

## Create Smart Business

### Slag om Grolle

Would you like to go back to the year 1627 and experience the way of life from back then? Then “De Slag om Grolle” is exactly what you are looking for! Every odd year this historical event takes place in Groenlo. We are 8 students from the Saxion University of Applied Sciences, and we are currently working on a solution for “De Slag om Grolle”. We are trying to make the event a little more innovative, without it interfering with the style of the event. This innovative solution is mostly based on crowd-control, this will include getting real-time information about the visitors at the event. Because there can be 60.000 visitors during the weekend of the event, crowd-control is very important to manage.

Would you like to know more about our research and our solutions? Join our symposium at the 8th of January at 10.30, see you then!

### Expanding the Custom Sneaker brand

As a project group we worked on an assignment for the young and ambitious company Custom Sneaker. As the name of the company indicates, they are engaged in customizing sneakers. The design of the shoe gets based on the wishes of the customer. However, the customizing process is very labor-intensive and the company is therefore already at their maximum capacity. In order to reduce the pressure on the customizing of the shoes and to be able to earn extra money in a smart way, the company indicated that it wanted to set up a clothing line. The project group has made various designs for clothing pieces, researched suppliers, tested samples and made a market introduction plan.

Curious about the results and want to see the customizable clothes of the future and would you like to know more about our research and our solutions? Join our symposium at the 8th of January at 10.30, see you then!



# The future is here

