

Executive Summary

ALIGN Apparel by Innoverse is a line of athletic wear made with smart textiles with sensors woven into the fabric and placed at common areas where athletes experience strain.

After the Coronavirus pandemic in 2020, there has been an increase in people that work out at home or without the supervision of a trainer. With that, the percentage of emergency room visits skyrocketed as a result of injuries from at home workouts.

The goal of this gear is to improve form while weightlifting and performing different exercises by sensing when these joints are out of alignment and vibrate when they are. By incorporating sensors similar to accelerometer sensors to detect the orientation of the limbs and flex sensors to sense bending in the joints, ALIGN will be able to track and monitor the alignment of the joints.

Our product will be available in stores as well as online. While there are other athletic apparel brands out there, none as comprehensive, innovative and able to immediately solve its inspiring problem.

Customer segments

1. Target Audience:
 - a. Active individuals, athletes, and fitness enthusiasts.
 - b. Ages 18–35, tech-savvy, and interested in innovative fitness solutions.
2. Analyze competitors:
 - a. Athletic apparel brands that have become popular in the last 5 years
 - i. Lululemon
 - ii. Dfyne
 - iii. GymShark
 - iv. Fabletics
 - b. Companies that offer wearable fitness technology
 - i. Apple
 - ii. Samsung
 - iii. Garmin
 - iv. FitBit
 - c. Fitness technology
 - i. Peloton
 - d. Smart Apparel
 - i. STATsports performance wear

Value Proposition (what are we offering to customers)

1. Innovative features:
 - a. Smart textiles embedded with biometric sensors that use accelerometer and flex sensors to detect joint alignment
 - b. Utilizes gentle vibration to notify users of alignment
 - c. Sustains itself using the kinetic energy of the user
2. Comprehensive mobile application
 - a. Progress tracking
 - b. Sensor alignment
 - c. Artificial intelligence incorporated chat features
 - d. Health insights and reports

Business model:

1. Market demand:
 - a. The global smart clothing market is experiencing significant growth. In 2024, it was valued at approximately USD 5.16 billion and is projected to grow at a compound annual growth rate (CAGR) of 26.2%, reaching USD 21.48 billion by 2030.
 - b. The global fitness tracker market was valued at USD 53.94 billion in 2023 and is projected to grow to USD 290.85 billion by 2032, exhibiting a CAGR of 21.3%.
 - c. Wearable performance devices and sensors are increasingly accessible to both the general population and athletic teams. Advancements in technology have enabled athletes, sports teams, and physicians to monitor functional movements, workloads, and biometric markers to maximize performance and minimize injury.
 - d. According to Grand View Research, the global fitness app market was valued at \$9.25 billion in 2023 and is expected to grow at a CAGR of 14.08% through 2030, highlighting the increasing consumer demand for digital health solutions. These platforms capitalize on AI and machine learning to deliver hyper-personalized experiences, from custom fitness plans to real-time performance feedback.
2. Sales channels: Align Apparel will pull in revenue through apparel sales as well through premium subscription plans offered on the mobile app

Branding and Marketing:

1. Brand Identity:



COLOR PALETTE



#d2d4d1



#7e90b4



#315c5c



#1d332e



#71b546

INDIVIDUAL FONTS



Aa

Poiret

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MOOD BOARD



2. Marketing channels

- a. Partnerships with popular athletic brands
- b. Outsourcing to influencers, especially because tiktok and instagram influencers were key in the increase of at home workout tutorials during the pandemic
- c. Networking at conferences and events.

Key resources (what ALIGN needs to operate)

1. Product Development Team (Apparel & Hardware)

- Textile Engineers: Experts in smart fabrics, conductive materials, and wearable technology integration.
- Apparel Designers: Focused on athletic performance, comfort, and functionality of the clothing.
- Hardware Engineers: Develop and integrate sensors into apparel, ensuring durability and accuracy.
- Material Scientists: Research and select the best materials for comfort, durability, and sensor compatibility.
- Manufacturing Specialists: Oversee production processes, quality control, and supply chain management.
- Prototyping Technicians: Create and test product samples before mass production.

2. Software Development Team (App & AI Features)

- Mobile App Developers: Skilled in iOS and Android app development to create the customer-facing application.
- Backend Developers: Ensure data processing, cloud storage, and system integration with the app.
- UI/UX Designers: Design user-friendly and engaging app interfaces.
- Data Scientists: Analyze sensor data to provide health insights and performance reports.
- AI/ML Engineers: Develop AI-powered features such as chatbots, form analysis, and personalized recommendations.
- Cloud Engineers: Manage cloud infrastructure for real-time data syncing and processing.

- Cybersecurity Experts: Protect sensitive user data and ensure compliance with health data regulations.
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3. Health & Sports Science Team

- Kinesiologists/Biomechanics Specialists: Provide expertise in movement science to improve posture and injury prevention features.
 - Physiotherapists or Sports Therapists: Help ensure the product aligns with fitness and rehabilitation standards.
 - Certified Personal Trainers: Offer professional input on exercise routines and workout guidance.
 - Medical Consultants: Ensure the technology meets health and safety standards.
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4. Business & Operations Team

- Project Managers: Oversee product development timelines and cross-team collaboration.
 - Supply Chain & Logistics Managers: Handle sourcing, manufacturing, and distribution channels.
 - Regulatory Compliance Specialists: Ensure the product adheres to health, safety, and data regulations (FDA, GDPR, etc.).
 - Customer Support Specialists: Provide technical assistance and handle customer inquiries.
 - Quality Assurance (QA) Specialists: Test both apparel and app functionality to maintain high standards.
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5. Marketing & Sales Team

- Brand Strategists: Define the company's market positioning and unique value proposition.
- Digital Marketing Specialists: Manage social media, SEO, content marketing, and online campaigns.
- E-commerce Specialists: Oversee online store operations, product listings, and customer experience.
- Public Relations (PR) Specialists: Build brand awareness through media and influencer partnerships.

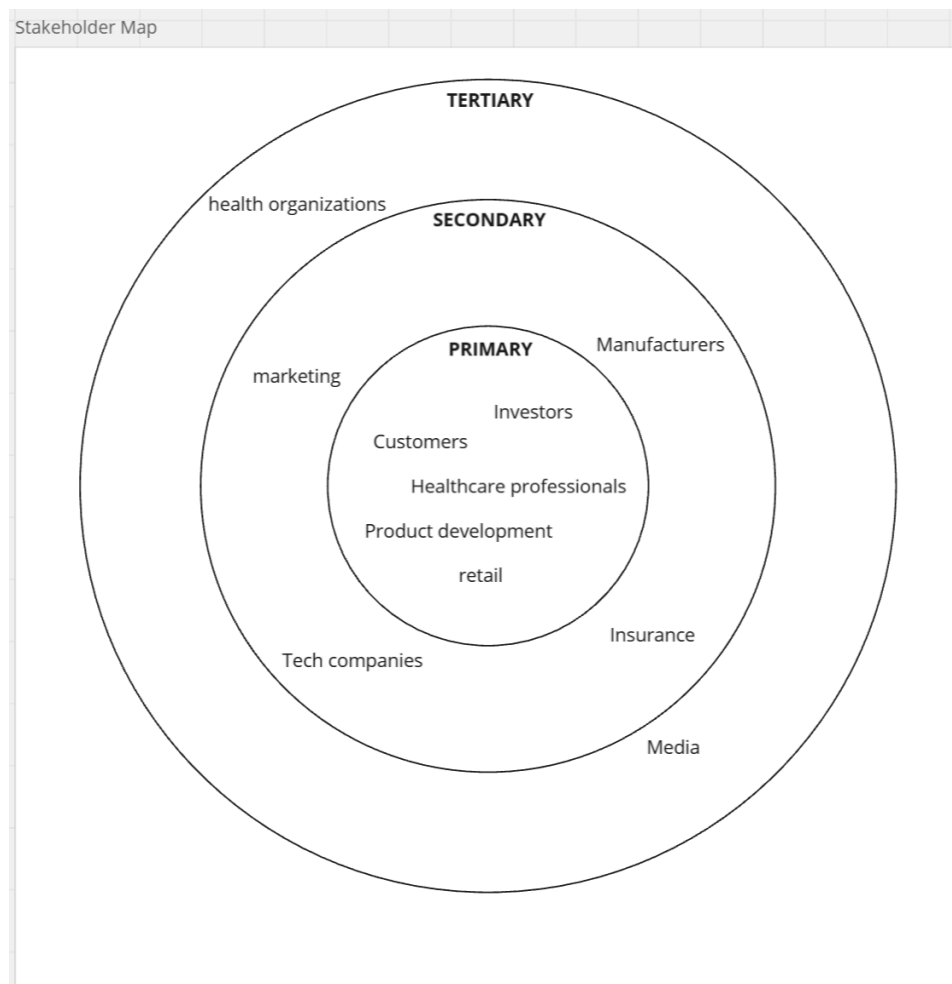
- Sales Representatives: Drive retail partnerships and direct-to-consumer sales.

6. Finance & Legal Team

- Financial Analysts: Manage budgeting, financial planning, and cost analysis.
- Investment & Funding Specialists: Secure funding and investment opportunities.
- Legal Advisors: Handle intellectual property, partnerships, and compliance with health and data laws.

Investors and Funding:

1. Potential investors:
 - a. Angel investors: wealthy individuals that invest their money into startups
 - b. Venture capitalists: people that invest in startups for an equity stake in the company.
2. Stakeholder opportunities



- a. Customers
 - i. Personalized health reports
 - ii. Injury prevention through monitoring
 - iii. Chronic pain management
 - iv. Subscription based services through the app: even further customization and personalization
- b. Healthcare providers
 - i. Data driven healthcare plans: physicians can use their patients data from the Align app to further customize health care
- c. Fitness Industry
 - i. Partnerships/collaborations with gyms and trainers
 - ii. Brand collaboration: to increase trust and rapport with our audience and to help bolster this new technology
- d. Tech Companies
 - i. Adding features that support communication and interaction (challenges, incentives, rewards)
 - ii. AI integration
- e. Retail opportunities
 - i. Direct to customer (D2C): using ecommerce through an online platform to sell apparel
 - ii. Offering new products that can be bundled with the apparel (supplements etc)
- f. Business opportunities
 - i. Sponsorship: sponsoring wellness events and making apparel available to attendees
 - ii. Partnerships with other companies traversing the same field
- g. Sustainability
 - i. Using eco-friendly smart textiles
 - ii. Circular initiatives to reduce tech and fabric waste

Future/Potential opportunities

- 1. New audiences
 - a. This opens up to people of all ages including seniors, anyone, that suffer from chronic joint pain or need posture remediation so that they may find relief
- 2. New uses
 - a. Remote patient monitoring for non-ambulatory individuals or seniors.

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