



TextileGenesis™

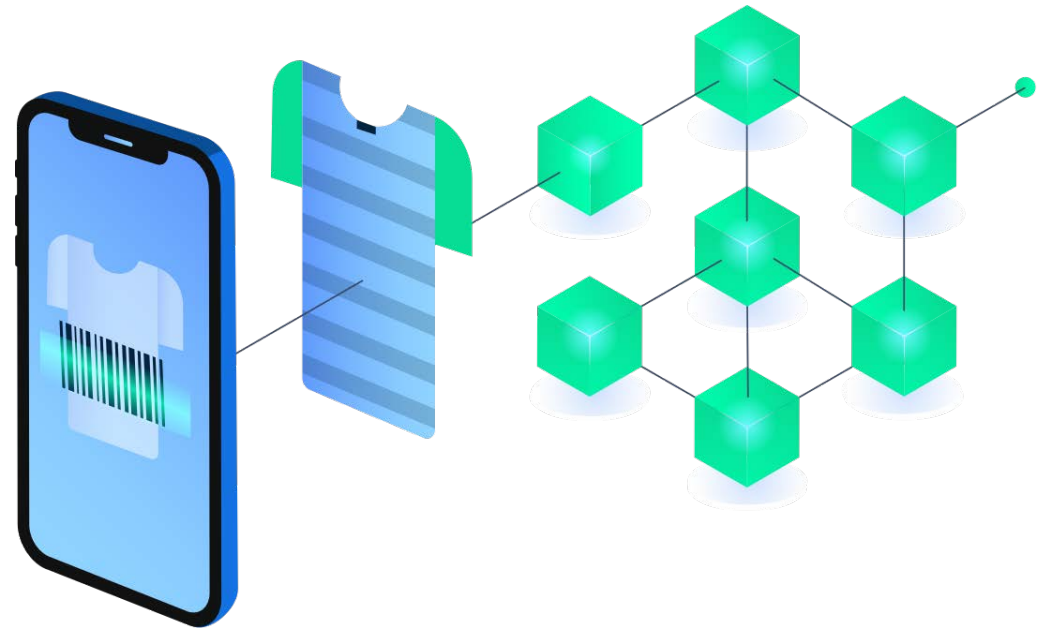
Creating transparent apparel supply chains

Amit Gautam, CEO & Founder

ITMF Porto Conference 2019

About us

- Operate out of Hong Kong, India and London
- Purpose: create fiber-to-retail transparency for sustainable fibers enabled by blockchain
- Partnership with Lenzing, Textile Exchange, and Schneider Group
- 10+ strong technical team (e.g. ex-IBM) to create an enterprise digital platform
- Patent filed in US
- To be certified as social enterprise and B-corp.



Blockchain technology has three distinct features



**Immutable
database**



**Designed for
chain-of-
custody**



**Digitizing
assets**

Two challenges that blockchain can solve in the apparel supply chain



Authentication of the finished apparel product itself

- 10-15% of branded fashion products are counterfeited (e.g., apparel, shoes, leather bag)



Authentication of sustainable fibers (ingredients) in finished product

- Up to 30% of all sustainable textile fibers (e.g., organic or recycled fibers) could be fake

What is common between these brands?

BURBERRY

RALPH  LAUREN

EILEEN
FISHER

GAP



ZARA



M&S



BESTSELLER®



Wrangler

H&M

ASOS



ESPRIT

LVMH
MOËT HENNESSY • LOUIS VUITTON



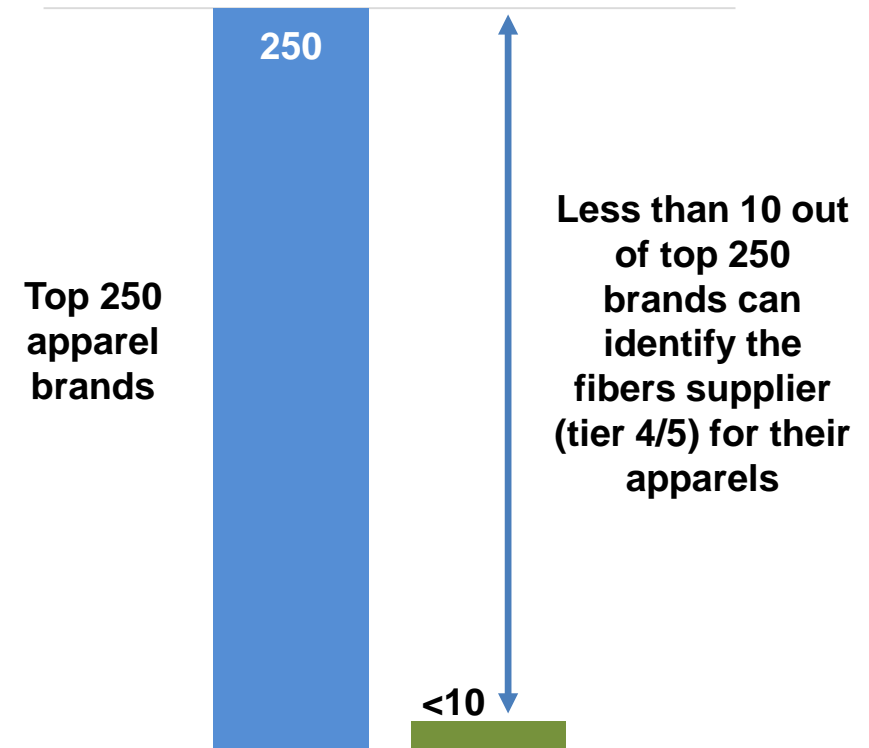
patagonia

Transparency paradox: key challenge in the apparel supply chain



Majority of top 100 brands have announced 100% sustainable fibers target by 2020-2025

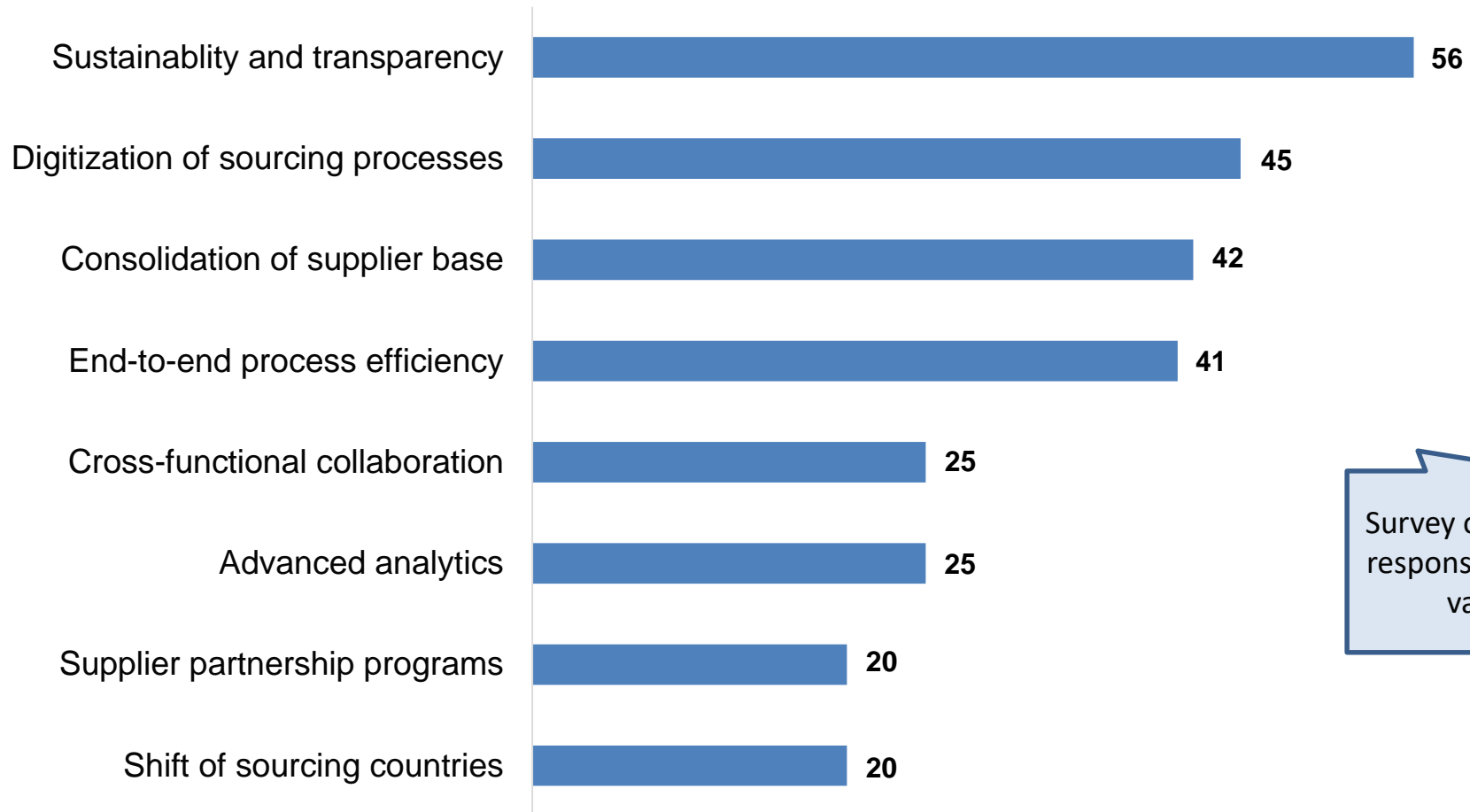
However, brands have limited raw material visibility



Recent survey of retail CPOs reveal that sustainability & transparency is top-priority for industry

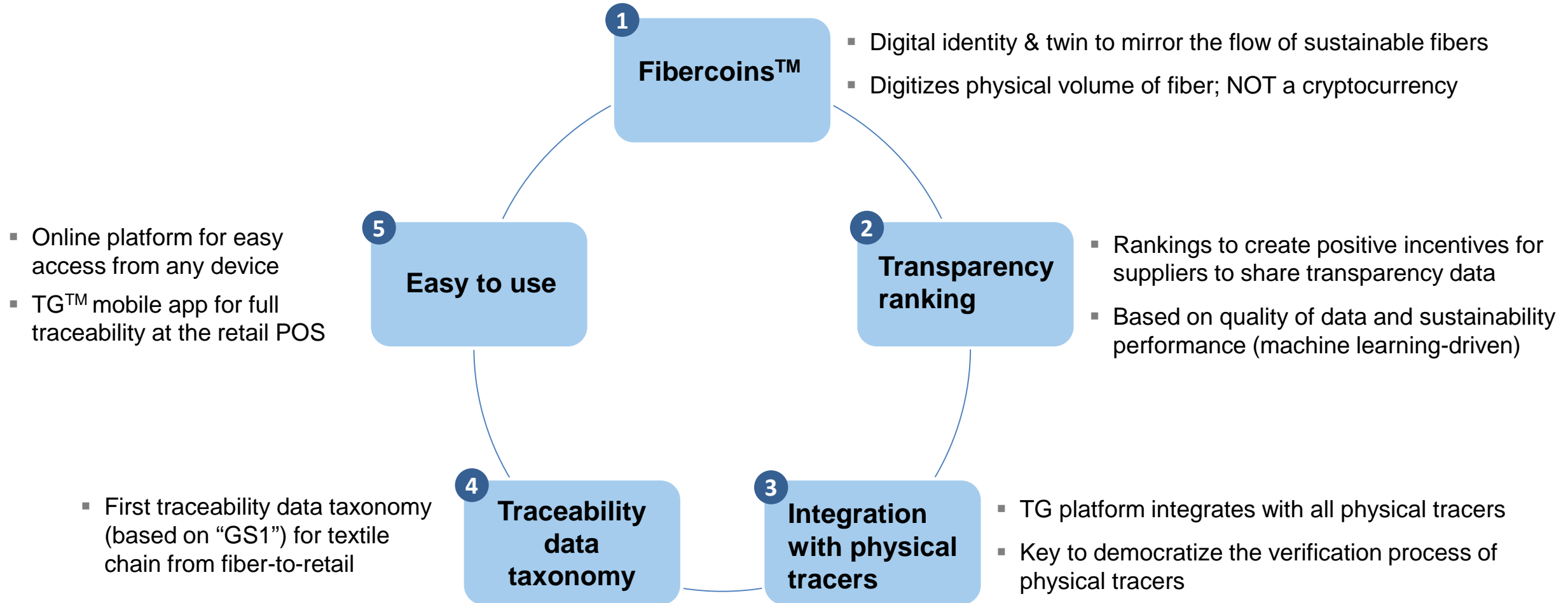
“What are the top 3 sourcing areas to cope with overall macro trends?”

Percentage of respondents, n = 64

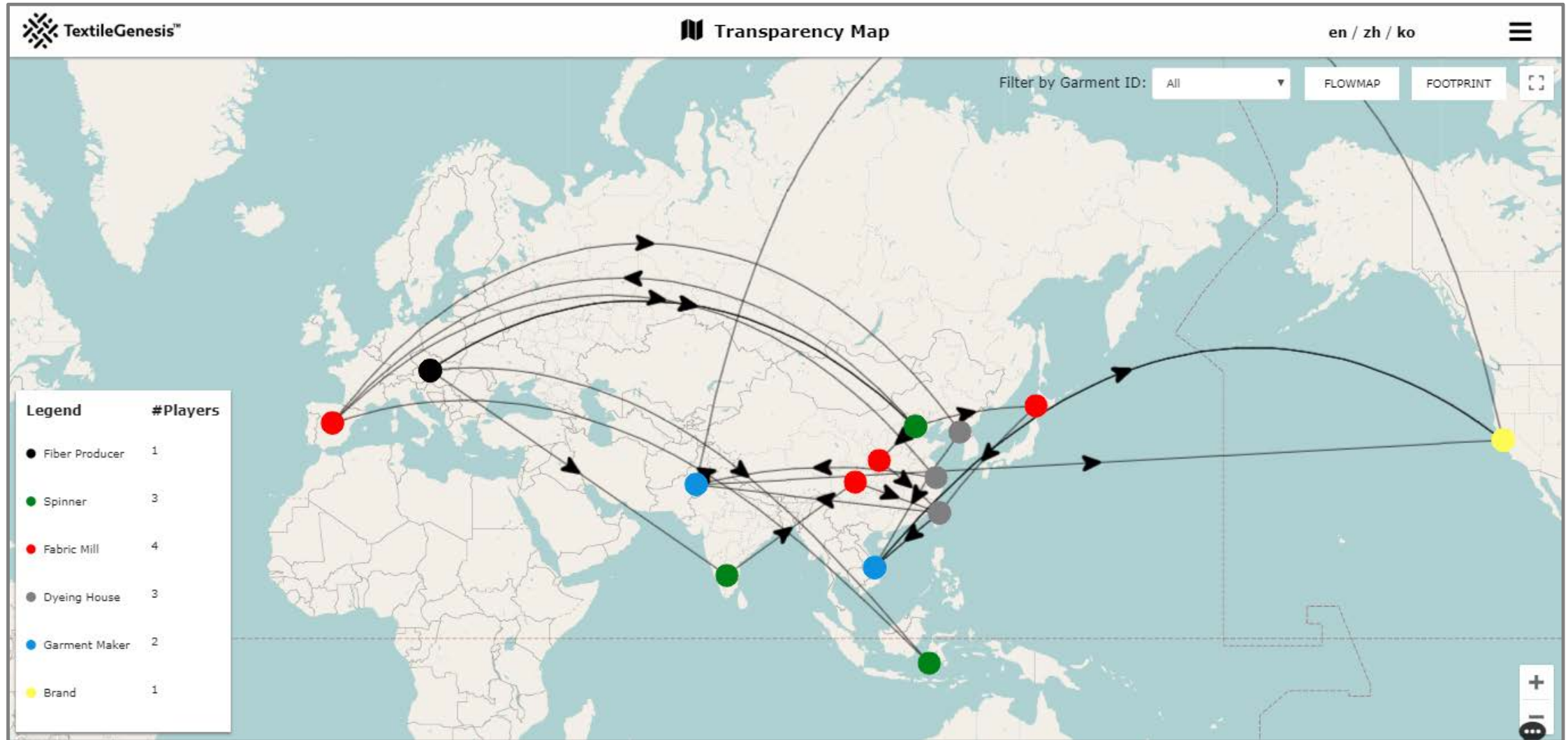


Survey of 64 sourcing executives responsible for totaling sourcing value of 100 bn USD

TextileGenesis™ has developed a pioneering solution to address transparency challenges



Our cloud-platform creates full supply chain transparency across all five tiers of textile value chain

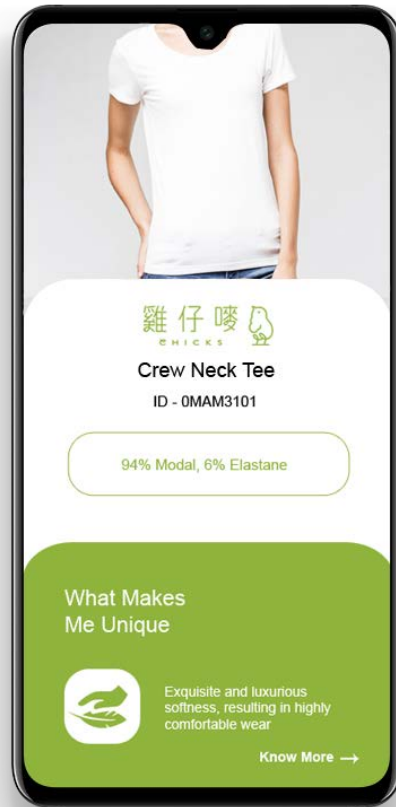


Pilot results: Successful demonstration of connecting supply chain transparency to garment barcodes via TG mobile app

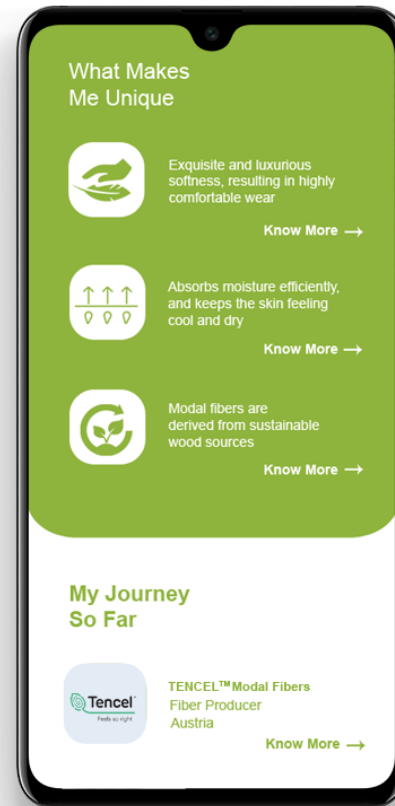
Retail Garment



Garment bar code



Emotionally connect with consumers through “garment stories” at the point of sale



Scan barcode using TG™ mobile app

