



PROGRAMME

Monday 24 September

Meet & Greet

5.30 - Welcome to the project and informal meet and greet at Mare Street with bites and drinks.

Tuesday 25 September

Research & Ideation

9.00 – 9.45 Networking Breakfast (London College of Fashion canteen)

10.00 – Keynote lectures – **Bridgit Freundorfer** (Adidas) & **Massimo Bianchini** (Design Department – Politecnico di Milano)

11.15 – Analyse group research and identify design/product opportunities.

12.15 – Assess how to design for this opportunity: Who are your users? What are their needs? How will your product differ from existing solutions in significant ways?

13.15 – LUNCH (LCF canteen)

14.15 – Begin to define your product. Sketch, discuss, act out, ideate.

16.15 – Create a project plan to develop your concept, marketing and prototype to pitch to an investor: What tasks/jobs need to be done and in what timescale? What are your key milestones? What tasks do you need to achieve to meet the milestones?

Wednesday 26 September

Project Development

9.00 – 9.45 Networking Breakfast (London College of Fashion canteen)

10.00 – Keynote lectures – **Maria Dada** (UAL - Digital Anthropology Lab) & **Fredrik Timour** (Neue Labs AB)

11.00 – Technical product planning: What are the functions of the product? What does it need to sense and how? (How) does it actuate? How does it communicate (and with what/who)?

12.00 – What off the shelf components do you know of which you could use to prototype your product?

13.00 – LUNCH (LCF canteen)





14.00 – How could you use or adapt these components to create a wearable product? How could you make them soft? Connect them differently? Miniaturise them? How does this change your product?

15.00 – Re-iterate product designs based on different components, processes or smart materials. Sketch, discuss, act out, ideate.

16.00 – Create a list of technical aims, objectives and contingency plans: How can you show investors you have anticipated technical problems? What could go wrong? How could you anticipate and solve problems? What backups could you have? How else could you achieve your goals? What extra competencies would you need to bring in? Have you planned testing phases?

Thursday 27 September, 9.00-5.00

Pitch & Present

9.00 – 9.45 Networking Breakfast (London College of Fashion canteen)

10.00 – Keynote lectures – **Matthew Drinkwater** (UAL – Head of Fashion Innovation Agency) & **Chitra Buckley** (UAL – Course Leader Fashion Entrepreneurship)

11.00 – Choose a product and brand name (if you haven't already).

11.15 – Pitch your product. 5 min per group + 5 min feedback from mentors and fellow students.

12.45 – Based on feedback, identify how to refine your pitch.

13.00 – LUNCH (LCF canteen)

14.00 – Develop a storyboard for a 2min video to pitch your product. Consider how you will show the product in use and highlight its functionality. Present the storyboard to your mentors for feedback.

15.00 – Refine your storyboard and pitch.

15.30 – Final pitches, considering how to present using a variety of media and a possible demonstrator. 5 min per group + 5 min feedback from mentors and fellow students.

Programme ends

