

DeFINE

DEVELOPING A FASHION-TECH
INNOVATION NETWORK FOR EUROPE

INDUCTION MEETING – OCT. 2 2019

DeFINE Consortium Partners

ual london college
of fashion

mediadeals 

 **POLITECNICO**
MILANO 1863

 **ceei**
BURGOS

institut
FRANÇAIS
de la
MODE

EURATEX


 **CYRIC**

 **ebn**
innovation network

Fondazione
Politecnico
di Milano 

BORÅS
INK



Co-funded by the COSME programme
of the European Union
under GA n.806912

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Induction Meeting

INTRODUCTION

The **induction process** is designed to help **Lead Supervisors, Mentors, and Mentees** in getting **prepared** to perform the **DeFINE Mentoring Programme**.

This meeting is meant to provide information, clarify purposes and raise awareness.

AGENDA

- **DeFINE project overview**
- **Mentoring Programme Overview**
 - Introduction
 - Goals and expectations
 - Actors and roles
 - Benefits and common pitfalls
 - Core support areas:
 - technical support
 - business management support
 - investment readiness support
 - **Visibility opportunities**
- **Calendar of activities and tools**
- **Introducing participants**
 - Lead Supervisors
 - Mentees
- **Administrative documents and requests**



DeFINE PROJECT

Overview

Introduction

DeFINE PROJECT

DeFINE - Developing a Fashion-tech Innovation Network for Europe aims to support the fusion of **cutting-edge technologies** and **innovation** into the **European Fashion and Design Industries**, building up a **network** of incubators & accelerators, start-ups & smes, and financiers to form a **fashion-technology community** to promote knowledge sharing, new ideas and collaboration.



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ual: london college
of fashion



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FRANÇAIS
de la
MODE



Fondazione
Politecnico
di Milano

BORÁS
iNK



JULY
2018

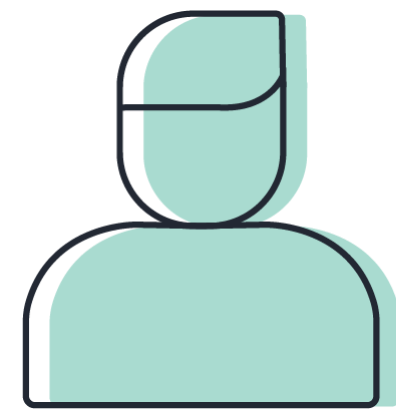


JUNE
2021

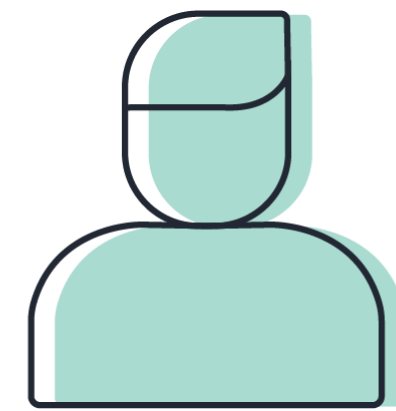
DeFINE
www.define-network.eu



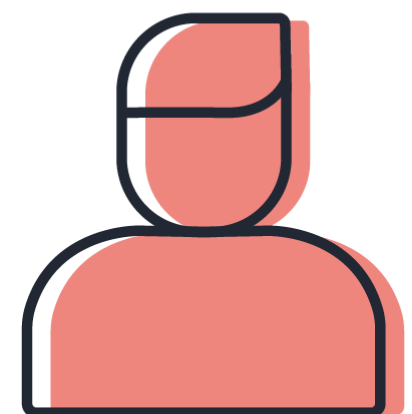
FASHION-TECH COMMUNITY



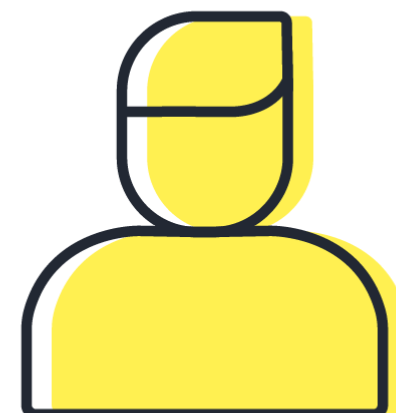
INCUBATORs



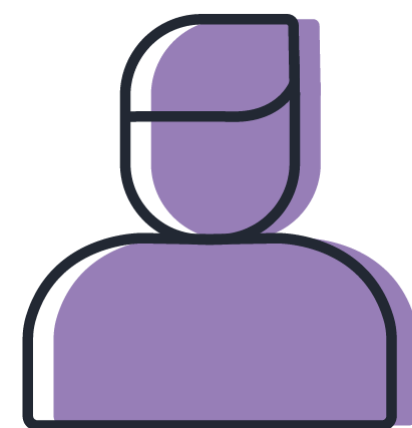
ACCELERATORs



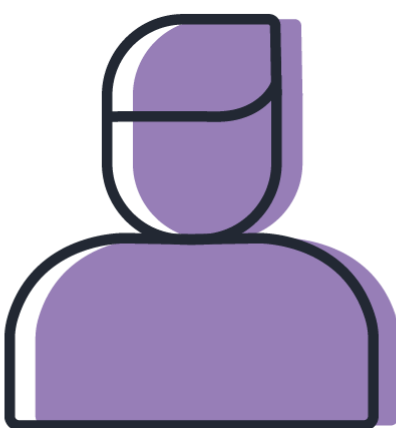
START-UPs



SMEs



FINANCIERs



INVESTORs

THE CONSORTIUM

FASHION AND DESIGN INSTITUTIONS

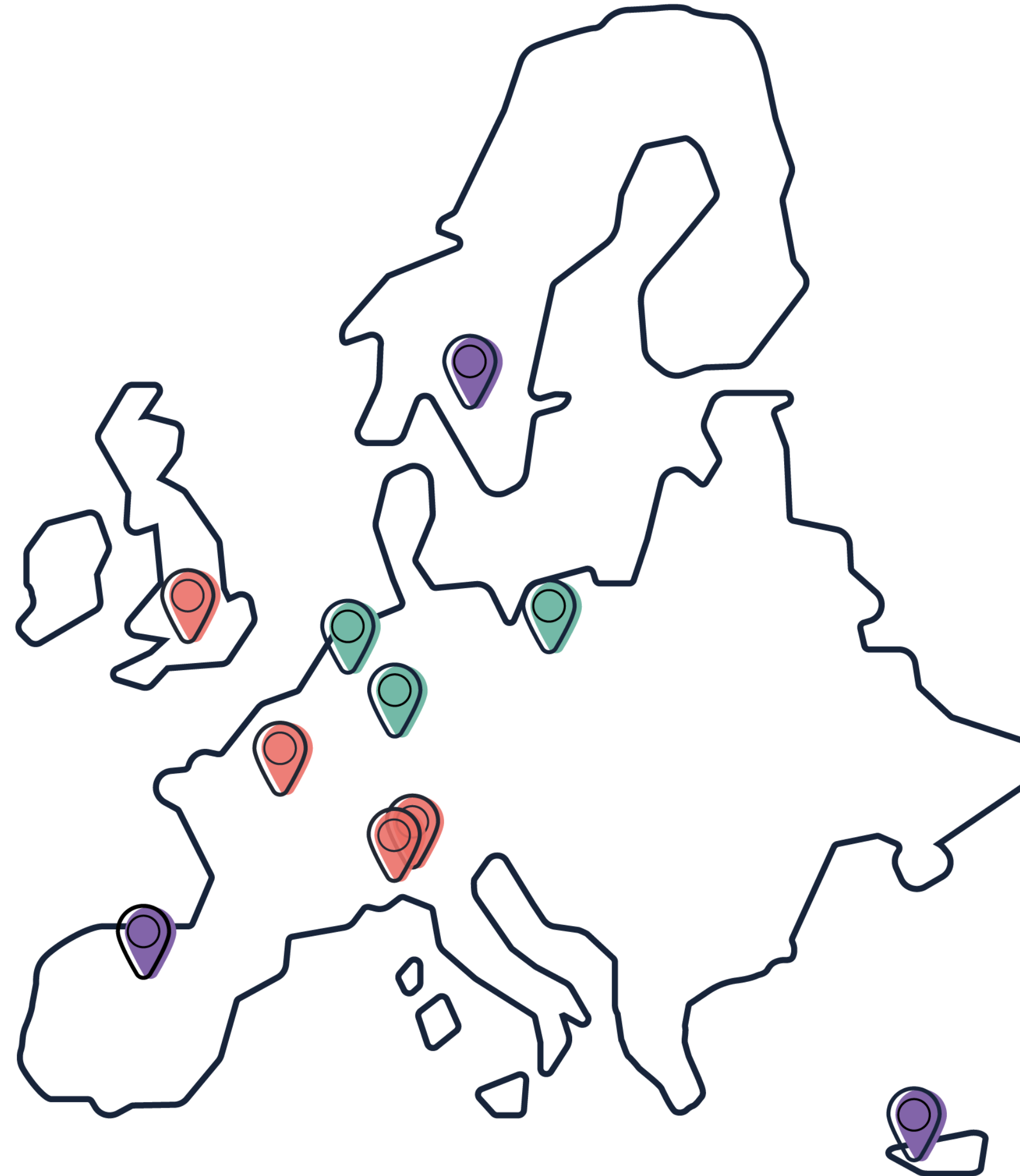
- POLIMI** | *Politecnico di Milano, IT*
- FPM** | *Fondazione Politecnico di Milano, IT*
- IFM** | *Institut Français de la Mode, FR*
- UAL-LCF** | *London College of Fashion, UK*

BUSINESS SUPPORT ORGANISATIONS

- INK** | *Inkubatorn I Boras AB, SE*
- CEEIB** | *CEEI Burgos, ES*
- CYRIC** | *Cyprus Research & Innovation Center Ltd, CY*

SPECIALIST NETWORKS

- EURATEX** | *European Textile, BE*
- EBN** | *European Business and Innovation Centres Network, BE*
- MEDIA DEALS** | *Media Deals, DE*



GOALS

1

NETWORKING
events

TRAINING
activities

MENTORING
support

KNOWLEDGE
sharing

GOALS

1 [NETWORKING *events*] [TRAINING *activities*] [MENTORING *support*] [KNOWLEDGE *sharing*]

2 [8 MONTHS *mentoring support*] [25 SELECTED *start-ups/SMEs*] [*Develop* NEW PRODUCTS, PROCESSES MARKET APPROACHES]

GOALS

1 [NETWORKING *events*] [TRAINING *activities*] [MENTORING *support*] [KNOWLEDGE *sharing*]

2 [8 MONTHS *mentoring support*] [25 SELECTED *start-ups/SMEs*] [*Develop*
NEW PRODUCTS, PROCESSES
MARKET APPROACHES]

3 [ONLINE *platform*] [UPDATED *good practices*] [*to deliver*
FASHION-INNOVATION
SUPPORT IN EUROPE]

ONLINE PLATFORM

www.define-network.eu



*BSOs
map*



forum



*community
directory*



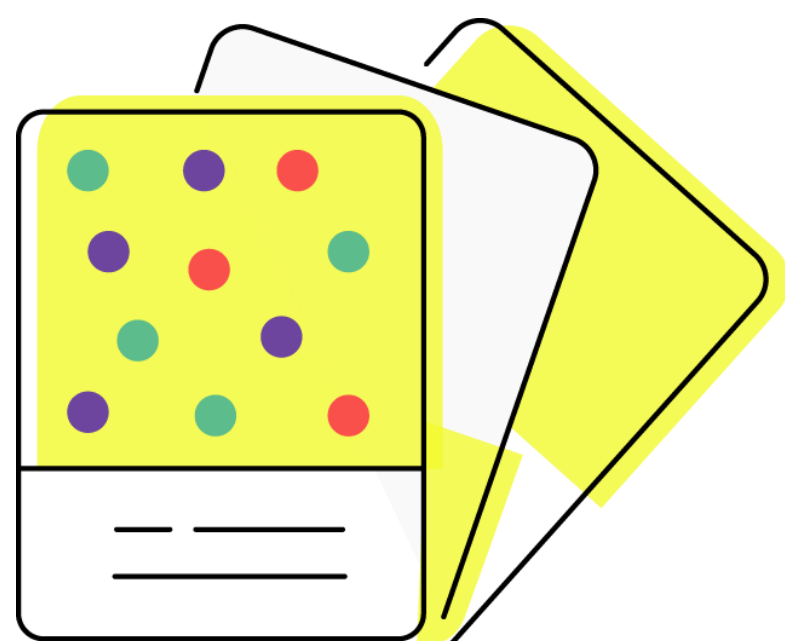
*fashion-tech
events*



*news
and initiatives*

EVENTS FOR START-UPS & SMES

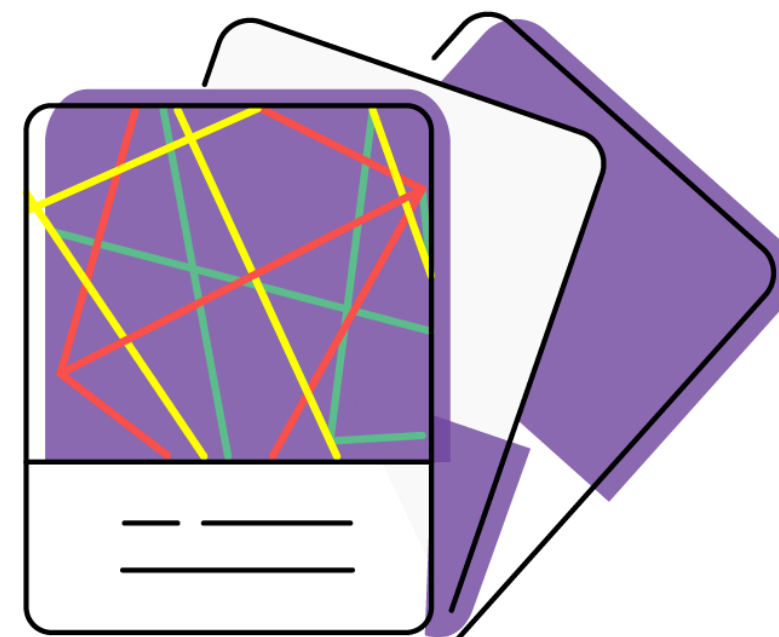
www.define-network.eu



fashion-tech
INFO DAYS



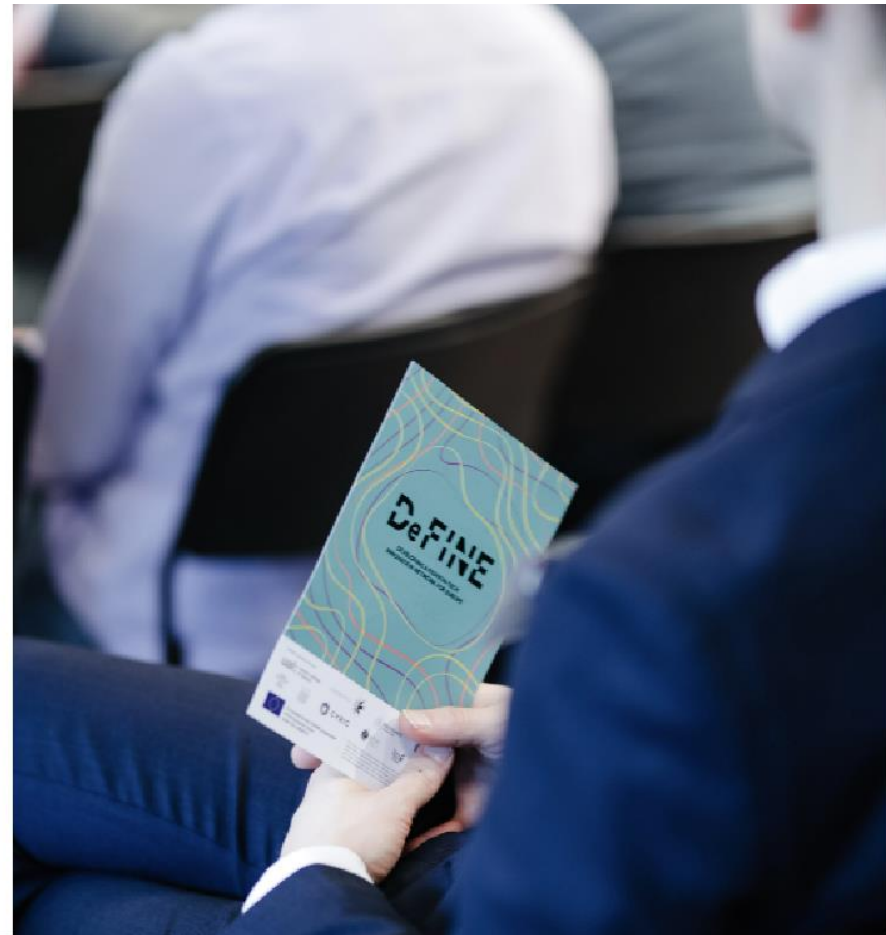
fashion-tech
**INVESTMENT
READINESS
WORKSHOPS**



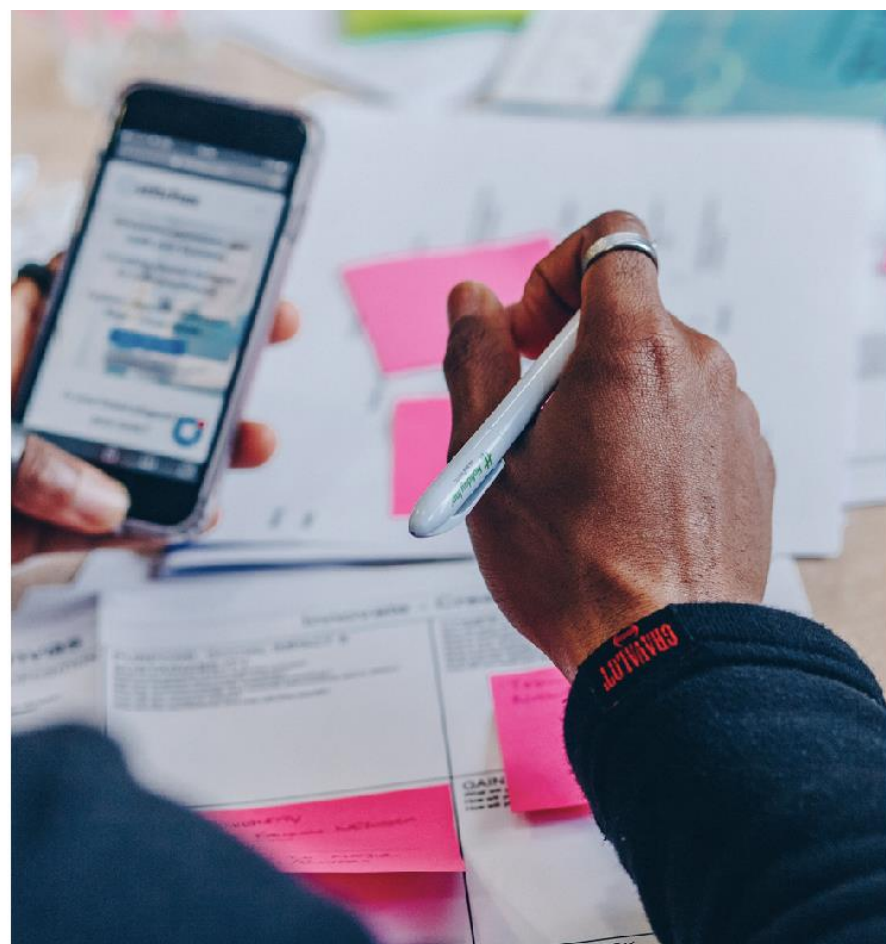
fashion-tech
BOOTCAMPS

DeFINE Project

EVENTS FOR START-UPS & SMES



A group of people are networking in a modern, brightly lit space. A woman in a white blazer is talking to a man in a dark shirt. There are tables with drinks and a small plant on a table.

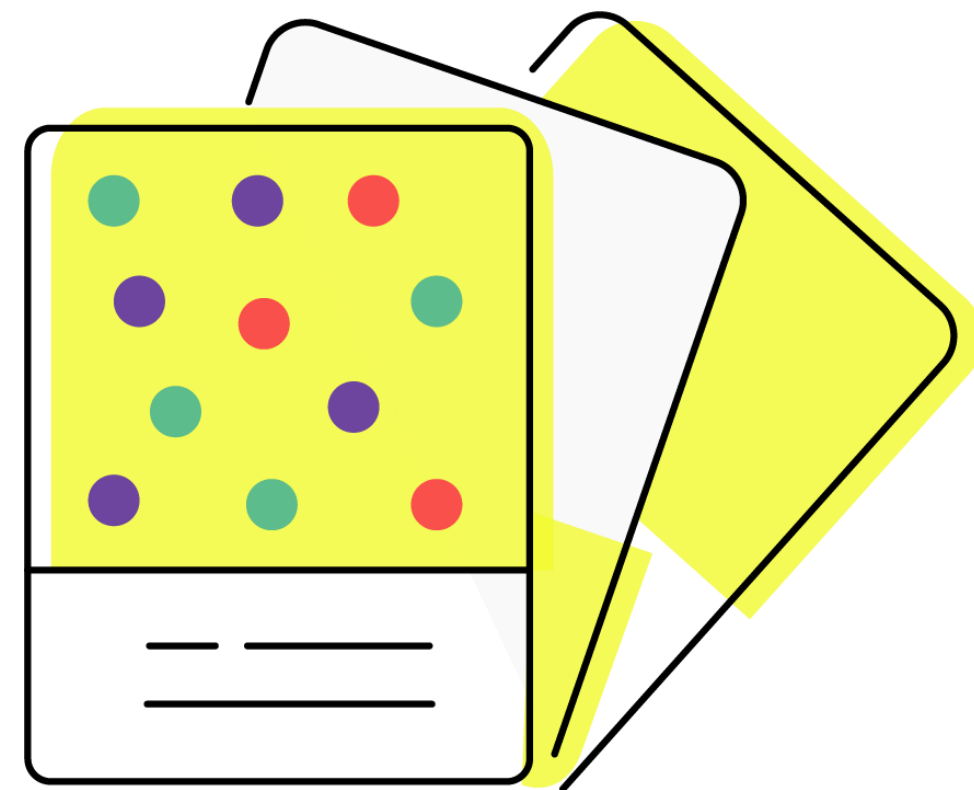


DeFINE
www.define-network.eu



EVENTS: INFO DAYS

2 days



fashion-tech
INFO DAY

insights

THE FASHION-TECH INDUSTRY

*opportunities
challenges
trends*

INCUBATORs

FINANCIERs

ACCELERATORs

INVESTORs

SMEs

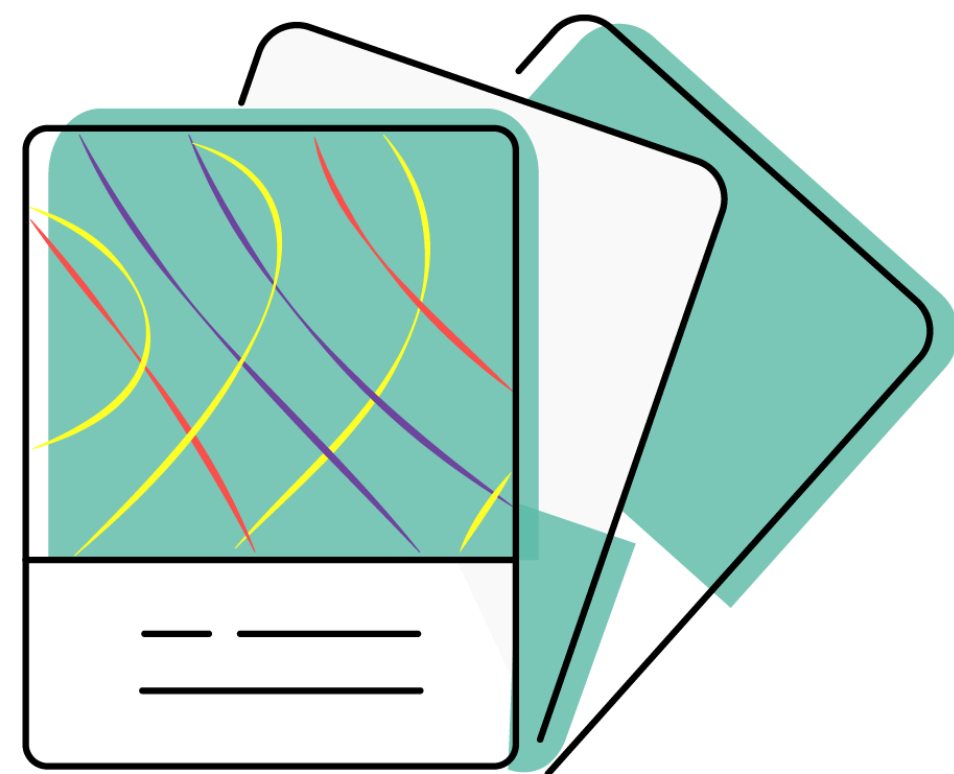
STUDENTS

START-UPs

POLICY MAKERS

EVENTS: INVESTMENT READINESS WORKSHOP

4 hours



fashion-tech
**INVESTMENT READINESS
WORKSHOP**

prepare

**YOUR BUSINESS
FOR INVESTMENT**

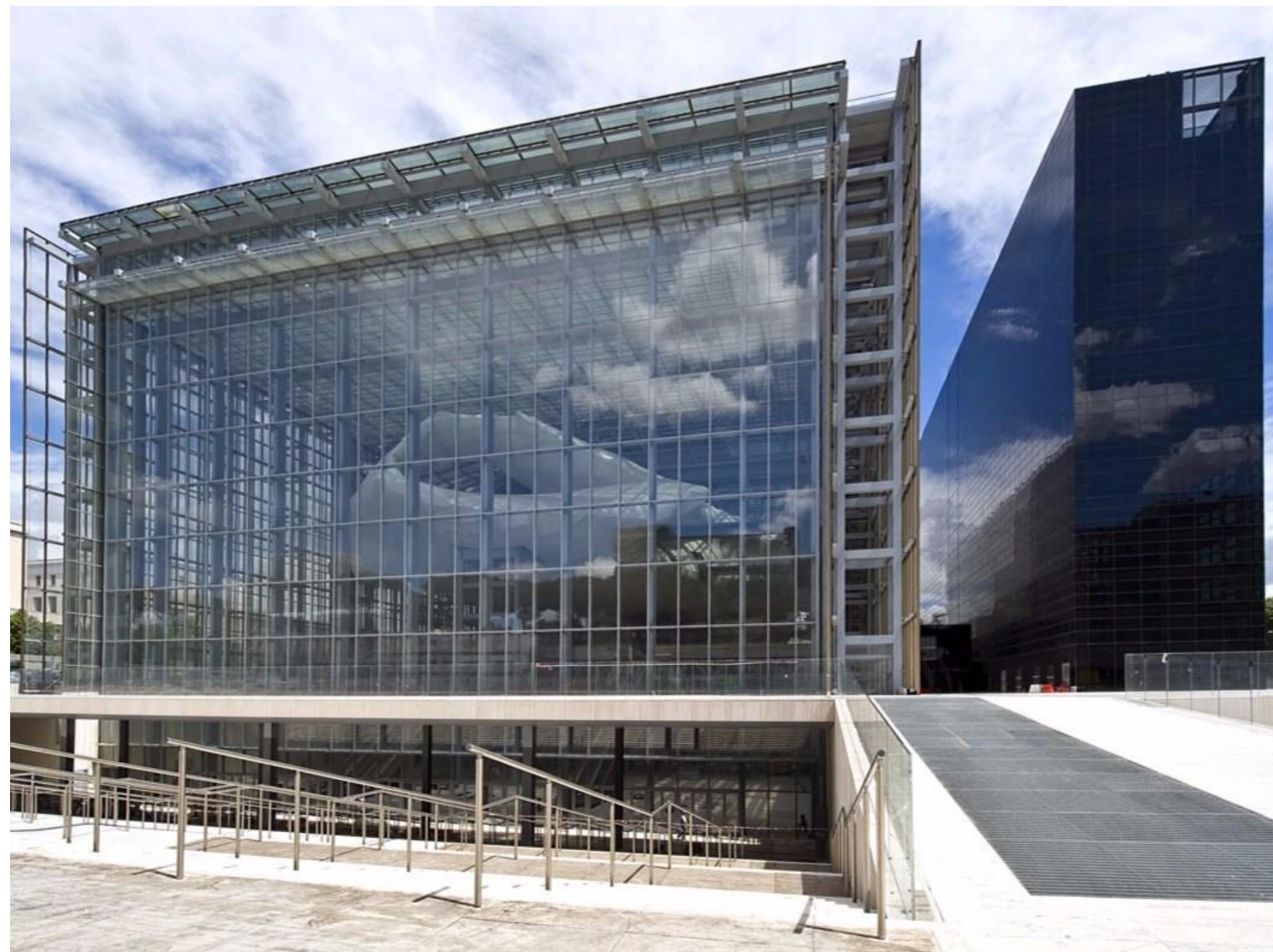
*investors' mind
types of investments
how to: investor pitch
networking*

30

SELECTED
SMEs

SELECTED
START-UPS

EVENTS: INVESTMENT READINESS WORKSHOP



Date:
23 Oct. 2019
2 pm – 6 pm

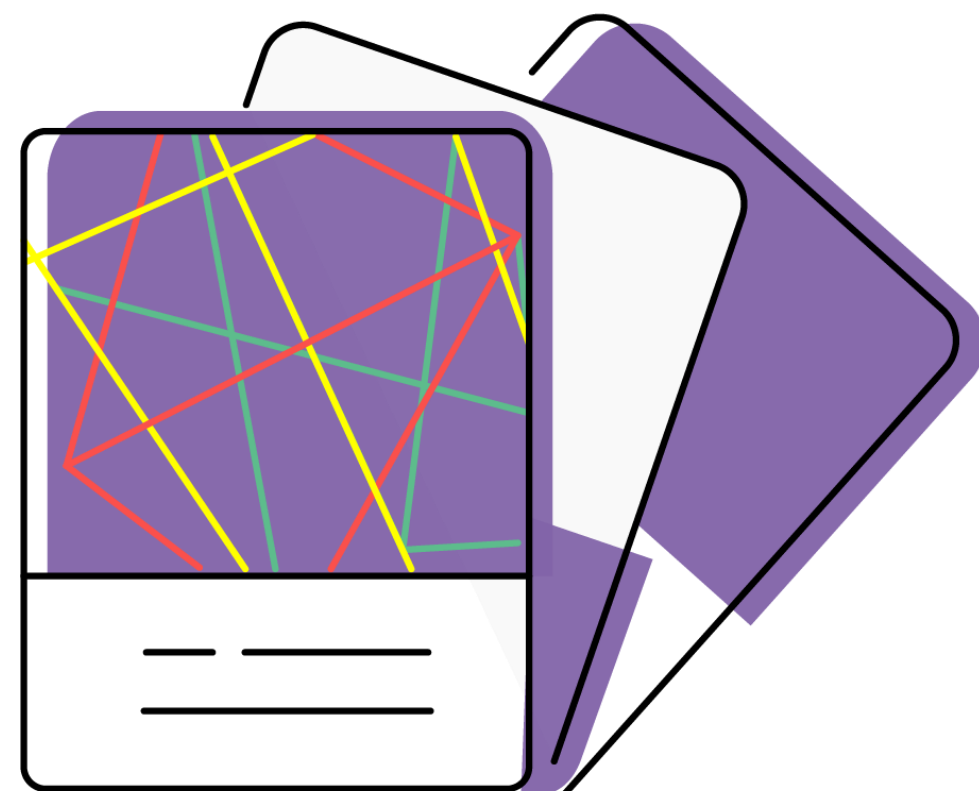


Location:
Hosted @EBN Congress
La Nuvola, Rome (IT)
Viale Asia, 40

This workshop is dedicated to early stage investment to encourage creative innovation in the fashion-tech and sustainable tourism sector

EVENTS: BOOTCAMPS

2 days



fashion-tech
BOOTCAMP

progress


YOUR FASHION-TECH BUSINESS IDEA

idea development
investment readiness
Intellectual Property
business planning

30

SELECTED
SMEs

SELECTED
START-UPS

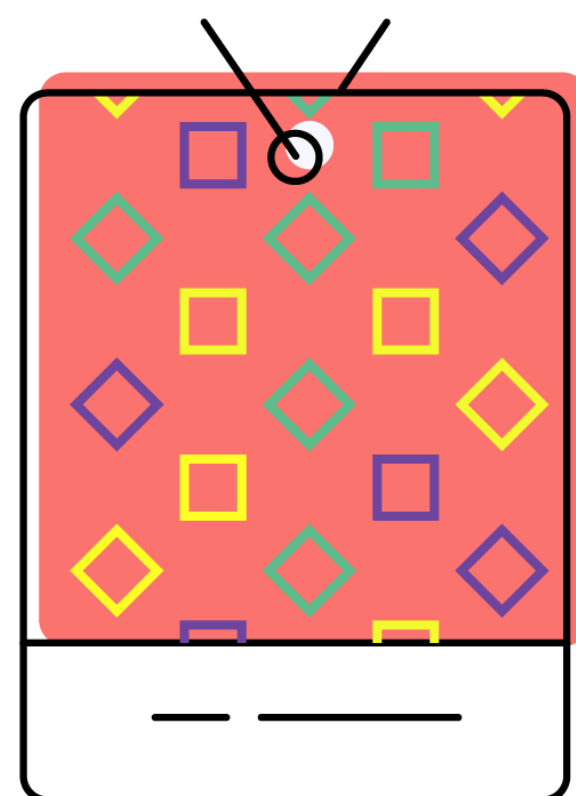
The background features a repeating pattern of squares and diamonds on a solid red background. The shapes are arranged in a grid-like fashion, with squares and diamonds alternating in a checkerboard pattern. The colors of the shapes are teal, yellow, and blue. The text is centered in the middle of the image.

MENTORING PROGRAMME

Overview

INTRODUCTION

8 months



**MENTORING
PROGRAMME**

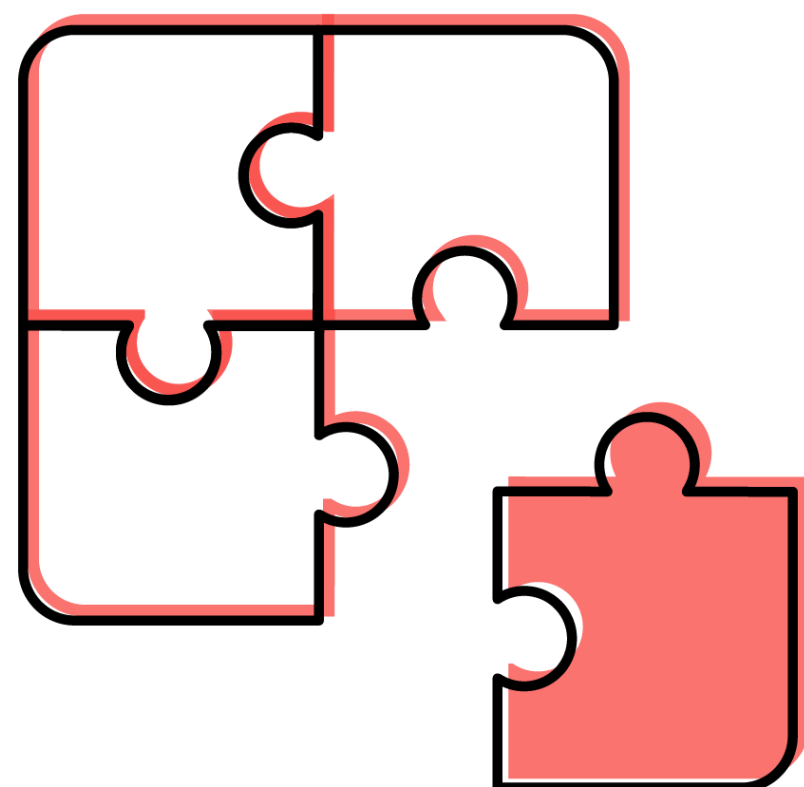
innovation tracks
PROCESS (RETAIL / PLM)
PRODUCT DESIGN
TEXTILE DESIGN

25

START-UPS

SMEs

80 HOURS MENTORING SUPPORT



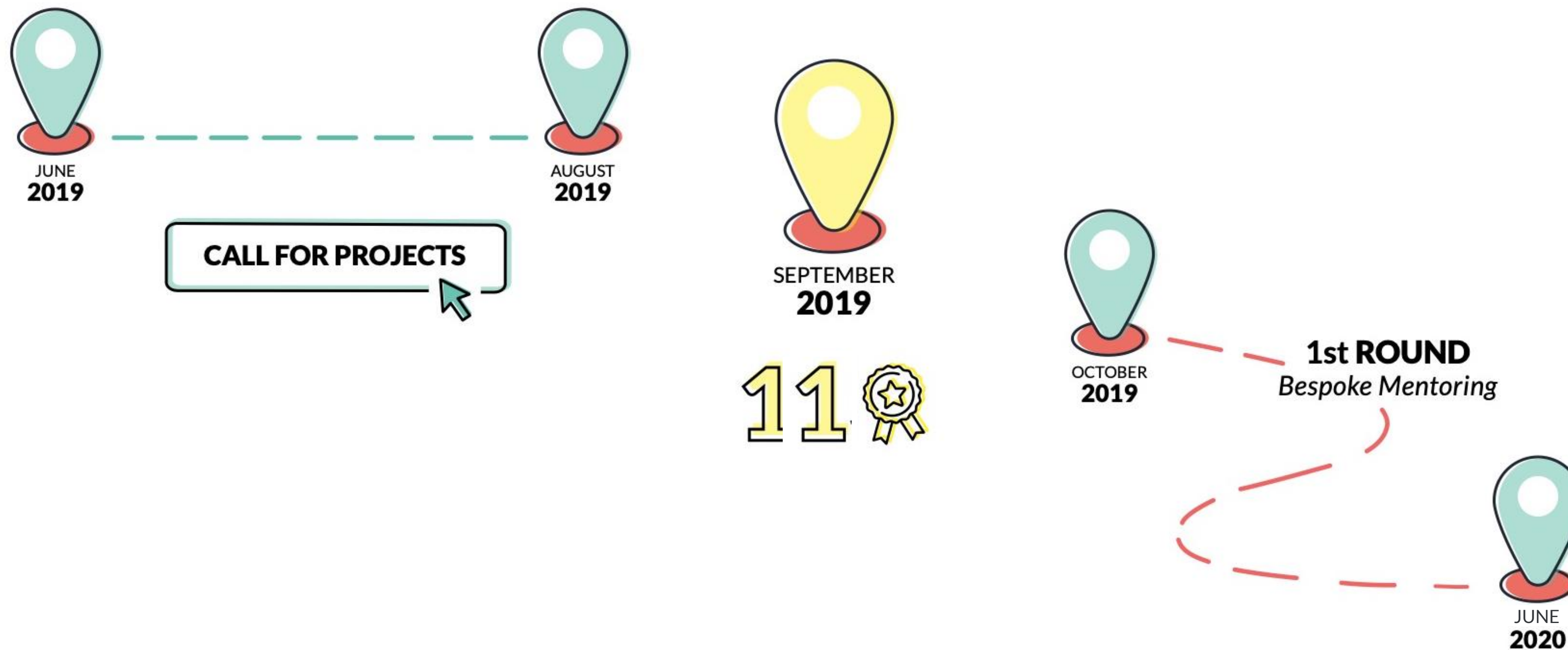
80 h

What is included in 8 months of mentoring?

- 24 h** of support from lead supervisor
- 40 h** of technical mentoring
- 8 h** investment readiness support
- 8 h** of business management support
- access** to physical spaces, labs, and tools

To generate new concepts and prototypes of new products/services, processes, and/or market approaches.

SELECTION PROCESS



GOALS AND EXPECTATIONS

WHAT IS

- Professional guidance and commitment throughout the process
- Growth and learning opportunity
- Visibility opportunities
- Access to fashion and fashion-tech networks
- Development of bespoke investment strategy

GOALS AND EXPECTATIONS

WHAT IS NOT

- Professional and just in time consultancy
- Call centre for problem solving, coaching, consultancy, therapy
- Promise of fundraising

ACTORS AND ROLES

LEAD SUPERVISOR

Will support in

- ✓ Doing an initial assessment of the start-ups' needs (first meeting)
- ✓ Establishing performance expectations
- ✓ Conducting 1:1 updates to track the Mentees progress throughout and ensure additional support, if sought as required

MENTORS

Will support in

- ✓ Ensuring the mentoring is focused on the activities the Mentee needs to develop in order to achieve the agreed goals.
- ✓ Utilizing her/his own experience, skills, and knowledge to help the Mentee see different perspectives and grow.
- ✓ Boosting innovation through knowledge transfer and cross-sectoral collaboration, supporting development of proofs of concept and prototypes of new products and services.

MENTEES

Will commit to the mentoring by

- ✓ Assuming responsibility that mentoring programme progresses and acquiring and improving new skills and knowledge.
- ✓ Dedicating time to the programme, agreeing on a robust action plan, and actively pursuing the development goals and activities agreed with the Mentors.

MENTEES' BENEFITS

- Enhance your professional knowledge and skill base
- Expand your network of contacts
- Achieve professional development objective(s)
- Develop a prototype or proof of concept of your innovative business idea
- Implement “**planning**” skills - get a sharper focus on what’s needed to grow your fashion-tech business idea
- Implement “**communication**” skills – improve the ability to express your business idea in terms of contents and highlights, adapting your communication style to your audience.

MENTORS' BENEFITS

- Make a significant contribution to a mentee to improve, learn and grow the fashion-tech business idea.
- Implement your mentoring skills.
- Learn from the mentee.
- Review your accomplishments and challenges, as a reminder of lessons learned.
- Implement your teaching skills – helping someone clarify their goals.
- Implement your skill as a guide – helping someone find their strengths and weaknesses

COMMON MENTORING PITFALLS

- **Being unclear on role**

It is important to understand **mentoring is knowledge transfer**. A mentor is not expected to be a coach, a consultant, a therapist or a professional problem-solver. A mentor is expected to offer professional guidance and perspective.

- **Unrealistic expectations**

It is important to avoid having unrealistic expectations for the relationship and focusing on too much, too soon. It's better to be realistic about what the relationship can accomplish in the mentoring programme.

Don't expect your Mentor to provide you with all the answers. Good Mentors ask the right questions to help their Mentee's uncover solutions and approaches that work for them.

- **Does not keep commitments/meeting times**

Continually cancelling or rescheduling meeting times sends the unintended message to the other party that the mentoring relationship is not a priority. **Be sure to treat this relationship as a priority.** In the rare event where a reschedule is necessary, be sure to communicate to the other party as soon as possible and find an acceptable time to rearrange.

CORE SUPPORT AREAS

To encourage the development of proofs of concept and prototypes of new products and services, the Mentees will receive expert support in the following areas:

Supervision and guidance on the innovation process

Technical Aspects

Business Management

Investment Readiness

LEAD SUPERVISOR SUPPORT



24 hours of mentorship during the 8 months programme

We suggest 8 meetings of 3 hours for each month of the programme.



Initial assessment of the Mentee needs, definition of SMART goals and establishment of performance expectations

During the 1st Meeting



Progress tracking and additional support, if sought as required

From the 2nd meeting on.

TECHNICAL SUPPORT



40 hours of mentorship during the 8 months programme

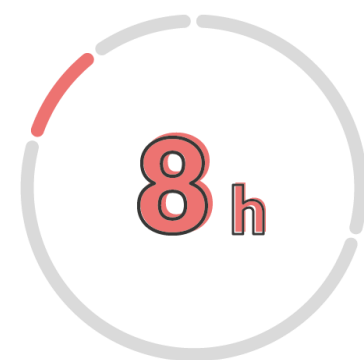
We suggest 8 meetings of about 5 hours for each month of the programme. This may be delivered by one or many mentors, depending on the start-up's/sme's needs

The topics that could be covered during the meetings are related to:

PRODUCT / SERVICE DEVELOPMENT

- Technical and Scientific Support to Research
- Prototyping and testing
- Product/service system innovation.

BUSINESS MANAGEMENT SUPPORT



8 hours of mentorship during the 8 months programme

We suggest one meeting (about 1h) during the first month of the mentoring programme and 7 meetings from Dec. to Feb. of about 1 hour per each session.

The topics that could be covered during the meetings are related to:

PRODUCT / SERVICE DEVELOPMENT

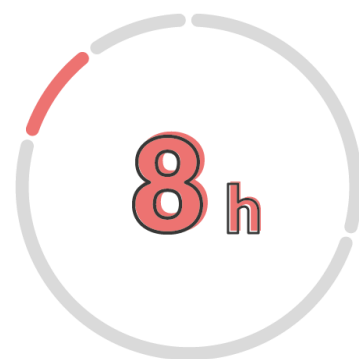
- **IP Management**

Support in IP management to generate value and differentiation for the company to further attract private investment and customers.

- **Supply chain development and management**

Support in identifying the right suppliers, manufacturers and partners.

BUSINESS MANAGEMENT SUPPORT



8 hours of mentorship during the 8 months programme

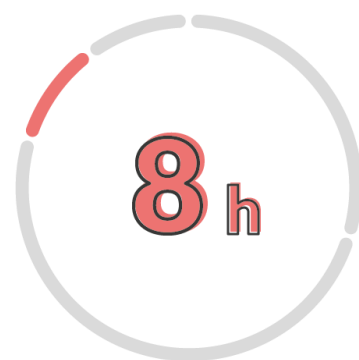
We suggest one meeting (about 1h) during the first month of the mentoring programme and 7 meetings from Dec. to Feb. of about 1 hour per each session.

The topics that could be covered during the meetings are related to:

BUSINESS SUPPORT

- **Business Case Validation**
Support in validating the relevance of innovation opportunity for value creation.
- **Unique value proposition, business model definition and development**
- **Market validation – Voice of the customer**
Support in finding the right approach to gather market feedback early on in product development phase.

BUSINESS MANAGEMENT SUPPORT



8 hours of mentorship during the 8 months programme

We suggest one meeting (about 1h) during the first month of the mentoring programme and 7 meetings from Dec. to Feb. of about 1 hour per each session.

The topics that could be covered during the meetings are related to:

ACCESS TO FINANCE

- **Validation of business plans**
Support with good methodology to build and validate business plan.
- **Advisorship on Public and private funds**
Advise in the best financing strategy and introduction of support and potential financial partners.

INVESTMENT READINESS SUPPORT



8 hours of mentorship during the 8 months programme

We suggest one meeting (about 1h) at the end of the Business Management support and 2/3 meetings approx. from March till the end of May.

The topics that will be covered during the meetings are related to:

INVESTMENT READINESS STATUS

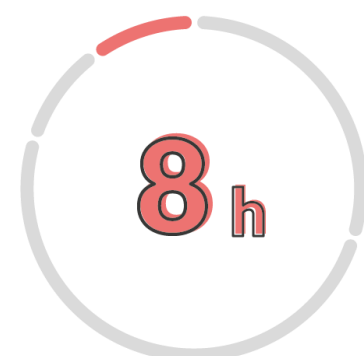
- **Problematics assessment**

Check on current investment strategy, Business model Scalability, shareholder structure, and team ambition.

- **Pitch deck preparation and evaluation**

Delivery of feedbacks during the first pitch with Media Deals.

INVESTMENT READINESS SUPPORT



8 hours of mentorship during the 8 months programme

We suggest one meeting (about 1h) at the end of the Business Management support and 2/3 meetings approx. from March till the end of May.

The topics that will be covered during the meetings are related to:

DEVELOPMENT OF A BESPOKE INVESTMENT STRATEGY

- **Pitch Deck improvement**

Follow up on pitch deck and further suggestions on how to improve contents and communication.

- **Investor profile definition**

Advisorship on the right investor profile to pitch.

VISIBILITY OPPORTUNITIES



FINAL SHOWCASING EVENT

Will be held to present the results of the Mentoring Programme and promote the start-ups/SMEs supported, and the new products/processes/market approaches.



ONLINE PLATFORM AND PARTNERS' CHANNELS

The project and the businesses it supports will be promoted through the online platform and the channels of the partners.



INVESTMENT FORUM

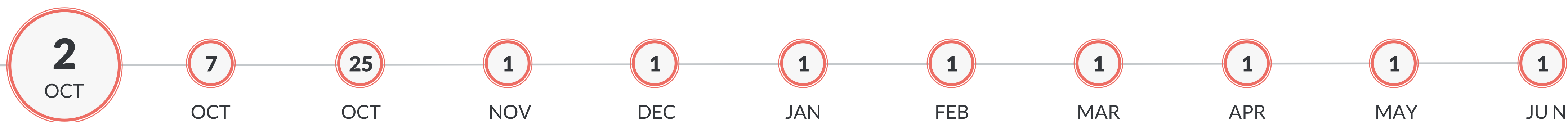
The selected companies will have the opportunity to pitch their propositions to the financier panel in 5 minute presentations followed by a 5-10 minute feedback from financiers and Q&A.

The background is a solid teal color. Overlaid on this are several thick, curved lines in yellow, purple, and red, creating a dynamic, abstract pattern. The lines are of varying thickness and curve across the frame, some forming partial circles or loops.

MENTORING PROGRAMME

Calendar of activities and tools

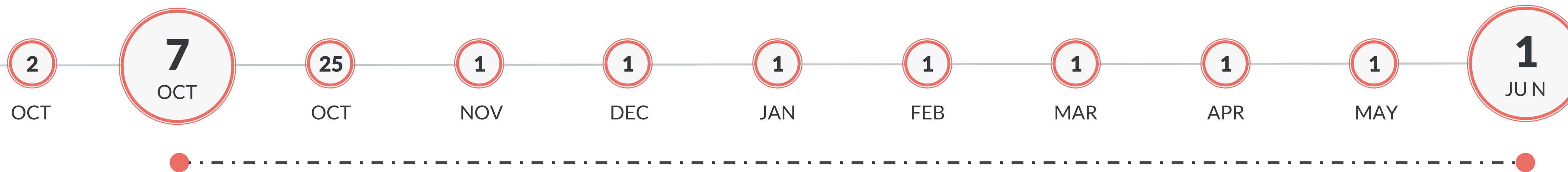
CALENDAR OF ACTIVITIES



INDUCTION MEETING

- Participants: DeFINE partners, Lead Supervisors, and selected businesses (Mentees)
- Duration: 2 hours
- Contents:
 - POLIMI:** DeFINE and Mentoring Programme goals
 - POLIMI:** Mentoring calendar and main activities
 - EBN: report on business management support**
 - Media Deals/INK:** report on investment readiness support
 - Each Lead Supervisor:** presentation
 - Each Start-up / SME (Mentee) :** presentation

CALENDAR OF ACTIVITIES



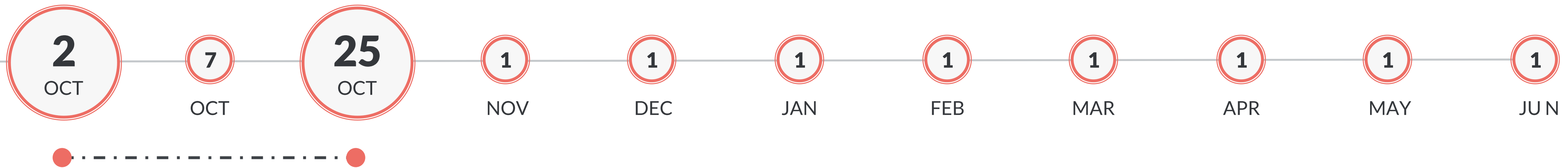
START OF 8 MONTH MENTORING PROGRAMME



WARNING!

Without signed contracts mentoring process can't start!

CALENDAR OF ACTIVITIES / TOOLS



BEFORE the 1ST MEETING between **LEAD SUPERVISOR & MENTEE**

MENTEE



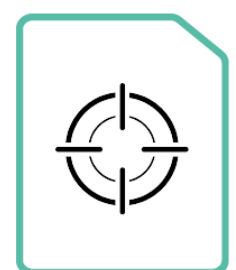
Read

- Lead Supervisor ID
- Mentee Checklist & Tips



Complete

- Mentee ID



Fill

- Goal & Need Self-Assessment Tool

LEAD SUPERVISOR



Read

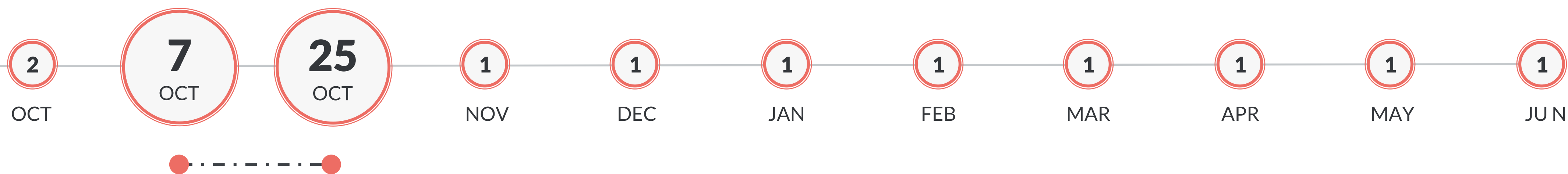
- Mentee ID
- Goal & Need Self-Assessment Tool



Start commenting on the

- Lead Supervisor Diagnostic Tool

CALENDAR OF ACTIVITIES

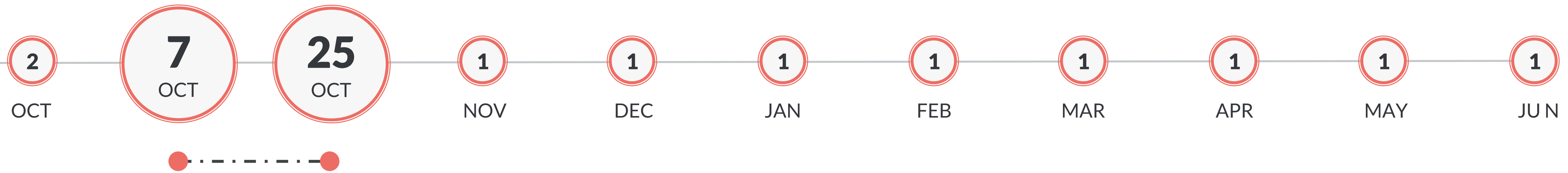


FIRST MONTH OF THE MENTORING PROGRAMME: PLANNING (1/3)

Mentoring support planning:

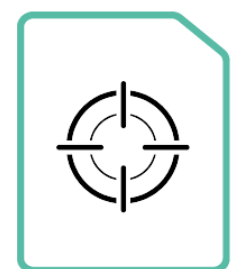
- 1) Meeting between **Lead Supervisor** and **Mentee (3 hours)**
 - Definition and re-assessment of SMART goals

CALENDAR OF ACTIVITIES / TOOLS



DURING the 1ST MEETING between **LEAD SUPERVISOR & MENTEE**

LEAD SUPERVISOR + MENTEE



Check and comment

- Goal & Need Self-Assessment Tool

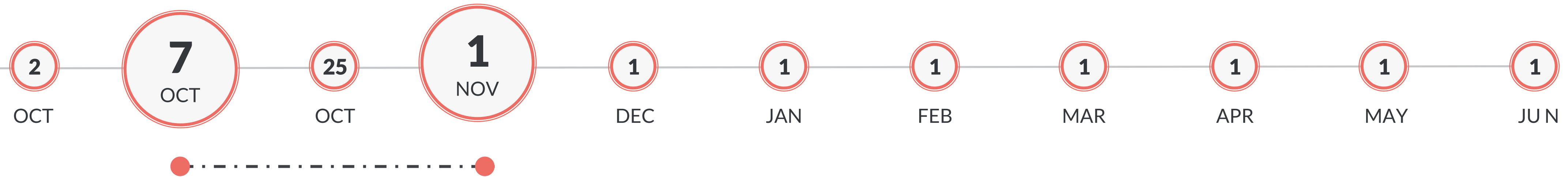


LEAD SUPERVISOR

Complete

- SMART Goal Reframing Tool
- Lead Supervisor Diagnostic Tool

CALENDAR OF ACTIVITIES

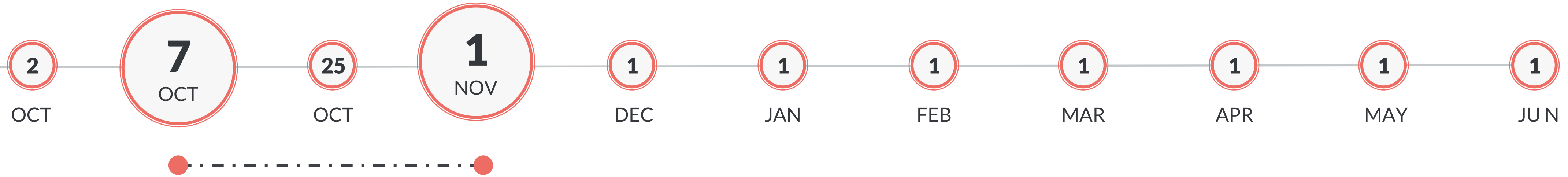


FIRST MONTH OF THE MENTORING PROGRAMME: PLANNING (2/3)

Technical mentoring support planning:

- 2) Meeting between **Lead Supervisor** and **Technical Mentor**
 - Sharing of Mentee's SMART goals and needs
 - Definition of common goals of the 40 hours technical mentoring
- 3) Meeting between **Technical Mentor** and **Mentee**
 - Definition of activities, calendar, and deliveries of the 40 hours technical mentoring.
- 4) Meeting between **Technical Mentor** and **Lead Supervisor**
 - Sharing of technical mentoring calendar, activities, and deliveries.

CALENDAR OF ACTIVITIES / TOOLS



BEFORE and **DURING** the 1ST MEETING between **LEAD SUPERVISOR & MENTOR**

MENTOR



Read

- Mentee ID

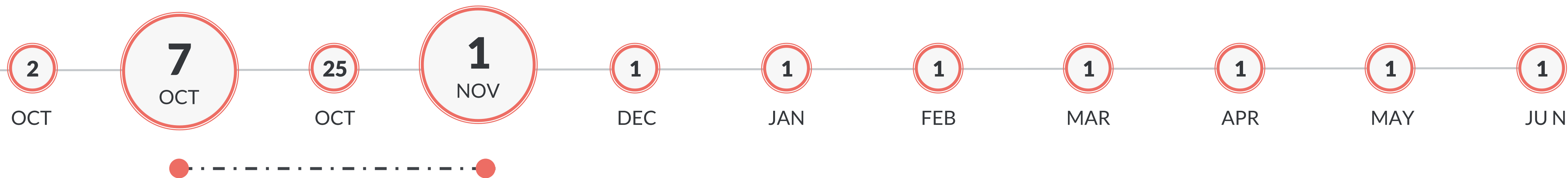


LEAD SUPERVISOR + MENTOR

Check

- SMART Goal Reframing Tool
- Lead Supervisor Diagnostic Tool

CALENDAR OF ACTIVITIES



FIRST MONTH OF THE MENTORING PROGRAMME: PLANNING (3/3)

Business Management support planning:

5) Meeting between **Lead Supervisor** and **EBN Mentor**

- Definition of activities and calendar of 8 hours business management support.

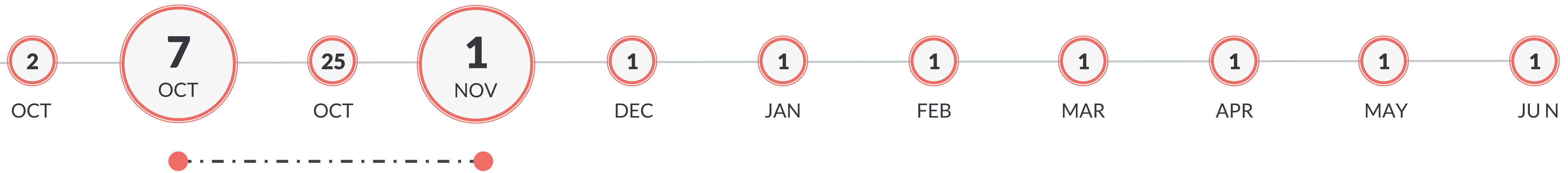
6) Meeting between **EBN Mentor** and **Mentee** (1 hour)

- Business Development Assessment

7) Meeting between **EBN Mentor** and **Lead Supervisor**

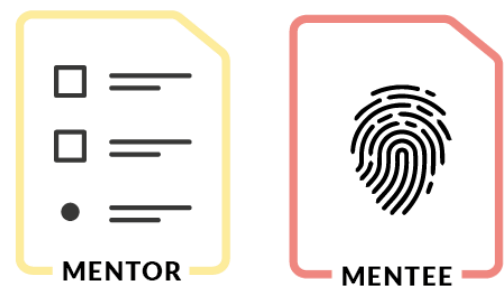
- Sharing of business management mentoring calendar, activities, and deliveries.

CALENDAR OF ACTIVITIES / TOOLS



BEFORE the 1ST MEETING between MENTOR & MENTEE

MENTOR



Read

- Mentor Checklist & Tips
- Mentee ID
- SMART Goal Reframing Tool
- Lead Supervisor Diagnostic Tool



MENTEE

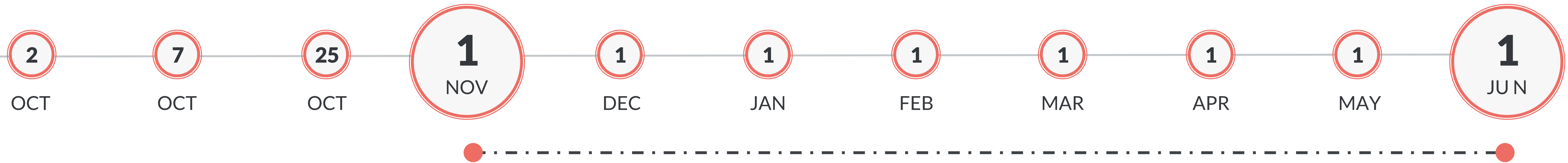


Read

- Mentee Checklist & Tips
- Mentor ID
- SMART Goal Reframing Tool
- Lead Supervisor Diagnostic Tool



CALENDAR OF ACTIVITIES

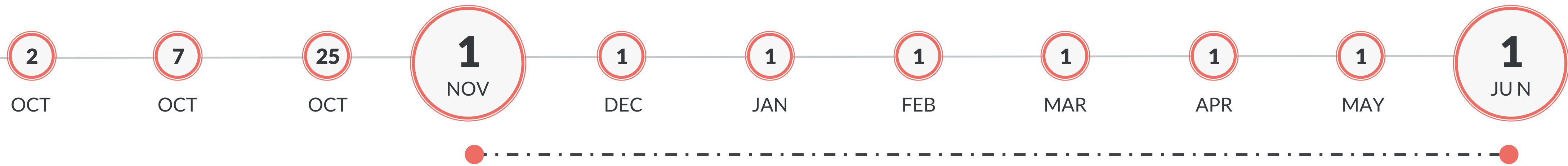


THE MENTORING PROGRAMME: TECHNICAL MENTORING

Technical Mentoring support:

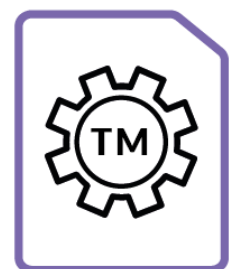
- 1) Meetings between **Technical Mentor** and **Mentee**
- 2) Meetings between **Lead Supervisor** and **Mentee** (1 meeting of 3 hours each month)

CALENDAR OF ACTIVITIES / TOOLS



DURING the **MEETINGS** between **TECHNICAL MENTOR & MENTEE**

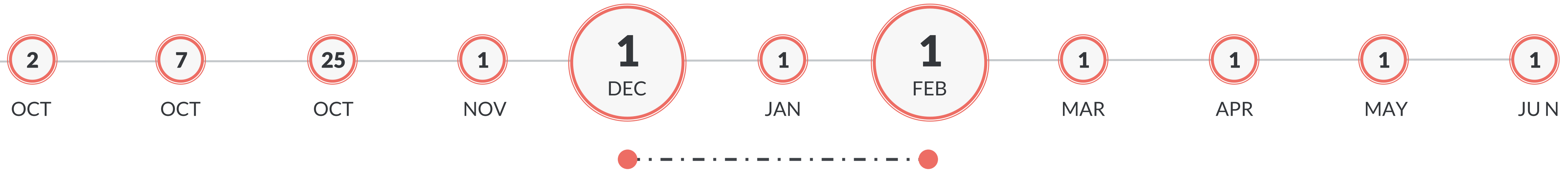
TECHNICAL MENTOR + MENTEE



Complete

- Technical Mentoring Tracking Tool

CALENDAR OF ACTIVITIES

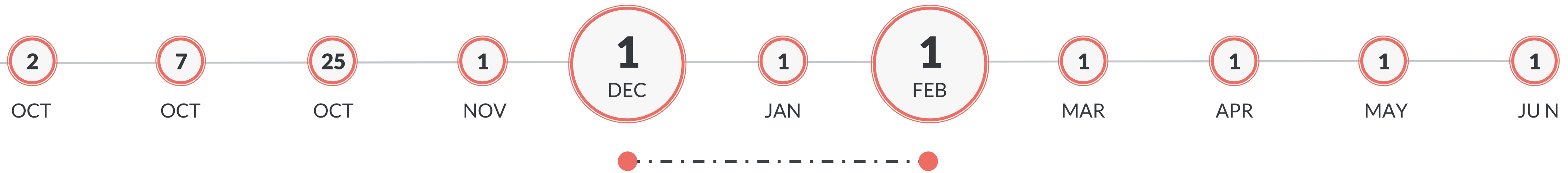


THE MENTORING PROGRAMME: BUSINESS MANAGEMENT

Business Management support:

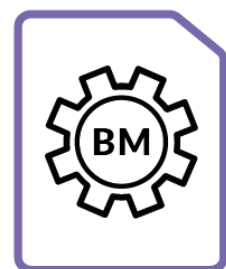
- 1) Meetings between Business Management Mentor and Mentee

CALENDAR OF ACTIVITIES / TOOLS



DURING the **MEETINGS** between **BUSINESS MANAGEMENT MENTOR & MENTEE**

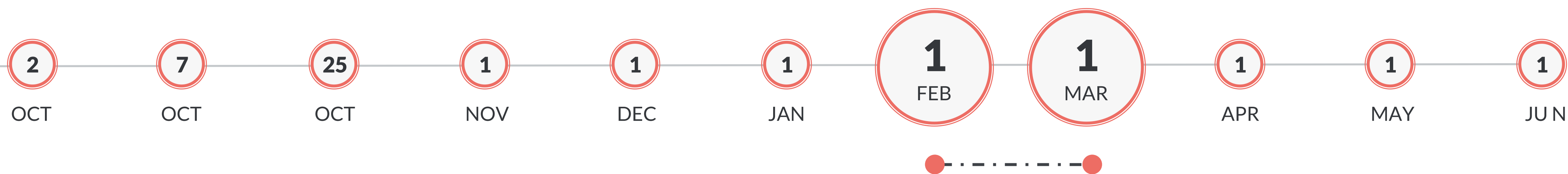
BUSINESS MANAGEMENT MENTOR + MENTEE



Complete

- Business Management Tracking Tool

CALENDAR OF ACTIVITIES

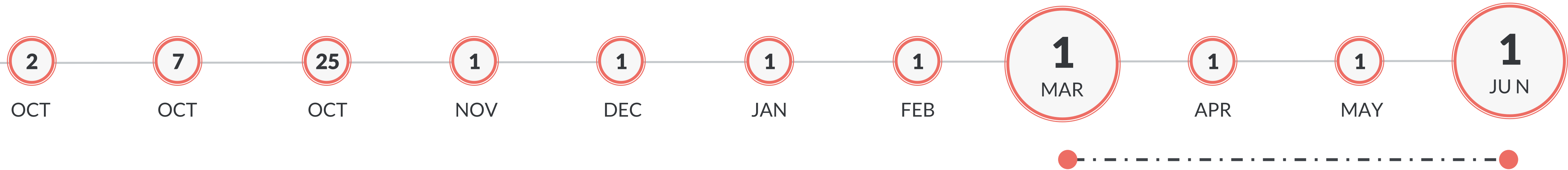


MENTORING PROGRAMME PLANNING: INVESTMENT READINESS

Investment Readiness support planning:

- 1) Meeting between **Inv. Readiness, Business Management Mentors, and Lead Supervisor**
 - Assessment of the business development status of the Mentee
- 2) Meeting between **Investment Readiness Mentor and Mentee**
 - Definition of activities, calendar, and deliveries of 8 hours investment readiness mentoring
- 3) Meeting between **Investment Readiness Mentor and Lead Supervisor**
 - Sharing of investment readiness mentoring calendar, activities, and deliveries.

CALENDAR OF ACTIVITIES



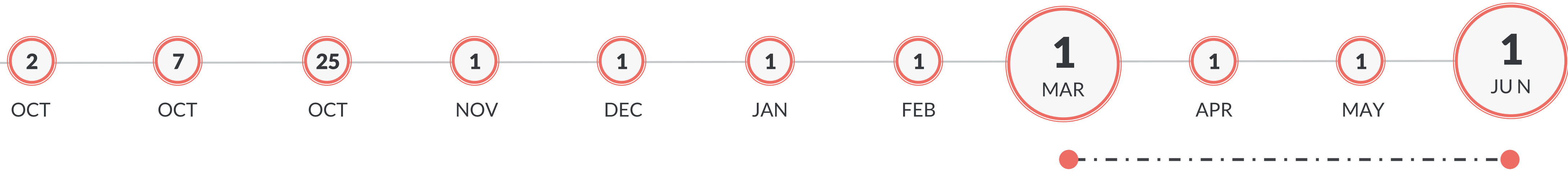
MENTORING PROGRAMME: INVESTMENT READINESS

Investment Readiness mentoring support:

1) Meetings between **Investment Readiness Mentor** and **Mentee**

- Assessment of the Investment Readiness Status of the Mentee
- Preparation of the Pitch Deck and iterative improvement
- Definition of investor profiles and strategy

CALENDAR OF ACTIVITIES / TOOLS



DURING the **MEETINGS** between **BUSINESS MANAGEMENT MENTOR & MENTEE**

INVESTMENT READINESS MENTOR



Complete

- Investment Readiness Tracking Tool

CALENDAR OF ACTIVITIES



MENTORING PROGRAMME PLANNING: IP TAILORED SUPPORT

Business management support (IP):

- 1) Meeting between **Lead Supervisor, Business Management Mentor** and **Mentee**
 - Organization of the meeting for the Intellectual Property support
- 2) Meeting between **EBN Mentor (IP)** and **Mentee** (30 minutes)

CALENDAR OF ACTIVITIES



MID TERM PROGRESS CHECK (1/2)

Problems and issues :

1) Assessment by the **Lead Supervisor** of the monitoring tools used by Mentors and Mentees

- Control of the progress of the Mentoring programme
- Control of the usefulness of the tools

2) Meeting between **Lead Supervisor, Technical Mentors, and Business Management Mentor:**

- Assessment of problems, issues and requirements from the monitoring tools
- Drafting of a brief report with emerged problems, issues and requirements

CALENDAR OF ACTIVITIES



MID TERM PROGRESS CHECK (1/2)

Quality insurance:

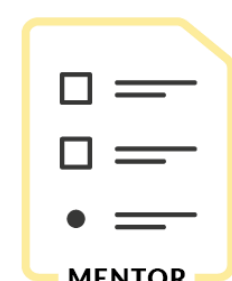
1) Assessment and check of the monitoring tools reports by **POLIMI** and **UAL, LCF**

- Control of the use of the monitoring tools
- Check of the brief reports

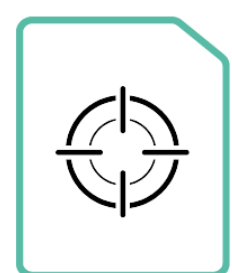
TOOLS FOR MENTORING



Mentee Checklist & Tips



Mentor Checklist & Tips



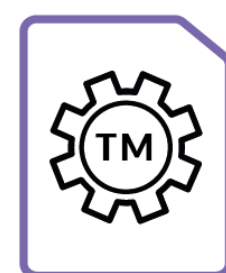
Goal and Need Self-Assessment Tool



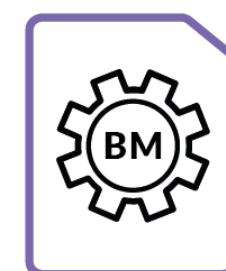
SMART Goal Reframing Tool



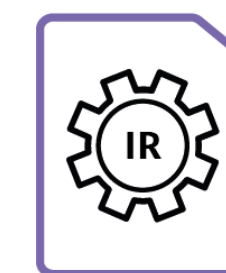
Lead Supervisor Diagnostic Tool



Technical Mentoring Tracking Tool



Business Management Tracking Tool



Investment Readiness Tracking Tool



Mentee ID



Mentor ID



Lead Supervisor ID

FILMING GUIDELINES FOR MENTEES

By self-documenting, we hope that you can give a personal insight into the development and progression of your business through your involvement and engagement with the DeFINE Network.

To help you document your journey throughout the duration of the programme.

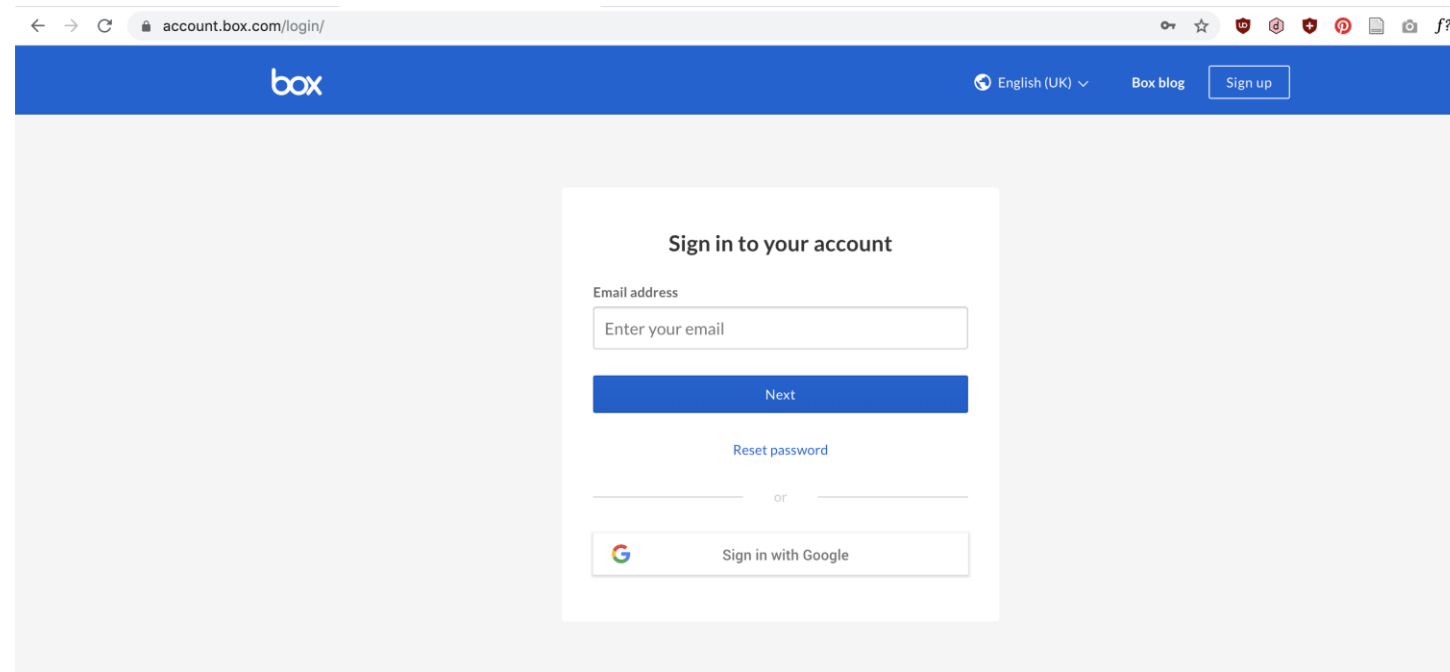
The guide includes information and guidance on:

- Content checklist
- Technical specifications
- Framing and composition guides
- Sound / audio
- Questions/ Support

Video content must be submitted by the end of your programme.

TOOLS FOR MENTORING


Where to find, download, upload the Mentoring files



- Sign-up on www.box.com
- Send to contact@define-network.eu the list of emails you want to let box accessed
Typing as email 'object': DeFINE BOX Access
- Wait for DeFINE invitation to access the folder

Please note that:

- You will be available to download and upload files.
- When uploading on box updated files, do not rename them (past versions will be conserved).
- It is not possible to delete files, only to overwrite



INTRODUCING PARTICIPANTS

Lead supervisors

PAOLA BERTOLA

Full Professor at Politecnico di Milano



Lead Supervisor of:

TINKER DESIGN

DeFINE Partner



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CHIARA COLOMBI

Associate Professor at Politecnico di Milano



Lead Supervisor of:

CLEED

DeFINE Partner



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DARIA CASCIANI

Research Fellow at Politecnico di Milano



Lead Supervisor of:

OUR CLOSET

DeFINE Partner



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ALICE GRAS

Founder and CEO of Hall Couture



Lead Supervisor of:

SIZEASE

DeFINE Partner

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FRANÇAIS
de la
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DAVID ZAJTMANN

Professor, Head of Academic Coordination and Partnerships
(Fashion, Design and Luxury Management Postgraduate Programme) at IFM



Lead Supervisor of:

GENIUS OBJECTS

DeFINE Partner

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SKINSERIES

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Technology Development Manager at Fashion Innovation Agency



Lead Supervisor of:

GREENDECK

DeFINE Partner

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of the arts
london
london college
of fashion

TIFF RADMORE

Collaborative Unit Coordinator at London College of Fashion, UAL



Lead Supervisor of:

SENSTILE

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london college
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Business Manager at Fashion Innovation Agency



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FLOW SOFTWARE

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london college
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CHITRA BUCKLEY

Principal Lecturer Entrepreneurship at London College of Fashion



Lead Supervisor of:

BRARISTA

DeFINE Partner

ual: university
of the arts
london
london college
of fashion

LEAD SUPERVISION SUM-UP

ual: university
of the arts
london
london college
of fashion

Senstile

Flow Software

Greendeck

Brarista

institut
FRANÇAIS
de la
MODE

Sizease

Genius Objects


POLITECNICO
MILANO 1863

Cleed

Our Closet

Tinker Design


BORÅS
INK

Petit Pli

SkinSeries

DeFINE
www.define-network.eu



The background is a solid teal color. Overlaid on this are several thick, curved lines in yellow, purple, and red, creating a dynamic, abstract pattern. The lines are of varying thickness and curve across the frame, some forming partial circles or loops.

INTRODUCING PARTICIPANTS

Mentees

Mentoring Programme

INNOVATION TRACKS

PROCESS / Retailing

PROCESS / Product Lifecycle Management

PRODUCT DESIGN

TEXTILE DESIGN

SIZEEASE

Size recommendations, thanks to
similarity profiling (patented process)

France

PROCESS / Retailing

DeFINE

www.define-network.eu



CLEED

Personalized shopping assistant based on
the alliance of artificial intelligence and
fashion expertise.

France

PROCESS / Retailing

DeFINE

www.define-network.eu



OUR CLOSET

Peer-to-peer rental marketplace for
designer clothing and accessories

UK

PROCESS / Retailing

DeFINE

www.define-network.eu



SENSTILE

IoT solution that creates digital twins of textiles
with “matching and referral” concept

Spain

PROCESS / PLM

DeFINE

www.define-network.eu



FLOW SOFTWARE

Cloud-based product development management solution that is designed specifically for the fashion industry.

UK

PROCESS / PLM



GREENDECK

Greendeck is a B2B saas (software as a service) company that uses artificial intelligence to help fashion retailers and brands with price and promotion optimisation and competitor intelligence.

UK

PROCESS / PLM



SKIN SERIES

Probiotic clothing by encapsulating bacteria. These are activated when they come into contact with the moisture on our skin, allowing them to dominate less beneficial bacteria.

UK

TEXTILE DESIGN



GENIUS OBJECTS

Internet of things (IOT) and e-textile start-up
which provides brands, manufacturers and
leather goods makers with turnkey solutions.
From connected sensors to mobile applications.

France

PRODUCT DESIGN

PETIT PLI

UK – Kidswear Apparel – B2C

TINKER DESIGN

UK – Smart Shoes – B2C

BRARISTA

UK – Bra personalisation – B2C

The background is a solid teal color. Overlaid on this are several thick, curved lines in yellow, purple, and red, creating a dynamic, abstract pattern. The lines are of varying lengths and curves, some forming partial circles or loops.

ADMINISTRATIVE DOCUMENTS

For Mentees

ADMINISTRATIVE DOCUMENTS

1

ACCEPTANCE OF “REGULATION FOR THE PARTICIPATION TO THE MENTORING PROGRAMME OF DeFINE PROJECT”

To be signed by you for the acceptance of the “Regulation” (see next document)

2

REGULATION FOR THE PARTICIPATION TO THE MENTORING PROGRAMME OF DeFINE PROJECT (Annex to 1)

Includes terms and definition for the participation to the Mentoring Programme

3

NOTIFICATION AND CONSENT OF TREATMENT OF PERSONAL DATA

ACCORDING TO ART. 13 OF EU REGULATION GDPR (General Data Protection Regulation) N. 679/2016 - 27 APRIL 2016 & AND AUTHORIZATION FOR PUBLICATION

To be signed by you

DeFINE

DEVELOPING A FASHION-TECH
INNOVATION NETWORK FOR EUROPE

DeFINE Consortium Partners

ual: london college
of fashion

mediadeals 

 **POLITECNICO**
MILANO 1863

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BURGOS

institut
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MODE

EURATEX


 **CYRIC**

 **ebn**
Innovation network

Fondazione
Politecnico
di Milano 

BORÁS
INK



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