

Board of Ideators

☆ Start Page

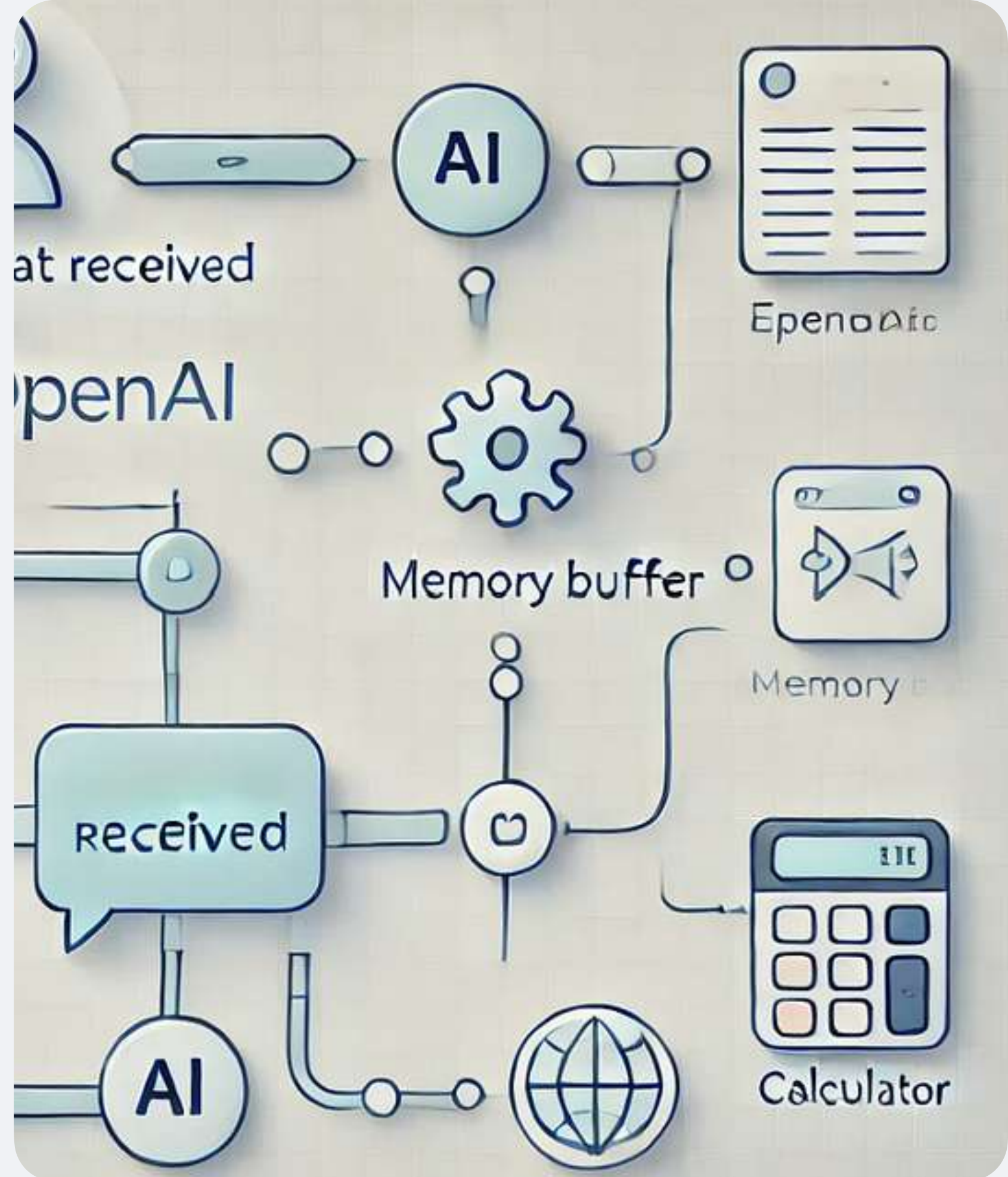


Extracting transferable insights

📡 Signals



Ad-generating QR codes incorporated into garments to make resale easy





Ideating sparks for your brand

🔊 Signals



Ad-generating QR codes incorporated into garments to make resale easy



👁️ Transferable Insights

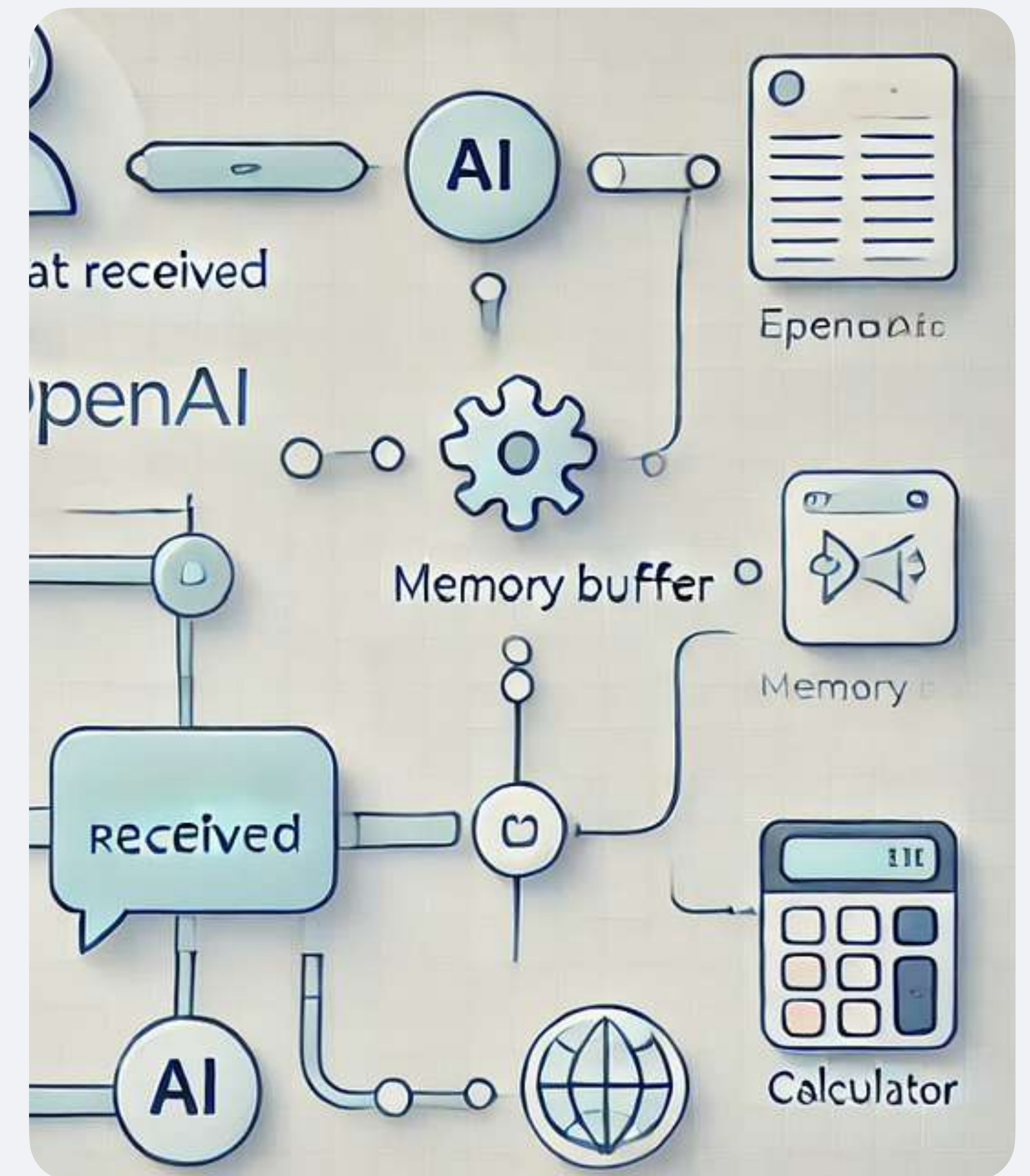
Samsøe Samsøe eliminates resale friction by embedding product metadata into garments at manufacturing. Each QR code contains fabric, size, color, original price, and photos. When owners decide to resell, scanning the code auto-generates a Facebook/Instagram Marketplace listing with all details pre-populated. Users input only condition and asking price. The brand subsidizes advertising costs (\$5-15 per item), targeting hyperlocal buyers to minimize shipping.

Core Mechanism: Pre-embed future transaction infrastructure at creation, activate on demand, absorb transition costs. Reduces listing effort from 51-107 minutes to 1 minute (98% friction reduction), cutting user cost from \$15-105 to \$0.25.

Business Impact: 360% ROI at 20% resale rate. Resale-enabled customers show 23% higher repeat purchase rates. Customer acquisition cost via resale (\$8-15) runs 67-83% below traditional advertising.

Pattern transfers to: consumer electronics, premium furniture, baby equipment, sporting goods, luxury accessories, professional tools—any durable good with \$30-500 resale value suffering from ownership transfer friction.

View/download [extraction report](#)





Signals to sparks

📡 Signals



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🚀 Sparks

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BOI

Signals to sparks



Perfect — **Food & Beverage** is a rich playground for adapting Samsøe Samsøe's *"QR code + digital identity + easy resale"* concept. While food isn't "resold" in the same way garments are, the underlying ideas — **traceability, lifecycle storytelling, and circular participation** — can translate beautifully into new models of engagement and sustainability.

Let's explore **five innovative directions** across different parts of the F&B ecosystem:

1. "ReSellable" Packaging Ecosystem

Potential brands: *Oatly, Coca-Cola, Nespresso, Heinz*

Concept:

Each product package (bottle, jar, pod, or carton) has a unique QR code tied to a **digital passport**. After consumption, scanning the code allows the consumer to:

- Return it to partner drop-off points or reverse vending machines for **deposit rewards**.