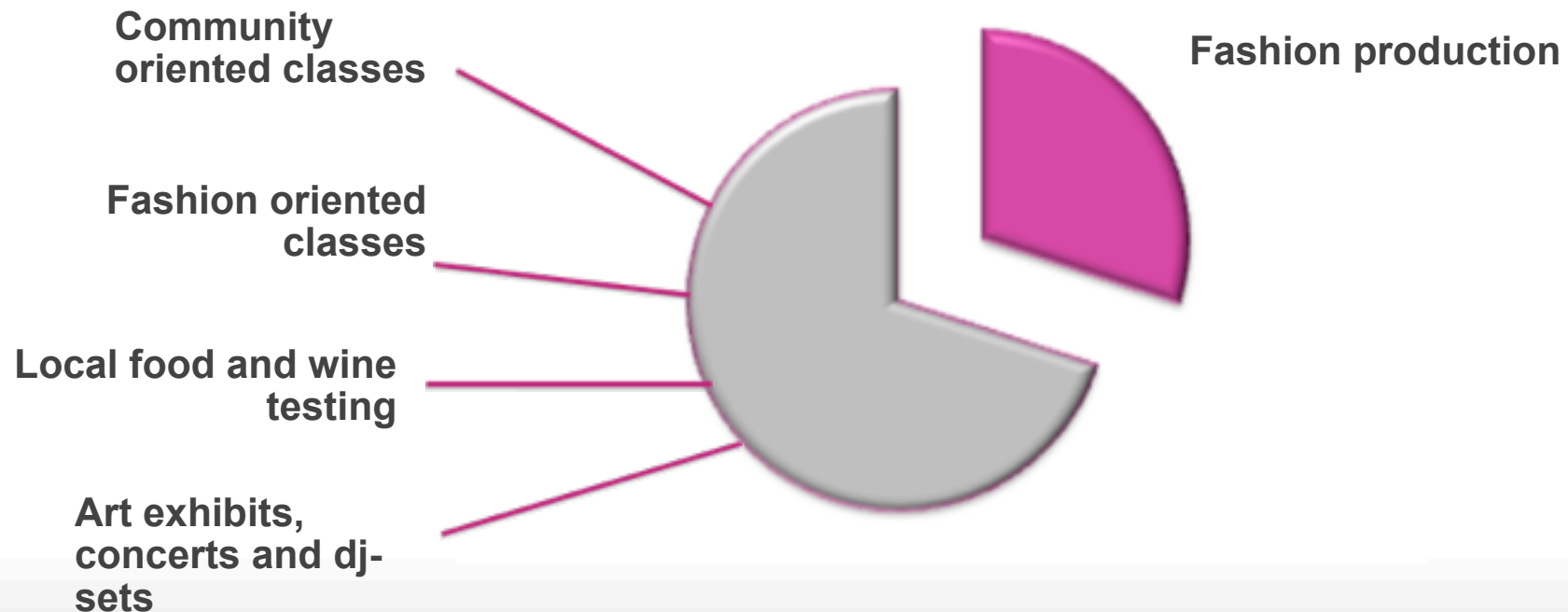
Maybe nobody



Maybe someone

Daily cash generation

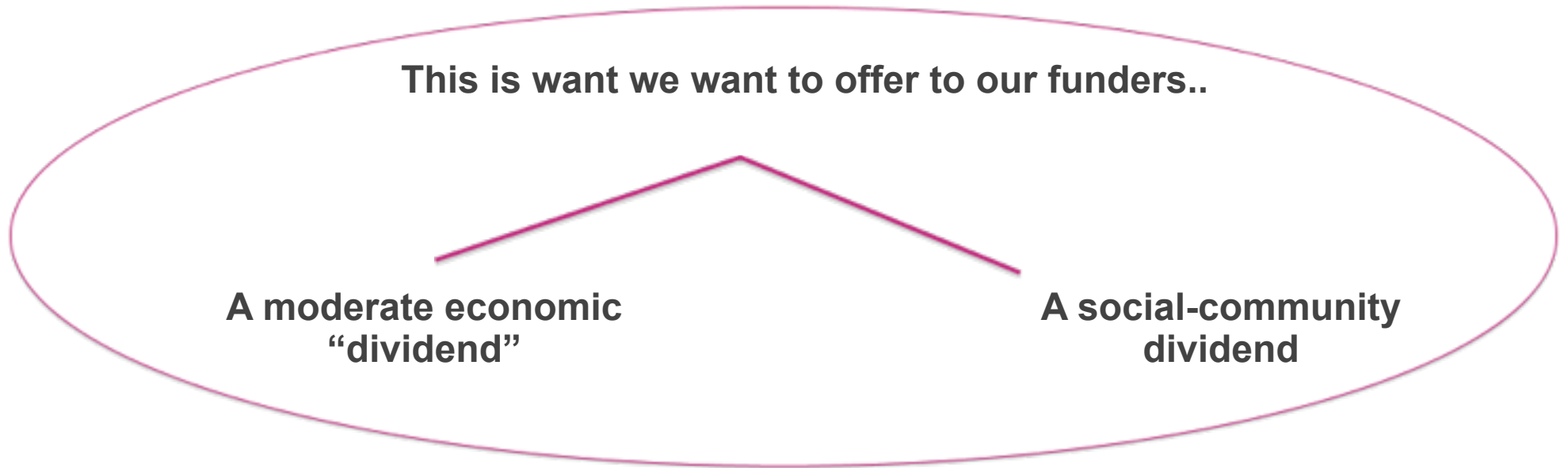
We believe our stores can produce a cash flow day by day...



probably it is not sufficient to give large return to our funders!

The key word

In this context the key word is...***Economic Sustainability***



This makes our firm perfect for "Borsa Sociale Project"...the stock market for companies with a social purpose...

FAS.P
on site

on site