

## Nonwoven Product Development and Innovation

The Nonwovens Institute (NWI), NC State University  
1010 Main Campus Drive  
Raleigh, NC 27606

### Tuesday, Day 1

12:00 pm     **Networking Lunch**  
1:00 pm     Introductions & Course Objectives  
1:30 pm     Product Development – Stage Gate  
3:45 pm     Navigating Intellectual Property

### Wednesday, Day 2

8:00 am     **Networking and Light Breakfast**  
8:30 am     Market Research and Marketing Strategy  
9:00 am     Market Intel Example  
9:30 am     Performing an Effective Patent Search  
10:30 am    Innovation Culture and Practice  
11:30 am    Case Studies In Product Development and Innovation  
12:00 pm    **Networking Lunch**  
1:00 pm     Commercialization  
2:00 pm     Sustainability and Circularity  
3:00 pm     **Coffee Break**  
3:15 pm     Design of Experiment – Intro and Practical Aspects  
4:00 pm     Team Exercise: Product Development Exemplar Market Overview  
4:45 pm     Team Exercise: Planning with Team and Mentor  
5:30 pm     **Networking Reception**

### Thursday, Day 3

8:00 am     **Networking and Light Breakfast**  
8:30 am     Team and Mentor Product Development Exercise  
10:00 am    Hands-On Product Development In the Labs  
12:00 pm    **Networking Lunch**  
1:00 pm     Prototyping

### Friday, Day 4

8:00 am     **Networking Breakfast**  
8:30 am     Final Testing of Prototypes  
10:00 am    Team Presentations  
12:00 pm    **Networking Lunch**  
1:00 pm     Wrap-Up and Q&A