

Coalesce Workstream™

Fixing Broken Product Identity in Global Supply Chains

All global supply chains run on broken product identity. Coalesce will fix that.

Why It Matters

Every company stores product specifications differently. Some use files, some use spreadsheets, some use email chains, and others use ERP fields. When companies collaborate—or even when teams inside the same company work across departments—they constantly recreate the same product definitions from scratch. This fragmented approach creates:

- Version conflicts
- Confusion
- Errors
- Wasted time and resources in rework and mistakes

It can even lead to serious reputational risk when incorrect quotes are sent to customers or errors reach the factory floor.

How Coalesce Solves It

Coalesce creates the first universal identity layer for physical products. Platforms like Palantir are built to map existing messy data. But these platforms do not address the omissions in, and the poor quality of, the underlying data itself. Coalesce takes a different approach: it **generates canonical (single source of truth) identities** directly from the product's design, material, and process attributes. This allows every participant in the supply chain—internal teams or external partners—to reference the exact same product truth, automatically and without manual reconciliation.

Adopting this approach effectively becomes the operating system for any product-driven supply chain. We are starting where the problem is clearest and our expertise is deepest: the paperboard and corrugated packaging industry. Our founder has deep, end-to-end experience in packaging design, specification, quoting, and production processes.

Real-World Impact

Before Coalesce, a typical packaging project might take a team of designers, project coordinators, estimators, and sales reps, 100 hours collectively, to design, specify, and quote the project. With Coalesce, these hours can be cut in half, delivering immediate savings in money and errors, enabling the team to tackle more opportunities it cannot take on currently. The benefits multiply exponentially as more companies across a supply chain adopt the system—creating powerful network effects. Importantly, a single company can realize significant value even before their partners adopt it:

- Product information flows seamlessly across departmental boundaries

- Duplicate data is eliminated
- The Design→Specification→Quotation process is automated
- Canonical product IDs are used to query important product differences

The Opportunity

Coalesce is not just another tool layering fixes on top of old problems. It is a **foundational reinvention** that makes supply chains smarter from the ground up—starting with the single most important element: a **shared, unambiguous identity** for every physical product. We begin narrowly, focusing on packaging industry (a \$1T+ global market), but the architecture is built to expand horizontally across any design-driven industry: electronics, automotive, consumer goods, medical devices, and beyond. Early adopters gain immediate operational and cost advantages. As adoption spreads, network effects drive exponential value creation and defensibility. Investors who recognize this shift—moving from incremental data-layering tools to foundational product-identity infrastructure—have the opportunity to back a transformative platform that eliminates billions in annual waste and fundamentally changes how the world designs, specifies, quotes, sources, and manufactures products.