

E.I.N.S

E3UDRES2 Entrepreneurship and Innovation Network for Smart and Sustainable European Regions



Twister Wear



[Twister Wear - YouTube](#)

Website: [Twister Wear](#)

Tackling a social problem with an inclusive and accessible solution? Hell yes!

Twister Wear is a fidget jumper to prevent overstimulation and subtly relax the wearer. Some people with ADHD, Autism, or Down Syndrome need to fidget all the time. To meet this need and have something accessible everywhere (e.g., in classrooms or public places) 2 students from orthopedagogy developed the idea of a jumper with gadgets on it, e.g., a fidget strip on the sleeve or a toy in the pouch. Through StartMinds, an umbrella platform from University-Colleges Leuven-Limburg to support entrepreneurial students, Heaven and Jana were supported by a multidisciplinary team with the start-up of their business. Students from other faculties were engaged to support the creation of an online webshop, a logo, and a social media campaign. External advice from for example the fashion industry was also leveraged. Heaven: "Interdisciplinary within the UCLL we are very well supported". For the customization of the jumpers, the students would like to work with sheltered workshops. **Twister Wear stands for inclusion and this vision needs to run through all aspects of the organization.**

This initiative shows that students can also be entrepreneurial and innovative.