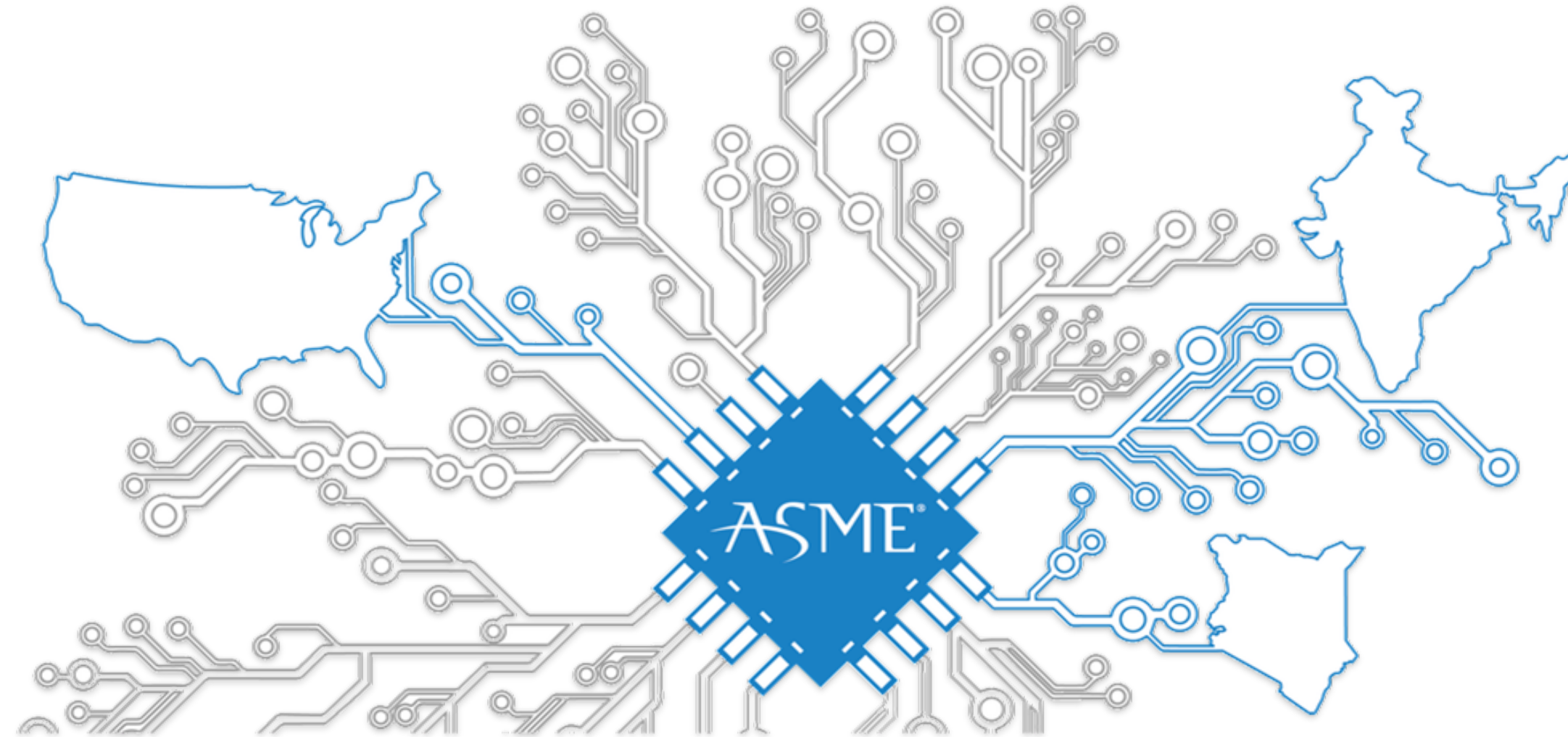


ASME®

ISHOW
INNOVATION SHOWCASE



ISHOW 2021

ASME ISHOW PROCESS & PHILOSOPHY

- ISHOW is a hardware-led social innovation accelerator. We focus on bringing design & engineering diligence to the social and environmental innovation space, supporting (and championing) hardware innovators.
- Our aim is to provide value to all startups. Many startups find the advice, networks and guidance we offer through the ISHOW process more valuable than the seed grants they receive.
- Our process is anchored around 3 modalities that aim to provide innovators with the insights, tools and exposure needed to succeed.
 - Expert Insights: Through the custom Design & Engineering Review.
 - Coaching: One-on-one sessions with experts.
 - Networking: With fellow innovators, industry experts and investors.
- We want innovators (and experts) to enjoy the process, learn, build their network, gain exposure and focus on the value in participating.



CUSTOMER & USER
KNOWLEDGE

Does your idea serve the unique needs of your customers and end-users?



HARDWARE VALIDATION
& DEVELOPMENT

Is your product development process iterative and mindful of your end-users?



MANUFACTURING
OPTIMIZATION

What are the key engineering considerations affecting efficiency, feasibility, scalability?



IMPLEMENTATION STRATEGY

Is the business model sound?



Customer/User Knowledge

Customers and users must drive the design and development of hardware. Solutions should be user centric and delivered at a competitive price point. This segment of the taxonomy is focused on gaining intimacy with who will buy and use your hardware, how they will do so and factoring in their environmental/financial cues.



Manufacturing Optimization

It is never too early to consider and explore the manufacture of your hardware. Design for manufacture illuminates considerations such a tooling, supply chains, maintenance and cost - all key considerations for effective prototyping, especially in locations with limited engineering infrastructure and ecosystems. This segment focuses on ensuring feasibility, efficiency, scalability & alignment with the manufacturing realities for your hardware.



Hardware Validation & Development

Ideating, prototyping, developing, testing and validating hardware should take place within a structured process that encourages and ensures feedback and iteration. This element of the taxonomy presents tools, techniques and questions for refining, scrutinizing & iterating your hardware to achieve a successful level of function, safety, use & longevity.



Implementation Strategy

Your hardware can only have impact if it reaches your customers/ users in a consistent, scalable and sustainable way. Defining, understanding and refining your business model and scaling strategy will require deep market/ customer knowledge, lots of testing/ feedback and likely several pivots. This element of the taxonomy considers turning your hardware into a product. Detailing how, where & who will deliver the product to the customer/user & how business will grow/be sustained.