

INTRODUCTION TO THE FASHION FOR GOOD SOUTH ASIA INNOVATION PROGRAMME



It's always nice to know what you are working towards So here's a taster of this year's programme

Your primary focus right now should be preparing your pitches with the help of your Fashion for Good South Asia team for Selection Day. However, to give you additional motivation, we also wanted to provide you with an introduction of this year's programme.

Securing a place in our South Asia Innovation Programme is not easy (<5% acceptance rate), but for those who make it, our goal is to ensure it is a tipping point for your company.

Please reach out to us if there are any questions. Otherwise, good luck and we look forward to working with anyone and everyone who makes it through!

South Asia Team
Fashion For Good

FFG SOUTH ASIA INNOVATION PROGRAMME

Everywhere one looks these days, there seems to be a new accelerator.
So what makes ours unique?

FOCUS

Pure focus on sustainable innovation in fashion
We were set up for one reason only - to make fashion good

LENGTH

9 months
Our 9 month accelerator ensures we can deliver both technical and commercial impact

SUPPORT

Formalised Alumni Programme
We hold an Annual Call in Q1 with each of our alumni to better understand their goals and provide continued customer technical and commercial support. You will always be part of the FFG community

NETWORK

Incredibly strong fashion ecosystem
From our partner brands to our mentors, our network is built for sustainable and social fashion innovators. We go for depth

THE FFG SOUTH ASIA INNOVATION PROGRAMME



Here's an overview of our 2021 Programme*. These dates are locked in and all innovators are strongly advised to attend each one. Feel free to have the most relevant team member attend the session.

We have abbreviated Fashion for Good to FFG

*Please note the programme will be virtual unless otherwise stated.

<p>7th - 8th April</p> <p>Selection Day</p> <ul style="list-style-type: none"> • Pitches to partners (see next page for pitch requirements) 	<p>9th - 14th April</p> <p>Orientation Week</p> <ul style="list-style-type: none"> • Intro to Programme Elements & Concepts • Virtual Museum Tour • KPI Setting & Investment Deep-Dive • Reverse Pitches 	<p>4th - 7th May</p> <p>Focus Week 1</p> <ul style="list-style-type: none"> • LCA Training (Theory + Gabi Software) • Piloting Framework & Stakeholder Partnerships • Impact Office Hours • Dealflows 	<p>9th - 11th June</p> <p>Mid Year Event</p> <ul style="list-style-type: none"> • Pitching & Storytelling • Ecosystem Introductions • Impact Office Hours • Innovator Spotlight* + Pilot Pitches* + Impact presentations*
<p>12th - 14th July</p> <p>Focus Week 2</p> <ul style="list-style-type: none"> • Investment Readiness & Valuation • Intellectual Property Workshop • 1-1 Mentors & Implementation Partners • Factory Tours 	<p>15th - 17th September</p> <p>Focus Week 3</p> <ul style="list-style-type: none"> • Theory of Change • 'Good Business Chats' • 1-1 Mentors and Implementation Partners • Innovator Spotlight* + Pilot Presentations* 	<p>10th - 12th November</p> <p>Focus Week 4</p> <ul style="list-style-type: none"> • B2B Marketing & Positioning • HR Workshop • Innovator Spotlight* + Pilot Presentations* • Introduction to FFG Alumni Programme 	<p>8th December</p> <p>Graduation</p> <ul style="list-style-type: none"> • Graduation Ceremony • Innovator Spotlights

*For selected innovators

What is a "Focus Week"?

A Focus Week is a 2-3 consecutive days containing workshops led by experts focused on important technical and commercial topics (e. g. how to pilot with our partners, securing grant fundraising etc.). We will block your calendars a couple of weeks in advance.

SOUND GOOD? IN RETURN, THIS IS WHAT WE ASK FROM YOU

A committed member of your team

- This will be the primary contact person for the Fashion for Good team and our partners.
- This person will manage the innovator's involvement in our Programme and they must be able to quickly respond to emails, especially to the Fashion for Good partners (i.e., potential customers).
- During the time allocated to our seven main Innovation Programme events (Orientation Week, Mid Year Event, 4x Focus Weeks and Graduation), this person must be able to commit to at least 6 hours of workshops per event.



WHAT MAKES A GOOD FFG SELECTION DAY PITCH DECK



Headlines

- 3 C's - Clear, Concise, Clean
- 3 I's - Infographics, Illustrations, Icons
- Passion
- Hard stop 4 minutes

Pitch should include the below 6 scouting considerations

PLEASE DO NOT PUT FASHION 2nd MOST POLLUTING INDUSTRY - WE ALL KNOW

1. Description

- Who are you (vision/mission)
- What specific problem are you solving/impact (not just general waste in fashion but i.e. molding during transportation)

2. Technology

- Put in as little text as possible
- Use an infographic
- Focus on USP
- Possible applications (materials, conditions etc.)
- Put more in depth slides on technology in the appendix for your reference during the Q&A session
- Put test results in appendix for reference during Q&A, you could potentially mention them in pitch and say you can elaborate during Q&A)

3. Impact

- Numbers! % savings (water, energy, chemicals)
- Mention when numbers are achieved through LCA
- When applicable address concerns around GMO, Nano etc.

4. Business Model (pilot model)

- How would you work together with a brand, preferably explain with infographic (pilot/full scale, potentially add slide on pilot (infographic) in appendix)
- Cost? Cost competitive?

5. Past collaborations

- Examples of past partnerships (with visuals, success stories)
- Why were they successful?

6. Team/maturity

- Max 3/4 persons, icons, bullets points, no full sentences (total size)
- Funding (skip when no time)

We suggest not more than 10 slides since you may have only 4 minutes to cover all the content.

In case there is a lull in questioning, please also let us know 2/3 questions you would like the FFG team to ask you during the Q&A (which you don't have time to address during your pitch)

Finally, please note that your fellow Selection Day innovators will be able to watch your pitch (you will also be able to watch anyone else's). This is how things worked when we did it physically and we like to keep the tradition.