# INFINITY INNOVATION PRISM

Our model is built on four strategic pillars: Rapid Product Testing, On-Demand Scaling, Full Market Penetration, and Continuous Margin Optimization. Here's how it impacts your bottom line:

- **1. Test and React Model** (**200-1,000 pcs**): We start with conceptualization and AI-driven prototyping, enabling your business to test products with minimal upfront investment. This phase ensures that only the most market-responsive innovations move forward, drastically reducing the risk of costly failures and enhancing your ROI from the get-go.
- **2. On-Demand Scale** (1,000-4,000 pcs): Upon validating a product's success, we scale responsibly—optimizing your supply chain and manufacturing processes to enhance cost efficiency. This method not only adjusts to market demand in real-time but also significantly lowers operational costs, improving your overall margin.
- **3. All Store Buy/Price Driven Core Product Offering**: Leveraging AI and data analytics, we ensure that your products reach full-price sell-through by optimizing pricing strategies and broadening distribution. This stage is about maximizing revenue from every angle, ensuring that your products hit the market with precision-timed launches and strategic pricing.
- **4. Margin Management and Markdown Reduction**: Post-launch, our model focuses on sustainability through continuous cycles of review, adjustment, and innovation. This ongoing process not only sustains high profit margins but also reduces markdowns, thereby securing long-term financial health and brand value.





# INFINITY INNOVATION PRISM

# **PRODUCT STRATEGY**

# **BUSINESS STRATEGY**



 Conceptualization and AI/Digital **Prototyping** 

**Lean Manufacturing and Initial Product** Launch



Scalable Production and Supply Chain

 Strategic Pricing and Tailored Product **Offerings** 



• Full Market Penetration and Optimization

 Geographic and Seasonal Product **Tailoring** 



**Continuous Margin Optimization** 

Sustainability Review and **Innovation** 



01

02

03





**On-Demand Scale** (1,000-4,000 pcs) **Data-Driven Scaling Decisions** 





**All Store Buy/ Price Driven** 

Selective Store Deployment





Core **Product** Offering • Cost Efficiency Programs









Test and React Model (200-1,000 pcs)

• Feedback and Iteration

# **Business Sizes**



# **General Implementation and Monitoring**

## **Agile Methodology:**

Utilize digital agile practices to manage and adapt strategies that are enablers in real-time data analytics.

# **Regular Reviews and Adjustments:**

Monthly review meetings to assess progress against KPIs, with course-correct strategies.

By using this structured approach, a startup can ensure that it not only addresses the immediate needs of the market but also sets a foundation for sustained growth and adaptation. Each strategy is interconnected, reinforcing the overall objective of establishing a strong, scalable business.

**Start Ups** 

SME's

**Large Companies** 



# **START UPS ROADMAP**

# **PROCESS**

# **KPIS**

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#### Area 1: Test and React Model (200-1,000 pcs)

Rapidly test product concepts with minimal investment to gauge market acceptance and gather actionable data.

Conceptualization and Al/digital prototyping.

Set up of lean manufacturing and initial product launch.

Collection and analysis of market feedback.

Iterate product based on analytics and feedback.

Month 9-10

Month 5-6

#### Area 2: On-Demand Scale (1,000-4,000 pcs)

Scale production responsively based on validated product success, focusing on operational efficiency and cost-effectiveness.

Full-scale production and distribution.

Set up scalable production and supply chain.

Month 7-8

Detailed analysis of test market data.

Month 11-12 Month 13-15 Month 16-18

#### Area 3: All Store Buy/Price Driven Core Product Offering

Maximize full-price sell-through and profitability with data analytics /strategic pricing and broad distribution.

Implementation of strategic pricing and tailored product offerings.

Rollout to all targeted stores and online platforms.

Full market penetration and optimization.

**On-going** 

#### **Area 4: Margin Management and Markdown Reduction**

Sustainably manage margins and reduce markdowns through continual optimization and innovation.

Continuous cycles of review, adjustment, and innovation starting from month 19 onwards.

- 1. AI/Digital Prototype Development:
- 2. Micro-Season Launch Strategy:
- 3. Al-Driven Market Analysis:
- 4. Lean Manufacturing:
- 5. Initial Market Testing:

- Speed to market.
- Consumer engagement and data analytics.
- Cost per unit and initial sales data.



- 2. Rapid Scaling Operations
- 3. Digital Supply Chain Optimization
- 4. Al-Optimized Production
- 1. Strategic Full Price Sales Initiatives
- 2. Geographic and Seasonal Product
  Tailoring
- 3. Digital Marketing and Distribution
- 4. Competitive Analysis through AI
- 1. Continuous Margin Optimization
- 2. Cost Efficiency Programs
- 3. Sustainability Review and Innovation

- Reduction in cost per unit.
- Time to scale production.
- Environmental impact and sustainability metrics.
- Full price sell-through rate.
- Market share growth.
- Competitor analysis
- Customer satisfaction and retention rates.
- Net profit margin improvement.

4.0

- Markdown reduction percentage.
- Sustainability metrics improvement (e.g., reduced carbon footprint.

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# **SME'S ROADMAP**

# **PROCESS**

# **KPIS**

# Month 0-2 Month 2-4 Month 4-6

#### **Area 1: Core Product Offering**

Develop and launch a core set of innovative products tailored to meet specific market demands.

Completion of market research analytics

Development and refinement through AI of product prototypes.

Initial product launch and market testing.

- 1. Market Research
- 2. Prototype Development
- 3. Test and React



- · Product acceptance rate.
- Iteration speed post-feedback.

#### Month 0-3

Month 3-6

Month 6-9

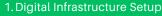


#### **Area 2: Supply Chain Innovation**

Establish a responsive and efficient supply chain capable of adapting to market changes and demand fluctuations quickly.

Selection and integration of digital tools for supply chain management.

Onboarding and aligning suppliers with the ondemand model. Plug and Play. Full deployment of the responsive supply chain model.



- 2. Supplier Engagement
- 3. Agility Implementation



- through efficient supply chain management.
- Production lead times. Pull model

Month 0-4

Month 4-8

Month 8-12



#### **Area 3: Market Strategy**

Deploy selective store deployment and data-driven market strategies to maximize product reach and profitability.

Market analysis and store selection.

Implementation of Al-driven marketing strategies.

Review and optimization of price strategy and store performance.

1. Selective Store Deployment

- 2. Data-Driven Marketing
- 3. Price and Buy Strategy



- Effectiveness of marketing campaigns.
- Price optimization results. Mark down analysis.

On-going

Quarterly

Bi-Annually

#### **Area 4: Continuous Improvement and Innovation**

Continuously refine products and processes based on ongoing data analysis and consumer feedback.

Continuous collection and analysis of feedback.

Review and adjust product strategies based on Al-driven insights. Launch innovative product features or new products.

1. Feedback Loop

- 2. Al-Optimized Reiterations
- 3. Innovation Cycle

- Rate of product innovation and launch frequency.
- Customer satisfaction and retention metrics.
- Impact of innovations on market share and profitability.



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# **LARGE COMPANIES ROADMAP**

# **PROCESS**

# **KPIS**

Month 1-3

Month 4-6

### Strategy 1: Brand Consolidation and Leverage

Establish a strong brand identity and customer loyalty from the outset.

Develop brand guidelines and identity (logo, color scheme).

Launch multi-channel marketing campaigns and establish a basic loyalty program. 1. Brand Identity Development

2. Customer Engagement Strategy

 Brand recognition in the target market.

 Initial customer feedback and engagement metrics.

Month 1-2

Month 3-4

Month 5-6



#### **Strategy 2: Product Innovation and Diversification**

Rapidly develop and iterate on products that meet the evolving needs of the market, using lean startup principles.

Define MVP based on identified customer needs.

Launch MVP and begin collecting user feedback.

Iterate on the product based on feedback and launch second iteration.

 Minimum Viable Product (MVP Development

2. Customer Feedback Loop



Customer satisfaction and usage metrics.

Mark down analysis

Month 1-3

Month 4-6



#### **Strategy 3: Operational Efficiency**

Establish lean, scalable operations that can adapt to changes in demand without excessive overhead.

Identify and engage with key suppliers, set up initial inventory management systems. Review operational processes for efficiency gains, implement necessary changes.

1. Lean Operations Setup

2. Supply Chain Development

 Lead times for product delivery.

Operational cost reductions.

Month 6-12



Year 2



Gradually expand market reach by entering new segments and regions, leveraging initial success and data-driven strategies.

Continuous cycles of review, adjustment, and innovation starting from month 19 onwards.

Expand to national markets based on data and successful regional strategies.

- 1. Market Research
- 2. Segmented Marketing Approaches
- Market share in new segments.
- Revenue growth from new markets.





# **REVOLUTIONIZE YOUR BRAND WITH AI-DRIVEN INSIGHTS**

## From Design to Market Analysis:

Our advanced AI capabilities empower your brand with comprehensive design and market analysis tools, giving you a competitive edge through deep market data intelligence.

## **Our Solutions**

## **AI-Powered Design:**

- Streamline Creativity: Automate repetitive tasks, allowing designers to focus on innovative concepts.
- Rapid Prototyping: Use AI to quickly generate and test design variations, reducing time-to-market.



## **Competitor Analysis:**

- Insights on Competitor Strategies: Analyze competitor movements to anticipate market shifts.
- Best-Selling Products and Pricing Trends: Stay informed about what's working in the market to refine your own strategies.



# **Color and Trend Forecasting:**

- Predictive Analytics: Leverage Al to forecast upcoming color trends and consumer preferences.
- Tailored Product Development: Align your products with anticipated market demands.

# **Value Creation**

## **Full Price Sell-Through:**

- Market Alignment: Maximize profits by ensuring products meet consumer demands at full price.
- Consumer Insights: Use data to fine-tune offerings and boost sales performance.



## **Inventory Optimization:**

- Efficient Stock Management: Balance stock levels to minimize excess inventory and reduce storage costs.
- Demand Forecasting: Use AI to predict demand fluctuations and adjust inventory accordingly.



## **Markdown Reduction:**

- Strategic Pricing: Implement data-driven pricing strategies to minimize markdowns.
- Timely Launches: Align product releases with market trends to maintain pricing integrity.

# **Industry Pain Points Addressed**

## Differentiation:

- Unique Offerings: Use data to create distinct, marketleading products.
- Consumer Connection: Strengthen brand identity through tailored, data-backed decisions.



## Scalability:

- **Effortless Expansion**: Scale operations seamlessly with Alenhanced supply chain management.
- Flexible Production: Adapt production processes to meet changing demands without excessive overhead.



## **Customer Engagement:**

- Personalized Experiences: Enhance loyalty by offering products that resonate with specific customer needs.
- Feedback Integration: Use AI to continuously refine offerings based on consumer feedback.





