

## INVENT

# Hug

## SELECT YOUR CATEGORY

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### Select your category

If you are unsure of your category, please refer to the category descriptors for examples of innovations which may suit each category on our website: <https://mustard-amethyst-s5rn.squarespace.com/the-categories> If you need support choosing, contact [invent@wearecatalyst.org](mailto:invent@wearecatalyst.org)  
Living Well

## YOUR INNOVATION

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### Scoring Criteria

Applications are scored by external judges in line with the criteria provided here. To create a strong application, we encourage you to refer to the scoring criteria and ensure your answers hit the points mentioned.

Accepted

### Describe your innovation in 1-2 sentences.

Imagine you have 10 seconds to explain your idea/innovation to a stranger. How would you put it?

Hug is a wearable hot /cold pack that can be worn in many different ways to help with back, abdominal, shoulder or headache pain or simply as a heat source during our cold winter!

### What is the problem / opportunity you have identified? Please include evidence that the problem you've identified actually does exist.

Define the problem and help us to understand it from the user's perspective. Is this problem significant? Is your problem area something that you have personally experienced? Do you have any statistics/evidence which proves this is a problem experienced by others?

67% of women report period pain at a severity which interferes with their everyday lives, and heat has been proven to be more effective than taking pain killers. Having personally struggled with abdominal pain and finding heat to be the best solution I was frustrated at the lack of reusable 'hands free' heat sources. Girls who suffer from period pain don't want to make this problem obvious by using a hot water bottle in the office! There are disposable heating pads but they only cover a small area of skin and are expensive if the problem is ongoing. I wanted to develop a safe solution for busy ladies like me who want to ease the pain without constantly taking painkillers or interrupting the day. This meant developing a discrete wearable heatpack which can be worn under clothes and reheated easily (without wires etc).

### What is your solution to the problem / opportunity?

Explain how your innovation solves the problem described above and how the solution benefits the customer/user. Ensure that your description is clear and that it is an innovative/different/disruptive solution and importantly, that the solution is feasible.

Hug is a wraparound, wearable heat pack designed to help soothe lower back or abdominal pain and adjusts to different waist sizes. It can be worn directly against the skin thanks to a snuggly velvet lining that allows the skin to breathe and is not sticky like some other products. Hug can be heated in the microwave safely as it has a temperature indicator built in which warns when the product might be too hot to wear directly against the skin. Hug can also be worn around the shoulders for neck and shoulder pain relief or used cold for physical injury, surgical recover or migraine relief.. The design is discrete and will adjust to fit snugly so it can be worn under clothes

**Tell us about your prototype.**

To be eligible to enter INVENT, you must have a basic prototype. Please see our terms and conditions for further descriptors on what we consider a basic prototype. When answering this question, ensure that you have described your prototype clearly. Tell us how your finished solution will work and will solve the problem. A good prototype can be used to test your Idea with potential users - tell us about any research you have conducted with potential users to ensure the solution will work for them. If you are unsure about your prototype's eligibility, please contact [invent@wearecatalyst.org](mailto:invent@wearecatalyst.org)

I have worked through several prototypes of Hug, have established a relationship with a suitable factory and have been market testing with a short production run of 500 units. These are completed production articles. The product has proven very popular with sufferers of Endometriosis in particular, and has been self-marketing due to word of mouth and reviews online with respect to the product use within this user group.

**Tell us about your target customers and the size of your potential market.**

Who is/will be your customers? Do you have a clear target market? Can you tell us a bit about the industry size?

As I've had some of the best feedback from Endometriosis sufferers lets consider that first. 1 in 10 women of reproductive age in the UK suffer from endometriosis. That's 176 million worldwide. In the UK there are 16 million women of reproductive age. 10% of that (sufferers) is 1.6 million, so if we achieved 3% of this market sector alone that would be 51,000 people. Then what about the second most promising market; Back pain? In the UK, back problems are the leading cause of disability with nearly 119 million days a year lost: one in eight unemployed people give back pain as the reason they are not working. In the UK 2.5million have back pain every day of the year. 3% market share of this would be 7500. We have only considered UK and two (of many) relevant conditions in this example and at 3% penetration we are looking at around 60,000 people UK only.

**Who are/will be your main competitors?**

The main competitive products are hot water bottles which haven't changed in design in decades, have to be held in place, can burst and burn users, and are very obvious in use. The second main competitor are disposable chemical based heat patches which adhere to the skin. These are more discrete than hot water bottles but actually also reach quite high temperatures and may cause risk of burning, and many people are allergic to the adhesive which is similar to that used in plasters. They are also one time use and expensive if you consider per-use cost which would be a factor for chronic pain sufferers. Or you can buy an electric wearable heat pad but you need to remain close to a plug socket to use one!

**What is your innovation's Unique Selling Point?**

What is special about your innovation that sets you apart from your competitors?

Hug can be worn hands free, is non irritating on the skin, is discrete and can be used over and over, hot or cold on different areas of the body. It also includes a temperature indicator to ensure safe use if the user plans to sleep with the product on for example.

**Tell us about yourself.**

This information is not assessed during shortlisting, we just want to get to know you better! Tell us a bit about your background and what inspired you to develop your innovation.

I am an award-winning product design engineer and entrepreneur with a keen interest in the power of design to improve lives. I've been lucky enough to design products for NGOs such as Oxfam; for disaster relief, animal rescue, worked with amazing companies like Leckey to develop products to enhance the lives of kids with special needs, and Shnuggle to create lines of products for new parents (and make life safer for newborns).

**If you have a website, social media account or other online resource for your innovation, please link it here.**

This information is not assessed during shortlisting.

<https://www.mywarmhug.com/home>

## ELIGIBILITY CRITERIA

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**Please click here to view the Terms and Conditions**

If you have any queries about eligibility, please contact the INVENT programme manager at [invent@wearecatalyst.org](mailto:invent@wearecatalyst.org)

Accepted

**Please confirm that you are/will be aged 18 or over at the point of application deadline**

If you are aged below 18, you are not eligible to enter INVENT 2024.

I confirm that I am/will be aged 18 or over at the point of application deadline

**Please confirm that the innovation being submitted has NOT previously qualified for the final round of INVENT or the 25k Awards**

Innovations which have previously advanced through to INVENT Qualifying Rounds and Semi-Finals; and Student Invent are allowed to re-enter.

I confirm that the innovation being submitted has not previously qualified for the final round of INVENT or the 25k Awards.

**Please confirm that the company has no more than 5 paid employees working on the innovation.**

If your company has more than 5 paid employees, you are not eligible to enter INVENT 2024.

I confirm that the company has no more than 5 paid employees working on the innovation.

**Please confirm that the founder(s) and innovation development are based in Northern Ireland or County Donegal Ireland.**

If the founder(s) and innovation development are not based in Northern Ireland or County Donegal Ireland, you are not eligible to enter INVENT 2024.

I confirm that the founder(s) and innovation development are based in Northern Ireland or County Donegal Ireland.

**Please confirm that you have NOT received over the value of £200,000 in capital or loan funding from any source.**

Grants are permitted and do not count towards the £200,000 as these are not capital or loan in nature.

I confirm that I have NOT received over the value of £200,000 in capital or loan funding from any source.

**Please disclose any funding/ investment/grants you have received to date for the innovation you are entering.**

N/A

**Please confirm that the innovation being submitted is your own creation and has not been taken from another source.**

It is up to each entrant to manage their own Intellectual Property [IP]. You can find useful information on IP at the following link -

UKIPO? <https://www.gov.uk/intellectual-property-an-overview> We recommend that you check your employment?or research?contracts?in terms of any IP conflicts?and/or obligations?you may have with your current employer/university and that you are aware if other team members have potential conflicts?and/or obligations. If in doubt we encourage you to speak to your employer/university and gain their input. This will prevent any conflicts at a later date.

I confirm that the innovation being submitted is my/our own creation and has not been taken from another source.

## Personal information

**TEAM LEAD: MEG MAGILL (MEG.MAGILL@WEARECATALYST.ORG)**

### TEAM DETAILS

**First Name**

Fiona

**Last Name**

Bennington

**Email Address**

invent@wrecatalyst.org

**Mobile number**

028 9073 7800

**Postcode**

This information is used to help with data collection on geographical location and to confirm that the base of the founder(s) and innovation development is in Northern Ireland or County Donegal Ireland. If the postcode falls outside of these areas, the INVENT programme manager will be in touch to confirm eligibility.

BT3 9AD

**Is your company registered on Companies House?**

Yes

**If yes, please provide your Companies House Number.**

XXXXXXXXXX

**Have you competed in INVENT or the previously named 25K awards before?**

Yes

**Are you a Student?**

If NO skip the next three questions.

No

**If you are a student, please select which option applies to you.**

N/A

**If you are a student, please tell us which school, college or university you are affiliated with and the course you are studying.**

N/A

**If you are a student, we can offer additional support by connecting you with relevant contacts within your college/university to further assist you with the INVENT competition. If your application is successful, please indicate your consent by checking the box to allow us to facilitate this connection.**

N/A

**How did you hear about INVENT?**

Catalyst Newsletter

**If you selected 'other', please let us know how you heard about INVENT.**

N/A

**Please tell us why you are entering INVENT.**

Examples: PR; learnings; validation; prize money; networking opportunities. We want to make sure we provide the best experience possible for you.

Networking opportunities

**YOUR TEAM**

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**Are you entering as part of a team?**

No

**If yes, please list all the names and email addresses of your teammates working on this innovation.**

N/A

**If yes, are any of your team mates students and if so, which college/school/university are they affiliated with?**

N/A

**ADDITIONAL SUPPORT**

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**Do you require any additional support either physically, mentally or emotionally to enable you to achieve your full potential within this competition?**

N/A

**If yes , please provide further information on any reasonable adjustments we can make to the competition process.**

N/A

**AND YOU'RE DONE!**

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