



## Digitalization of a fragmented industry

Unveiling a real success story!

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by Gabriele Lorini



## Intersection of Physical and Digital

Many people perceive the physical business environment of brick-and mortar stores, shelves full of products and cash transactions as being very much separate from the digital world of on-line shopping, virtual products, and instant information. And to some extent this is true, both a physical and digital business can exist without many touchpoints between each other. But it's the intersection of the physical and the digital that makes for the most exciting projects and the heart of our mission.

## The Power of Digitalization

Digitalization of a business involves various challenges and changes the way companies and industries operate. It provides a new powerful interface to the customers, adding a new channel to sell products services. But it demands specific knowledge. As almost any of you will agree, most businesses can profit from enriching their existing, physical business by adding a digital layer on top of it. Digitalizing existing businesses opens new efficiencies, new communication channels, and new business opportunities. Ultimately, it can transform the way things are done. But what does that all mean in practice? There is no better way to illustrate these points than with an example project of ours.

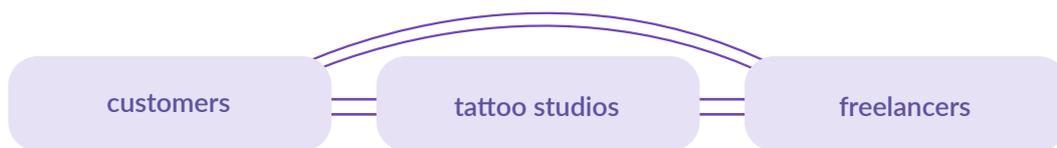
## Digitalization of the Tattoo Industry

The initiator of this project is a visionary and tattoo enthusiast, Fabian Bähler. He approached us to seek our help and expertise to launch a quite fractured and not traditionally very innovative industry into the digital age: tattoo studios and artists. To archive this goal, a vision of a digital product had to be crafted and developed. The product should be built in a way to bring added value for all stakeholders of the industry: Tattoo studios, freelance artists, and as well as their end customers. The solution would need to be tailored very specifically to these target groups and offer unique benefits to each of them. If planned and implemented properly, this approach would then drive the adoption of the product in all the stakeholder groups, reinforcing the growth between each other. We are excited to currently witness the launch of the product and seeing it gain traction in the markets targeted.

In our opinion, there are a few fundamental ingredients necessary for success. One of the most important points is a deep industry knowledge of the founder. What are the drivers of the industry? What transactions are taking place? Which players are present? This is ideally complemented with close ties or a personal network within the industry. In our experience, founders who from an early stage share their vision and seek support within stakeholders and customers have better chances of success than lone product developers. The second important ingredient is a concrete value proposition and dynamic development approach of the added value to be offered to the target user groups. This added value in most cases does not need

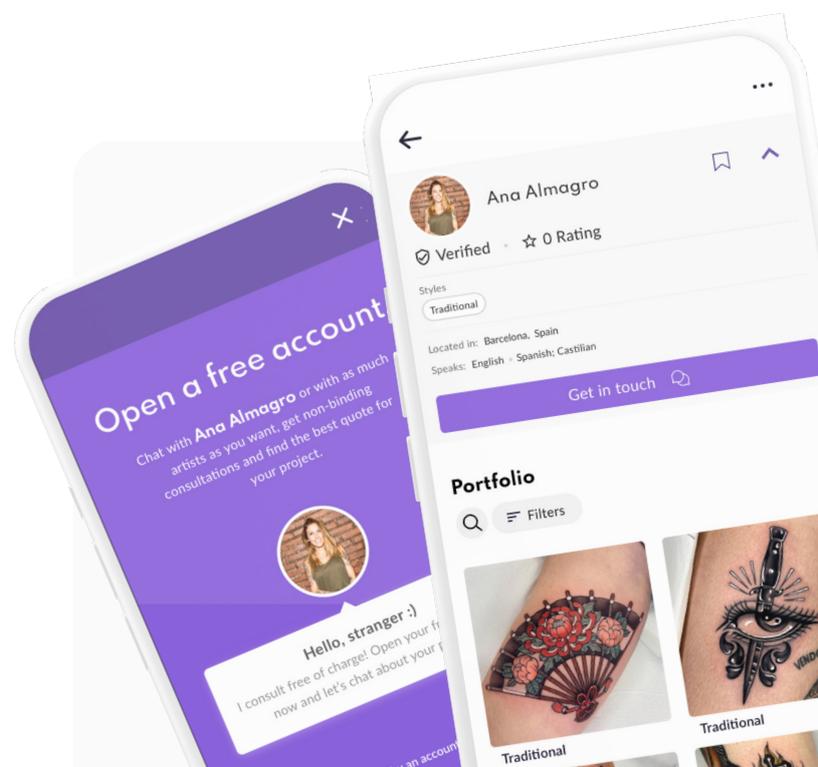
to be significant. If the product has a clear vision and an interesting roadmap, it will make users excited. A dynamic development team launches prototypes and MVPs fast and is in constant dialogue with its future users. And the final component for success is a strong technical team or external partner who can plan and break down the vision into manageable pieces and ultimately bring a vision into reality. It is important that this team or partner shares the goal and can grow and adapt to the product.

This is how the tattoo app “inckd” was born. Inckd is a mobile app and digital platform that connects:



What benefits does it bring for all the user groups involved? For end customers, it offers a digital gallery to browse curated image galleries of different tattoo styles. Users can get inspired and research a style or artist that fits them. Through the app, they can find local tattoo artists whose style truly fits their tastes, either close to home or when travelling abroad. Once they made up their mind, they can use the app to get in touch with artists and studios. The app makes it easy for them to contact studios through an inbuilt messaging or chat function. For studios on the other hand, the app offers a full order management solution. The solution covers all steps from first contact to creating offers, setting dates for tattoo sessions, and sending the final invoice. Additionally, tattoo studios can generate additional income by renting out unused chairs and equipment to freelance artists. Lastly, Freelance artists without their own studio get the benefit of having a proper order management system, direct connection to their potential clients and they can expand their customer base and further their reach. As every of the stakeholders’ profits from the benefits offered, the product grows organically without substantial marketing investment.

For us, inckd is an ideal case study where all the right ingredients come together. It is clearly visible how digitalization benefits all parties involved and has the potential to transform the way things are done. With inckd, the foundations for future success are laid, and are confident to see a bright future.



**Contact us:**

contact@pitsolutions.com  
www.pitsolutions.com