

Conditions for a **CONCEPT IDEA** proposal

Who can take part?

Students and schools, residing in Belgium, with ideas for innovative textile projects. Proposals submitted may target media, markets, products or processes. It is much more than just a design competition, it is a call for ideas, concepts, products, materials or processes that can help the sector to move forward.

The submitted idea needs further detailing. The proposal is in the concept- or ideation phase. There is no prototype yet, the feasibility has yet to be examined nor has the market been researched.

Judging

A seven person strong, seasoned and renowned jury will assess the submitted projects and draw up a ranking. The highest rankings are awarded. The decision of the jury is final, there is no right of appeal.

The proposal will be judged on the following criteria:

- innovative solution resulting in a competitive advantage in the market
- technical feasibility of the solution and the opportunity to scale towards a viable business potential
- clear link to the textile business
- fits in with the vision of the Textirama Foundation (to be found on the Textirama Foundation website)

The proposal also meets the following form requirements and defined structure:

Form requirements

1. 1 title page
 2. max. 4 pages describing the substantive proposal *
 3. max. 3 pages annexes * (e.g. a recommendation from a supervising teacher)
 4. the font for the entire document is Times 12 pt. with a line spacing of 1.5
 5. name of the author only on the title page
 6. the proposal may be submitted in Dutch, French or English
- * This may seem limited, but if a proposer cannot sell the idea in this setup, it is unsellable.

Defined structure

1. **TITLE PAGE.** Name of participant and date.
2. **EXECUTIVE SUMMARY.** A single paragraph of up to 100 words, presenting an elevator pitch that summarizes the core of the proposal.
3. **THE QUESTION.** In this section, the proposer describes the problem that this innovation will solve. The urgency of the solution is crucial - why is the time now to develop and launch this innovation? Who are the customers in this market, and how do they solve these problems now? How relevant is this question to the textile market?
4. **THE INNOVATION.** The solution is presented in its concept or idea phase. Any sketches or photographs can be included in the appendices. Why is this solution better or different from other solutions in the market?

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5. **THE MARKET.** A description of the market size for this innovation, with special attention for the ecosystem of competitors and (paying) customers. What is the estimated market size over the next few years? What are the critical assumptions underlying these estimates?
6. **WINNINGS COMMITMENT.** Description of what the participant will do with the € 5.000 if he/she wins the award.