

FIGURA NOVA  
FOUNDATION

MOVE 2 INNOVATE

NOVEMBER 2019

FIGURANOVA.FOUNDATION

IT'S ON

PROJECT 1

*Wearable Technology  
& Smart Clothing Kit  
For Breast Cancer Patients  
& Ex-Patients*

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OUR FOUNDATION IS A PROUD MEMBER OF THE NETHERLAND-AMERICA FOUNDATION  
[WWW.THENAF.ORG](http://WWW.THENAF.ORG)



OUR FOUNDATION IS A CERTIFIED DUTCH PUBLIC BENEFIT ORGANIZATION (ALGEMEEN NUT BEOGENDE INSTELLING)



TOTAL IN SUPPORT PROVIDES BUSINESS SUPPORT FOR THE CREATIVE INDUSTRIES  
[TOTALINSUPPORT.COM](http://TOTALINSUPPORT.COM)



OUR FOUNDATION IS SUPPORTED BY NL NEXT FASHION & TEXTILES INNOVATION  
[MODINT.NL](http://MODINT.NL)

BE PART OF  
OUR STORY

# “BEING BRAVE MEANS...

*to know something is scary, difficult, and dangerous,  
and doing it anyway, because the possibility of  
winning the fight is worth the chance of losing it ”*

- EMILIE AUTUMN

*“Research journals show that around the world, every 29 seconds  
a new case of breast cancer is diagnosed, and every 75 seconds  
a woman dies from breast cancer.”* Source: [www.bcrf.org](http://www.bcrf.org) and [www.nationalbreastcancer.org](http://www.nationalbreastcancer.org)

Breast cancer is one of the most commonly occurring cancer in women. In 2018, over 2 million new cases were expected to be diagnosed world wide. From family and friends, to co-workers, communities all feel the devastating impact.

Joining the global community in the fight against breast cancer the Figura Nova Foundation goals are to continuously develop and fund, *Customized Wearable Technology Solutions* that contribute with providing comfort, functionality, self confidence and personal style for Breast Cancer Patients and Ex-Patients worldwide.

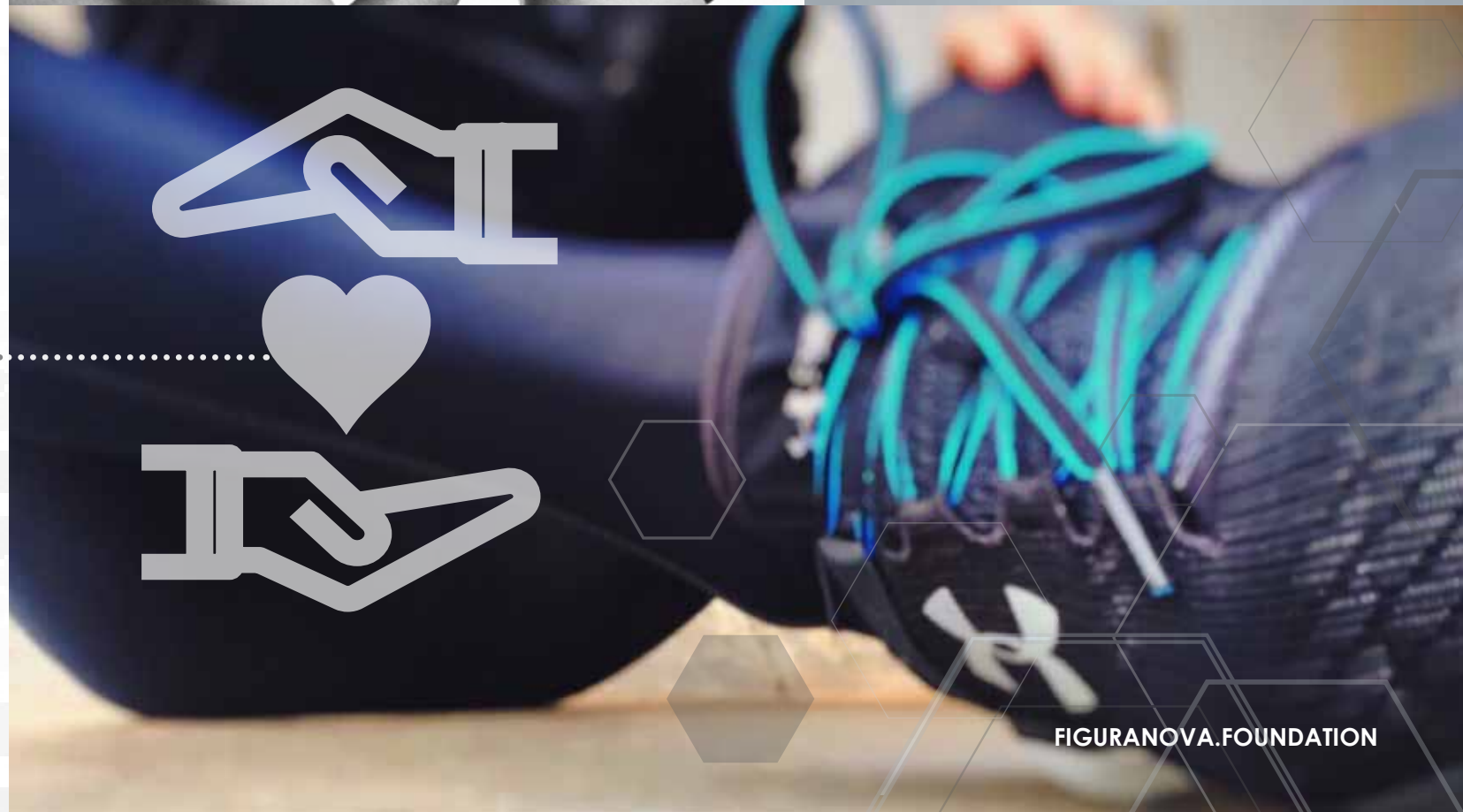
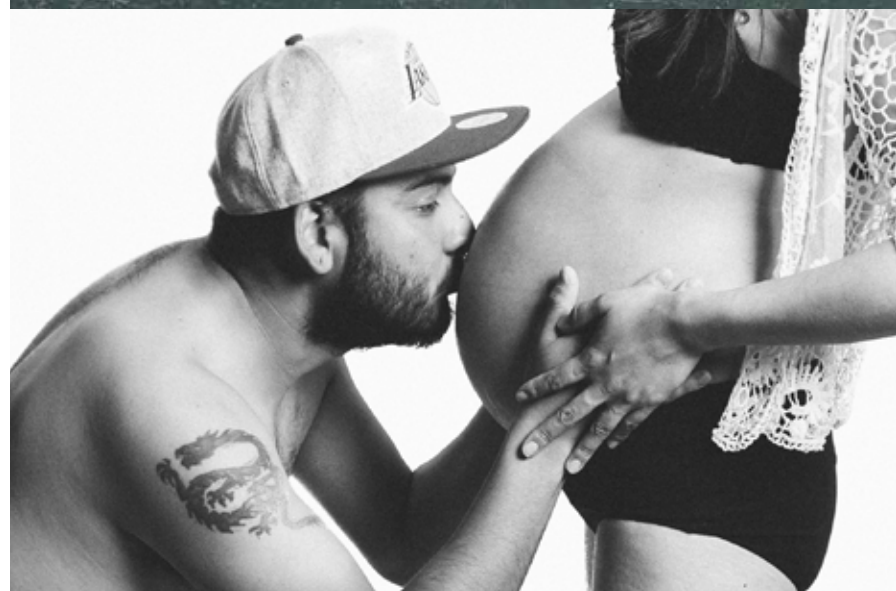


## Quality of Life

Wearable Technology is beginning to transform and show very optimistic results when it comes to improving and encouraging more healthy lifestyle behavior. Because of this, the Figuranova Foundation believes that new technology developments and innovations should also be accessible to the people and communities that been affected by breast cancer worldwide.

## Healthcare Costs vs. Innovation

The increasing costs healthcare and regulations have led to a situation where, wearable technology, apparel and textile innovation developers, find it increasingly challenging to add value and bridge the innovation gap between the medical/health and the lifestyle needs for Breast Cancer Patients & Ex-Patients.





## Performance-Wear

Many global apparel brands are starting to produce multi-functional and sustainable textile solutions for athletic lifestyle apparel concepts that directly or indirectly meets the needs of Breast Cancer Patients & Ex-Patients, provide personal style options, comfort can be worn to work and do not look or have a medical feel.

## Digital Trust

Developments in the use of embed sensors and electronics into garments are having positive reviews. However, some difficulties still remain. Breast Cancer Patients & Ex-Patients need to be and feel secure about there personal data security, whether it is shared with the general practitioner, health insurance provider or the digital platform the brands/services provide.



photo by bruce mais





# IT'S ON CONCEPT DNA

## *Develop a Wearable Technology Kit that improves that improves the quality of life of Breast Cancer Patients & Ex-Patients*

Bringing together some of the leading health-care providers, professionals, designers, government institutions, universities, apparel brands and key stakeholders around the globe using the following technologies:

- 3D Scanning & Imaging
- 3D Printing
- Custom breast prostheses design
- Custom bra design consultancy
- BIO Textile innovation
- 3D knitting & laser cut fabrics
- Custom wearables & data management

### ***Needed Knowledge & Resources:***

- Fundraising & Volunteer & community outreach
- Live communication & media networking
- Product development & technology research
- Health-care, legal & GDPR Policy consultancy





## The Challenge

Over 70% of women that use external breast prostheses are estimated to be dissatisfied, and demand more product innovation. Research articles and journals note that many women find standard breast external prostheses choices are limiting physical activities, choice in clothing, personal style and over all lifestyle choices.

## Our Solutions & Benefits

Through the use of 3D Scanning, 3D Printing & Custom Design the **Smart Breast Prostheses** aims to:

- Optimized fit and comfort through customization and offer multiple Breast Form modifications possibilities based on the desired users performance and personal styling needs
- Assist with reducing or eliminating irritation and tension build-up in the breast area, experience when performing activities such as sports, leisure, work and daily chores
- Facilitate the merging of **Custom Bra Design Solutions** and use of textile material innovation such as **Bio Textiles**, **Integrated Sensor Technology** that monitors and records **Breast-Form Behavior (BFB)** when wearing any desired bra
- Contribute to helping stakeholders/health-care providers with monitoring possibilities that improve the treatment for our test subject participants

## Our Goal is Continuous Development

Our aim is to lay the foundation and standardize the **test-case/ pilot with 12 participants in a time-line 8 months**, make it cost effective and scalable so it can be deployed a global scale for women who need it the most!



## Participation Criteria

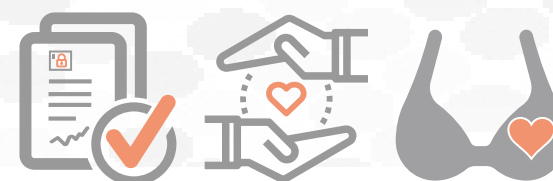
### For Individual Participants:

- Must who have had breast conserving surgery or lumpectomy
- Have experience with using a external breast prosthesis for at least 6 months
- This phase aims to sponsor maximum of 12 participants

### For Bra-Fit Specialists/Retailers:

- Bra-fit specialists/retailers must who have the required certification from institutions such as the **BVBL** *Stichting Belangen Verbond van Borstprotheseleveranciers in The Netherlands* or other recognized breast care institutions across Europe, and the US Canada, Latin America, Middle East, Africa and Asia
- We are looking for specialists who are committed, flexible, willing to learn and contribute in becoming part of global network and support our unique innovative approach

#### STEP 1 /



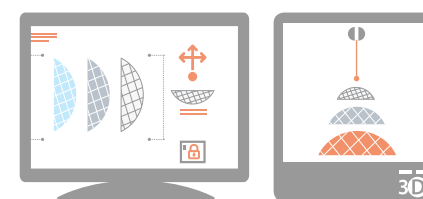
Screen and recruit test participants assisted bra-fit specialists, based on on the foundation's consent and non-disclosure agreement policy

#### STEP 2 /



Conduct test subject scanning sessions in collaboration with bra-fit specialists/retailers and complete scanning experience survey

#### STEP 3 /



Edit scan data, convert files into custom breast form insert designs and begin 3D printing process

#### STEP 4 /



Schedule fitting appointments with test participants and bra-fit specialists/retailers and complete the fitting experience survey

#### STEP 5 /



Test participants take custom breast form inserts home for 4 weeks to conduct wear-ability and performance tests

#### STEP 6 /



Evaluate and produce report for key stakeholders and suppliers to generate interest in scaling-up by doubling the participation



## Our Funding Streams

Our foundation is a **Dutch Public Benefit Organization (ANBI)**, and a proud member of **The Netherlands America Foundation (NAF)**, the leading bilateral foundation initiating and supporting high-impact exchange between the Netherlands and the United States. We also have the support of global prestigious non-profit funding platforms such as **PIFWORLD** (in the Netherlands) and **JUSTGIVING**.



## How can You Help our Funding Goals?

**TO KICK OFF PHASE 1**, we ask donors and organizations to help fund the cost of the individual test case participants, and or contribute funding our general project goals. For corporate sponsors and other organizations who are aligned with our vision, we can customized a sponsorships package or work with you to organize and promote Matching Gifts for corporate employees or Matching Gifts Challenges for major donors.

## Phase 1 Deliverables & Cost

- This phase aims to sponsor maximum of 12 participants with an estimated value of **€ 3.000.00 per participants that includes:**
  - 2 Custom Smart Breast Prosthesis per participant.....€ 1.800
  - 3D Scanning session with bra-fit specialists.....€ 850
  - 1 Bra of choice expenses reimbursed up to.....€ 150
  - Travel expenses for scheduled scanning, fitting and evaluation sessions reimbursed up to.....€ 200
- Estimated project management expenses on behalf of our foundation team and suppliers include:
  - Test case participants screening and recruitment.....€ 8.000
  - Quality controls and survey protocols supervision.....€10.000
  - Project report, survey documentation and publishing.....€ 6.000
  - Administration, communication and it support.....€15.000

**For more detailed project information please contact:**  
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# BE PART OF OUR STORY

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