



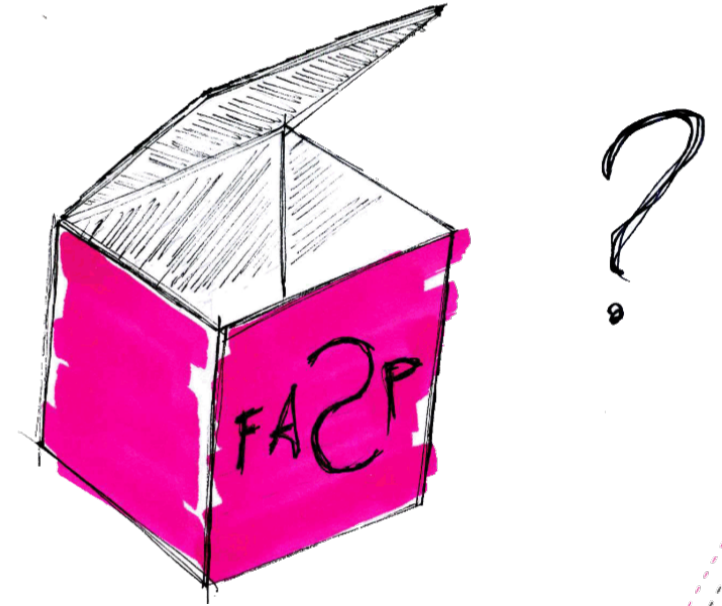
Fas.P.onSite

Mid-term review

Introduction to teams
19.03.2010

What is Fas.P.onSite?

*It is a **place** where to design, produce, and sell knitwear.*



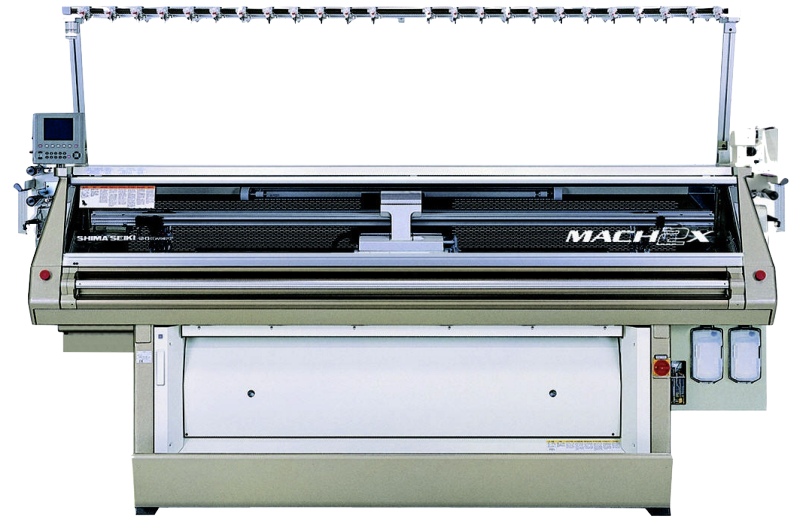
We started from two ideas:

- Customers design their own clothes
(**design innovation** through a *digitalized experience*)
- Machines produce clothes *on site* in just a few hours
(**production innovation** through *shorter supply chain*)

The different paths

How is this possible?

Starting from Shima Seiki's clothes "3D printers"



How do develop such ideas?

Three teams, three paths:

- Team A: **social** contribution and **user experience**
- Team B: **customization**
- Team C: **sustainability**



Fas.P.onSite

Mid-term review presentation

Team A
19.03.2010

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Team A: Concept

A multiform space for a service linking creativity to urban context, redefining the idea of experience and production by blending them into a unique reality

A decorative graphic in the bottom right corner consisting of several parallel lines. The lines are colored in a gradient from light pink to light grey, creating a sense of depth and movement.

Team A: Objectives

- **Social aspects**

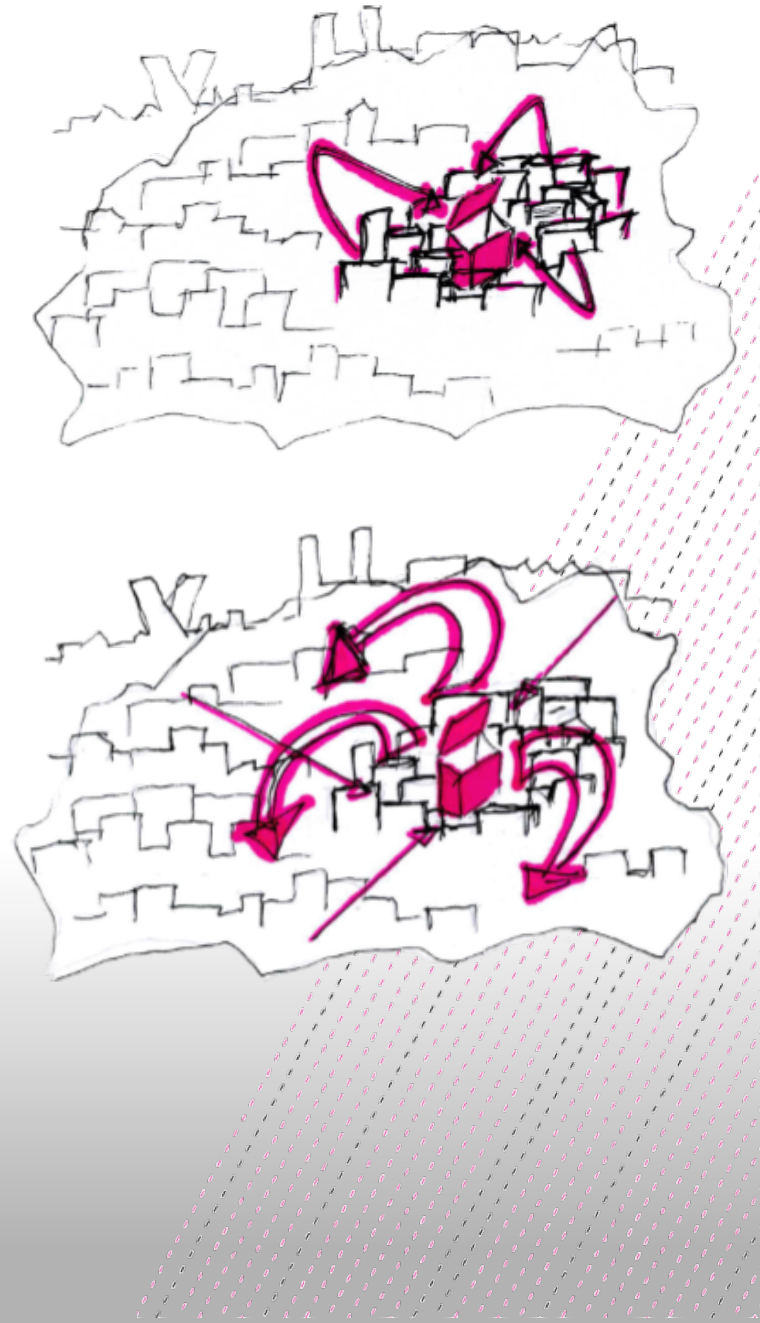
- products strongly influenced by the context
- create value for the city
- define the system of actors

- **User experience**

- use of space
- customer involvement
- classes and events
- *...not just an ordinary buying experience*

- **Business model**

- create a sustainable BM



Activities carried out

Research phase

- definition of problem area, major issues and possible ways of solution
- analysis of similar experiences through case studies research
- research on location and space organization models
- improvement of knowledge on the textile production process
- visits to companies: Shima Seiki, Carpi Formazione, Anna Rachele, BasicNet

Initial exploration of different solution paths:

- collective workshops
- external workshops with Shima Seiki
- proposals of different offers for each different path deepening of business model solutions (by lectures, experience, documentation)
- new case studies research

Solutions

The urban space/service is selling **unique** products and experiences,

involving

- local designers in creating clothes
- local artists in side events
- local community to revive near-to-be-lost knowledge
- private and / or public stakeholders

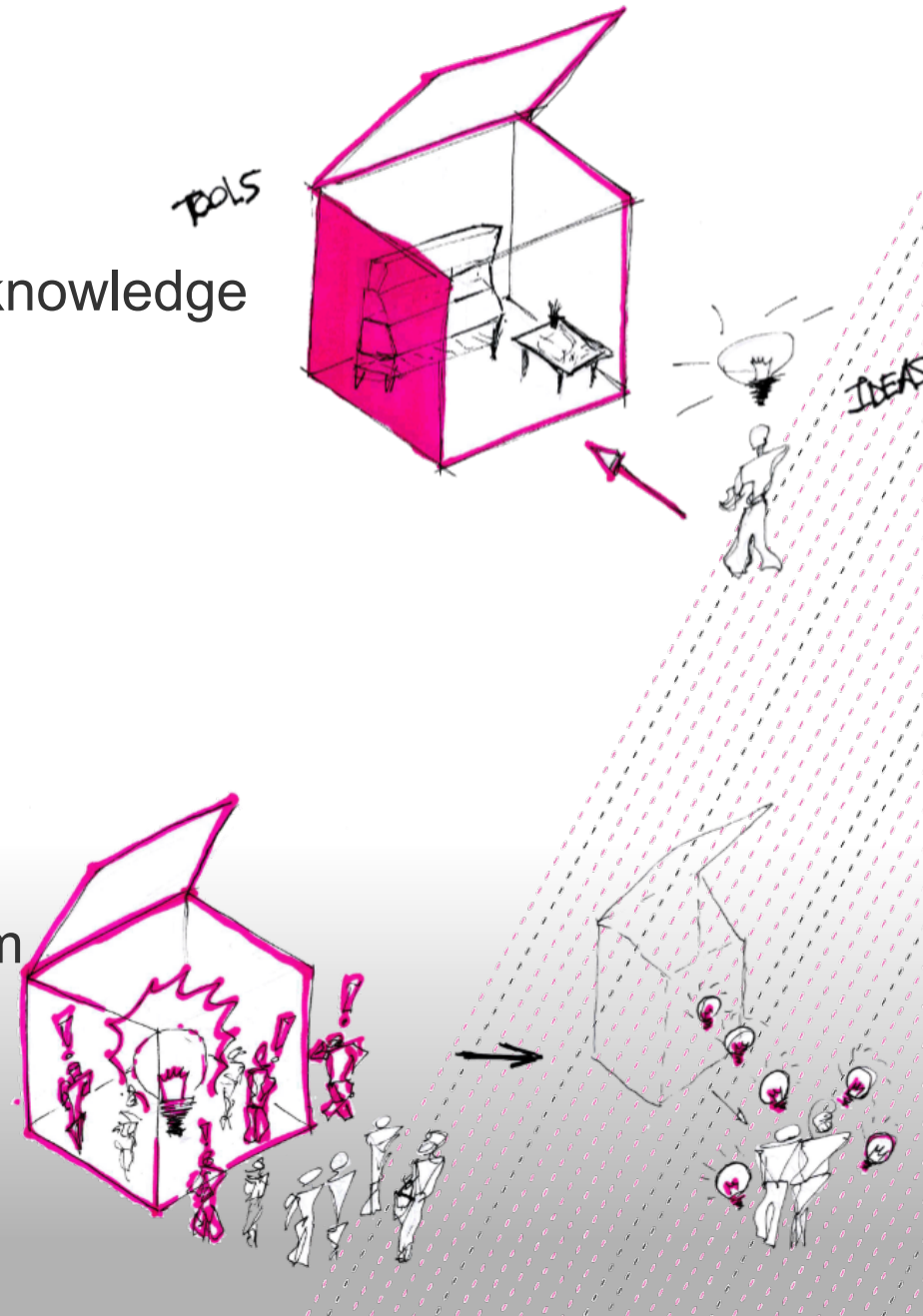
creating **value for the city**

- job opportunities
- km0 model (local raw materials)
- cultural center

and **differentiating**

- the buying experience from common one
- paths of revenues, through a mixed system

*Customers buy not only a product,
but a widespread **sense of creativity**.*



Open problems

1. Main big problem: finding initial funds

- **Profit partners:** no sufficient revenues to offer attractive returns in a not too much longer period.
- **No profit partners:** we can offer a moderate economic dividend and a “social” one.

- **An interesting scenario:**
“**Borsa Sociale**” the stock market for companies with a social purpose

- Further Analysis can clarify other opportunities to make our idea “**feasible**”
from this point of view



2. **Business Model:** we have to organize ideas and activities in order to propose our BM based on a chain of spaces, each different from the others...