\ threadline

**bringing intelligence to product development**

What is Product Development?

Designers are **creative**,
while manufacturers are **practical**

Product developers bridge the gap, turning concepts into manufacturable goods

It requires multiple rounds of physical samples, dependant on multiple versions of manufacturing files and continuous feedback from manufacturers and designers.

With stakeholders in this process spread across supply chains and timezones, product development gets convoluted...

Designer

Testing Team

Product Line managers

Product Developer

Factory
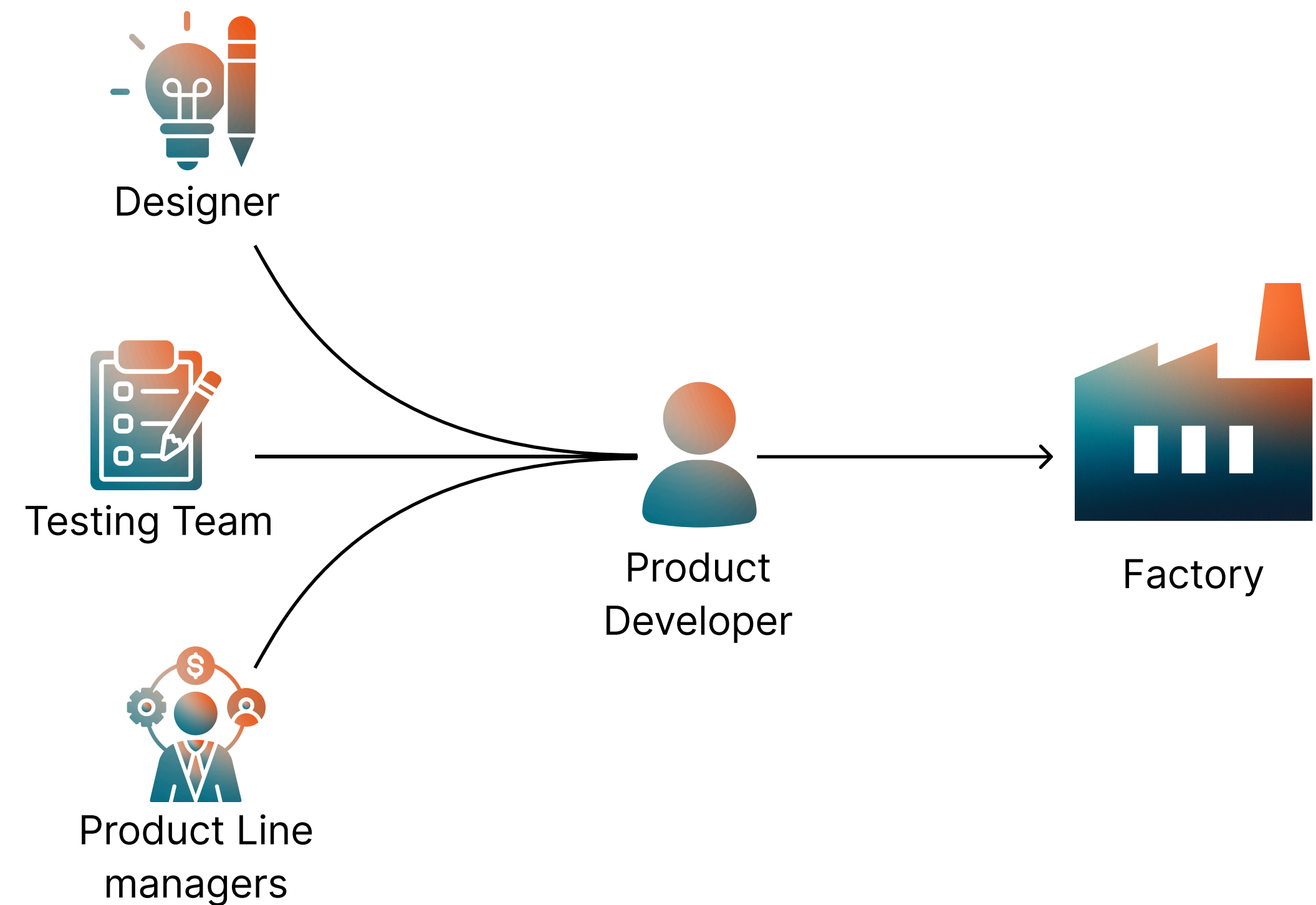
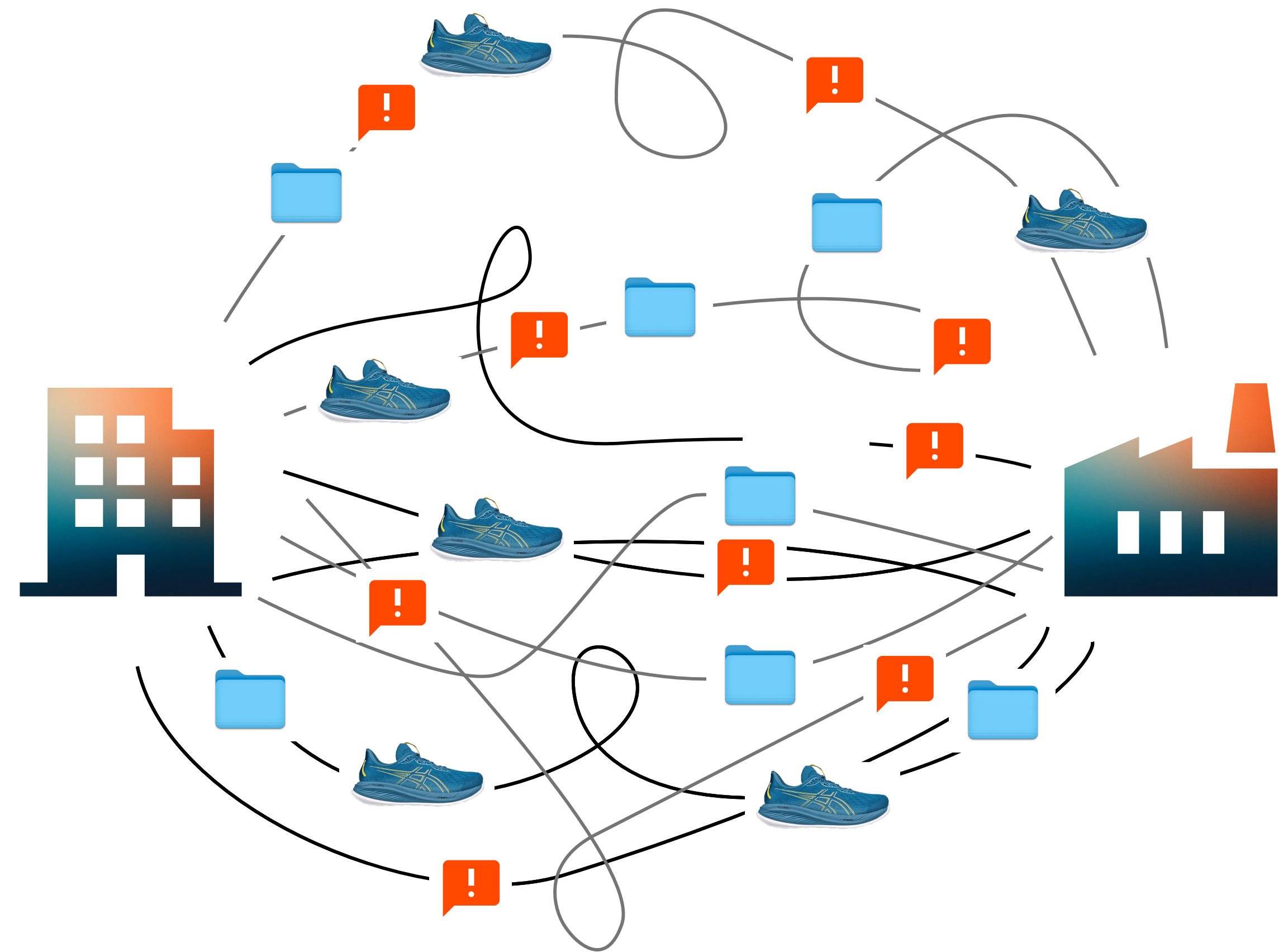# product development is chaos

communication is fragmented

Communications and files are spread across many channels and platforms, such as email, Teams chat, weChat and WhatsApp

information is messy

Information is shared ad-hoc in unstructured formats

versions are non-controlled

Version control is either archaic or non-existent

This was Alice, our founder's, experience with Product Development

Speaking to over 100 people from top brands, on all sides of the process confirmed her experience **isn't unique**

We spoke with:
- Designers
- Developers
- Local operators
- Line managers
- C-suite stakeholders

And found **confusing communications** and **lost data** is the norm across industries

Through our outreach, we gathered the scope of the problem

We heard about mistakes that cost

£100,000

because of one incorrectly named file

Due to a web of data and management software, data from one team is re-entered

15
times

...across

20+
platforms

Developers trying to stay up to date with both designers and manufacturers often deal with

100
email chains

...all with

30
people in cc

We estimate a company like Nike spends more than

NIKE — **£50m per year through these inefficiencies***

*Based on bottom-up estimate

Our Features

Localised Feedback and Comms

Developers and manufacturers share feedback on samples and designs directly from their phones, uploading photos and adding annotations. Conversations stay linked to products, with smart **chat prioritisation and summaries** minimising notification overload.

Version Control

Files on our platform are automatically **categorised** and **version controlled**, while metadata and colour data is intelligently extracted to populate databases

Error Checking

Our RAG model builds a company-specific knowledge base, allowing for automated **error flagging** on documents and designs, and insights in chats.
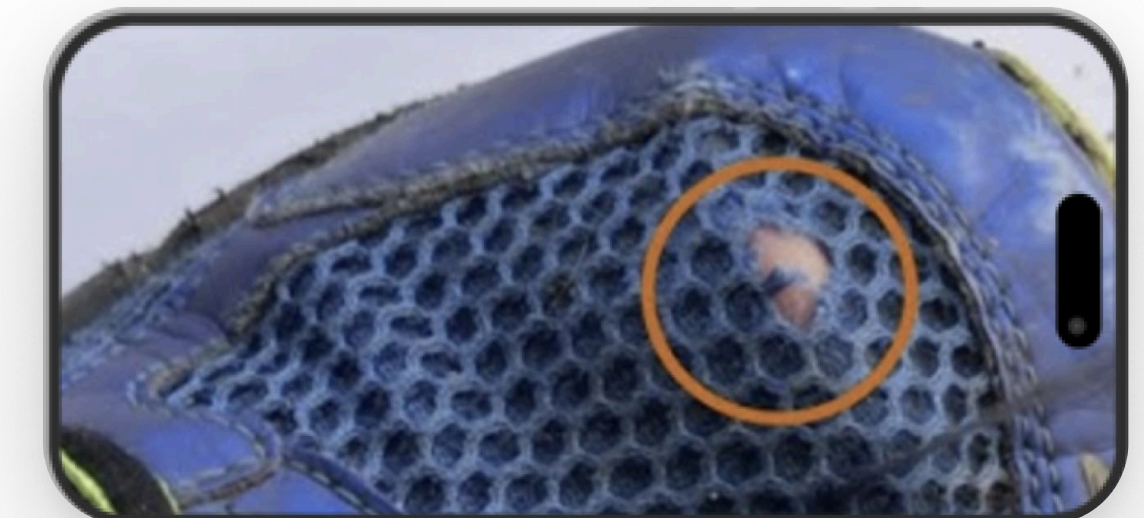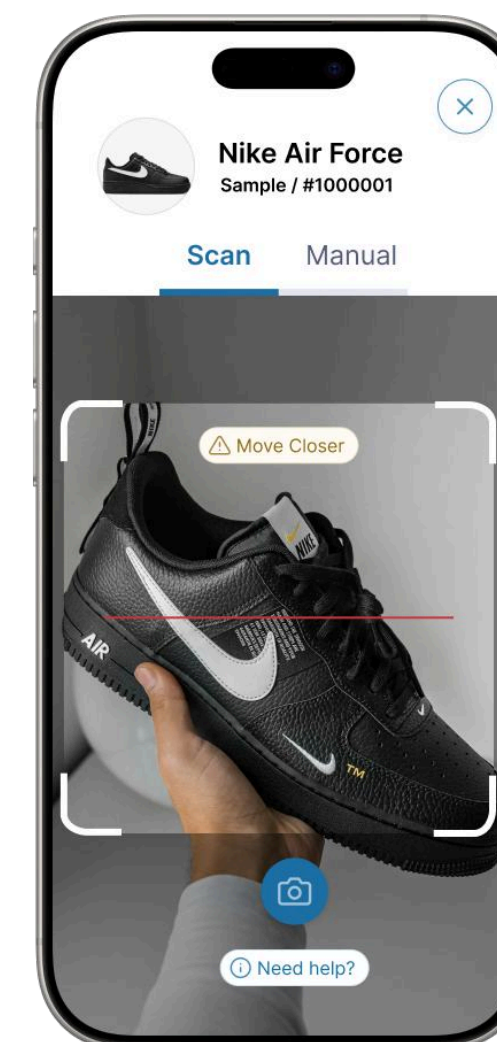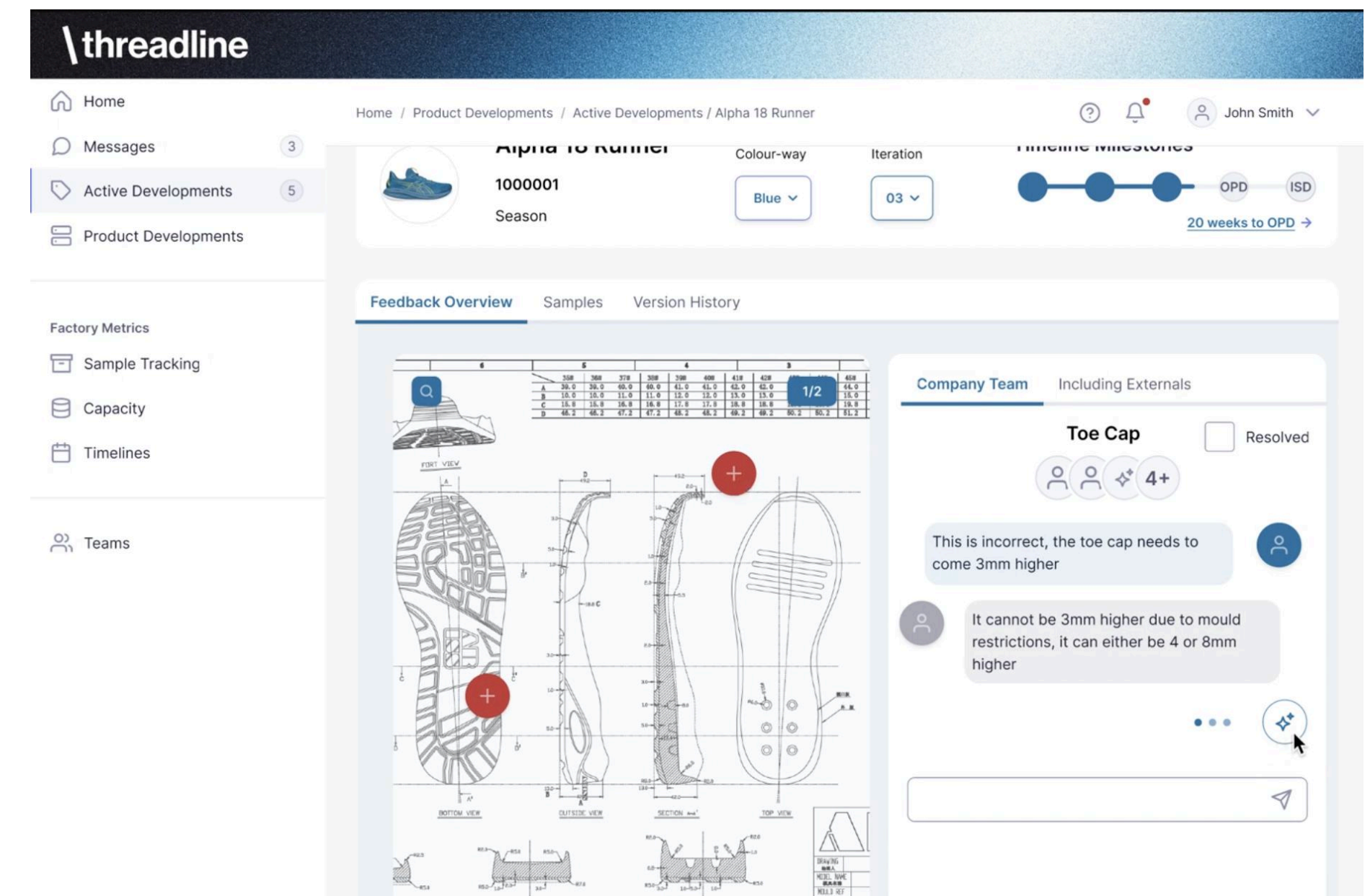
Initial Trials and User Feedback

We trialled our MVP with developers, designers, and managers at leading brands.

"I spent two weeks in the last [product line review] checking for inconsistencies and errors across techpacks... so error checking is amazing"
Steven, Product Developer @ Puma

"We are constantly bombarded with chats. Prioritising and summarising is great"
Geraint, Product Developer @ Puma

"This is what PLM should be - clean and refined, yet advanced"
Lars, Product Developer @ Puma

"Localised feedback is great, and a phone interface is key. People are fired for having images of samples on their camera roll"
Joanne, Ex. Innovation @ Nike

"I was hired because I'm passionate about great products. I love threadline because I can spend less time on admin and more on what I love; making boots that work for people"
Steven, Product Dev @ Puma

"Mismatched documents and errors which should be caught before hand account for a large proportion of the time and costs in development"
Tom, Product Developer and Sourcing @ Brand Collective

NIKE

BRAND COLLECTIVE

PUMA

AXEL ARIGATO

Why Now

Post COVID workplaces

Industries have been forced to develop new digital design and collaboration tools to maintain remote working productivity.

EU Green Claims Directive expected in 2026

New legislation mandates future requirements. Developers will need logs of materials, technical information, and complete transparency over their convoluted development processes.
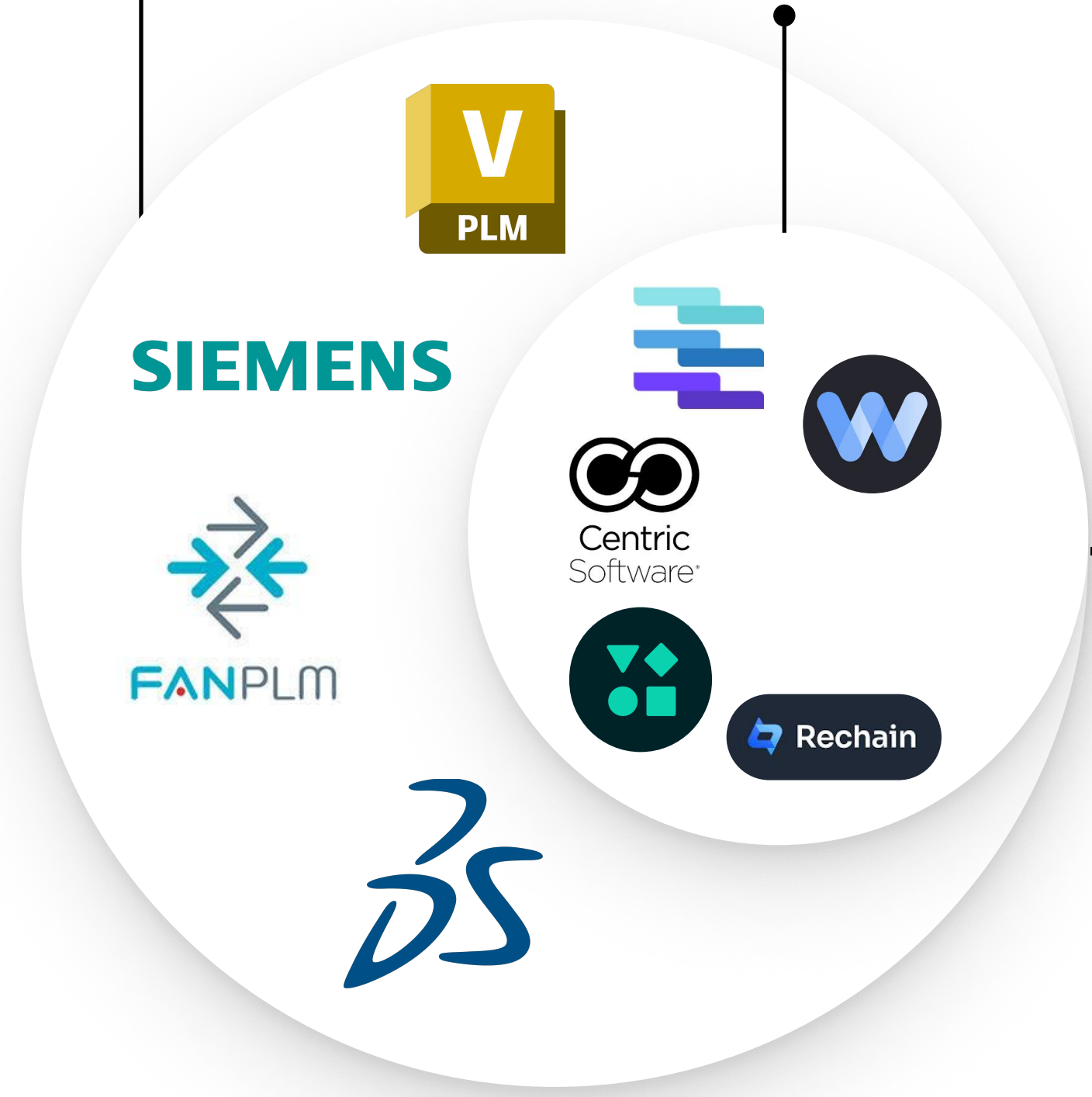
Efficiency and automation

As AI is increasingly leveraged for improved output, but has yet to come to product developers.

competition

1000+
PLMs

~20
Fashion PLMs

Generic Collaboration Tools with Integrations

Generic tools lack data integrations and don't fit smoothly into workflows

Threadline

Unique Features:
Mobile PLM communications
Automated data harvesting from files
Chat organisation by product
Automatic version control
Automated error catching

Generic communications tools are messy and not suited for iterative file sharing

Product Line Management (PLM) platforms

Communication and Feedback

pricing

Curate

PLM platform

Up to 50 active products
Or 500 active articles

No AI error checking or RAG

| Price per user per month | £30 |

Price for 50 additional £10
active products of 500
active articles per user
per month

Grow

Everything in **Curate**

In-built AI error checking for
designers and developers

Self service API integration

Price per user per month £50

Price for 50 additional £8
active products of 500
active articles per user
per month

Enterprise

Everything in **Grow**

Fine tuned RAG (with local
instance)

Continuous integration
support and enterprise SLAs

Indicative averaged
price per user per month   £80

An article is a product in
a specific colour way

market sizing

PLMs are a fast expanding industry, with **agentic AI** set to bring rapid efficiency increases across industries.
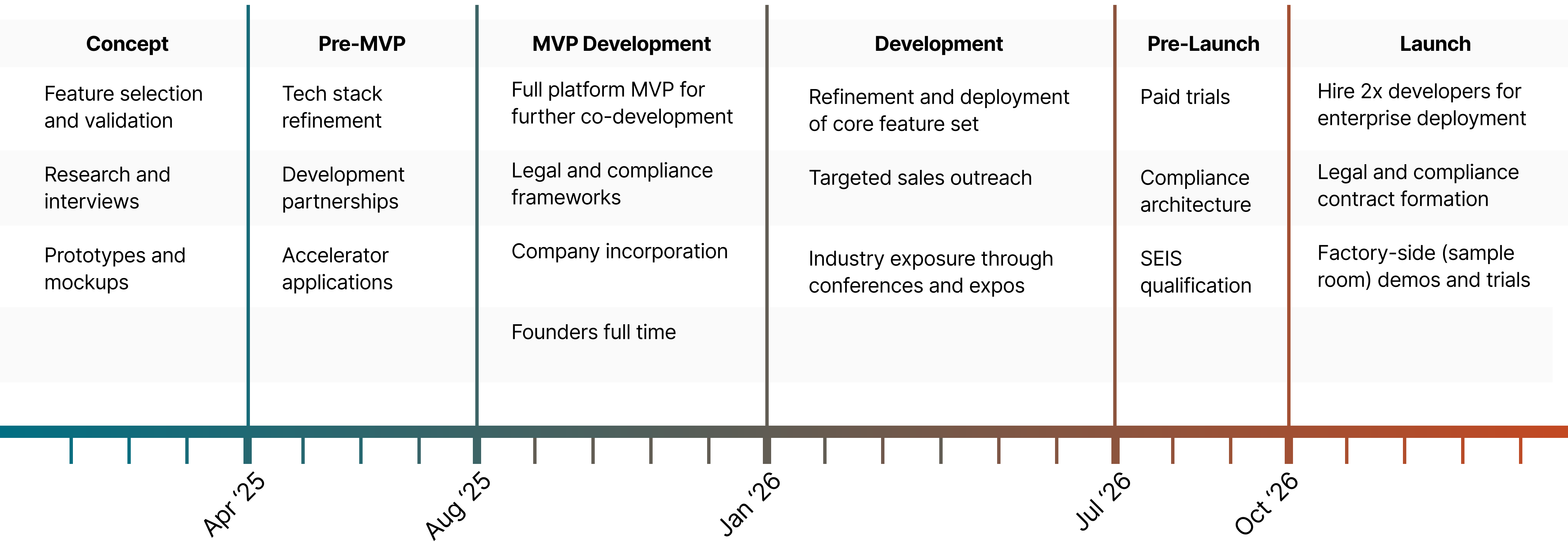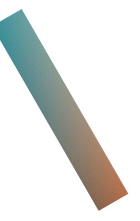
TAM
£28Bn
PLMs, Global

SAM
£2Bn
Fashion PLMs

SOM
£20M+
@ 1%

Fashion PLMs
£5Bn *by* 2035 *at CAGR* 13%

*verifiedmarketresearch.com

roadmap

Concept	Pre-MVP	MVP Development	Development	Pre-Launch	Launch
Feature selection and validation	Tech stack refinement	Full platform MVP for further co-development	Refinement and deployment of core feature set	Paid trials	Hire 2x developers for enterprise deployment
Research and interviews	Development partnerships	Legal and compliance frameworks	Targeted sales outreach	Compliance architecture	Legal and compliance contract formation
Prototypes and mockups	Accelerator applications	Company incorporation	Industry exposure through conferences and expos	SEIS qualification	Factory-side (sample room) demos and trials
		Founders full time			

Apr '25   Aug '25   Jan '26   Jul '26   Oct '26

use of first funds

product development	£150,000
technical and cloud infrastructure	£15,000
pilot and trial operation expenses	£25,000
marketing and branding	£10,000
	£200,000

team

Alice
Product Development
@ Puma

Navyansh
Analyst
@ Rothschild & Co

Fergus
Strategic Designer
@ Airbus

Max
Machine Learning
@ HotelMap

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