DesignAid is a hands-on combination of a magazine about unique materials and technologies, and a box with actual samples of the 20 or so materials and technologies covered in each issue. It’s the first trade show in a box! DesignAid (developed by Inventables) addresses a real need in a world obsessed with anything that sparks creative product ideas. As there are only so many trade-shows you can physically visit, DesignAid brings the tradeshow to your desk. It’s a hands-on combination of a magazine about unique materials and technologies, and a box with actual samples of the 20 or so materials and technologies covered in the issue. Some example items from past issues include aluminum foam, plastics that are heavier than metal, and an adhesive that can be removed with electricity. Access to an online database for more information on the samples of new materials and technologies is included as well, saving you time by providing details on sourcing, pricing, technical details, explanations of uses, related websites, etc. Clients include IBM, General Motors, Hewlett-Packard, Herman Miller, Black & Decker, Coca-Cola, Pitney Bowes, Lexmark, Tupperware, Nike and Fossil. An annual subscription (four issues), costs USD 3,600.

**Opportunities**

You cannot have too much inspiration. And if one picture says more than a thousand words, then holding and using an item says more than a thousand pictures. Inventables understands this. However, they mainly cater to the US market. And they’re quite alone in this market. Furthermore, they only go for the ‘science’ stuff. So that spells second player opportunity, international opportunity, and cross-industry opportunity; Springwise believes each and every industry could do with a DesignAid, TasteAid, ToolAid, HipAid, or TechAid. May 1000 trade-shows-in-a-box bloom 😊

13th March 2004

Website: [www.inventables.com/](http://www.inventables.com/)