Threadless case study

1. Is Threadless a success or failure?

Threadless is a success; they had an estimated revenue of > $40 million in 2020, were ranked #347 in USA and are still a privately held company. If they were deep enough in the grave, they would solicit help from wealthy investors and become publicly traded, which they have not done.

The only place where they fail is disruptive innovation. Their business model does not account for customers coming up with brilliant new ideas, but rather incremental improvements, which will leave them diving under high expectations.

2. How does today's digital world impact (both positively and negatively) Threadless' co-creation strategy?

Social Media allows more publicity and attraction of talent, while it also allows competitors the same advantages, hence increasing competition.

Threadless have many loyal die-hard customers that back them; this seems to be their largest source of value: their community. With social media this community could easily be expanded and more valuable customers are attracted, but the same is true for competition. If competition could then find a model that encourages disruptive innovation along with the growing fanbase, threadless will become irrelevant.

3. How could Threadless improve its co-creation strategy? What tactics or tools could they use to enhance their success?