



Pleneri



TRANSFORMING AN INDUSTRY IN CRISIS

APPAREL AND RETAIL



A Big Story that Starts in the US ... Bottom Up, Reshoring

Consumers

Retailers

Producers

Designers

01.

**BIGGEST US RETAIL INDUSTRY, BIGGEST
SMB SECTOR**

about \$1T @retail, US

02.

WORST SUPPLY CHAIN – HUGE PENALTIES

25 + points @retail

03.

BIGGEST CONSUMER DISAPPOINTMENT

04.

98% IMPORTED, AT RISK – \$500B COGS

US lost - supply control, DNA, vision, workforce,
sustainability

• SITUATION DESPERATE – US SUPPLY AT THE ROOT –
• WHY NOW?

• Zara has a winning supply model, started 15 years ago
•
•
•
•
•
•
•
•
•
•



01.

WHY NOW?

Only Now Feasible, In Unprecedented Demand

*Leapfrog with
right models*

02.

PLENERI ROLE?

Enable Newfound Value Via Our Big Innovations,
developed over last 5 years.

03.

WHAT INNOVATIONS?

Right Market, Enabling Platform, Scalable Modern Factories
& Workforce, Optimization/Scale Designed In

04.

WHAT DO WE NEED?

- Plenty of margin - much wasted – now addressable
- High business value segments uniquely accessed
- Made for productivity and fast replication, sustainability

05.

WHO IS PLENERI?

- Two Founders Merged Networks, Recruited CTO
- Developed Team Network, Business Models, IP, Targets
- Platform, MVP, Reference Factory, Key Partners
- Innovative Financial Partner, Relationship
- Early rounds \$4-20M, marketing lab, market entry
- Long term, facilitate high growth of supply network

06.

RATIONALE?

Guided by Risk managed approach and Team

SURPRISINGLY, BIG SEGMENT
AND TECH SAVVY ON MARKET FACING SIDE

BELOW THE SURFACE

- 10,000s in US - independents
- Teeming with disrupters
- Hungry for basic solutions
- SaaS, social media, en masse
- Little legacy/switching costs
- Testing new business models
- Perfect for network effect growth

>\$1T
@RETAIL

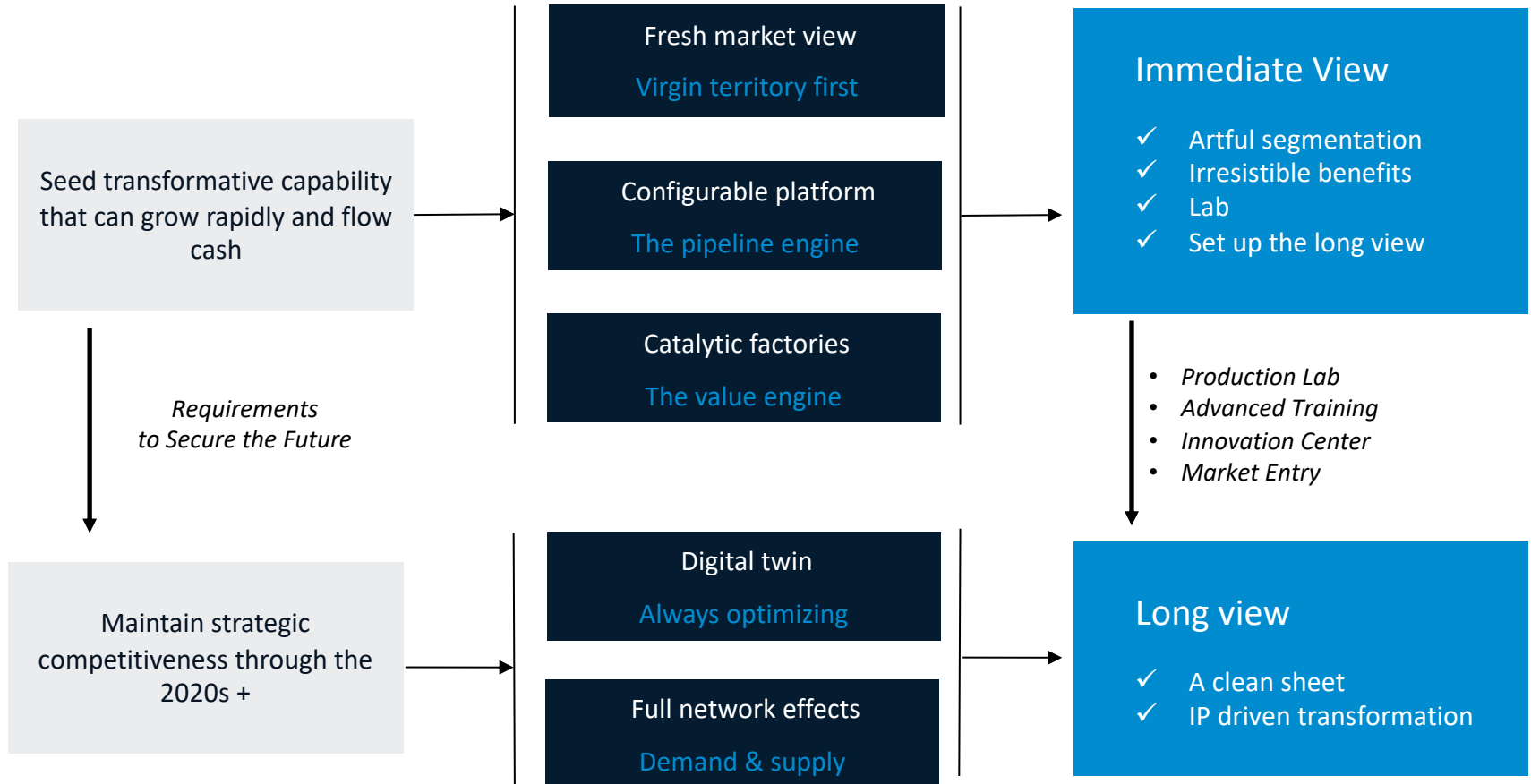
PRIME THE PUMP!

Industry elites' Bias unsophisticated,
powerless, no talent, not relevant

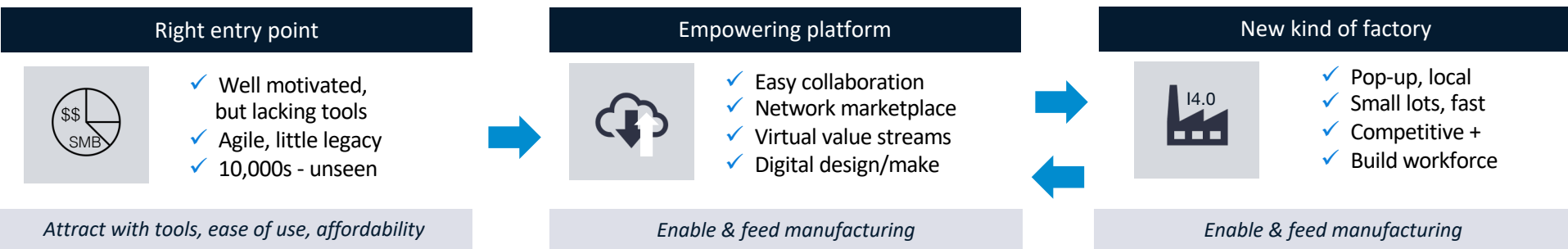


GIVE THEM WHAT THEY WANT

- ✓ FIRST – BETTER WORKFLOW
- ✓ CONNECTIONS
- ✓ ACCESS TO CAPITAL

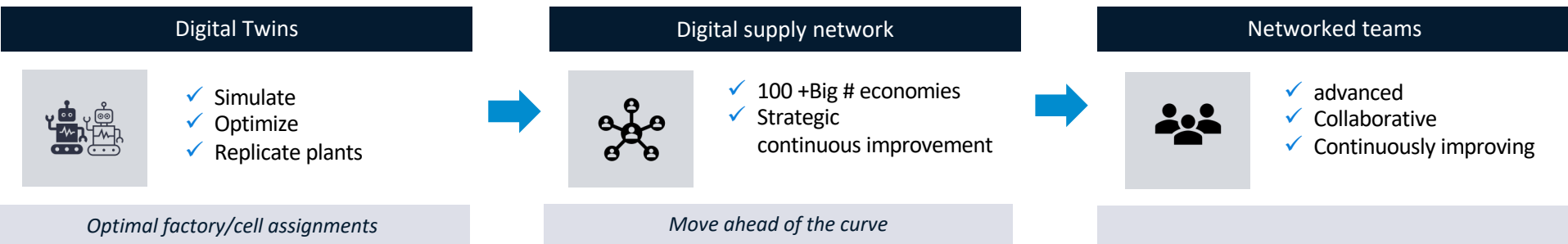








Advantaging value streams

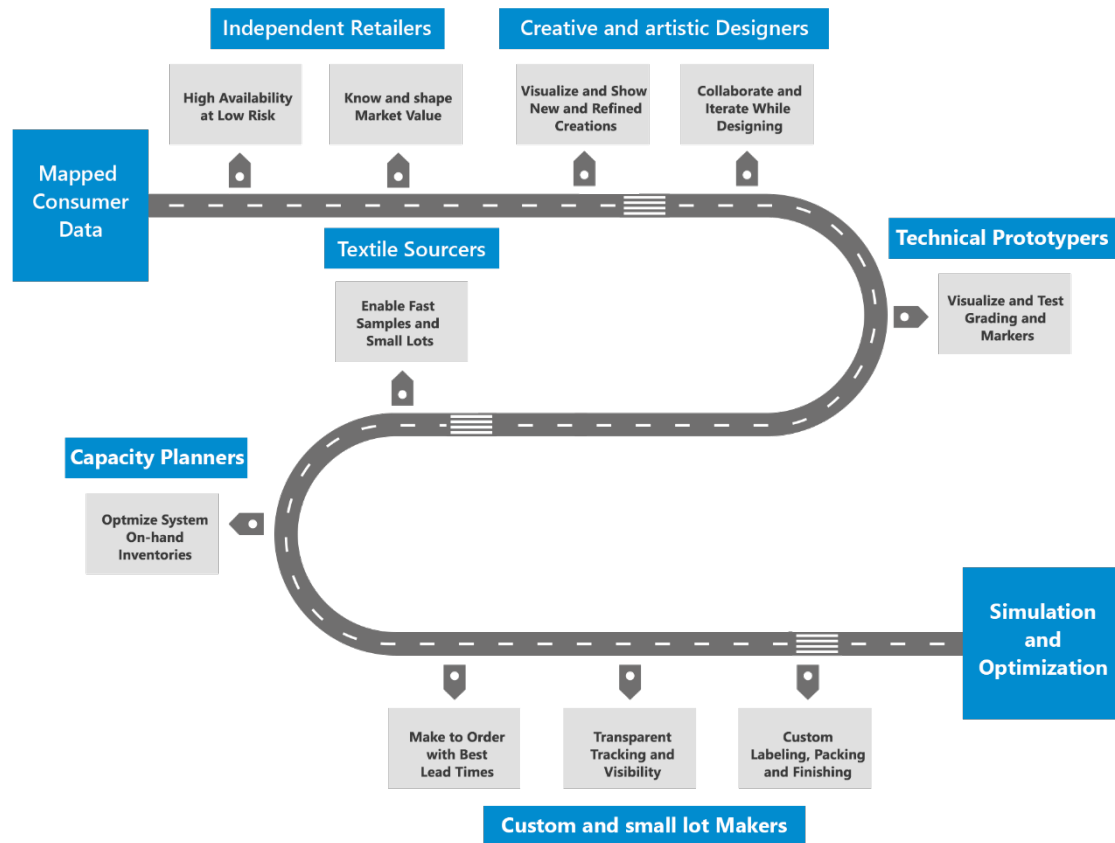


High performance - Value Streams

Sustaining Advantage/growth



	MVBM	SCOPE/SCALE	MARKETS
 Right entry Point	Digital GTM	Network Effect	Geo/industries
 Enabling platform	Tech Pack	End-to-end	Multi-industry
 New kind of factory	Working Lab/Cells	Reference Factories	Digital Supply Networks
 Digital Twins	Model Cell	Model Factory	Model Network
 Digital supply network	Single Streams	Networks	Optimization
 Networked teams	Prove MVBM	Multi-SBUs	Self-improving



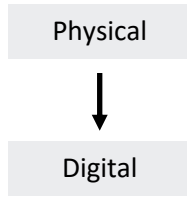
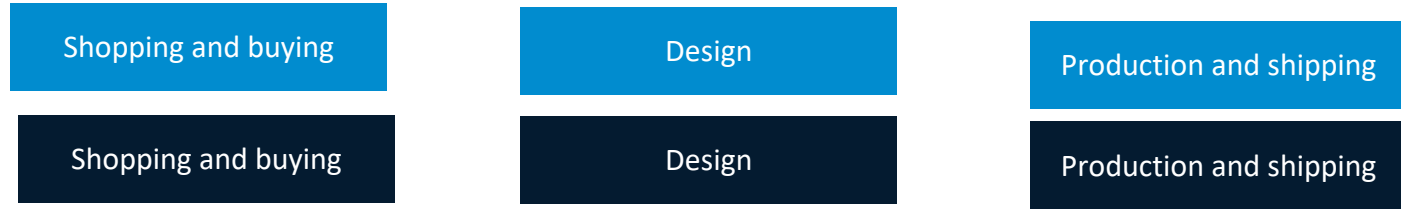
Advanced Tech Pack release 1.0

- ✓ Web native and open
- ✓ Modern industry focused apps
- ✓ Easy to use

LIST OF “BACKGROUNDER”



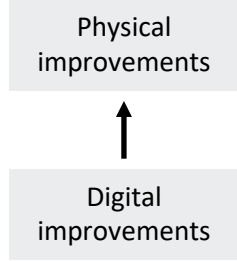
01. Training and development plan
02. Market analysis and business plan
03. GTM plan
04. Platform – FITos – web interface
05. Reference factory
06. Digital Twin
07. Business Documentation



- Customer tracking
- Fit & look avatars
- fashion related libraries
- digital modeling
- Visualization
- Product groupings
- Price/delivery promises
- Selection and ordering

- Trends & preferences
- Sketches & media recall
- Auto-digital patterns
- BOM/BOP by groups
- Cell selection and variations
- Cycle times
- Retailer customization
- Sources
- Tech packs

- Assign to factory & cell
- materials to factory
- Clear orders to slot
- Load and sequence
- Visual workplace tracking
- Continuous improvement
- Make, finish, and ship
- Follow up



Operational Improvements

Visualizations, Fit, Choice, Ease Of Use, Speed, Productivity

Financial Improvements

Penetration, Margins, Turns, Risk

Pleneri



PHONE

1-800-682-3672



EMAIL

contactus@pluraltechnology.com



WEB

www.pluraltechnology.com

www.pleneri.com