



# Improve supply chain efficiency & sustainability with Quick Apps

QAI co-funded study proposal

# 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 public players from across the continent

## EAST-WEST ACCELERATION

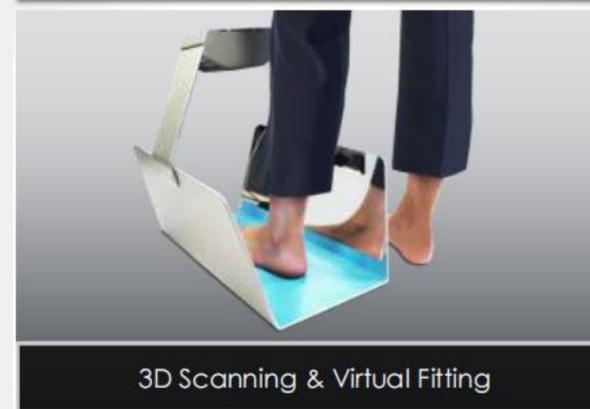
An international acceleration offer designed specifically for startups from Eastern Europe and their supporting institutions.

- 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



# Essential goals

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**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

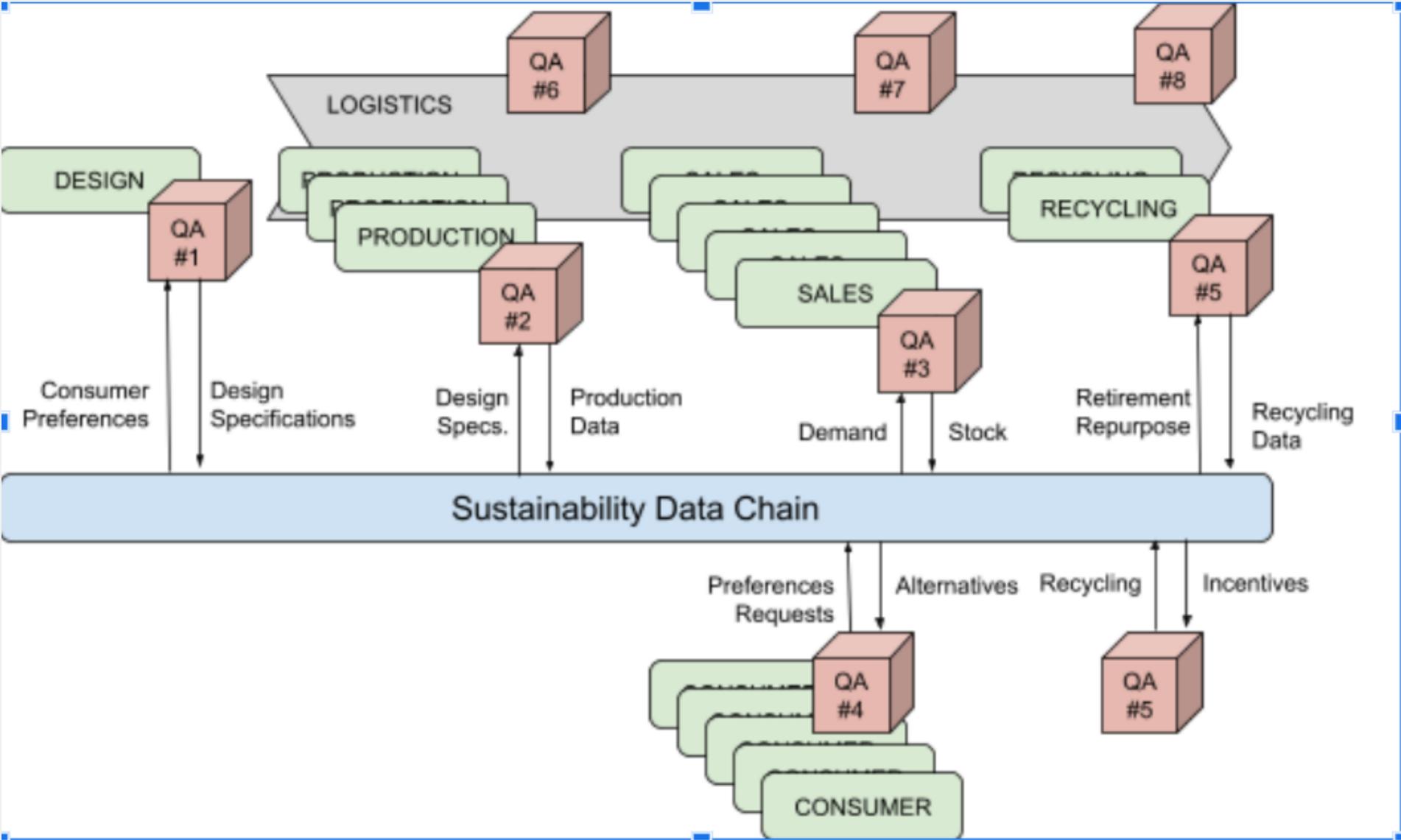
## **Integrate QAs with core businesses of stakeholders**

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

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

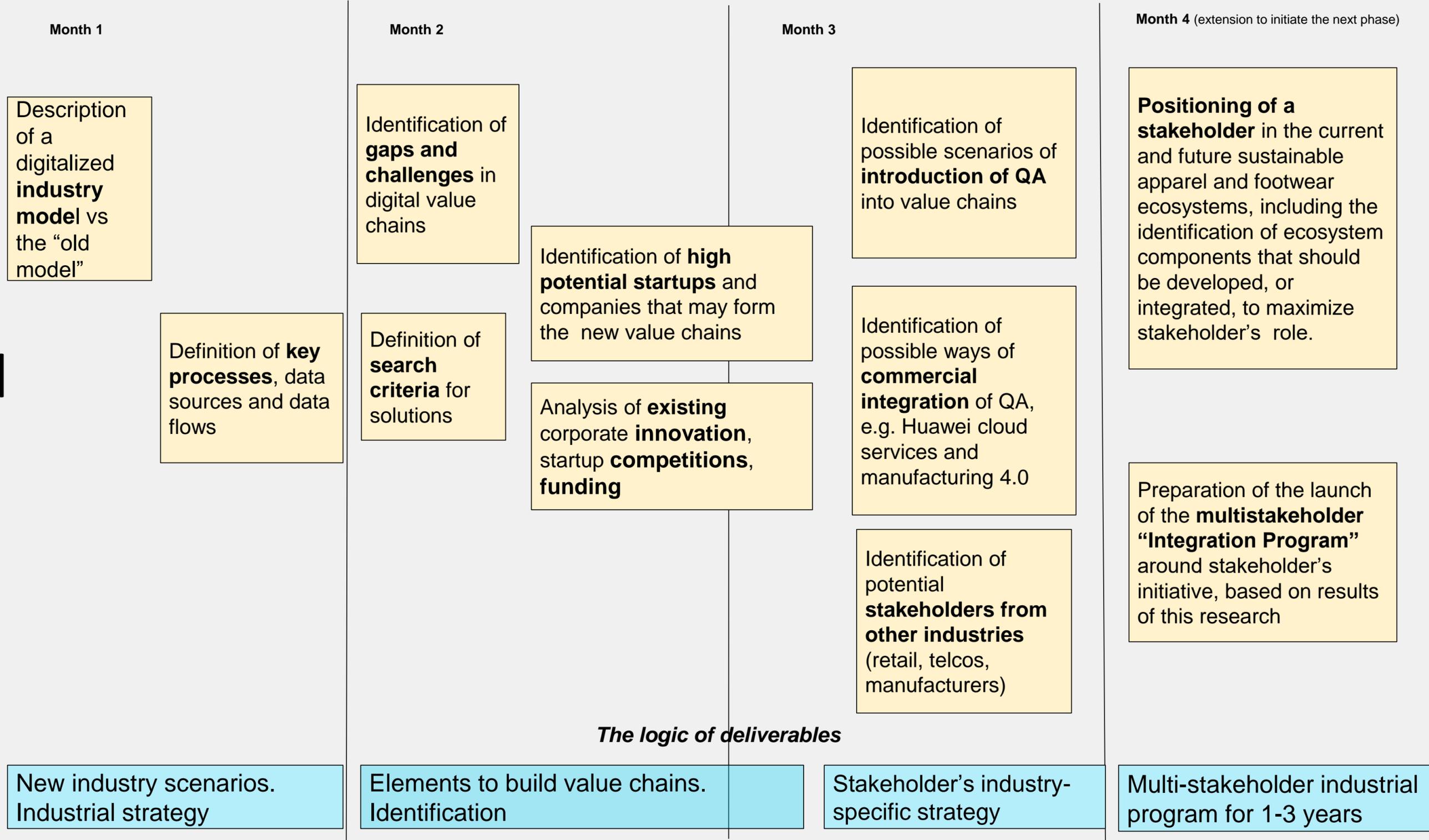
**03** Acquisitions

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

**04** 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

# Anticipated timeline



# Proposed team

Alliance Tech will commit the following team



## [Konstantine Karczmariski \(Project Lead\)](#)

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)
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- 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	Y	€5,000	man-days	€500 per man-day
Administrative fee (1)		€4,200		10%
Miscellaneous and administrative costs (2)		Up to €5,000		
	<b>Total</b>	<b>€51,200</b>		



# Quick Apps Supply Chain Sustainability study

[See full proposal](#)