

ASME ISHOW PROCESS & PHILOSOPHY

- We focus on bringing design & engineering diligence to the social and environmental innovation space and supporting (and championing) hardware innovators.
- Our aim is to provide value to all finalists. Many finalists find the advice, networks and guidance we offer through the ISHOW process more valuable than the cash prizes the winners 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 roundtables and toolkits.
 - 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.

ISHOW DESIGN & ENGINEERING REVIEW



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.

WHAT'S AT STAKE.....

Three winners receive

- Full “ISHOW Design & Engineering Review” delivered by industry experts.
- \$10,000 Seed grant (and the chance to access up to \$50K based on progress).
- 20 hours of design advice from Catapult Design.
- Invitation to NYC ISHOW Bootcamp.
- Case Study/ Article exposure from media partner Engineering for Change.
- Various in-kind services from partner network (i.e. incubation services, makerspace memberships, tailored legal/IP advice, video production/commercial for fundraising, design consultancy, etc.