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# Scale Up Nation 2023: Regional Case Challenge

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UOB-SMU  
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*The Sample Line: A Journey of Innovation and Sustainable Growth*



In the midst of the Scale Up Nation 2023 Regional Case Challenge, Amanda Koo, the Founder and Director of eClarity, found herself presented with a unique opportunity to collaborate and showcase The Sample Line as a compelling case study for tertiary students from Singapore and the region. As a fellow member of the Entrepreneur Organization (EO), Amanda was excited to

delve into her inspiring entrepreneurial journey with the young minds, exploring the business model's capacity to globalize, innovate, and digitalize.

Looking back at the founding of eClarity in 2005 and BA.SG in 2019, Amanda reflected on the incredibly challenging yet profoundly fulfilling journey that has shaped her into the person she is today, a lady, mother, and daughter. Now, 17 years later, as the world evolves with sustainability concerns, Amanda and her team at eClarity were eager to play their part as a responsible and environmentally-conscious jewellery brand. In response to the changing landscape and after months of careful observations and exploration, eClarity launched "The Sample Line" - Singapore's first jewellery rental subscription membership. This innovative approach not only allowed members to purchase certified lab-grown diamonds at wholesale prices and refabricate heirloom jewellery but also offered the opportunity to rent exquisite jewellery masterpieces for everyday wear or special occasions. For Amanda, it felt like being a start-up all over again, this time in a business world brimming with new platforms, buzzwords, and deep-dives. As part of the case challenge, the Sample Line became the focus of analysis for various student teams, each striving to propose ideas to drive its growth and success.

## ***Team GRIDS***

One of the teams, GRIDS, identified the strengths and weaknesses of the subscription model and emphasized the need to leverage existing opportunities.



Amanda encouraged them to rethink the direction, asking them to prioritize initiatives like "Be A Renter," AI integration, or targeting marriages, and strategize how to effectively reach their target audience.

## *Team KJCI*

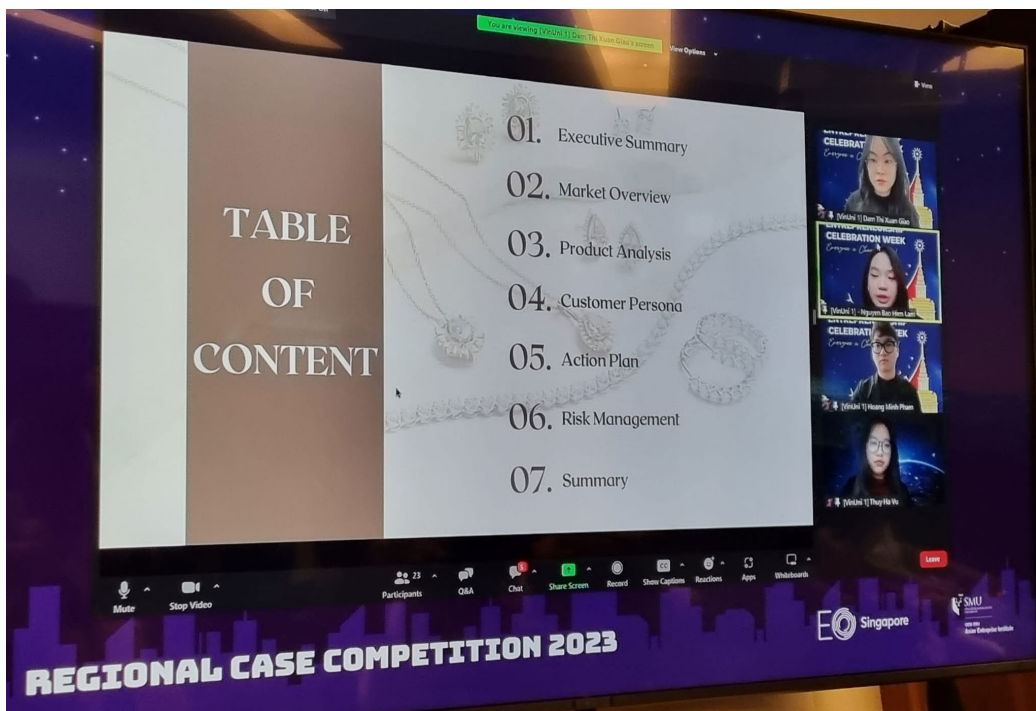


The team KJCI International emphasized the importance of communicating core values and marketing through cost-saving, empowerment, community, and sustainability. Amanda posed thoughtful questions for them to reconsider, such as whether the idea of "Everyday Jewellery" was applicable and whether the market was ready to embrace it. She also challenged them to evaluate the SEO potential and actual demand for "jewellery rental" as a keyword.

## *Team Vin Uni 1*

Finally, Team Vin Uni 1 proposed gamification and virtual try-on to increase engagement. Amanda encouraged them to ensure alignment with The Sample Line's unique positioning and objectives. As the event unfolded, Amanda's passion and expertise served as a guiding light for the participating students, inspiring them to approach the case with creativity, critical thinking, and an unwavering commitment to building a sustainable and innovative future for The Sample Line.





In the end, the Scale Up Nation 2023 Regional Case Challenge not only provided a platform for aspiring entrepreneurs to explore the world of business but also exemplified the power of collaboration and knowledge-sharing among like-minded individuals. The journey of The Sample Line continued to evolve, fuelled by the ideas and dedication of these young minds, all aimed at building a brighter, broader, and deeper future for the brand and the industry as a whole.

