



# CASE STUDY: ETEK SPORTS

## MEET ETEK SPORTS

ETEK Sports was founded in 2016 by Raphael Cohen. ETEK is a microsensor-based ecosystem designed for clothing. It allows for true real-time monitoring for those being cared for by others. This will allow for a previously unimagined level of affordable access to personalized medicine.

The product is comprised of a technical unit component, an app, and will eventually have a component to wear on the wrist to measure heart rate. To facilitate bringing his idea-stage product to market, Raphael needed the support of an ecosystem that had everything he needed in one place.



### INDUSTRY

Wearable  
Technology

### HEADQUARTERS

Ottawa, Canada

### PRODUCT

Wearable Health  
Technology

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I love the development team in the Bayview Yards Prototyping Lab.

**It's all you need in one place.**

— *Raphael Cohen*  
Founder & Chief Executive Officer

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## ETEK'S BUSINESS LANDSCAPE & CHALLENGES

ETEK Sports is an early-stage start-up in a competitive emerging market, which comes with expected challenges. These challenges include access to expertise, technical equipment and capabilities, at attainable pricing. This is because funding is usually a challenge in a pre-revenue company. The primary goal for ETEK at this stage was to develop a full prototype that would impress. To accomplish this, Raphael knew he needed to find a team of people to get him through to the next phase of development.

## WHY ETEK CHOSE THE LAB

In early 2020, Raphael came across the Lab while attending their Prototyping 101 workshop hosted at Invest Ottawa's Education Centre. After reaching out, he was introduced to the team at Bayview Yards Prototyping Lab and he knew instantly "they were his people" and that whatever happened "it was going to be good." ETEK Sports' immediate need was to develop the casing for the technical unit component of the product.

After being introduced to the breadth of services and technical capabilities the Lab has, he knew he would be able to bring his product to market by working with the Lab. Raphael claims "they have everything to help you get the gold, except the gold itself." Having previously worked with other technology hubs in Vancouver, he viewed Bayview Yards Prototyping Lab as being more advanced in their offerings.

In addition to feeling fully supported by expertise and services, Raphael also loved the team behind Bayview Yards Prototyping Lab. Quality and trust are important to him at this early stage, which is a primary reason he chose to work with the Lab.



## ETEK & THE LAB TODAY

The primary focus has been on the technical unit component of ETEK Sports' product. Raphael invested in the Lab's design and build services, while also leveraging their technical capabilities in 3D printing and laser etching to develop the casing he needed.

Today, working with Bayview Yards Prototyping Lab moved ETEK Sports from an idea, to a proof of concept. With COVID-19 impacting funding and production, Raphael intends to continue to use

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What do the Bayview Yards Prototyping Lab do? **They bring your product to market.**

— *Raphael Cohen*

Founder & Chief Executive Officer

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Bayview Yards Prototyping Lab.

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the Lab to bring ETEK Sports’ product fully to market once he has the required funding secured.

## WHAT BAYVIEW YARDS PROTOTYPING LAB CAN DO FOR YOU

Bayview Yards Prototyping Lab was created to achieve a high impact on entrepreneurs, firms, and the economy. The Lab’s service offerings are a set of carefully curated packaged services designed to provide targeted support to your specific business needs. Our team of experts has invested time in working with a wide variety of companies in many industries and stages, to design the right services to achieve your goals. We’ll guide you through every phase of the prototyping journey—from initial product and design strategy to detailed design, implementation, iteration, and validation. As an extension of your team, we will optimize quality and performance, while reducing research and development risk, cost, and future hurdles.

Contact the team at  
**[prototypinglab@thebayviewyards.com](mailto:prototypinglab@thebayviewyards.com)**  
for a complimentary assessment.