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 job creates 1.3 jobs in service sector.
Increasing local consumer awareness

- **Smart Shape Technology**
Smart Data – Key Enabler

Consumer → vPages → Local Retailer → Local 3D Printing Services → Manufacturer
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*