

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*

CONTENTS

P3/ Being Brave

- ABOUT FIGURANOVA FOUNDATION

P4/ Wearable Technology Trends & Insights:

- BRIDGING THE GAP BETWEEN QUALITY OF LIFE AND HEALTH-CARE INNOVATION
- PERFORMANCE-WEAR & DIGITAL TRUST

P6/ IT'S ON: Concept DNA

- WEARABLE TECHNOLOGY KIT & PROJECT OVERVIEW
- NEEDED KNOWLEDGE & RESOURCES

P7/ Funding Focus Smart Breast Prostheses Phase 1

- SOLUTIONS & KEY BENEFITS
- PROJECT DELIVERABLES & TIME-LINE

Funding Streams, Deliverables Cost &

- HOW CAN YOU HELP ACHIEVE OUR FUNDING GOALS FOR PHASE 1



OUR FOUNDATION IS A PROUD MEMBER OF
THE NETHERLAND-AMERICA FOUNDATION
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



OUR FOUNDATION IS SUPPORTED BY
NL NEXT FASHION & TEXTILES INNOVATION
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 and 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.

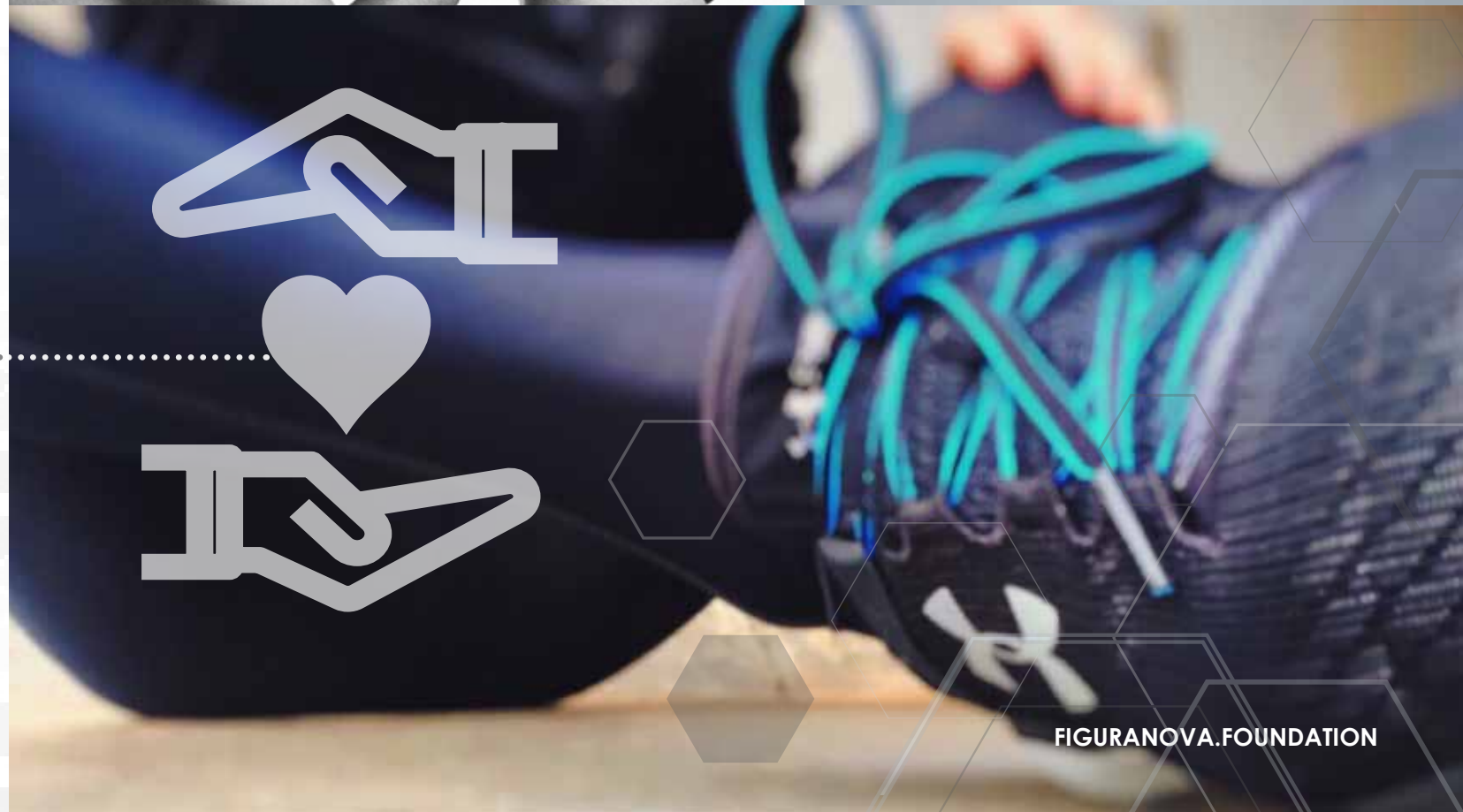
Joining the global community in the fight against breast cancer the Figura Nova Foundation goals are to continuously develop and fund, *Customized Wearable Technology Solutions* that contribute with providing comfort, functionality, self confidence and personal style for Breast Cancer Patients and Ex-Patients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

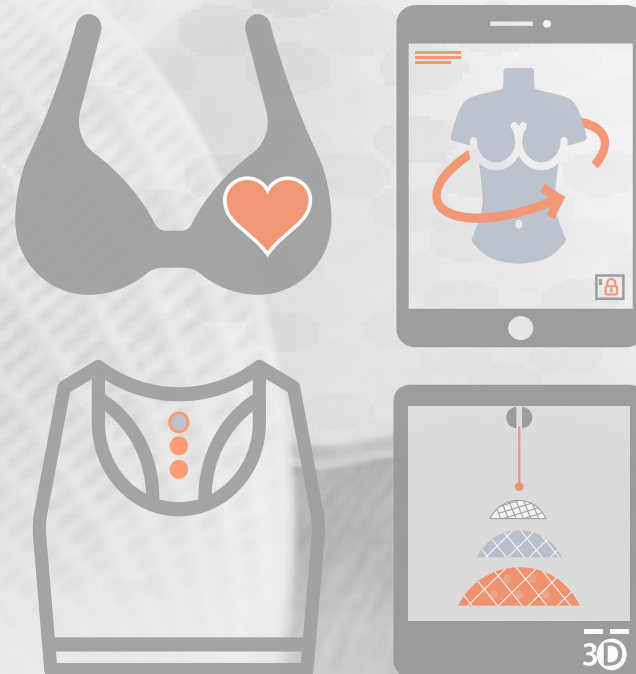
Our Solutions & Benefits

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

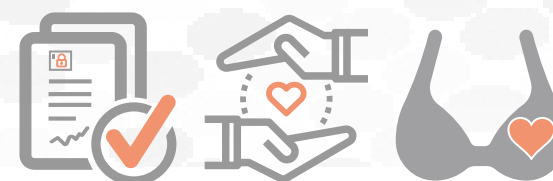
For Individual Participants:

- 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:

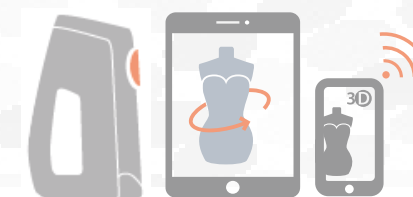
- Bra-fit specialists/retailers must who have the required certification from institutions such as the **BVBL** *Stichting Belangen Verbond van Borstprotheseleveranciers in The Netherlands* or other recognized breast care institutions across Europe, and the US Canada, Latin America, Middle East, Africa 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 /



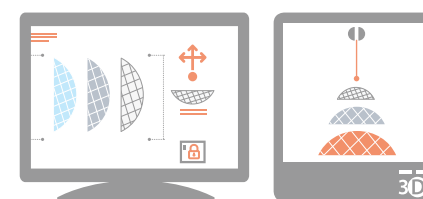
Screen and recruit test participants assisted bra-fit specialists, based on on the foundation's consent and non-disclosure agreement policy

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:
Victor Luis Portes Chairman
Mob: +31 (0) 6 249 76722 E: v.portes@figuranova.foundation





BE PART OF OUR STORY

STICHTING FIGURANOVA FOUNDATION
AMSTERDAM THE NETHERLANDS
CHAMBER OF COMMERCE REGISTRATION No. 70112517
VAT/BTW No. 8581 47014B01
ING BANK NL57 INGB 000 822 69 2