

Eco-Trace Registry: Sustainable Sourcing & Scoring





1. Product Vision & Value Proposition

The Future of Trust in Textiles: The Eco-Trace Registry enables a future where 'sustainable' is not a claim, but a verifiable, auditable data point attached to every fiber. It is the definitive digital ledger ensuring ethical sourcing is frictionless, immediate, and economically rewarding.

Unique Selling Proposition (USP): 'JJ Scoring' Integration: The platform's proprietary 'JJ Scoring' mechanism distills complex environmental, ethical, and circular criteria into a single, intuitive metric. This score allows brand buyers to compare suppliers instantly and enables Impact Investors to align capital with top-performing partners, dramatically reducing due diligence cycles.

Value Enhancement: For brands, this means assured compliance, reduced reputational risk, and access to premium, circular materials. For suppliers, it means verified recognition, preferential investment, and integration into high-value global supply chains, transforming sustainability from a cost center into a growth engine.

1. Consumer & Market Impact

Persona 1: The Corporate Sustainability Director (e.g., H&M Group Buyer): Pain Point: The current difficulty in tracing materials past Tier 1 suppliers and verifying sustainability claims across 18+ brands. Solution: Instant, verified JJ Scores and full traceability documentation integrated into their ERP systems. Quote: "Managing compliance used to be a guessing game based on self-reported data. Now, the Registry saves us thousands of man-hours and gives us undeniable proof of circularity."

Persona 2: The Impact Investor Portfolio Manager: Pain Point: Lack of standardized, reliable ESG metrics specific to textile supply chains necessary for capital allocation and reporting. Solution: A trusted, industry-specific scoring standard ('JJ Scoring') providing quantitative data for green bond allocations and measurable ESG impact reports. Quote: "We can finally deploy capital efficiently, confident that our investment is genuinely accelerating the circular economy, based on verified metrics, not just good intentions."

Persona 3 (Non-Obvious): The Small-to-Midsize Ethical Textile Mill: Pain Point: Being overlooked by major brands due to lacking the resources for expensive, large-scale, individualized third-party audits and certifications. Solution: A standardized, affordable platform to upload certified data, allowing their excellence to be visible and directly accessible to global buyers and investors based on a universal score. Quote: "The Registry levels the playing field. Our commitment to low-impact production is now visible to the world, securing the contracts we deserve."

1. Feasibility Assessment: Technology and Business Readiness

Technological Readiness Level (TRL 4: Component and/or breadboard validation in a laboratory environment): The core components—data ingestion API, secure ledger technology for traceability, and the proprietary algorithm defining the 'JJ Scoring' logic—have been defined and tested individually. We understand the input variables (chemical usage, water consumption, labor standards) and the output metric.

Why TRL 4: While the concept is defined and the constituent technologies exist, the full system integration and testing using representative supply chain data is yet to be completed.

Next Stage (TRL 5): Integrating the core components into a robust system architecture and validating the 'JJ Scoring' algorithm with simulated real-world data from a pilot supply chain (e.g., cotton production to fabric finish).

Business Readiness Level (BRL 3: Feasibility Study Completed): The market size, target clientele (H&M, major buyers, investors), and core value proposition are validated through preliminary research. The initial business model (subscription/transaction fee structure) has been conceptualized.

Why BRL 3: We have validated the demand for a standardized, transparent scoring system among key industry stakeholders, but the pricing model, channel strategy, and key partnerships remain theoretical and untested in a commercial context.

Next Stage (BRL 4): Developing the commercial strategy, finalizing the pricing structure (SaaS for buyers, potential transaction fees for suppliers/investors), and securing a Letter of Intent (LOI) with a primary brand partner (e.g., H&M) to participate in the upcoming pilot phase.



1. Prototyping & Testing Roadmap

Phase 1 (0-6 Months): MVP Development & Beta Scoring Logic: Build the Minimum Viable Product (MVP) focusing solely on data ingestion, secure storage for 5 key sustainability variables, and the basic iteration of the 'JJ Scoring' algorithm. Focus on usability for data providers (suppliers).

Phase 2 (6-12 Months): Targeted Field Trials (Pilot Program): Launch a targeted field trial with a limited scope: 1 major brand buyer (H&M preferred) and 5-10 Tier 2 suppliers within a specific textile category (e.g., organic denim). Test data flow, score accuracy, and buyer dashboard efficacy.

Phase 3 (12-18 Months): Iterative Refinements & Feature Expansion: Refine the 'JJ Scoring' methodology based on field trial data, ensuring scores correlate accurately with real-world sustainability outcomes. Introduce investor-facing APIs and advanced analytics features for deep due diligence.

Phase 4 (18-24 Months): Parallel Business Model Validation: Introduce tiered pricing models to the pilot participants. Validate the subscription revenue stream from buyers and test the viability of transaction/premium access fees levied on Impact Investors seeking proprietary score data, optimizing for scalable revenue growth.

1. Strategic Launch & Market Integration

Strategic Partnerships: Secure a flagship partnership with a major global retailer (e.g., H&M) to establish the Registry as the industry standard, ensuring immediate adoption volume. Simultaneously partner with leading ESG data providers (e.g., MSCI, Sustainalytics) to integrate 'JJ Scoring' into mainstream investment risk assessments.

Distribution Channels: Primarily B2B SaaS model, distributed via direct sales to brand procurement and sustainability officers. Secondary channel: API licensing model to financial institutions and impact fund managers for seamless data integration.

Early Adopter Incentives: Offer a subsidized, 12-month pilot subscription to the first 5 global brands committing to using 'JJ Scoring' as a mandatory criterion for 25% of their supply chain contracts, generating critical network effects rapidly.

Macrotrend Integration (Circular Economy & Mandatory ESG): The Registry capitalizes on the accelerating global mandate for corporate Environmental, Social, and Governance (ESG) reporting and the inevitable shift toward a Circular Economy. It positions itself as the essential infrastructure layer for verifying the transition, moving beyond simple compliance to verifiable, measurable environmental stewardship.

Next Step: Initiate technical scoping and secure a commitment from a major textile industry partner (Target H&M Group) to co-design and fund the TRL 5 pilot integration phase within the next 90 days.