

HACKTEX VIRTUAL TRAINING MATERIALS

VIRTUAL GUIDE ON ENTREPRENEURSHIP

Learning unit 1

Lesson 2

Introduction to the smart textiles market - Niche markets I

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OVERVIEW OF THE UNIT



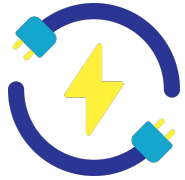
Contents

- Niche Markets & real cases
 - Healthcare
 - Sports and fitness
 - Personal & protective equipment
- Conclusions

NICHE MARKETS & REAL CASES

“a small area of trade within the economy, often involving specialized products”

NICHE MARKETS & REAL CASES



- Personal Protection Equipment (PPE)



SIOEN
Protection
through Innovation



NICHE MARKETS & REAL CASES



- Sports



Image 4: Smart jacket by [Dainese](#)



Image 5: Smart-horse riding prototype by [POLISILK](#)

NICHE MARKETS & REAL CASES



- Healthcare



Image 6: Smart face-mask prototype by [ARPE](#)



Image 7: Smart textile prototype for personal protection by [C.P. ALUART](#)



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CONCLUSION

Conclusions

- PPE niche market represents a wide niche market itself
- Sports and competitions are generation one of the news markets
- Healthcare is a challenging market but still, with a wide range of viable possibilities

Partners:



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creative thinking development



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