

SmartShape

Technology

Federating information for smarter
decisions

Nainesh Rathod – CEO, Imaginestics

Current State



- Imports in 1960 accounted for 8% of American purchases
- Today nearly 60% of everything we buy is made overseas
- Today US has fewer manufacturing jobs than in 1941



How can we make a change?

- If we Americans spend an extra \$3 on US made goods, we would create nearly 10,000 new jobs
- We can create this socio-economic impact by building a strong and vibrant community by initiating a “local buy” mindset

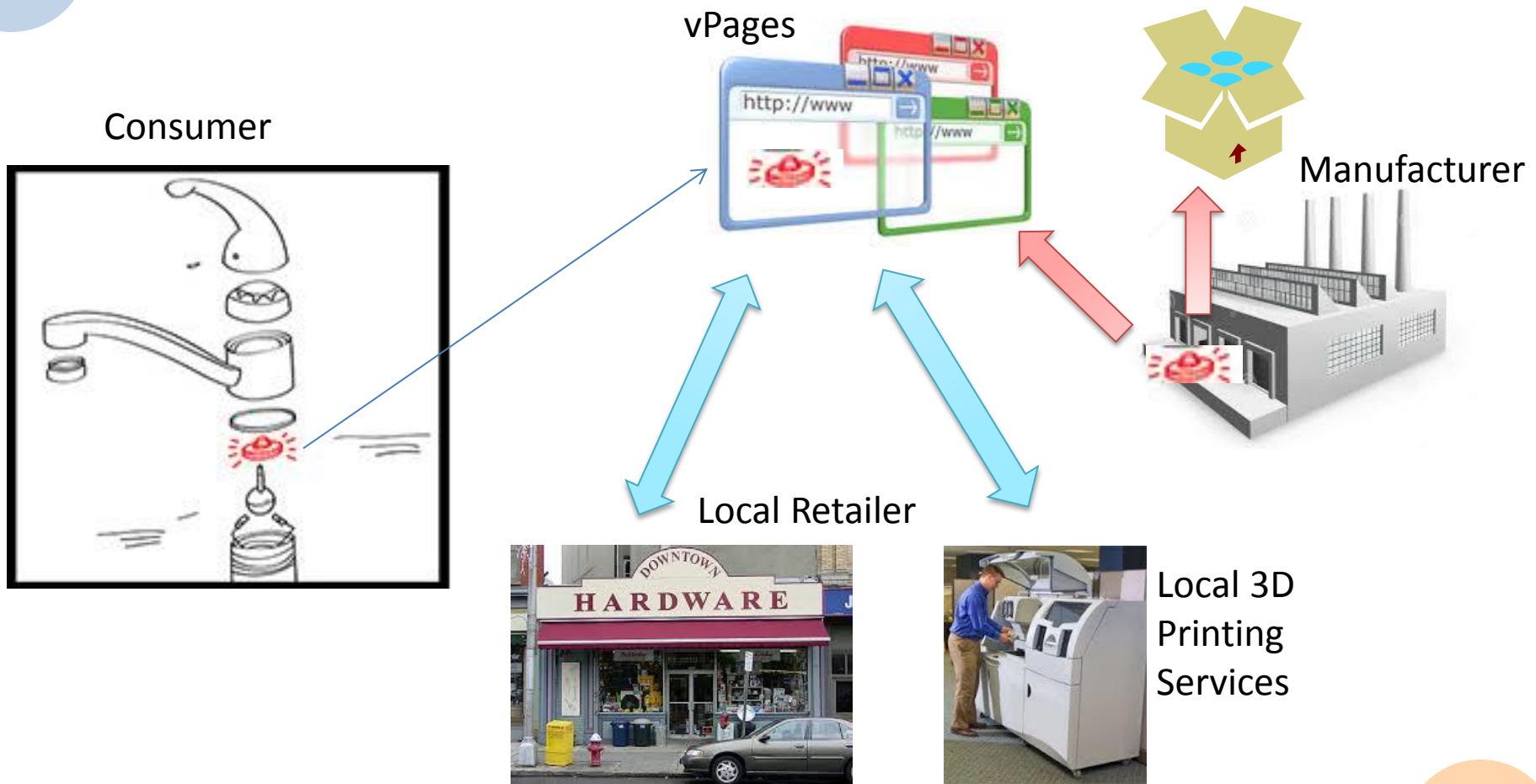
For example, Chicago imports \$50B of finished goods. If 5% of these products were made locally, it would create \$2.5B of local economic impact and create 50,000 new local manufacturing jobs. Each manufacturing jobs creates 1.3 jobs in service sector

Increasing local consumer awareness

- Smart Shape Technology




Smart Data – Key Enabler



Convergence of enabling technologies



- Online Platform for registering product data
 - Online Platform for capturing manufacturing capabilities(e.g. 3D printing) and retailers inventory
 - Shape Search Technology
 - Smart Active Label
 - Smart Hub with Proximity system
 - Intelligent Diagnostics and communication
- 

Smart Shape Technology



When you can dramatically lower the costs of connecting supply and demand, it changes not just the numbers but the entire nature of the market

Chris Anderson, *The Long Tail*

