

Nonwoven Product Development and Innovation Agenda

June 20-23, 2023

The Nonwovens Institute (NWI), NC State University
1020 Main Campus Drive
Raleigh, NC 27606

Tuesday, June 20

12:00 pm	Lunch & Registration	
1:00 pm	Class Introductions & Overview	Dave Nelson, NWI
1:30 pm	Product Development – Stage Gate	Behnam Pourdeyhimi, NWI
3:45 pm	Intellectual Property	Behnam Pourdeyhimi, NWI

Wednesday, June 21

8:00 am	Breakfast	
8:30 am	Market Research & Marketing Strategy	Tom Daugherty, NWI
9:00 am	Market Intel Example	Tom Daugherty, NWI
9:30 am	Patent Search	Behnam Pourdeyhimi, NWI
10:30 am	Innovation Culture & Practice	Dave Nelson, NWI
11:30 am	Case Studies	Behnam Pourdeyhimi, NWI
12:00 pm	Lunch	
1:00 pm	Commercialization	Behnam Pourdeyhimi, NWI
2:00 pm	Sustainability & Circularity	Behnam Pourdeyhimi, NWI
3:00 pm	Break	
3:15 pm	DOE (Design of Experiment)-Introduction & Practical Aspects	Benoit Maze, NWI
4:30 pm	Wipes & Sustainability	Behnam Pourdeyhimi, NWI
5:00 pm	Teams: Plans to Make a Sustainable Wipe? The group will be divided into two teams; each team will be assigned a mentor	
6:00 pm	Reception	All



Thursday, June 22

8:00 am	Breakfast	
8:30 am	Plans for the day – each team + their mentor	Behnam Pourdeyhimi, NWI
10:00 am	Labs	All
12:00 pm	Lunch	
1:00 pm	Prototyping	All

Friday, June 23

8:00 am	Breakfast	
8:30 am	Complete testing of prototypes & prepare presentations	Teams
10:00 am	Presentations by the two teams	Teams
12:00 pm	Lunch	
1:00 pm	Q&A and wrap up	All