

Identifying opportunities in e-textile technologies for a global materials science company



Challenge

A global materials science company commissioned Lux to identify the top segments in e-textiles, illustrate the value chain, and perform a material integration analysis to determine new strategic business opportunities.



Solution

Lux designed a four-step plan to explore e-textile technologies and evaluate opportunities, which included identifying creative solutions across consumer and industrial markets, ranking applications that affect adoption and potential, delineating the value chain and identifying key participants illustrated within the top applications, and matching emerging solutions with client opportunities.



Value

The technology landscape and opportunity identification enabled the client to understand the company's potential in the e-textile market and to define emerging actions based on Lux's recommendations.

E-textiles connect people and the environment to different Internet of Things ecosystems

Brainstorming leads quickly to solutions across various industries that correspond to growing market trends.

In the next slides we outline our systematic approach to uncover the emerging applications, i.e., segments.

