

# Fulfillment **iQ**

How to build a  
supply chain solution from

*Idea to MVP*  
...

BE THE DISRUPTOR



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## INTRODUCTION

Long overdue was the realization of the how important a company's supply chain is to the growth of their organization. For the past several years or decades, supply chain professionals and their budgets usually took a backseat during annual planning or were first in line when cost saving measures required reduction of expenses. That has completely shifted to supply chain execution being a top priority in organizations of all sizes. Not only from getting materials and goods from point A to point B, but how to utilize supply chain to be a differentiator. To disrupt your market and competitors with a compelling customer experience only an efficient and optimized supply chain can deliver.

In this white paper learn the concepts and hear from industry peers on how to build a transformative supply chain strategy and solution that solves for today and the requirements of the future.

We wish you the best on your journey to becoming a supply chain disruptor and taking your innovative ideas from concept to MVP.

Sincerely,



**Ninaad Acharya**  
CEO, CPO & Co-founder



**Dan Coll**  
Partner & CRO



## SUPPLY CHAIN DISRUPTION IS THE NEW NORMAL



If you were designing the perfect event to expose modern supply chains, a global pandemic would be an excellent starting point. With national borders closed and factory production slowed, 2020 laid bare the glaring weaknesses of Just-in-time (JIT) delivery and complex outsourced manufacturing for the whole world to see.

At the pandemic's peak, more than 3,000 force majeure were invoked by Chinese suppliers,<sup>1</sup> and widespread fears of food shortages induced panic buying across the globe.<sup>2</sup>

According to CIPS, **the total cost of supply chain delays was \$4 trillion in 2020**, with nearly half of all businesses reporting "significant" disruption.<sup>3</sup> And reports suggest the effects of these disruptions will continue to ripple throughout 2022 and beyond.<sup>4</sup>

This has put logistics in the spotlight like never before, with some outlets even declaring a "supply chain crisis"<sup>5</sup>. But as any savvy business person knows, every crisis is also an opportunity.

1 <https://www.ft.com/content/bca84ad8-5860-11ea-a528-dd0f971feb9c>

2 <https://www.economist.com/leaders/2020/05/09/the-global-food-supply-chain-is-passing-a-severe-test>

3 <https://www.cips.org/supply-management/news/2021/march/total-cost-of-supply-chain-disruption-in-2020-was-4trn/>

4 <https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/retailers-to-face-continued-pandemic-induced-supply-chain-pain-well-into-2021-61981889>

5 <https://www.businessoffashion.com/briefings/retail/the-supply-chain-crisis-what-brands-are-doing-about-it>



## REBUILDING WITH BETTER TOOLS

While existing supply chains continue to be disrupted, there is a growing market for smart, agile alternatives built for the new commercial landscape we're emerging into.

US eCommerce sales grew by a staggering 44%<sup>6</sup> in 2020, demanding new infrastructures and strategic approaches to enable faster fulfillment and better customer service.

At the same time, Artificial Intelligence (AI) and the Internet of Things (IoT) are creating unprecedented possibilities for efficiency; and data is fundamentally altering what is possible in manufacturing and distribution.<sup>5</sup> All of which may help to explain why **supply chain technology investment exceeded \$7.7 billion in Q1 2021, up 355.1% YoY compared to 2020.**<sup>6</sup>

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Leaders around the world are at work to 'build back better' post-pandemic. In such a time, disruptive thinkers who craft genuinely innovative supply chain solutions will benefit from a market hungry for new ideas and novel approaches.

And in this whitepaper, we're going to walk through every step in the process of building a supply chain solution - so you can be that disruptor, and reap those benefits.

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6 <https://www.digitalcommerce360.com/article/us-e-commerce-sales/>

7 <https://www.economist.com/special-report/2021/03/11/how-to-know-what-customers-want>

8 <https://www.forbes.com/sites/columbiabusinessschool/2021/07/01/the-future-of-supply-chain-tech-drivers-trends-and-opportunities/?sh=3ad7e65a73c6>