

Challenge name	<i>Light Therapy</i>
Challenge owner	<i>Intelligent Lighting Institute (ILI) in collaboration with Signify & Team IGNITE</i>
	<i>X Company X Research X Student team</i>
	<i>Intelligent Lighting Institute (ILI) in collaboration with Signify & Team IGNITE</i>
Brief summary	<i>In the ISP course (starting in September) we offer a challenge related to Light Therapy. Lighting has a strong influence on health and well-being. Research has shown that it can reduce depressions and through regulation our biological clock improve our sleep quality. Although the impact of light therapy is significant, the market has not yet developed. So we challenge you to make light therapy available for many people. Can you develop a proposition and business model for specific contexts, e.g. offices, homes, public spaces, or light cafes?</i>

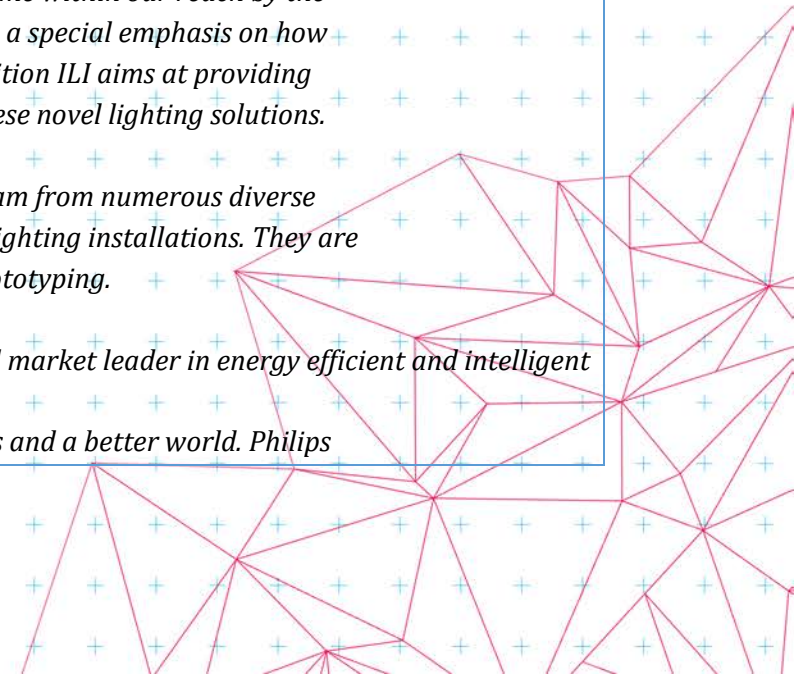
About the challenge owner

For this challenge ILI is the main owner, and works together with partners Signify and Team IGNITE.

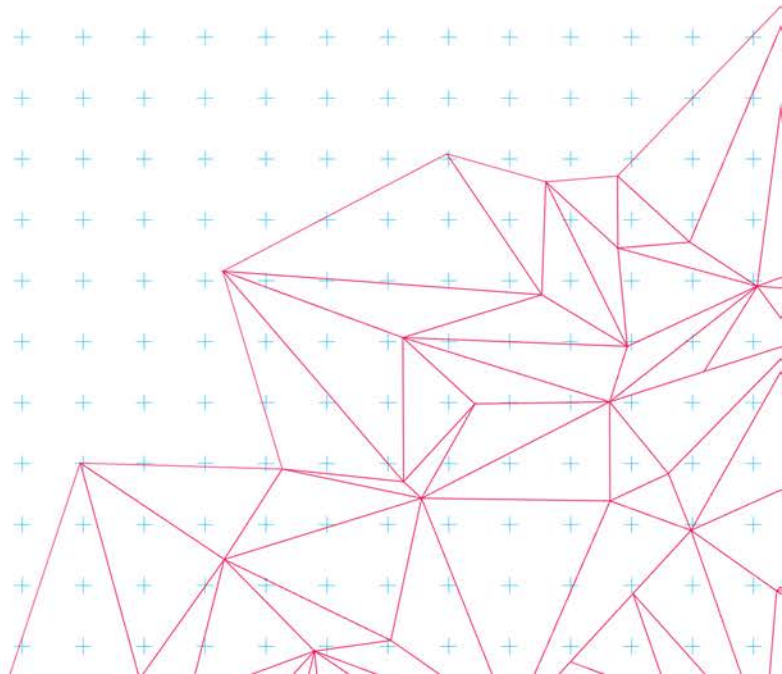
The TU/e Intelligent Lighting Institute (ILI) was established in 2010 to investigate novel intelligent lighting solutions that will become within our reach by the large-scale introduction of LED technology, with a special emphasis on how these novel solutions might affect people. In addition ILI aims at providing scientific evidence for the claims that go with these novel lighting solutions.

Team IGNITE is the multidisciplinary student team from numerous diverse backgrounds, who design and build interactive lighting installations. They are experienced in creating innovative ideas and prototyping.

Signify (previously Philips Lighting) is the global market leader in energy efficient and intelligent lighting solutions. Its purpose is to unlock the extraordinary potential of light for brighter lives and a better world. Philips



products, Interact connected lighting systems, and data-enabled services transform people's lives in homes, buildings, and public spaces.



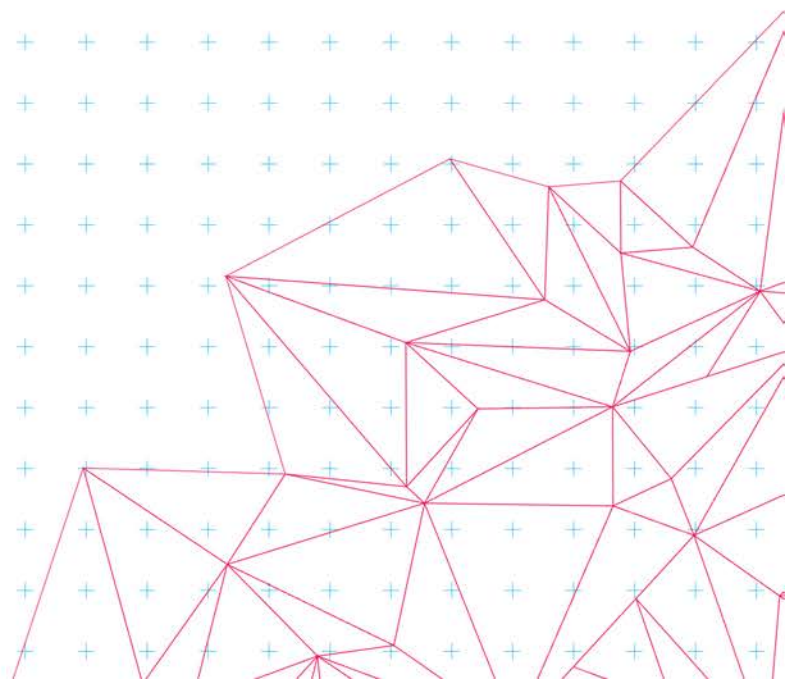
Challenge description

Although the impact of light therapy is significant, the market has not yet developed. So we challenge you to make light therapy available for many people. Can you develop a proposition and business model for specific contexts, e.g. offices, homes, public spaces, or light cafes?

In this challenge you can choose a target customer group and context to develop a light therapy value proposition. You explore the needs and opportunities and define a business model that is viable for your target group. You can also develop a concept for a pleasurable user experience that fits in the daily patterns of the users. There is quite some scientific knowledge on how light therapy affects people, that can be used in your concept.

However, successful market entry further requires in-depth analysis and adequate solutions on the following items:

- ***Value proposition and go-to-market strategy:*** competitive analysis, market potential, customer segmentation and offer definition (product/service)
- ***User experience:*** Design information sharing and feedback mechanisms that optimally match the needs of different generations. Accommodate privacy concerns and take into consideration the needs for awareness and intuitive control over type and frequency of information exchange.
- ***Light therapy system:*** Explore how the product to provide light therapy could be realized. Can it build on existing lighting infrastructure at the place of use, or what is needed for realization? How can the system become smart, e.g. a system learning from the user(s)?



Challenge Picture



Source: BSIP / UIG Universal Images Group / Getty Images

Input and involvement of challenge owner

We will help you create your own proposition and business idea. We provide our network with experts in the TU/e, but also our network with companies and public organizations with whom you can discuss your concept or test your ideas. We will also help you with finding the right contacts to set up experiments or validate your ideas in real life settings.

We are available on regular basis for discussion. We can also bring you into contact with our network of students working on lighting installations (Team IGNITE and beyond), that can also provide you with feedback.

Resources

We offer:

- *Coaching from the TU/e Intelligent Lighting Institute & Team IGNITE*
- *Access to experts from Signify*
- *Access to the network of students working in the lighting domain*
- *Support with finding partners for hardware you need for prototyping*
- *Support with finding people for interviews, partners for your business idea or test locations*

