

(idea title) ..... Customization, adaptation of products to different needs (size, gender age, wealth,..).....  
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**1. Provide a short explanation of your idea here:**

- ..... **Customization** can be a competitive advantage of EU against low-cost countries producing mass market products. Customization process has to be cost/effective for manufacturer and user friendly .

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**2. Why is this a good idea? Provide 3 arguments.**

- 1 . .Target different users profile.....
- 2 . .EU competitive advantage
- 3 .....

**3. What remains to be done? And when should they be done (tomorrow/next week/next month/next year)**

- design a good process to make this possible. ....  
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**4. Are there ideas that combine well with your idea? Please mention them here.**

...- lean and mean manufacturing . processes.....  
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**5. Whom do you need to make your project successful and what role should they fulfill (designer, researcher, company, ...)**

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**6. Do you support this idea? Please fill out your name and your possible role!**

Your name. .... Josu Onandia.....possible role. . . Customization tool developer. ....  
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Your name. ... .Renè W. / Florence B. (sport and technology). . possible role.....

Your name. .... A. Martinez (AISU)..... possible role. .RTD, customized design, .prototyping

**7. Remarks: bring'm on!!**

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