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The circular platform for systemic change  
in the fashion industry

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# Starting point

- 01 ... Webshop versus circular
- 02 ... Customers needs
- 03 ... The product journey

# RFID chip



# Technology stack

## Software

- **Umbraco as a Headless CMS**
- .NET Core
- RFID software (Speedway connect)
- Payment gateway (Adyen)
- Financial system (Economic)
- SMS gateway (GatewayAPI)
- SMTP gateway (SendGrid)
- Logistic provider (Webshipper)
- Elastic Search
- Amazon CloudFront CDN
- Mongo DB

## Hardware

- RFID chips
- Scanners
- Receivers
- Repack
- Label printer (Webshipper)
- Return note printer (Any)



# Main roles

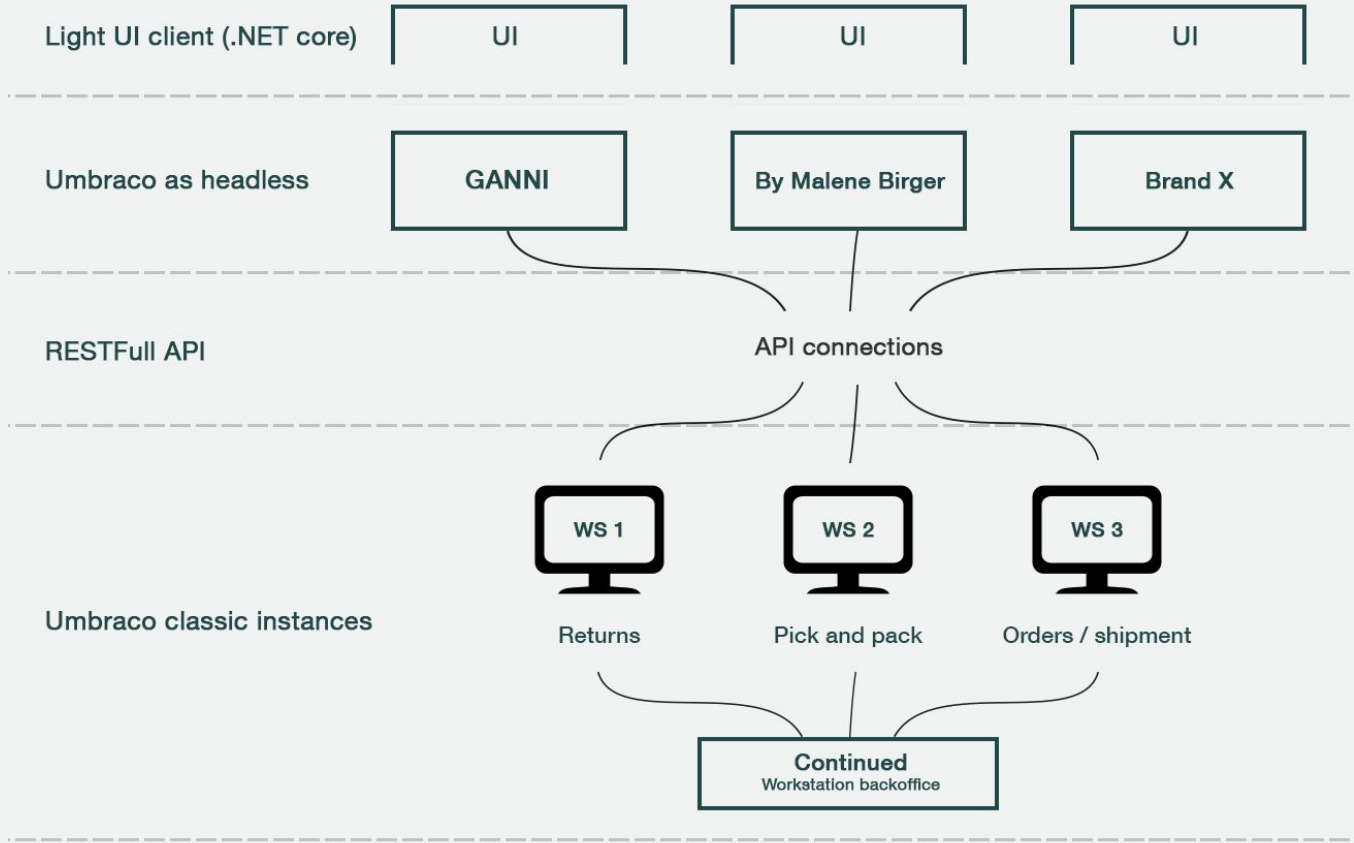
**01** ... Brand

**02** ... Continued

**03** ... External: Clean, repair, shipping

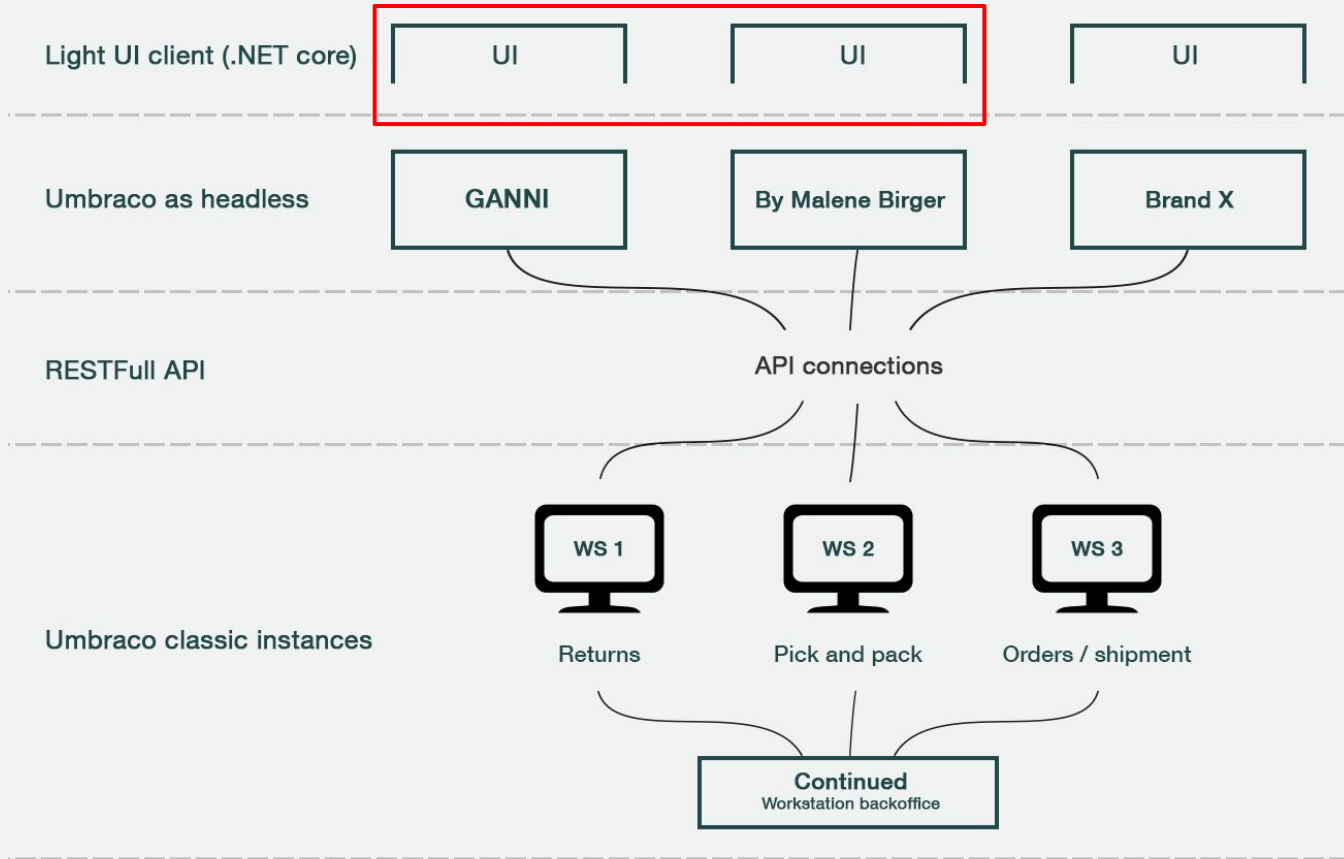
**04** ... Customer

To be

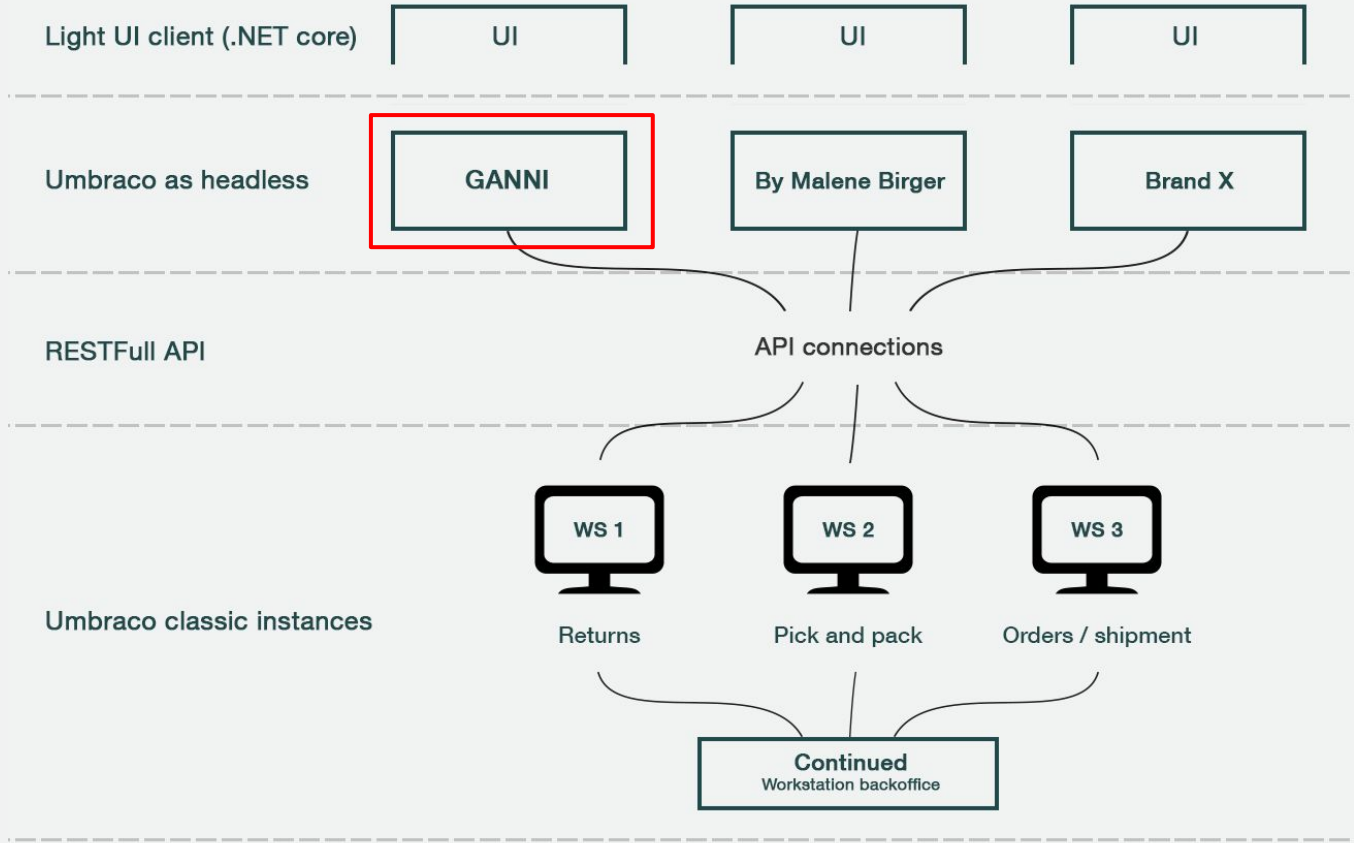


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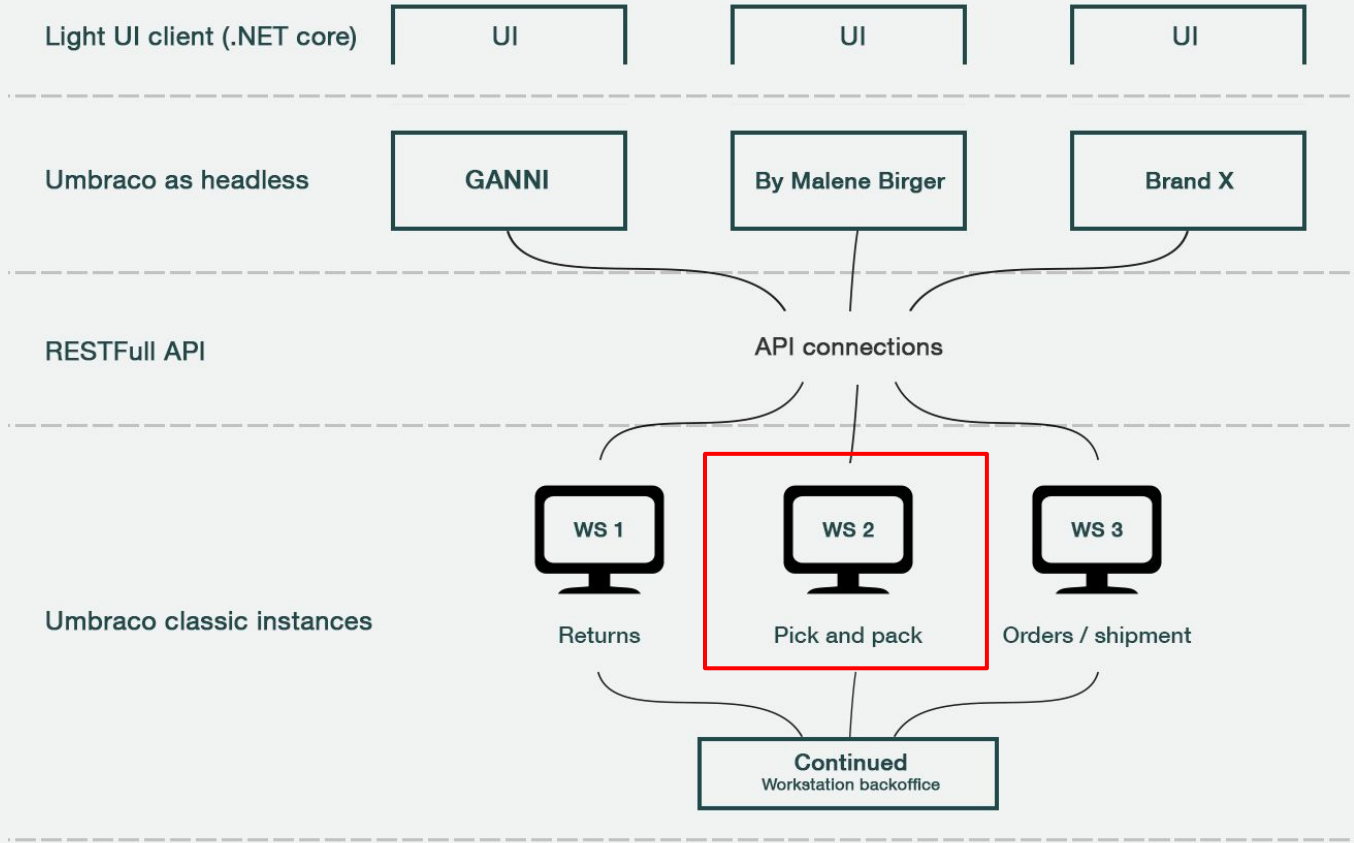


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# For starting circular you need

**01** ... Tracking and location

**02** ... Fulfillment setup (repair, QC etc)

**03** ... Commercial model

# Key learnings

**01** ...      Involve stakeholders

**02** ...      Open for change

**03** ...      Ask customers (in-store)

**Questions?**

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