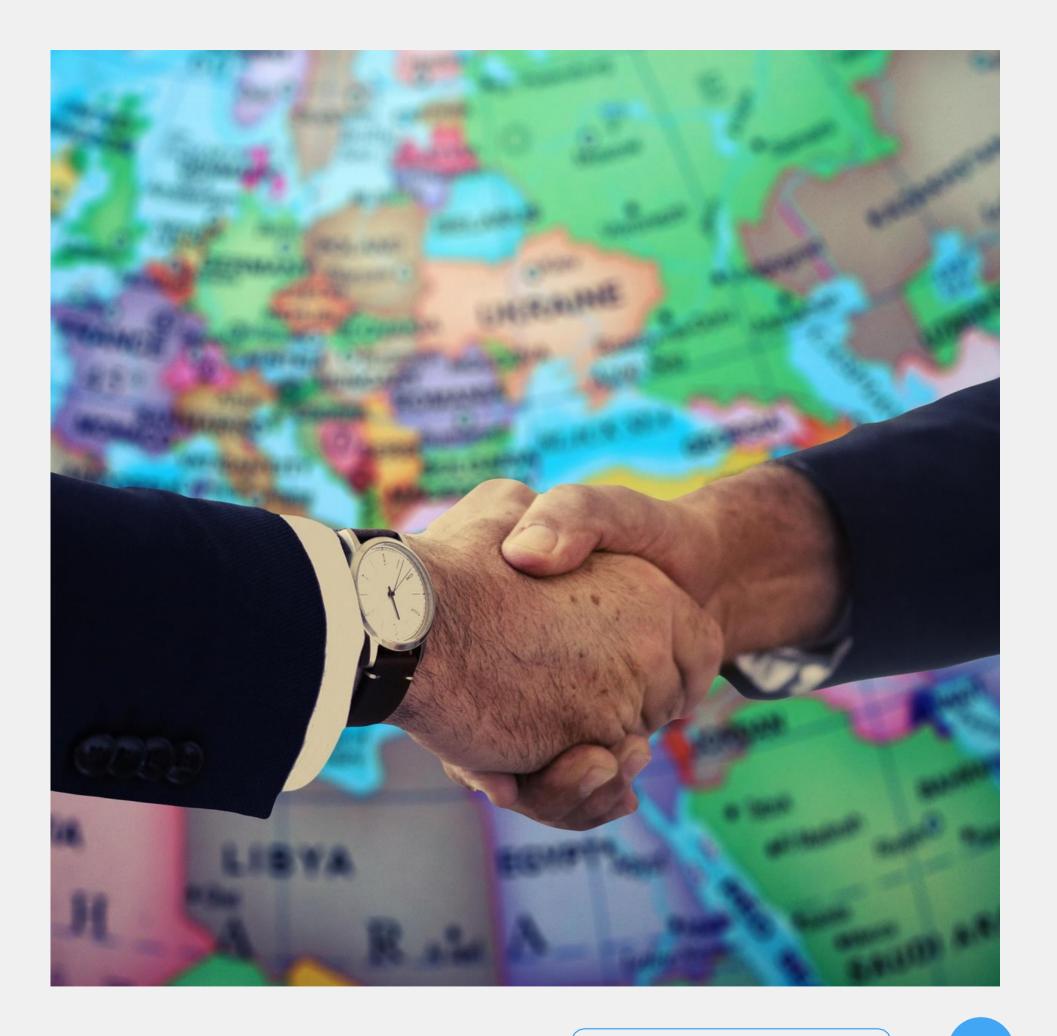




Alliance Tech

The European Alliance for Technology Development

 Bringing together Eastern European talent pools and entrepreneurial energy, with Western European innovation domains



About Alliance Tech.

INTEGRATION INTO INDUSTRIAL VALUE CHAINS

A set of practice-based methodologies to develop and deploy innovative technologies within existing or emerging value chains.

CROSS-EUROPEAN PARTNERSHIPS

Enabling collaborations and alliances between private or private players from across the continent

EAST-WEST ACCELERATION

An international acceleration offer designed specifically for startups from Eastern Europe and their supporting institutions.

- A non-profit organization created in 2020 and based in Paris
- Fosters the emergence of transformative technologies across sustainable geo-innovation zones
- Offers a co-creation framework for investors, entrepreneurs, private and public sector leaders, academia and R&D centers across and beyond the European continent
- Multiple advisors and partners cover areas such as Digital Health, Fashion Tech, Food Tech, Industrial Tech, Digital
 Commerce and Fintech
- Alliance Tech activities prioritize Integration Programs, and Resilience, Sustainability & Innovation (RSI)
- Advisors from 8 countries, 20 partners including funds, universities, public institutions across Europe, 7 ongoing projects





The proposal

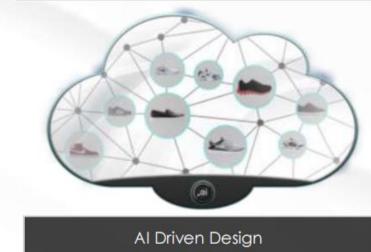
Research. QuickApps in the emerging apparel and footwear industry model

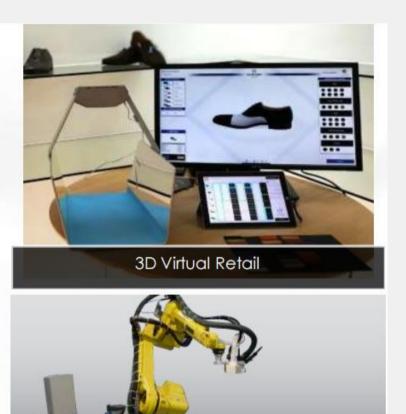
- Model the emerging digitalized sustainable apparel and footwear industry and the place and role of QAs as a source of data across the value chain.
- Key market benefits: sectoral adoption of QAs, new source of revenues from customer and B2B data collected by QAs
- Research duration: 3 months. Costs Eur 51,200. Output: positioning of stakeholders as active players in the emerging industry
- Organisation: Alliance Tech



3D Scanning & Virtual Fitting









Essential goals

Design a strategic position for QA stakeholders in the emerging sustainable apparel and footwear industry

Grow the addressable QA market in Europe

Use the sectoral adoption of QA to disseminate the technology in European markets, avoiding high marketing costs. Success can be repeated in other industries.

Design new business models for QAs

Show how QAs are a source of customer data for all participants of the value chain from designers to material suppliers to manufacturers and retailers

Integrate QAs with core businesses of stakeholders

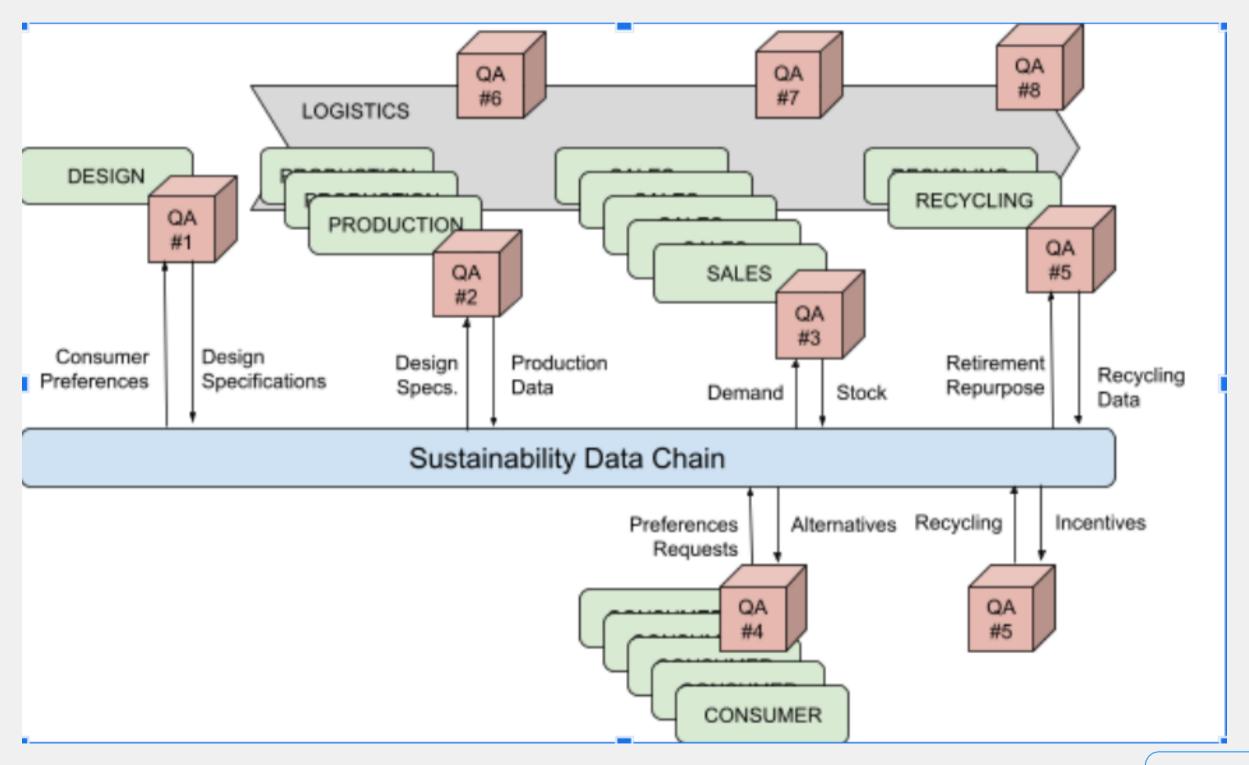
Show how QAs, within particular industry, can be integrated with main products of stakeholders, e.g. cloud retail, b2b software etc

The approach creates a "sustainable by design" industrial model, reducing overproduction, waste, emissions



Sustainability

The emerging industry model is not only sustainable by design, but thanks to QuickApps, it will provide comprehensive data that will help control impacts of every element of the value chain





Anticipated benefits

Public Presentation

This research is a necessary step for planning of:

01 marketing

A tool to build the strategy and tactics for QA dissemination across the industry. Can be replicated in other industries

02 R&D

Identified gaps in value chains will allow to plan the necessary R&D

03 Acquisitions

Identified gaps or vulnerabilities in value chains will point at startups or technologies to acquire

Revenue models of QA and beyond

Revenue models of QA and beyond will open doors for co-creation of new value chains with other stakeholders of apparel and footwear industry leading to new revenue streams



Industry study proposal

Month 1

Month 2

Month 3

Month 4 (extension to initiate the next phase)

Description of a digitalized industry model vs the "old model"

Identification of gaps and challenges in digital value chains

Identification of

possible scenarios of introduction of QA into value chains

Positioning of a stakeholder in the current and future sustainable apparel and footwear ecosystems, including the identification of ecosystem components that should be developed, or integrated, to maximize stakeholder's role.

Anticipated timeline

Definition of key processes, data sources and data flows

Definition of search criteria for solutions

Analysis of existing corporate innovation, startup competitions, funding

Identification of high

the new value chains

potential startups and

companies that may form

Identification of possible ways of commercial integration of QA, e.g. Huawei cloud services and manufacturing 4.0

Identification of potential stakeholders from other industries (retail, telcos, manufacturers)

Preparation of the launch of the multistakeholder "Integration Program" around stakeholder's initiative, based on results of this research

The logic of deliverables

New industry scenarios. Industrial strategy

Elements to build value chains. Identification

Stakeholder's industryspecific strategy

Multi-stakeholder industrial program for 1-3 years



Proposed team

Alliance Tech will commit the following team



Konstantine Karczmarski (Project Lead)

Co-founder of Alliance Tech, 30 year of innovation entrepreneurship, teacher at ITMO University (St.Petersburg)



Andrey Golub (industrial and scientific expertise)

Co-founder and CEO of ELSE Corp (Italy), "a virtual retail company" and general manager of ICOL Italy



Adrien Henni (sustainability architect)

Co-founder of Alliance Tech. + East-West Digital News with 20+ years in high-tech and venture businesses, VC and angel investing

- 1x Business analyst specializing in fashion tech (to be identified)
- 1x Business analyst specializing in sustainability (to be identified)
- As a collaborative study, others are warmly welcomed to participate



Anticipated budget

Position	Name	Cost	Duration	Cost unit
Project Lead, Business architecture	Konstantine Karczmarski	€12,000	12 man-days	€1000 per man-day
Technology architect	Andrey Golub	€10,000	10 man-days	€1000 per man-day
Sustainability architect	Adrien Henni	€10,000	10 man-days	€1000 per man-day
Fashion tech analyst	X	€5,000	man-days	€500 per man-day
Sustainability analyst	Υ	€5,000	man-days	€500 per man-day
Administrative fee (1)		€4,200		10%
Miscellaneous and administrative costs (2)		Up to €5,000		
	€51,200			





Quick Apps Supply Chain Sustainability study

See full proposal

