



TOP-3 CLOTHING BRAND IDENTIFIES NEW TECHNOLOGIES TO DISRUPT THE CURRENT GARMENT RETAIL MARKET.

"We had our people monitoring this market for almost three years, and Wellspring found us four vetted partnerships, as well as several new technologies that would help us meet our goals, and get the project back on schedule."

— Senior VP, Enterprise Innovation

PROBLEM

A global clothing brand had been working on a project for over two years to create a retail garment dyeing capability that would potentially disrupt their industry. They worked on several initiatives using various external partnerships that were all unsuccessful, and they were unable to find new technologies that would enable their strategic vision.

Approach

The company retained the Wellspring Scouting team to develop a landscape of new and emerging technologies that would enable their garment dyeing objectives. Using the Wellspring Scout platform, the Wellspring Scouting team developed a comprehensive technology landscape within two weeks, which yielded game-changing results.

Result

The Wellspring Scouting team uncovered six emerging new technologies that would achieve the new dyeing objectives, as well as four companies that could provide the dyeing services within retail stores across the US and Europe. The Wellspring team also uncovered potential competitive threats, allowing the company to make appropriate and timely decisions on the new service launch, thus mitigating potential competitive disruptions.