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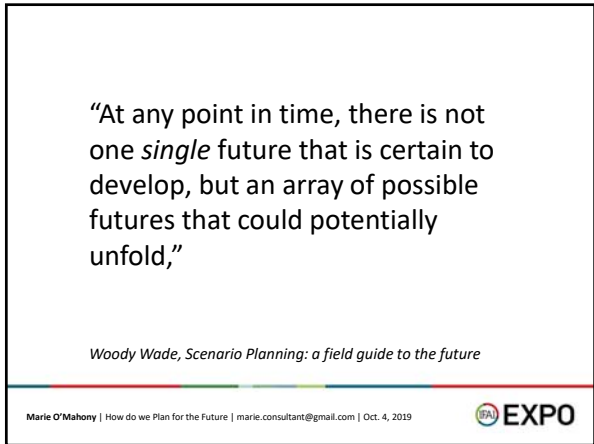
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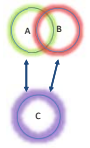
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Textile Integrated: Electrical components incorporated into or onto the textile



A = Electronics B = Textile C = Other

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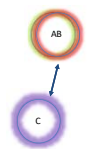
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Textile Based: Textile and electronics are as one



A = Electronics B = Textile C = Other

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**Scenario Planning** offers a toolkit to help identify likely future events and conditions. It uses a staged narrative process to consider their consequences and potential to create barriers or opportunities

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**Scenario Planning using Convergence (fusion)**

**STEP 1: Framing the Challenge**

- Aim to provide a methodology to help identify and assess the potential for smart materials and systems as a key driver for future developments in Wearable Technology
- Objective a toolkit that is of use in developing and commercializing innovation in the field, with two timelines used, 2025 and 2035

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**Scenario Planning using Convergence (fusion)**

**STEP 2: Information Gathering**

- Combines Literature Review, Patent Search, Expert Interviews and Stakeholder Questionnaires
- Mapping smart materials and systems within Convergence(fusion), reflects the continuing evolution of materials + electronics to create a new distinctive (hybrid) identity
- Convergence(fusion) of technologies and materials leading to scalability and commercialization

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**Scenario Planning using Convergence (fusion)**

**STEP 3: Identifying Driving Forces**

**PEST Analysis:**

- **POLITICAL:**  
Trade Policy; Alliances; Intellectual Property (IP) Protection; Intelligence Gathering
- **ECONOMIC:**  
Market Convergence; Raw Materials; Price; Regulations
- **SOCIO-CULTURAL:**  
Consumer Awareness; Wearability + Purpose; Workforce; Demographics
- **TECHNOLOGY:**  
Investors + Customers; Cross-Industry R+D; Speed to Market; Change in Market Leaders

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### Scenario Planning using Convergence (fusion)

#### STEP 4: Critical Extremes

**3 GROUPS:**

1. **Secondary Elements** – known + not considered a key driver
2. **Predetermined Trends** – known, but several possible pathways
3. **Critical Uncertainties** – two clear drivers with potential for greatest impact

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### Scenario Planning using Convergence (fusion)

#### STEP 5: Four Scenarios

- **X-Axis (horizontal):**  
UNCERTAINTIES on one extreme are **STRATEGIC INDUSTRY ALLIANCES**, while on the other are **NON-ALLIED INDUSTRIES**
- **Y-Axis (vertical):**  
**IMPACT** with **WEARABILITY + PURPOSE** on one extreme, then **PORTABILITY + CAPRICIOUS** on the other

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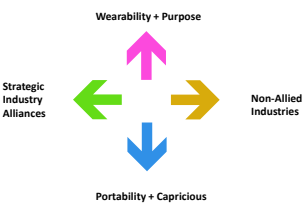
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UNCERTAINTIES



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IMPACT

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**Scenario Planning using Convergence (fusion)**

**STEP 7: Assessing the Implications**



SCENARIO 1

- Megabrand alliances build capacity for broad reaching clusters to develop
- AI helps to increase speed to market for medical + safety products particularly
- Consumer-driven demand for product with purpose eclipses fast fashion
- Full environmental cost borne by the user
- Engaged + skilled workers retained in the workforce for longer

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**Scenario Planning using Convergence (fusion)**

**STEP 8: Signposting**

- What would indicate that a particular scenario is emerging?
- Strength of linkages along the value chain
- Role of industry and social media, greater industry and government oversight

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**Scenario Planning using Convergence (fusion)**

**STEP 9: Monitoring + Updating the Scenarios**

- The PEST analysis should change each year as even a small event or shift can cause the biggest ripples
- Technological advances in this or other industries may resolve roadblocks to commercialization or create new ones
- The vision, creativity and bias of those participating in the process will change the dynamic and the outcomes
- Participants will be different as will their way of using the PEST analysis and the outcome

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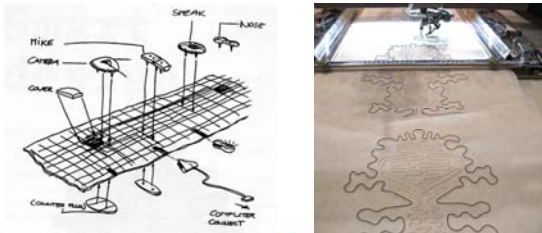
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Scenario Planning using Convergence (fusion)

STEP 10: Using the Toolkit



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Thank You

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marie.consultant@gmail.com



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See you next year!



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100 Years of Textile Innovation



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