

Creative Industries KTN Case Study

Bare Conductive

Unique material technology delivers new platform for flexible electronics

About the Project

Bare Conductive is a non-toxic conductive ink that lets the wearer interact with electronics through touch, movement or gesture. Electrical signals run across the surface of the body with no impact on the skin, so a light bulb can be illuminated simply by tapping it with a painted finger. But the commercial prospects go way beyond lighting a bulb and extend to music makers, medical and athletic sensing devices, education and toys.

Benefits of Funding

Bare Conductive was informed about the TSB's Launch Pad competition for Disruptive Solutions by CIKTN's Smart Materials Champion Chris

Lefteri. The company was subsequently awarded the £100K prize in the digital category, following a pitch at Innovate10 in which Bare Conductive impressed the panel of four experts and the audience, whose input was collected as the fifth 'judge.'

The impact of winning the award has been felt in a number of ways. Matt Johnson describes the press attention as "spectacular [...] we have something worthwhile that maybe before people would not have taken seriously". New buyers will allow the company to scale up the production of the ink and increase the company's impact more quickly.

"Chris Lefteri has been a long-term advocate for Bare Conductive and suggested that we apply for the Disruptive Solutions competition. It was immediately clear that the competition brief was tailor-made for our company. This grant, along with support from the TSB and CIKTN experts like Chris Lefteri, will enable Bare Conductive to navigate the difficult transition from project to product."

Matt Johnson, Co-Founder and Director,
Bare Conductive

Results

The initial market is the maker community, with the medium term strategy focused on hardcore applications such as sensing and education: Bare Conductive would like to see third party technologies attaching to their technology. In the educational sector, they now have two very strong contacts that will allow them to get the



technology into schools and colleges, where it will be used to demonstrate basic electronic principles and electronic prototyping. "Getting industry support is really important and what's great about this award is that we now have a friend now who is much, much bigger than us and it's about being able to say these guys [TSB] are on our side."

Fast Facts

Sectors: Design, Crafts

Funding Source: TSB 'Launch Pad for Disruptive Solutions'

Total Project Value: £100,000

Duration: Nov 2010 - May 2011

Market Impact: Multiple potential markets, from the maker community to sensing and education.

Creative Industries KTN input: Chris Lefteri, Smart Materials Champion, informed Bare Conductive about the competition.



Bare Conductive Ltd