

**HACKTEX VIRTUAL TRAINING MATERIALS**

VIRTUAL GUIDE ON ENTREPRENEURSHIP

Learning unit 1

Lesson 3

# Introduction to the smart textiles market - Niche markets II

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# OVERVIEW OF THE UNIT



# Contents

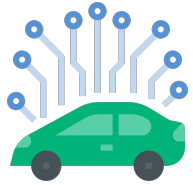
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- Niche Markets & real cases
  - Automotive & transportation
  - Aerospace
  - Home, Agricultural, Architecture & others
- Conclusions

# NICHE MARKETS & REAL CASES

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

# NICHE MARKETS & REAL CASES



- Automotive



Image 8 - Smart textile car seats by [Atria Innovation](#)

# NICHE MARKETS & REAL CASES



- Aerospace



Image 9: Smart textile car seats by [Stylus](#)



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# NICHE MARKETS & REAL CASES



- Home/Agricultural/Architecture/Other

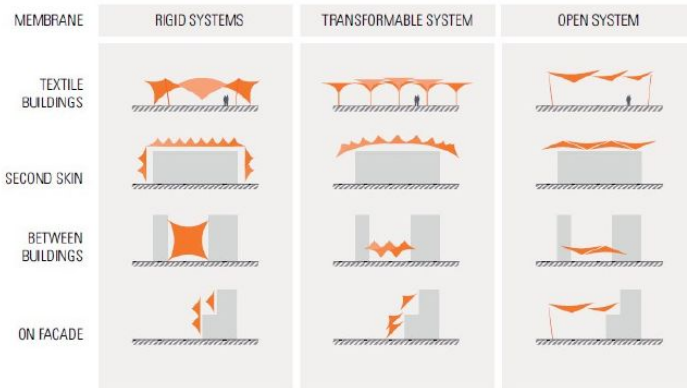


Image 10: Textile possible structures by [MDT-TEX Textile Architecture](#)

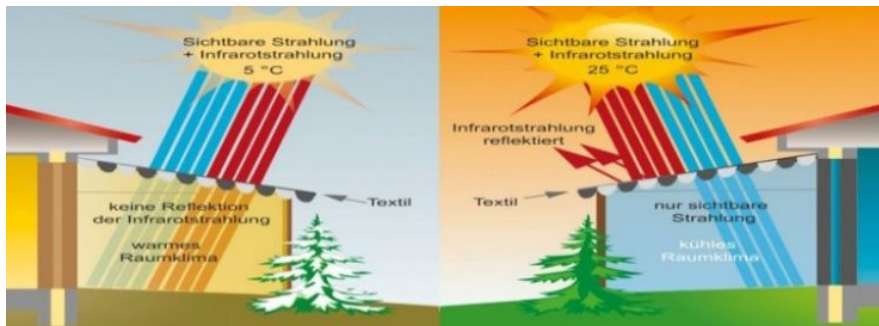
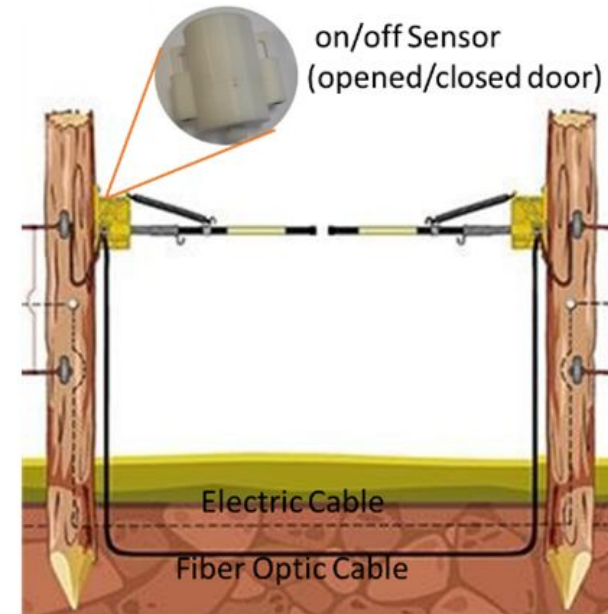


Image 11: Textile solar protection structure by [Next Technology Tecnotessile](#)



Hybrid Electric Shepherd/FO Cable



Image 12: Smart-tape prototype for agriculture applications by [CINPASA](#)



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# CONCLUSION



# Conclusions

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- Automotive and aeronautics' transformation thanks to smart textiles insertion
- Smart textiles niche markets are diverse and wide
- Key facts:
  - Smart textiles ecosystem is complex
  - Wearability and safety are essential for smart textiles wearables
  - Smart textiles are an excellent ally to an industry transformation
  - New markets are or will appear and traditional ones are in a transformation process

Partners:



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