

HACKTEX VIRTUAL TRAINING MATERIALS

VIRTUAL GUIDE ON ENTREPRENEURSHIP

Learning unit 2: From Idea to Opportunities

Lesson 1

Recognise market future developments, opportunities and obstacles

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RECOGNISE MARKET FUTURE DEVELOPMENTS, OPPORTUNITIES AND OBSTACLES

LU 2.1



Contents

- Market analysis
- Latest developments in the advanced textile market
- Considering Intellectual Property Rights Issues

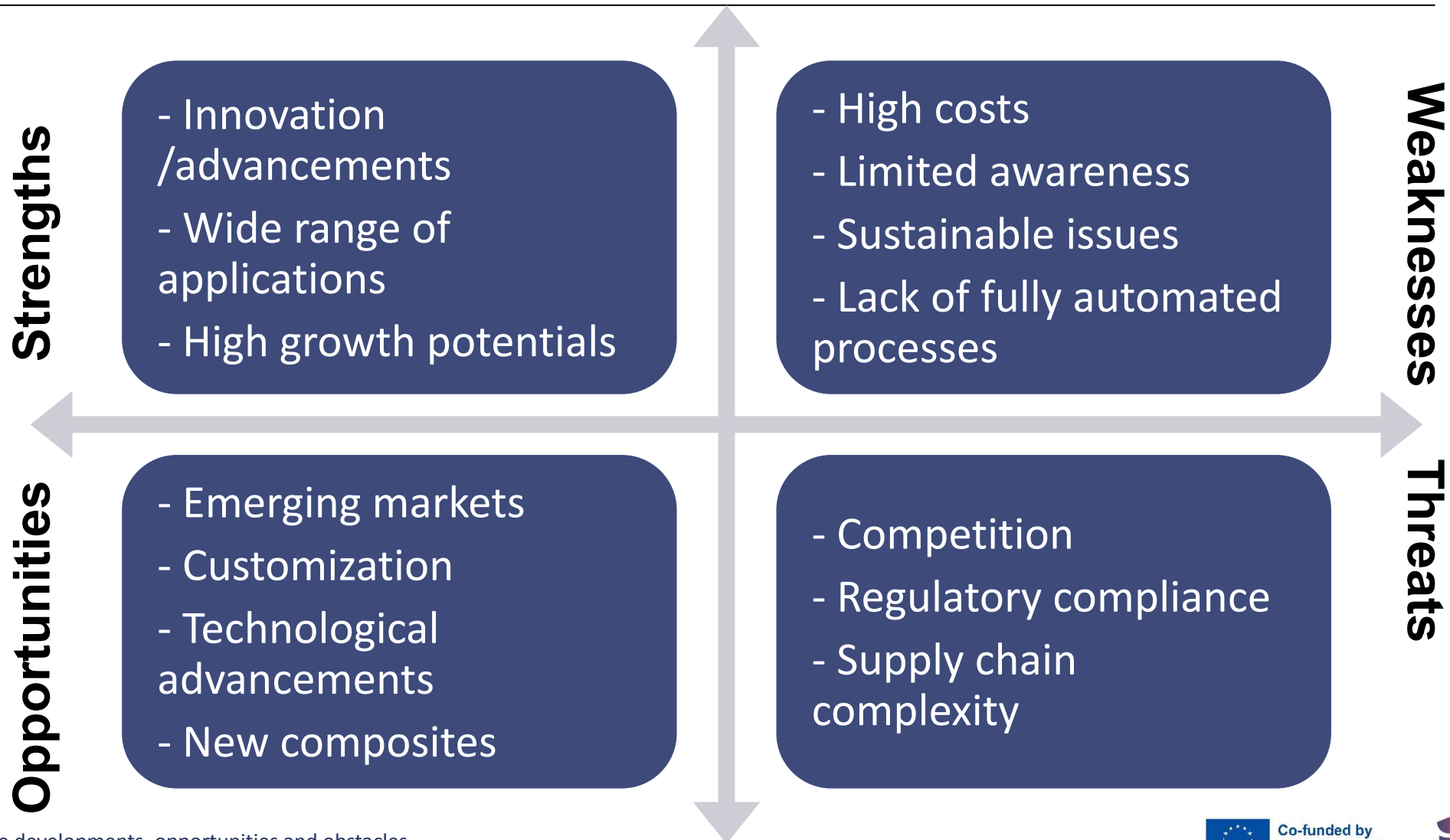
MARKET ANALYSIS

Stay updated with the latest market trends

- Research and analyse the market
- Keep up with emerging technologies
- Focus on sustainability
- Consider changing consumer preferences
- Monitor regulatory changes
- Collaborate with other businesses



Swot Analysis of advanced and smart textiles



LATEST DEVELOPMENTS IN THE ADVANCED TEXTILE MARKET



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Color Changing Clothes Chromorphous

Developer: College of Optics & Photonics at the University of Central Florida

Technology: Metal micro-wires are incorporated in each threads. An electric current flow raise the thread's temperature, making special pigments embedded in the thread changing its colour.

Users can control both when the colour change happens and what pattern will appear on the fabric using an app



Source: www.chromorphous.com

Build-in sensors to collect medical data

Sensoria Fitness

Developer: the company Sensoria

Technology: the Fitness Smart Sports Bra provides with accurate and consistent heart rate monitoring. The sweat wicking technology alleviates discomfort by removing humidity

The Sensoria Fitness mobile app to easily track the fitness activity, monitoring performance / improvements, and giving feedback about movements / medical information

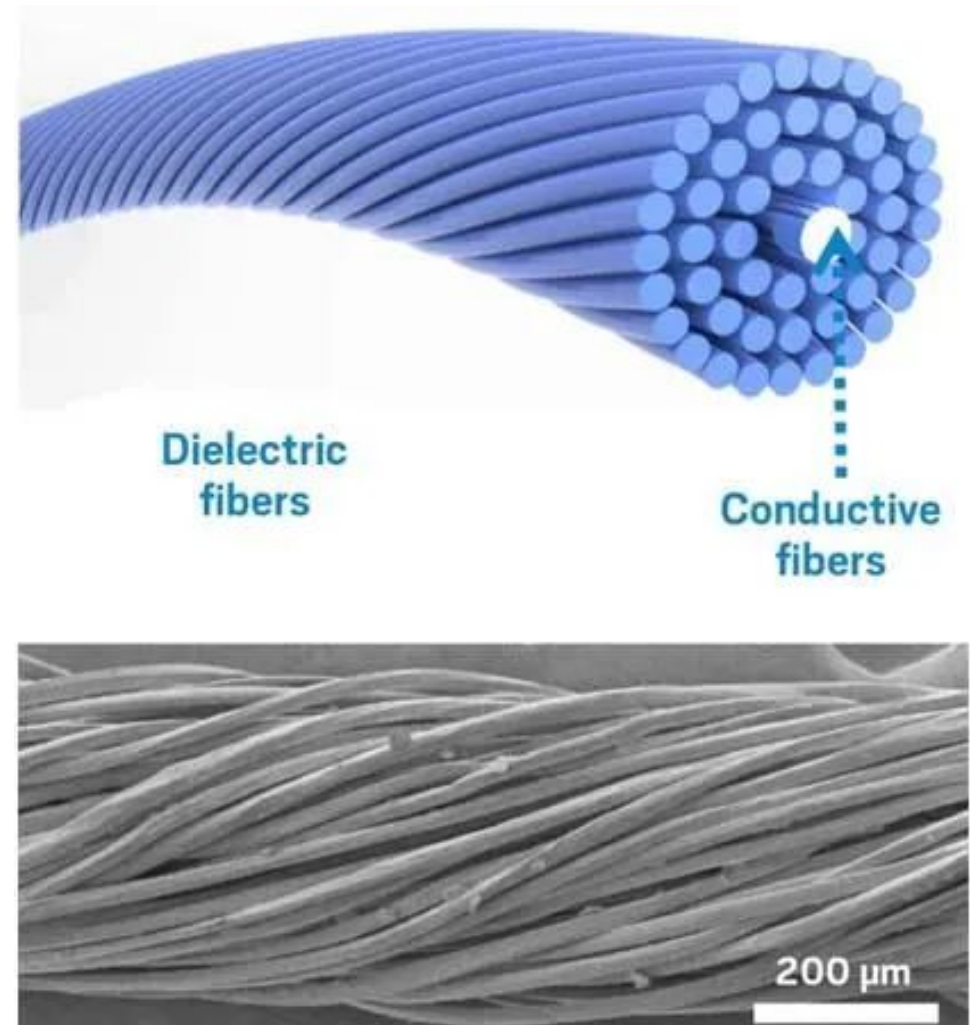


Source: www.sensoriafitness.com.

Fabrics that harvest energy

Developer: Georgia Tech researchers

Technology: taking advantage of static electricity that builds up between two different materials thanks to friction, the fabric can harvest enough energy from the motion of waving arms, to power a sensor that could enable a phone one day charge

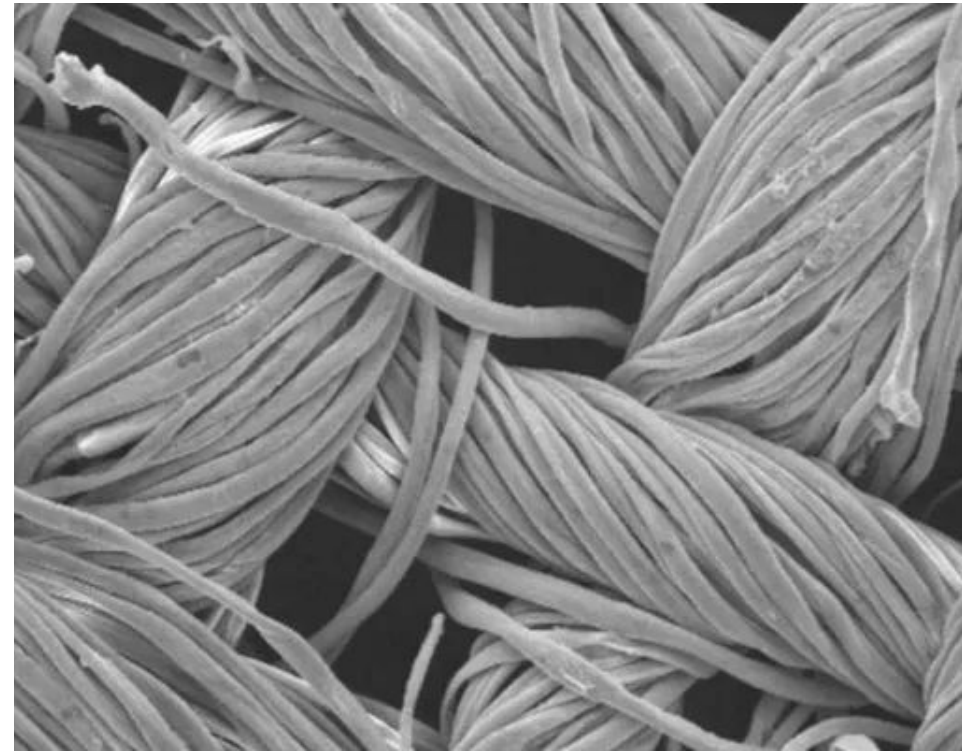


Source: www.fibre2fashion.com

Self cleaning clothes

Developer: RMIT University of Melbourne

Technology: cotton thread was used to grow three-dimensional copper and silver nanostructures, which were then woven into a piece of fabric. When the fabric was exposed to light, the nanostructures absorbed the energy, which excited the electronics in the metal atoms. This made grime on the outer layer of the texture separate, cleaning itself in close to six minutes



Source:
www.technicaltextile.net/articles/self-cleaning-textile-an-overview-2646

Integration of photovoltaic functions - Radius

Developer: Pauline van Dongen

Technology: The circular Radius travel bag features small solar cells, energy is then fed through a charging wire that allow users to charge mobile devices while they are on the go



Source: www.paulinevandongen.nl/portfolio/radius/

CONSIDER INTELLECTUAL PROPERTY RIGHTS ISSUES

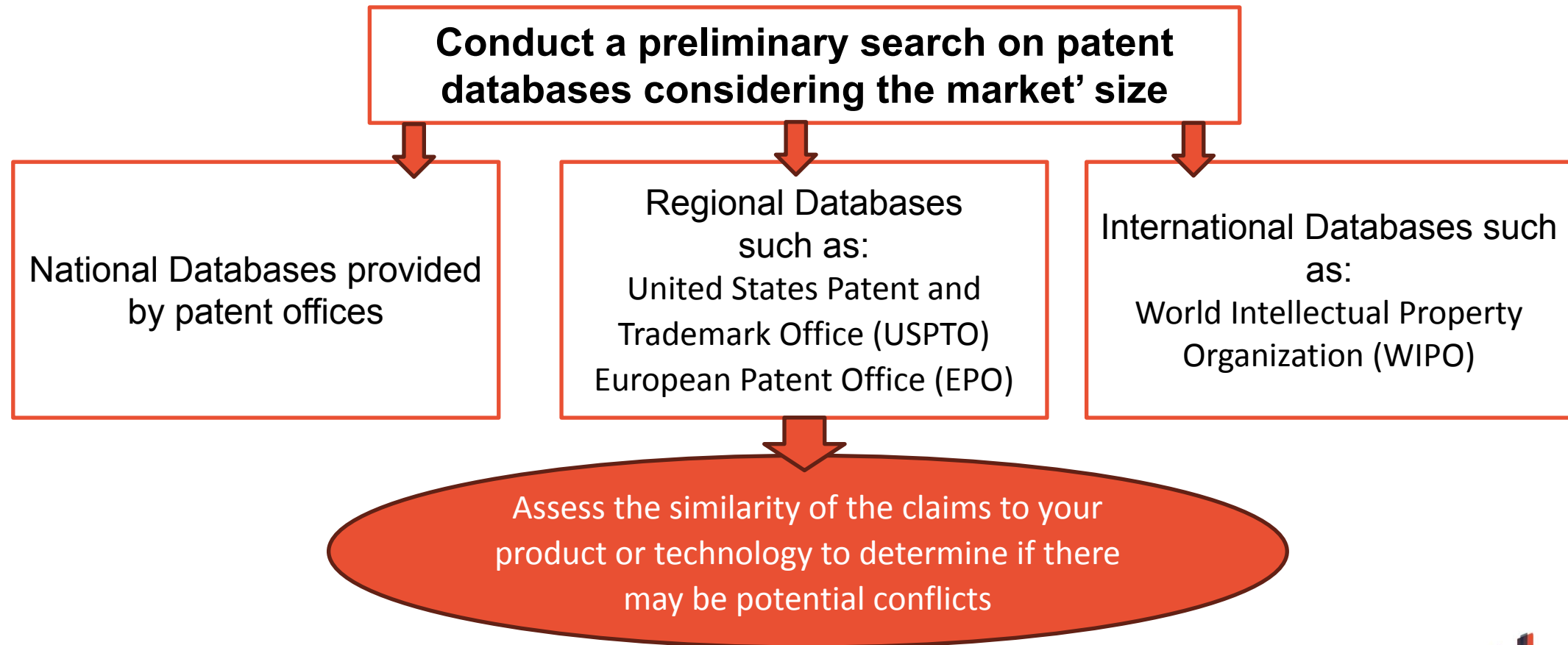


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Looking for existing patents

When developing a new product, it would be important to check if the product or technology is already protected by patents.



IPR protection

The development of advanced and smart textile products often involves collaborations between multiple parties, such as researchers, manufacturers, and technology providers.

IPR	Target	Requirements for registration	How to obtain the protection
Patent	Product, method	New, differs fundamentally from the others and industrially applicable	Granted
Utility model	Product	New, differs clearly from the others and industrially applicable; but does not necessarily meet patent requirements	By registration
Registered design	Appearance of concrete object made industrially or by hand	Design differs essentially from others	By registration
Trademark	Symbol of product or service: character, work, number, pattern, signal, sound, etc.	Identifying, clearly distinctive, not contrary to good practice	By registration or establishing
Copyright	Literary or artistic work	Independent and original	Automatically

Source: Seliina Päälylsaho, Jari Kuusisto, Intellectual property protection in service sector (2008) – Researchgate

Summary

- It is important to stay updated with the latest market trends
- A swot analysis can help you to view things in different perspectives orienting your decisions
- By studying the latest market trends and developments you can get inspiration or spot new opportunities
- Intellectual property rights implications need to be taken into account from the first steps of a new product / idea development

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