



Fas.P.onSite

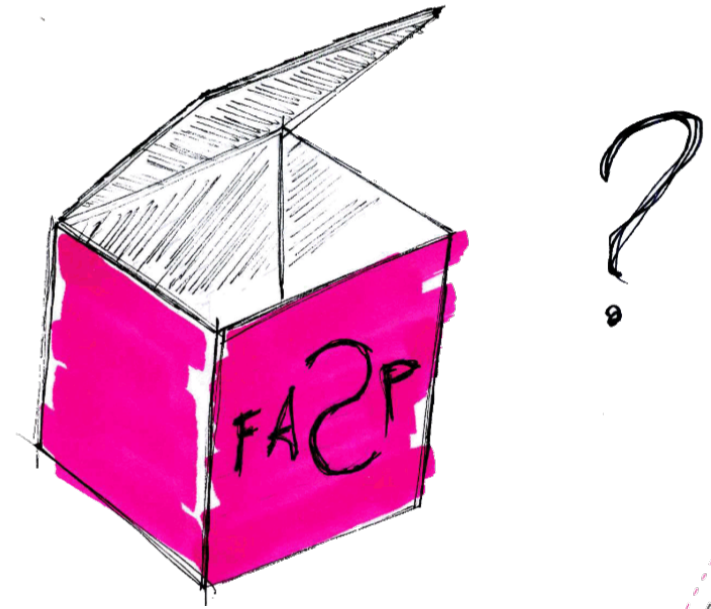
Mid-term review presentation

Team A
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Domenico Barile
Paolo Cerutti
Giovanni Comoglio
Marco Triverio
Ekaterina Vasilyeva

What is Fas.P.onSite?

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

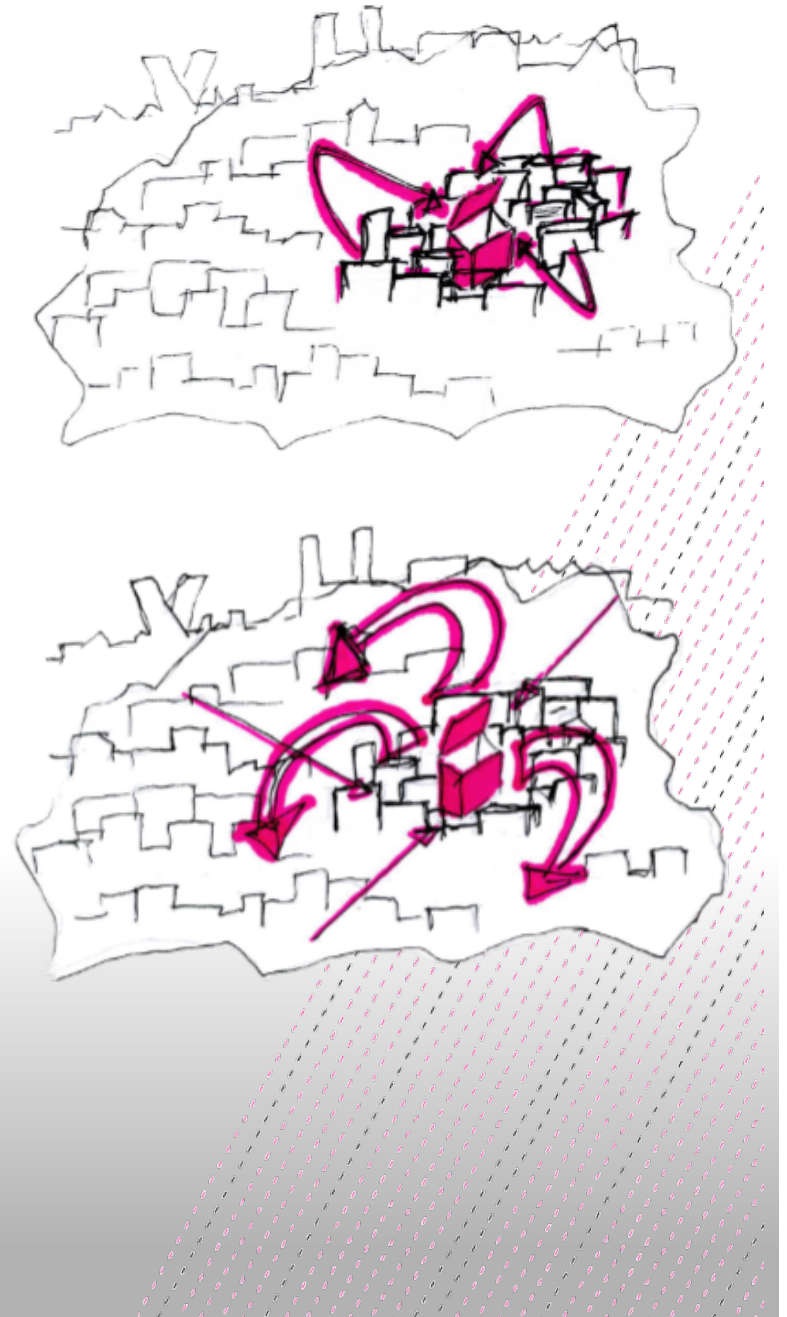


We started from two ideas:

- Customers design their own clothes (**design innovation**)
- Machines produce clothes in a few hours (**production innovation**)

Team 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 boutique 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

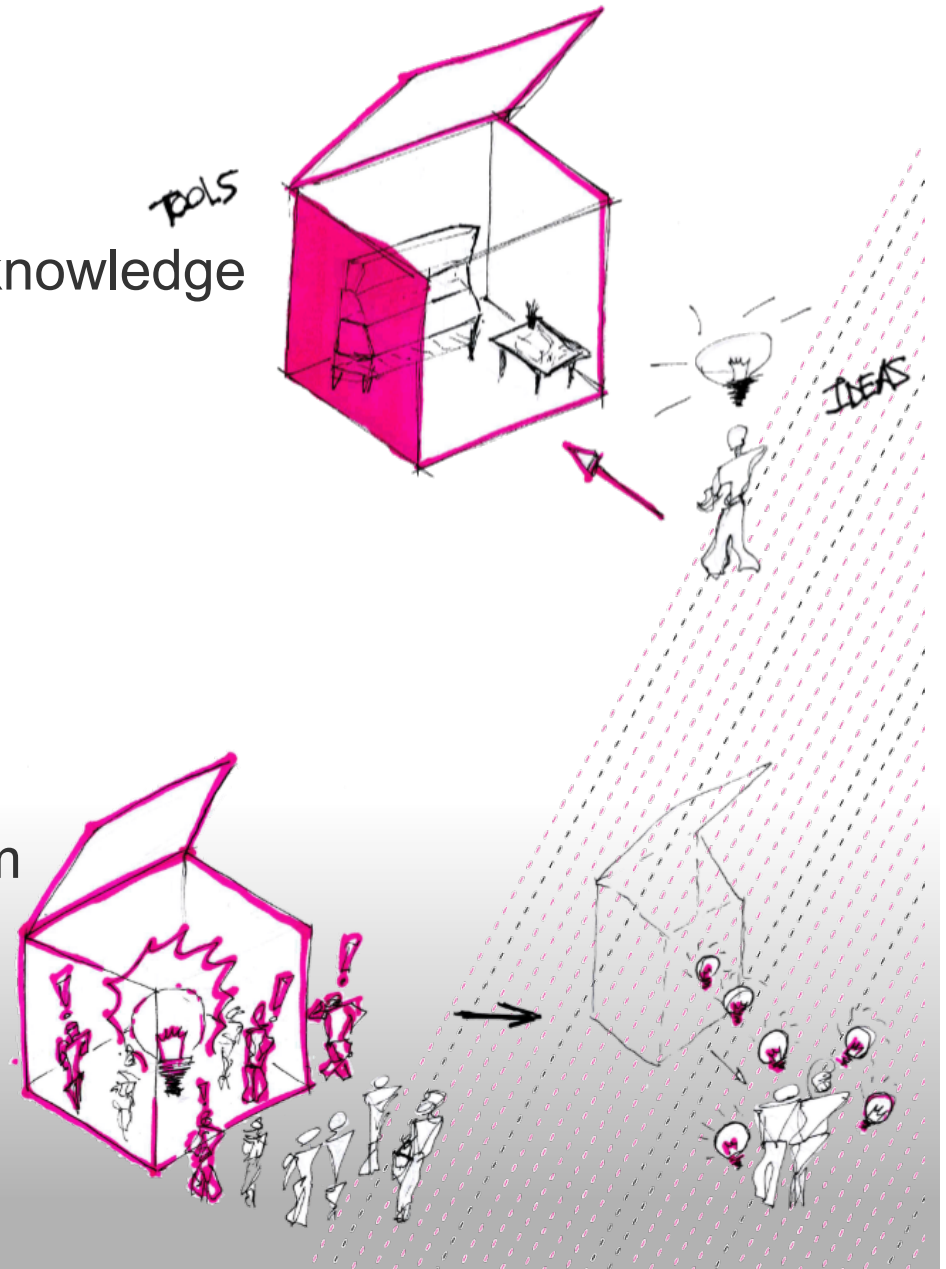
creating **value for the city**

- 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 stores, each different from the others...

Our business model

INFRASTRUCTURE

CORE CAPABILITIES

- Unique technology
- Attractive place
- Experiences

PARTNER NETWORK

- One or more industry brands
- Local suppliers
- Events organizers
- Schools of design

ACTIVITY CONFIGURATION

- Knitwear choice
- Personalization
- Programme (SDS-ONE)
- Production
- Washing
- Styling
- Events: in the evening
- Aperos: after sales stop
- 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 fashion events, aperos and other events

CUSTOMER

DISTRIBUTION CHANNEL

- Directly in our store, after the production process
- E-commerce

TARGET CUSTOMER

- Young designers
- Creative people
- everybody wants to live a direct fashion experience

COST STRUCTURE

- Shima technology
- Logistics
- A programmer (he must be in our store)
- Garment washing
- Events: probably quite expensive

FINANCE

REVENUE STREAMS

- Financing: from one or more industry brands as talent scout
- Revenues from knitwear production
- Revenues from extra service – fashion show, aperos, café...
- Economic sustainability?