

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

Case Study: Innovation Coach

Providing support to CleanKore, through the Fashion for Good, Annual Accelerator Program.

Why?

CleanKore is a business embedded in the denim industry. It has pioneered a full-service platform that offers cost effective and sustainable solutions to the denim supply chain.

CleanKore joined the Fashion for Good Annual Accelerator program in 2023 and were looking for support as they scaled their outreach and brand engagement, whilst at the same time developing their service.

What?

As a fastmoving SME embedded in innovation, and less familiar in the apparel industry, CleanKore were looking for experience and network opportunities as they developed their brand engagement strategy.

Work specifically focused on the development of industry relevant communication that demonstrated their pioneering service, whilst addressing some substantial sustainability savings.

How?

The package of support was split into 2 areas:

- An initial 90-minute virtual workshop, to co-develop a clear action plan which was delivered to CleanKore in report format.
- 4 subsequent virtual Power Hour sessions, to address identified actions and move them forwards to completion.
- Interim thought partnership.



The Outcome

Through the package of work with biov8tion, CleanKore developed a statement communication piece that was published through Insight Denim, to position their services to leading apparel denim brands.

This work demonstrated their pioneering cost neutral denim service, that has been proven to delivers substantial sustainability savings including but not exclusive of

- Water	60% Saving
- Chemicals	47% Savings
- GHG Emissions	58% Savings

Through a series of effective “Power Hours,” Sophie guided us on providing a clear and concise message to the industry that properly reflected CleanKore’s impressive sustainability achievement.”

Ryan Ripley – Vice President of Operations

CleanKore

The Dyeing Process...Redefined