

Case Study: Innovation Mentor

Supporting the Fashion for Good's annual Accelerator Program

Why?

For many innovators, their focus is on their technology, gizmo, product etc and less on the infrastructure that will enable their vision to become reality.

Small business start-ups have limited bandwidth, are working 24/7 and often look to external 'brain space' to support in areas where they have limited knowledge or network.

What?

Leveraging my extensive industry experience and community, I mentor and enable both individuals and companies to meet their purpose driven vision.

Providing support both generally and in key areas of focus that include but are not exclusive of:

- Value proposition creation
- Defining a clear roadmap
- Industry engagement and network building
- Development of meeting material and engagement pitches
- Thought partnership

How?

Supporting the Fashion for Good Annual Accelerator program as an Industry mentor I provide 1:1 support to developing businesses as they develop their pioneering innovations.

The Outcome

Support provided to the 2023 Fashion for Good, Annual Accelerator cohort program:

- Initial introductions and engagement made with 11 diverse innovators, within a speed dating format.
- 1:1 follow up with a selection of companies.
- Tailored support focused on key priority areas to ensure the individual innovators felt supported and able to move defined areas of development forwards.

“ biov8tion has been instrumental to our work at Fashion for Good, sharing an immense wealth of knowledge, insights, and expertise with our team and innovators, in turn driving the industry towards a more sustainable and circular future”.

Brittany Burns Fashion for Good