



**SWITZERLAND
INNOVATION**

PARK TICINO | SITE OF PARK ZURICH

LIFESTYLE TECH COMPETENCE CENTER

DESIGN THINKING SESSION

Innovation Booster Fashion & Lifestyle - “Challenge Your Ideas” Workshop

June 19th, 2024





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—
Managing Director



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CHALLENGES CALL #1

	BRAND or COMPANY	PRESENTER	CHALLENGE	RESEARCH PARTNER	IMPLEMENTATION PARTNER	EXPERT
1	Shootify	Luca Ambrosini	Enhancing inclusion and diversity in the fashion imagery	Andrea Quattrini, SUPSI	-	Paolo Cortelazzi
2	Guess	Chiara Mangano	AI 3D garment generation	Mario Galimberti, SUPSI	-	-
3	Guess	Chiara Mangano	Retail transformation: innovating customer experience	Michela Papandrea, SUPSI	-	Gianni Vacca
4	United Pets	Costantino Psilogenis	Using generative AI to develop pet products in the fashion industry	Matteo Besenzoni, SUPSI	-	-
5	Tucano	Alessandro Luini Agostino Monti	Integrating Gen AI to generate B2B business offers to leads or clients	Marc Pouly, Luzern University	Reto Hostetter, Insightable	Brenda Hernández Fernández
6	STA	Svetlana Laudano Roberto Calzolaro	Creation of a tech digital laboratory to train fashion students in the next 5-10 years	Leandro Bitetti, SUPSI	Marco Mantoan, Accenture	Joy Bordini
7	Gruppo Florence	Pietro Caprara	AI-driven product upcycle for Luxury Fashion	Luca Canetta, SUPSI	Claudio Sironi, CE SOFT Michele Raballo, Accenture	-
8	Roberto Cavalli	Fabrizio Viacava Daniele Riggi Michele Quintavalle	Using AI to leverage the Roberto Cavalli Historical Archive	Alice Noris, SUPSI Tiziano Leidi, SUPSI	Dario Caoduro, Accenture	-
9	Venini	Marta Prosdocimo	Enhancing the heritage of Venini through technological innovations	Charlotte Stachel, USI	Davide Guzzetti, Hyphen Maurizio Prosdocimo, Hyphen	Eleonora De Canio
10	FUS	Vera Dianova	AI-augmented craftsmanship	Giulia Miniero, FUS Mario Schultz, FUS	Giada Padovan, Dsquared2 Elisabetta Giannoni, Dsquared2	-

WHAT ARE THE MAIN OBJECTIVES FOR TODAY?

Work together within your Innovation Team
in order to **develop your ideas** in an **open innovation setting**
and **plan the next steps** for your Innovation Team!



 10 minutes activity

ICEBREAKER!

GET TO KNOW YOUR TEAM

Make a round of introductions at each desk



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GET TO KNOW YOUR TEAM

Make a round of introductions at each desk

15 CIRCLES EXERCISE

- Turn as many of the blank circles as possible into recognisable objects in 3 minutes
- Quickly share the results within your table



DESCRIBE YOUR CHALLENGE

Problem framing

**PRESENTER, EXPLAIN YOUR CHALLENGE
BY TOUCHING UPON THESE QUESTIONS:**

1. What is the challenge in general?
2. Who is directly or indirectly affected by the challenge?
3. What would the positive implications of resolving this challenge be?



HOW MIGHT WE RESPOND TO THIS CHALLENGE THROUGH RESEARCH?

Brainstorming & Co-creation

• FIRST... SOME RULES



Go for quantity



Build on the ideas of others



Stay on topic



Defer judgement

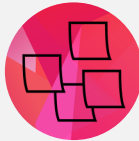


Welcome magical ideas

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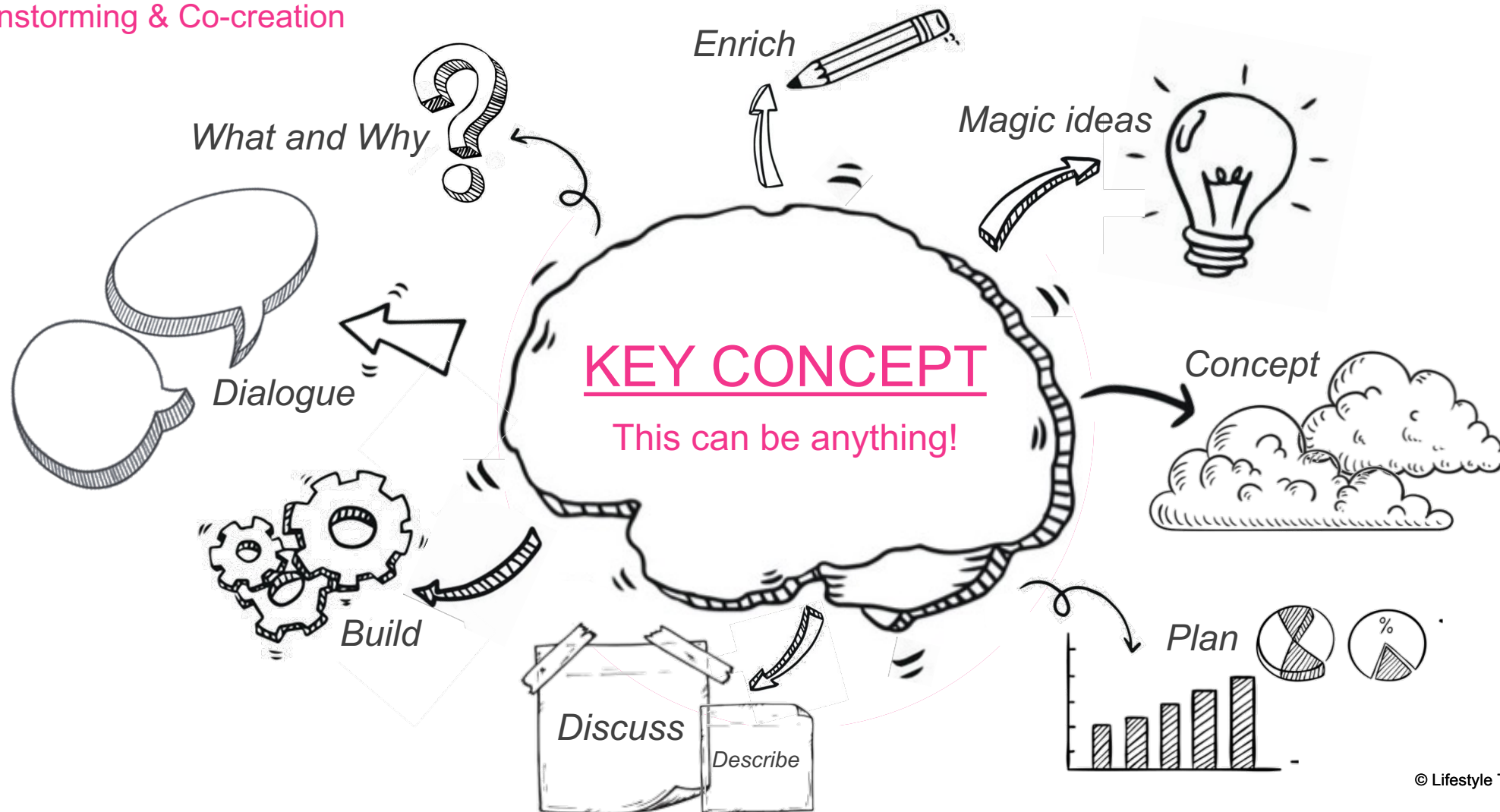
Welcome magical ideas

• LET'S DO IT!

- *5 minutes* - Think of 1 idea and write it on your post-it.
- *15 minutes* - Take turns to describe your ideas, sticking the post-it on an A3 sheet. The team enriches ideas.
- *10 minutes* - Discuss and vote on the aspects that you want to take forward.

HOW MIGHT WE RESPOND TO THIS CHALLENGE THROUGH RESEARCH?

Brainstorming & Co-creation






COFFEE BREAK

INNOVATION TEAMS WORKING ON IDEAS

WITHIN YOUR GROUP START WORKING ON THE APPLICATION ELABORATING YOUR IDEA



1. Picture
(Any picture that best represents and fits the Project Idea – first field if using JointCreate)

2. Motivation for the Application (in Project Idea Demands)

- New product / service idea
- Enhance an existing product / service product
- Replace an existing product / service
- Find an industry / research partner
- Find expert support
- Start a business / company
- Other: _____

3. Project Idea Name
(Max 10 words)

4. Project Idea Goal (in short description)
(Max 220 words)

5. Description of the Project Idea (in Long Description)
(Max 2000 words – please consider viability, feasibility and desirability principles when describing your project idea)

Idea description:

- What problem would you like to solve?
- How does the proposed solution solve the problem?
- Who are the customers / users and what are the benefits?
- How does your challenge and proposed solution address the needs of Fashion & Lifestyle industry (incl. research, society and end users)?

Alignment with Sustainable Development Goals (SDGs)

- How does the idea contribute to or align with specific Sustainable Development Goals?

Implementation and risks:


- What is your Innovation Idea workplan and milestones?
- What are the risks?

Resources:

- What is your estimation considering needed resources and work packages?
- How are you planning to spend the innovation booster awarded amount in case you will win the application?
- Generally speaking, how can the Innovation Booster – Fashion & Lifestyle help you?

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• ALIGNMENT WITH SDGS

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• RESOURCES

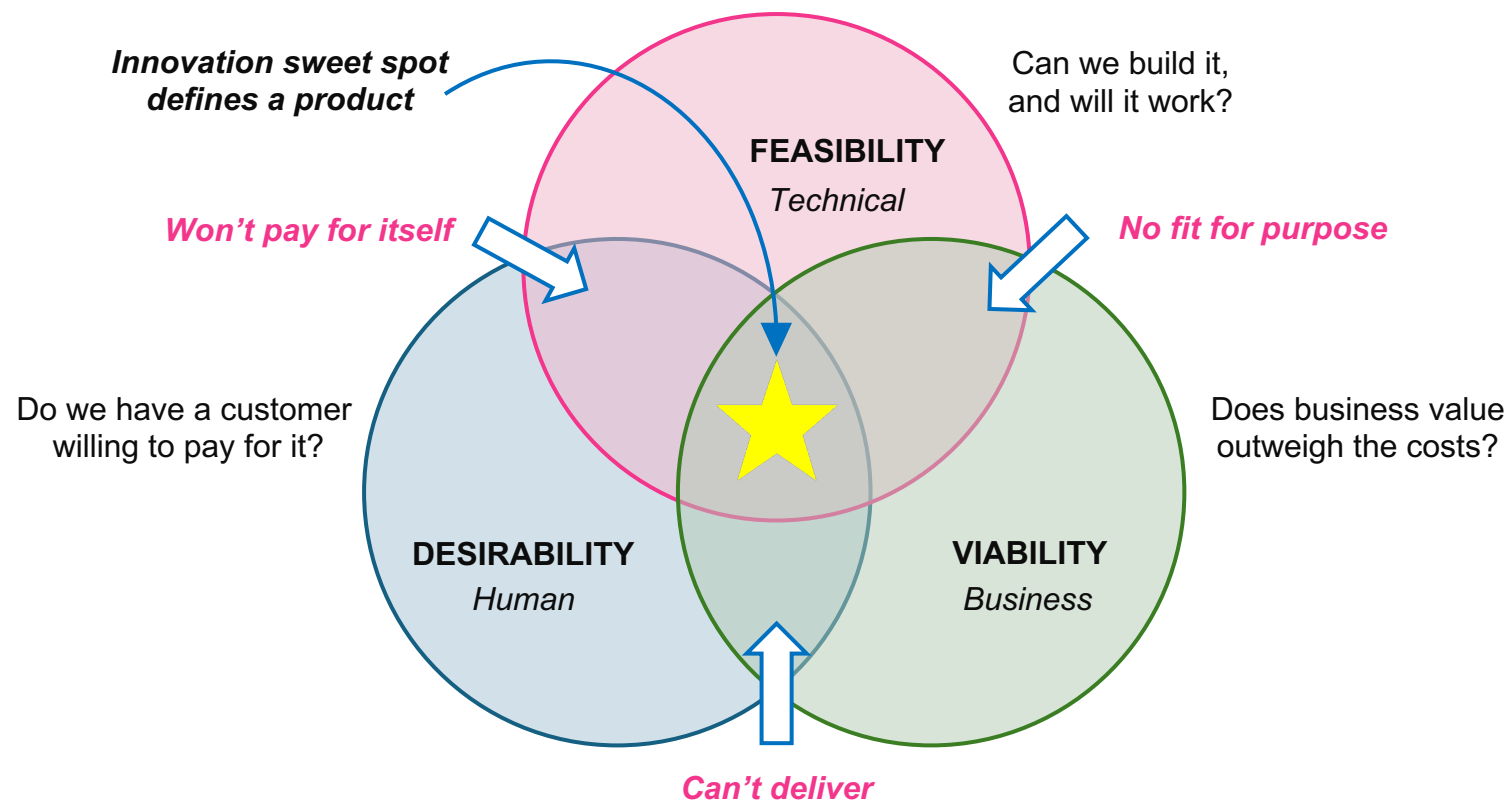
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The background consists of several overlapping, semi-transparent geometric shapes in various shades of pink, magenta, and orange. The shapes are angular and layered, creating a dynamic, abstract composition. The colors range from light, pale pinks to deep, vibrant magentas and oranges.

LUNCH BREAK

DOES YOUR IDEA HIT THE SWEET SPOT OF INNOVATION?

FEASIBILITY, DESIRABILITY AND VIABILITY



INNOVATION TEAMS WORKING ON IDEAS

GO BACK TO YOUR IDEA DEVELOPMENT, ENRICHING IT WITH YOUR FDV ANALYSIS

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CLOSING SESSION

SCORECARD FOR JURY EVALUATION

SCORING

- Possible scores: 0=none; 1=low; 2=medium; 3=high; 4= extremely high
- The fundamental condition for an Idea to be eligible for funding is not to have "0" as average score for any of the criteria.

CRITERIA	GUIDING QUESTIONS FOR PITCH & EVALUATION	WEIGHT	SCORE (0-4)
1. Innovation rate	<ul style="list-style-type: none"> • What is the problem to be solved? • Does the proposed solution solve the problem in a new way (i.e. radical innovation)? • How unique is the idea compared to the state of the art and previous solutions? • Does the proposed idea address the needs of research, Fashion & Lifestyle industry, society and end users? 	2	
2. Marketability & Success Rate	<ul style="list-style-type: none"> • Are the potential market and demand promising for the idea in the Fashion & Lifestyle market? • Can the idea grow to meet market demands and competition? • How does the idea plan to make money? Is the business model sustainable? • How does the idea comply with industry regulations? • Is there a realistic and clear plan to achieve the proposed solution? • Are the necessary capabilities clear and available for development? How strong are research and implementation partner support? • What are the main risks, and how does the Innovation Team plan to mitigate them? 	2	
3. Alignment with Sustainable Development Goals (SDGs)	<ul style="list-style-type: none"> • Does the Innovation Team mention specific impacts on SDGs? • How does the idea contribute to or align with specific Sustainable Development Goals? • How environmentally friendly is the idea in its production, use, and disposal? • How does the idea positively impact social aspects, such as poverty, education, or health? 	1	
4. Transferability & Reusability	<ul style="list-style-type: none"> • How easily can the idea be scaled to different markets or contexts? • Can the knowledge gained from developing and implementing the idea be applied elsewhere? 	1	
5. Diversity & Inclusion	<ul style="list-style-type: none"> • How are diversity and inclusion of the proposed solution addressed? • How well does the idea consider the diverse needs and preferences of its target audience? • Does the team combination address this diversity as well? 	1	
6. Pitch execution	<ul style="list-style-type: none"> • How clearly and effectively is the idea communicated during the pitch? • How passionate and enthusiastic is the team about their idea? • How well does the team respond to questions from the jury? • Does the Innovation Team respect timing? 	1	

DECIDE TOGETHER ON THE NEXT STEPS FOR THE INNOVATION TEAM

Co-creation and Finalization

**DECIDE THE NEXT STEPS IN YOUR GROUP
AND DECIDE ON FOLLOW-UP DATES
FOR YOUR CALLS TO FINALIZE THE APPLICATION**

- DEFINITION OF ROLES AND RESPONSABILITIES
- YOUR NEXT APPOINTMENTS
- **SUBMISSION DATE DEADLINE: 16.07.2024**

