

General Public Profile of sticklett technologies gmbH

By creating the “smart-fashion”-concept the startup sticklett technologies has united advanced technology and fashion in a unique way. It is this young company’s mission to help people - especially kids - to express themselves better through the use of smart technology and fashion.

Mary - A Vital Monitor for Kids

The latest development, called “MARY” is an intelligent vital monitor which looks like a sweet little cotton-ladybird. Mary is able to capture temperature, breathing and body activity of kids in a very gentle way. This data can be accessed through the corresponding smartphone app. An alarm will be set off at a sudden temperature surge, when a temperature limit is exceeded or there are abnormalities with the breathing.

Personal Motivation and Passion for Technology

A significant part of the inspiration for the founder Michaela Schicho to start off with this enterprise were several personal experiences that lead to the development of the smart fashion concept and Mary, the smart ladybird. As a mom of two daughters Mary would have been a great helper for her.

As a fashion engineer and computer scientist, Michaela can rely on a lot of knowledge and experience for that field and is very passionate about technology. It was her vision that smart technologies and IOT would be used for something meaningful such as parenthood or assisting at improving communication between parents and their children.

Mary is a helper in difficult or even critical situations

Mary captures the vital data through medical sensors which are integrated in the textile ladybird applique. It is simply attached via the patented sticklett-method on the sticklett-undershirt or body. The data will be transmitted via Bluetooth-Low-Energy to the relay-station and then sent on to the cloud via the GSM network (2G). The sticklett app accesses this information and shows temperature, breathing and body activity and will set off an alarm when abnormalities occur.

Delivery of the first series expected even this year

The development of hardware, software and textiles for Mary took approximately three years. In this episode the product was tested by many parents - often accompanied by doctors. They found it highly useful and recommendable. At the present stage the production of the first set of Marys is being funded and produced through a crowdfunding campaign (Kickstarter). The shipping is foreseen for within this year.

On the road to success due to the effort of the team and its partners

Sticklett and its young team have gathered several partners, investors and supporters. Here are some of them: Technical University Carinthia (Medical engineering), KUBATOR (technology and startup-center in Gmünd/Austria), “build!” (the Carinthian founders’ center) , “buildup!” (mentoring programme), AWS - Austria Wirtschafts Service (Austrian Economic Service Agency), Silicon Alps Cluster, ICC - Investment Club Carinthia and many more. The company has received investment and conveying funds at the amount of EUR 220.000,- so far.

Contact information

Please address us personally in case you have any questions

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