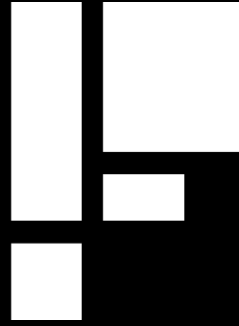


FASHION
DISTRICT



FASHION DISTRICT
INNOVATION CHALLENGE
PRIZE 2019

RETAIL
FUTURES

LAUNCH EVENT



UNIBAIL-RODAMCO-WESTFIELD

SPONSOR

ual: london college
of fashion

FUNDER

STYLUS

TREND PARTNER



WORKABLE

EVENT PARTNER

KEYNOTE



FOUNDERS
INTELLIGENCE

SANDRA STEVING VILLEGAS
Head of Innovation

1st Wave To 2nd Wave
Retail Innovation
The new rules of engagement

July 2019

FASHION
DISTRICT

The logo features the words 'FASHION' and 'DISTRICT' stacked vertically in a white, sans-serif font. To the right of the text is a stylized white 'F' composed of three squares of different sizes.

**RETAIL
FUTURES**

FROM

Tech as a
feature, often an
intrusive one



TO

Tech as a
facilitator, often
an invisible one

RETAIL FUTURES

FROM

Transformation via
the sexy consumer
front-end



TO

Transformation via
the back-end:
Supply chain,
logistics, biz model...



RETAIL FUTURES

FROM

Retail as a passive
warehouse of
inventory to sell



TO

Retail as a dynamic
platform for brand
storytelling



RETAIL FUTURES

FROM

Data
collection



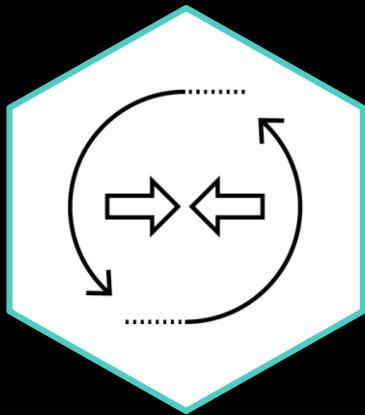
TO

Data
intelligence

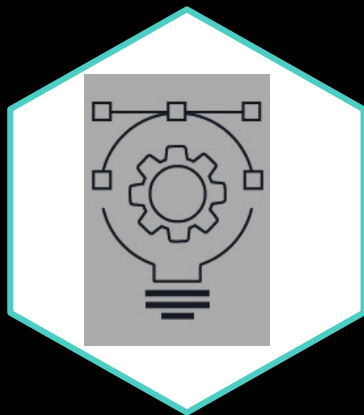


WHAT ARE THE FACTORS THAT ENABLE SUCCESSFUL
STARTUP/CORPORATE PARTNERSHIP?

Have Clarity Around What You Are Trying To Achieve Together:



**ACCESS NEW
CHANNELS**



**LAUNCH A NEW
PRODUCT TO
MARKET**



**EXPERIMENT WITH
A NEW
TECHNOLOGY**



**DEPLOY A
CAPABILITY NOT
HELD IN HOUSE**



**PARTICIPATE IN
NEW BUSINESS
MODELS**

WHAT ARE THE FACTORS THAT ENABLE SUCCESSFUL STARTUP/CORPORATE PARTNERSHIP?

Ensure The Right Structure And Culture is in Place To Drive Innovation:

BUSINESS RELEVANCE AND BUY-IN

- ✓ **Focused on specific business challenge / objective**
- ✓ **Aligned** with overall strategic vision
- ✓ **Supported** by senior leadership

OPERATIONAL EXCELLENCE

- ✓ **Clearly defined roadmap** to success
- ✓ **Legal & Procurement** planning
- ✓ **IP** implications considered
- ✓ **Innovation-based objectives** and KPIs

STRONG EXTERNAL RELATIONSHIPS

- ✓ Strong **reputation for collaboration** communicated to the start-up ecosystem
- ✓ Track **record of commercial impact** through partnership
- ✓ Opportunities **marketed** to start-ups

A CULTURE THAT ATTRACTS TALENT

- ✓ **A vision** allows you to attract people you wouldn't normally
- ✓ Find a way to **incentivise** them
- ✓ **Partner** to find the skills you don't have



FASHION DISTRICT
INNOVATION CHALLENGE
PRIZE 2019

RETAIL
FUTURES

CHALLENGE OVERVIEW

FASHION
DISTRICT



SPONSOR

WHAT ARE THE FASHION
DISTRICT INNOVATION
CHALLENGES ABOUT?



DESIGNED TO FIND SOLUTIONS TO CURRENT
INDUSTRY ISSUES AND SUPPORT NEW
INNOVATIONS & SMES.

SKY'S THE LIMIT.

APPLICATIONS MUST FEATURE THE USE OF TECHNOLOGY BUT
CAN INCLUDE *robotics and automation, artificial intelligence
solutions, internet-of-things, augmented/virtual reality,
technologies that converge digital and physical shopping or
enhance customer experience.*

WHAT ARE WE LOOKING
FOR THIS YEAR?

Businesses with ideas that
could change the way we
shop in the future, and
revolutionise any part of
the retail supply chain.



UNIBAIL-RODAMCO-WESTFIELD

RETAIL
FUTURES

WHY SHOULD I APPLY?

WIN A £15,000 CASH PRIZE *to invest in your businesses, provided by Unibail-Rodamco-Westfield*

PITCH TO LONDON'S BIGGEST RETAILERS & INVESTORS *inc. Unibail-Rodamco-Westfield, Farfetch, John Lewis & Partners, and True.*

WIN A 12-MONTH MEMBERSHIP WITH **STYLUS** *providing access to essential cross-industry consumer insight*

DEVELOP YOUR IDEA FURTHER WITH CONSTRUCTIVE FEEDBACK FROM TOP INDUSTRY EXPERTS *during a "critical friends" session*

BUILD BRAND AWARENESS *through challenge publicity*

WHO CAN APPLY?

A REGISTERED BUSINESS

BASED IN LONDON, OR THE APPLICATION PROJECT WILL PILOT/OPERATE IN LONDON

MUST HAVE A TECHNOLOGY ASPECT TO APPLICATION

HOW DO I APPLY?

COMPLETE A SHORT ONLINE APPLICATION AT:

[WWW.FASHION-DISTRICT.CO.UK/
RETAILFUTURES](http://WWW.FASHION-DISTRICT.CO.UK/RETAILFUTURES)

KEY
DATES



30 JULY 2019
CHALLENGE
OPENS



30 SEPT 2019
SUBMISSION
DEADLINE



7 OCT 2019
SHORTLISTED
FINALISTS
ANNOUNCED

22 OCT 2019
CRITICAL FRIENDS
DEVELOPMENT DAY



5 NOV 2019
PITCHING EVENT
FINALS



5 NOV 2019
WINNERS ANNOUNCED
PRIZES AWARDED

ON 22 OCT, SHORTLISTED FINALISTS WILL ATTEND A
CRITICAL FRIENDS DEVELOPMENT DAY WHERE
INDUSTRY PROFESSIONALS CRITIQUE THEIR
PROPOSITION ACROSS DIFFERENT SPECIALISMS
BEFORE THEIR FINAL PITCH.

OUR CRITICAL FRIENDS COME FROM:



JUDGING CRITERIA

SOLVING AN IDENTIFIED PROBLEM

An identified need and/or gap in the market

An innovative concept with a clear solution

SIZE OF THE MARKET

USP stands out from others currently in the market?

Is it a growing market and a future opportunity?

POTENTIAL TO SCALE

Strong plans for development and delivery

LEADERSHIP AND STRENGTH OF TEAM

Exceptional entrepreneurship

Relevant industry and/tech skillset within team or the individual

THE JUDGES ; Q&A

**MATTHEW
DRINKWATER**



**LONDON COLLEGE
OF FASHION, UAL**
Head of Fashion
Innovation Agency
(Chair)

**MYF
RYAN**



**UNIBAIL-RODAMCO
-WESTFIELD**
Chief Marketing Officer

**RICHARD
BONNER**



JOHN LEWIS & PARTNERS
Head of Store
Development

**CAROL
HILSUM**

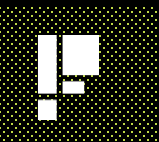


FARFETCH
Director of
Innovation

**CARIEN
BEYER**



TRUE
Innovation
Programme Manager





SUPPORTED BY
MAYOR OF LONDON



Jane Shepherdson
Wendy Hammett
Marina Atarova

SEEKING TO BUILD A PORTFOLIO OF DIVERSE, FORWARD-THINKING AND HIGH-GROWTH BUSINESSES THAT WILL SHAPE THE FUTURE OF THE FASHION INDUSTRY.

ENHANCING PATHWAYS FOR BUSINESSES TO ACCESS COMPLEMENTARY FINANCE, FOLLOW-ON FUNDING & SUPPORT WITH BUSINESS SUCCESS MEASURES.

ABOUT THE FUND

The fund will be targeting early stage businesses across fashion and retail.

Offering convertible loans, public funding will be used to provide fashion businesses with up to 1/3 of their funding need.

LFF can support you in sourcing the remaining 2/3 from private co-financing sources, angel investors and other funding.

The London Fashion Fund operates through an FCA-approved and regulated Fund Manager.

WHATS ON OFFER

CONVERTIBLE LOANS OF UP TO
£30,000

CO-FUNDING TO ATTRACT FOR
EARLY-STAGE FUNDING FROM
NETWORK OF PRIVATE INVESTORS

ADVICE & SUPPORT FROM OUR
FASHION AND TECHNOLOGY
CHAMPIONS

HOW DOES IT WORK



CHOOSE AMOUNT

E.g. Apply to LFF for £30,000 convertible loan.

£30,000 LFF + £60,000 private investment

PREPARE EOI

Prepare an Expression of Interest describing business, plan to reach the identified market, revenue and growth strategy and funding required (1 x single side A4).

EOI EVALUATION

EOI's will be evaluated by LFF; those best reflecting the criteria will be invited to apply

APPLY; ROUND 1 of 3

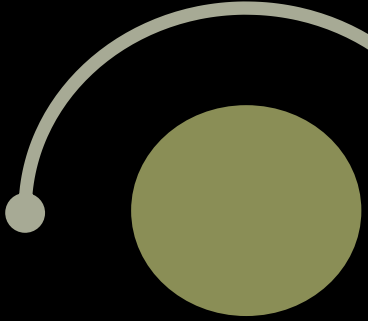
Applications are assessed by selection panel (~23rd August) & recommended to the Investment Committee on 3rd September.

RECEIVE INVESTMENT

The applicant is eligible for LFF's £30,000 investment, and receives a convertible loan.

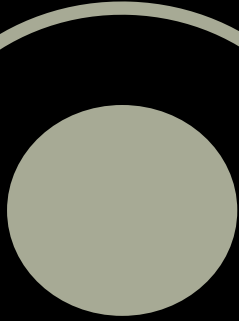
ELIGIBILITY CRITERIA

ANYTHING FASHION-RELATED



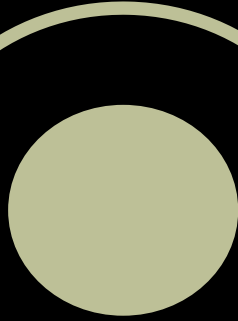
- Fashion Products & sub-sectors
- Fashion & Retail Tech
- Supply-chain innovation

EARLY STAGE GROWTH



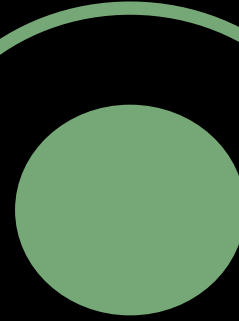
- 2 – 3 years in operation
- 1+ tenured staff member
- Ideally progressing from an incubator/accelerator

DEFINED USP & MARKET TRACTION



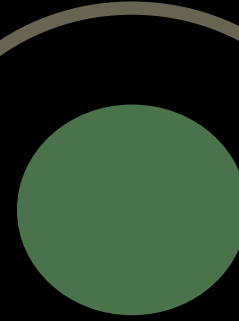
- Clear USP
- Demonstrable initial market traction / growth
- Innovative & globally minded

READY TO SCALE



- Requiring further funding and support to scale e.g. commercial manufacturing, new market entry, growing the team.

SOCIALLY RESPONSIBLE



- Core business strategy includes financial, social and environmental sustainable values.



Supporting the fusion of cutting-edge technologies and innovation with the European fashion and design industries.

Bringing together a European fashion-innovation network of fashion and technology incubators, accelerators and the start-ups & SMEs they support to share knowledge and encourage new ideas

MENTORING PROGRAMME

80 HOURS OF MENTORING TO
SUPPORT 25 START-UPS EACH

ACCESS TO NETWORK OF EXPERTS
& FACILITIES

DEVELOPS IDEAS & INNOVATION
MANAGEMENT PRACTICE

FINISH WITH A PROTOTYPE OR PROOF OF
CONCEPT OF A NEW PRODUCT, PROCESS
OR NEW BUSINESS MODEL

@DEFINENETWORKEU #DEFINE #FASHIONTECH

WWW.DEFINE-NETWORK.EU

APPLY HERE: <https://define-network.eu/get-involved/apply-for-mentoring/>

DEADLINE:
15 AUG 2019

Europe's largest campus for emerging fashion 50,000sqft of studios, sampling & venues
Sustainable Fashion Accelerator - Launching October 2019



THE
TRAMPERY
Fish Island Village

Charles Armstrong, CEO



MAYOR
OF LONDON

BRITISH
FASHION
COUNCIL

LEGACY
DEVELOPMENT
CORPORATION



*Thank you &
please enjoy
networking!*

FASHION DISTRICT
INNOVATION
CHALLENGE
2019

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WWW.FASHION-DISTRICT.CO.UK/RETAILFUTURES

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