Imagine that you are in 2030 and the world is progressing at a rapid pace.

Identify a potential problem in this world and solve it using an innovative product of the future.

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- What do you think will be a 2030 problem and why do you think so?
- Who will you solve for first and why?
- What part of the problem will you solve for first and how will you solve it using the tech of tomorrow?
- Comment on the feasibility of your solution by 2030.
- How will you measure the success of your product and what are the potential pitfalls in your solution?

Problem Statement : The accelerating popularity of fast fashion is generating tremendous amounts of textile waste, projected to increase by 50% in 2030, which is polluting the environment and harming ecosystems

What is Fast Fashion?

Inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends

Some facts about the Industry

Fashion industry is the world's third-largest manufacturing sector, contributing **$2.4 trillion** to the global economy. Over **150 billion articles** of clothing are produced each year.

Major players in the fast fashion industry

SHEIN, ZARA, H&M, Levi's, UR, FOREVER 21

Defining the problem due to Fast Fashion

Problems arising from textile waste

Fast fashion industry produces 92M tons of textile waste each year, expected to be 134M by 2030

Green house gases

Fashion supply chain is responsible for up to 8% of total greenhouse gas emissions

Landfill waste

More than 90M+ tonnes of textile waste is dumped each year in landfills

Water depletion

Fashion industry contributes to 20% of all industrial water pollution.

Waste due to sold clothes

average person throws apparels after wearing it 7 to 10 times.

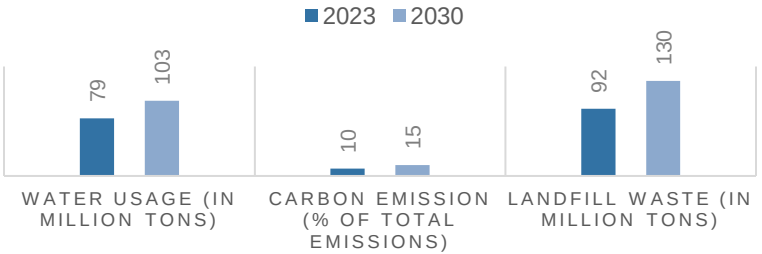
Waste due to unsold clothes

30% of clothes produced remain unsold

Why is Fast Fashion a 2030 Problem

- **3 Tr** The apparel industry's size will be $3 Trillion by 2030
- **50%** Global emissions due to Fast Fashion will increase by 50%
- **130M** 130 M tons of landfill waste will be due to fast fashion
- **15%** Carbon emissions due to Fast Fashion will increase upto 15%

Growth of these problems by 2030



Understanding the problem and prioritizing the problem segment

Which problem to prioritize?

	Water Depletion	Greenhouse Effect	Landfill waste	
			Sold clothes	Unsold clothes
Scale of the problem	uses 20% of the world's wastewater	10% of global carbon emissions	60 million tonnes per year	30 million tonnes per year
Impact on environment	Reduced Diversity, Salination of water	Major factor in climate change	Release methane in the enviornment	Contaminate nearby areas & resources
Growth rate of problem	expected to increase by 50%	expected to increase by 45%	expected to increase by 63%	expected to increase by 100%
Effort to solve	Water purification as the only solution	Heavy R&D to replace materials	Recycling is inefficient	Tech based solution can be used efficiently

Due to the low effort to solve and the high growth rate of the problem, we prioritize *Landfill waste due to Unsold clothes* problem to solve in 2030

Current scenario

Sourcing Raw Materials
Materials are sourced in arbitrary amounts and ordered in bulk (over-production by 30-40%)

Manufacturing garments
The manufacturing of each design is done in advance and not according to demand: responsible for 8% of carbon emissions

Overproduction

Storing in warehouses
Warehoused garments are manually tracked, leading to inventory distortion and 12% waste.

Inventory Limitations

Clearing of inventory
The unsold clothes are thrown out in the landfills or incinerated

Inventory is cleared due to limited shelf space, demand flux, seasonal shift, & inventory tax invasion

Who will we solve for?

Ram: Male, 39,
CEO of Zara
He is worried about the CSR regulations of the company due to increasing waste production.

Riya: Female, 25
Environmental Activist
She is worried about the landfills being filled up by 2030

Why will we solve it?

2030 scenario

- Overproduction of clothes will increase by 2 folds
- The wastage due to unsold clothes will go up to 40 million tonnes.

Solving it using the Tech of Tomorrow

- Accurate Demand analysis will lead to minimization of overproduction.
- Trend prediction and analysis will help the companies to only make demanded clothes, leading to less unsold waste.

We need to manage overproduction of clothes and increase the ratio of number of clothes sold per cloth made to minimise inventory waste

Solution: Flipkart Trends is a B2B SaaS platform that uses AI and ML to analyze data from previous sales and scrapes social media to predict demand and trends of the future along with an AI designer that designs trend-fitting apparel to help companies minimize the unsold clothes produced.

Solution

Why *Flipkart* Trends?

Brand image

Flipkart is the biggest player of e-commerce and is a fashion aggregator.

Synergy & Growth

Flipkart owns Myntra, they will together lead the fashion market in 2030

Data Leverage

The data trends that Flipkart has will be very essential to build this model.

Penetration

Due to Flipkart's scale & brand integrations, it will be easy to penetrate B2B market

Impact of the Solution

Unsold Waste Reduction

Enterprises will reduce their Unsold Waste/Cloth Produced by using our solution, leading to better profits

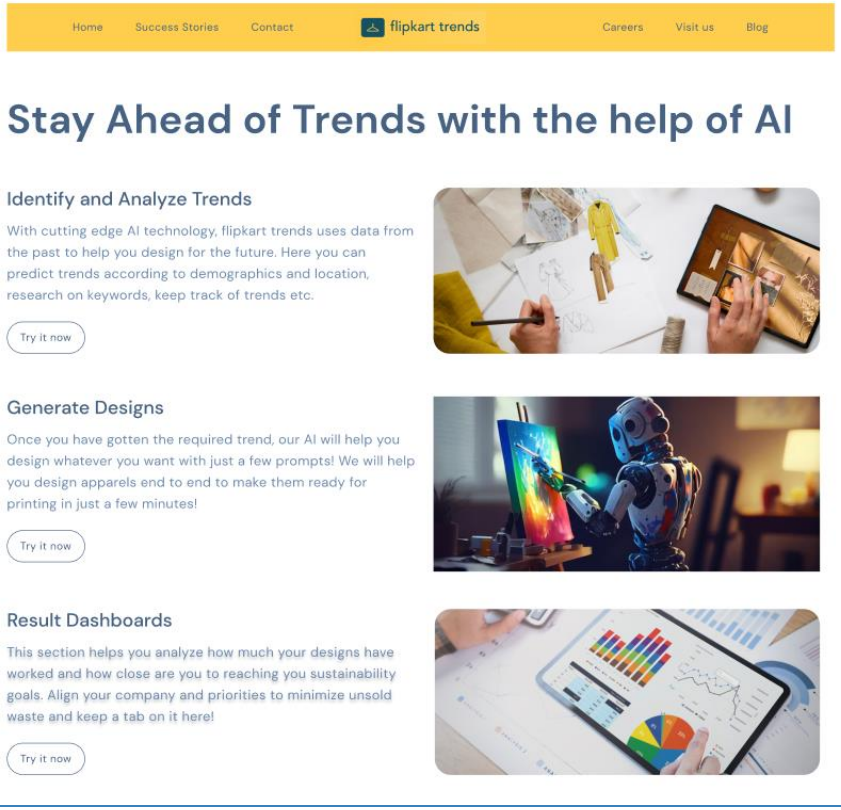
Landfills Waste Depletion

5 Million Tonnes of avoidable waste will not go in landfills if we solve 80% of the problem

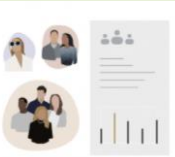
Carbon Emissions Control

Demand & CSR Analysis will help companies cater to the increasing carbon emissions for the next decade

Front end of the landing page :



Back-end : Input Points



Define the representative Panels: influencers/ designers etc

Demographic-wise sales data collection from Flipkart

Apply computer vision technology to scan social media images

Analysis of data using AI modelling

Use Machine learning forecasting algorithms to predict trends

Demand and trend prediction using previous sales data

Working of the product : the solution helps to reduce unsold clothes by identifying and forecasting trends and generating designs according to predicted demand which in turn helps to reduce overproduction as well as amount of unsold clothes.

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Identify & Analyze Trends

Use this space to get information about upcoming trends and design efficiently accordingly to your needs and the foretasted demand

Trend Predictor

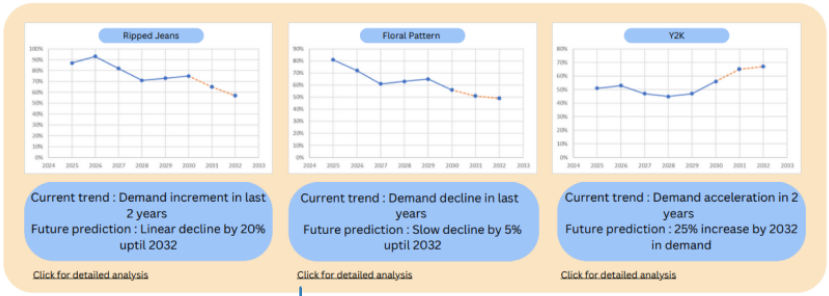
Choose your specifications and get the predicted trends with confidence levels.

Gender | Apparel type | 18-24 | Location | Time period | Price Range | Add prompts here

Get Trends ->

Track Trends

Track trends & Estimate Demands using relevant keywords to your company



Add/Delete Keywords

Option to choose appropriate metrics for trend prediction

Detailed analysis gives demand prediction in detail of the particular trend

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Generate Designs

Upload your inspirations/ Trend identification number generated in the Predict Trends section, customize according to your needs, and generate the coolest AI designs!

AI designs clothes according to uploaded inspiration

Upload Inspiration

or

Use your Trend ID

Customize Design

Customize the design according to your need

Colour | Pattern | Theme | Gender | Add Prompts

Generate Designs ->

Design Analysis

Colour : Red [Trend Match 87% for 2031]
Pattern : Minimalist [Trend Match 91% for 2031]
Type : Slip Dress [Trend Match 67% for 2031]
Length : Maxi [Trend Match 73% for 2031]

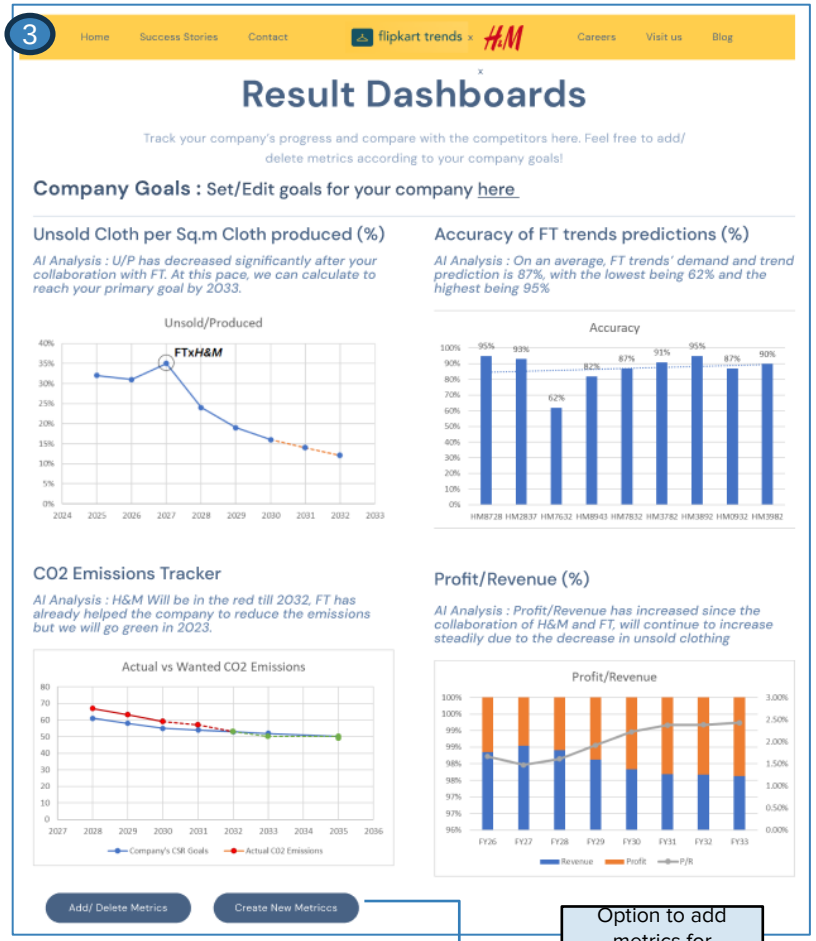
Demand Analysis

Optimal Demand in :
Location : USA, Europe, Germany
Price Range : $45-$60
Demographic : Urban/Sub-Urban

Predicted Demand : 450000 Units

Confidence level of each demographic is highlighted

Metric reports for the company as an analysis of before and after the collaboration



Option to add metrics for analysis

Analysis of the Solution

Stakeholder analysis

Impact on Flipkart

- **New source of revenue** created through B2B platform services
- As an aggregator, **partnerships** with clothing companies will increase business
- The platform can be used to **decrease the carbon footprint** of Flipkart as well

Impact on H&M

- Increased profits due to **decrease in cost** and wastage
- Evolved business model as the product will be **a better market fit**
- CSR regulations will be maintained and **carbon footprint will reduce**

Feasibility of the solution

TECHNOLOGY NEEDED	2023 SCENARIO OF THE TECHNOLOGY	2030 SENARIO OF THE TECHNOLOGY	Feasibility check
ML based Image recognition	**Status**: Image recognition is already widely established. **Current size**: $1317.8 M **CAGR**= 14%	Easily implementable with better accuracy using bots and Machine Learning **Projected size**: $3400 M	✓
AI trend analysis and forecasting	**Status**: Gen-AI is still evolving and developing as of 2023. **Needs**: Wide lacks of accuracy **Current size**: $1.1 Bn **CAGR**= 48%	Gen-AI will be developed and accuracy of predictions will increase through new algorithms and training methods. **Projected size**: $17 bn	✓
Deep learning & computer vision	**Status**: Early stages of development **Needs**: need better efficiency and accuracy **Current size**: $17.25 bn **CAGR**= 21.5%	The market will be much more developed with accurate and efficient results. Robustness will also increase. **Projected size**: $45.68 billion	✓

Success Metrics

Environmental impact

- **No. of clothes unsold/ no. of clothes made**:
  % of unsold waste ending up in landfills
- **Carbon footprint (Wanted CO_2 emission - Actual CO_2 emission)**
  Amount of CO_2 emissions released in the air

Monetary impact

- **No. of clothes sold per year/ cloth made**:
  to analyse whether sell-through rate is increasing or not
- **Profit/ Revenue**:
  Profitability measure of the company

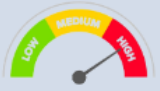
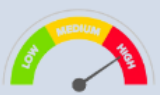
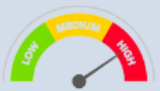
Usage

- **No. of partnerships formed:**
  Measure of how many companies will want to use the solution
- **Churn rate**:
  Renewal of subscription as indicator

Utility

- **Accuracy of trend predictions:**
  Measure of whether the solution is giving right predictions
- **Accuracy of Demand Predictions**
  Measure of whether quantity predicted is giving right predictions

Pitfalls & Workarounds

Modes of Failure	Possibiity	Severity	Workarounds
Trend fluctuations in the market can be very rapid so keeping up with them can be difficult			Increase data points while scanning social media and penetrate the edgy influencer panel
Inaccuracy of predictions due to AI limitations			Take multiple forecasting algorithms and use a master algorithm to superimpose them
Noisy data collection through social media will produce arbitrary results			Clean the data collected by using text recognition and leaving out irrelevant information
Companies can try to replicate the system for themselves			Incentivize the companies by leveraging flipkart specific data points
AI designing can be non-sensical/ not up-to the mark			A speedometer with text on it