



Customisation Guru

Genometri Pte Ltd

GENOMETRI LOOKS AT HARNESSING THE POSSIBILITIES OF THE INTERNET TO CONNECT CONSUMERS AND COMPANIES TOGETHER

Four years ago, when assistant professor Sivam Krish (seated) was teaching Product Design at the National University of Singapore, he observed the similarities of design amongst products; products seem to have "geometric" genes. Genes + Geometry became Genometri – the name of the spin-off company he founded that same year to develop and exploit new possibilities in creating genetic product families, initially for designing automation and later for mass customisation applications.

Genometri positions itself at the frontier of "the next industrial revolution". It looks at harnessing the possibilities of the internet to connect consumers and companies together through the creative medium of design. It aims to "open up and realise unimagined possibilities" of consumers designing their own products online and companies making it for them.

Bringing down barriers

Early this year Genometri launched Jujups in the footsteps of Threadless and Zazzle, two online companies famous for their customer-designed printed products and accessories. Jujups allows customers to design their own mugs, post the design online and make money when their designs are bought by other customers.

What differentiates this online business is that unlike their competitors, customers are not required to know how to use Photoshop or other design software. The customers just 'drag and drop' design elements to make compositions. This makes them ultra-accessible to consumers.



Mr Krish believes that the downturn in the economy is the time when people will look at customisation.

He says, "What we are selling here is a new value proposition. We always think money is the most important thing. In reality, it is time. Carefully selected gifts and personalised gifts have always meant more to the receiver because of the perceived time invested. It makes the receiver feel special as something special has been chosen or created just for him or her."

"Companies are not yet aware of the next big wave – customisation. Companies are too immersed in what they do, to realise how they can make use of the big changes that are happening. The opportunities that are currently being opened up by mass-customisation are phenomenal."

MR SILVAN KRISH

Revolutionising Design

Jujups is just a mere step towards Mr Krish's dreams of preparing the world for 3D online customisation. Talks are now underway with companies in Europe and America to achieve this vision of "everyone can be a designer". Consumers are already designing their own cars for example, and for now it's limited to the interiors and paintwork and few accessories. But everything can be personalised – jewellery, cars, shoes, jeans – everything. In Mr Krish's words, "Anything that can be personalised will be personalised."

Mr Krish is grateful for the support that given by NUS Enterprise, lauding its pro-activeness in incubating ideas and nurturing them into enterprises. Genometri is one of the innovative startups that has received support from SPRING under the SPRING Startup Enterprise Development Scheme (SPRING SEEDS). Without the support, Mr Krish might have given up and consumers would have had to wait longer for the customisation guru to let them design their own thing

As for now, Genometri is seeking out partners who are able to share their vision of the world of products being transformed by mass-customisation.