Camp BizSmart™ Xicato Product Innovation Case 2017

About Xicato: Xicato designs and develops light sources and electronics that enable architects, designers and building managers to create beautiful, smart spaces in which people love to live and work. With thousands of installations around the globe, Xicato continues to be a leading supplier of high quality lighting solutions. Xicato is defining the future of intelligent light sources by integrating electronics, software and connectivity. Founded in 2007 and headquartered in Silicon Valley, Xicato has offices in China, Japan, Europe and the US.

Problem Statement: Design a "switchless" LED light for a specific use case/application that creates intelligent lighting and solves a real lighting problem. Building upon Xicato XIM LED modules, create a wireless lighting solution to create deep, meaningful functionality while avoiding the complexity of traditional lighting control systems. *The critical thinking that needs to happen here is to think about what actual problem you solve…. And what opportunity that creates.*

Opportunity: "By removing the wires from lighting control, it is now feasible to design, install and commission a fully featured system at much lower initial cost," says Menko de Roos, CEO at Xicato. "Places that previously could not consider upgrading to controlled lighting because of physical infrastructure limitations can now do so by simply replacing the light fixtures. The modules can operate without a centralized controller or dedicated hubs." Xicato envisions its modules to be a hub in smart and connected spaces. This is why it has designed its modules to be field upgradable to the emerging Bluetooth Mesh standard, which aims to achieve true interoperability between the lights that now have become IoT nodes. Xicato encourages developers to build applications and has made its APIs available.

Your Challenge: Create a product design and a simple prototype for a product that would best showcase intelligent lighting using sensors. Use the patented Xicato technology and pioneering Bluetooth smart features of the Xicato XIM LED modules to take your unique new lighting systems to new spaces and environments. Xicato has included Bluetooth beacon functionality in its light module. Apple iBeacon, Google Eddystone, and/or Alt beacons enable location-aware guest services like indoor navigation and rich content delivered directly to mobile smartphones and tablets. *The critical thinking here is to show how your solution meets the needs and solves the problem.*

Objectives:
1. Build wireless communication, beacon, environmental sensors and control integration into a single, first-of-its-kind LED lighting product.
2. Invent a unique, integrated lighting solution for a specific use while separating your product from the competition on cost, usability, and quality.
3. Integrate sensors in the design, possibly into the lights and communicate with the surroundings and user behavior to upload data to the cloud to improve the user experience.
4. Create something we haven't seen before – form should address use and function – may be artistic, or utilitarian.
5. Use sensors to monitor: motion, light, oxygen, humidity, and temperature
6. Showcase how your product would be used and why it is intelligent lighting

Constraints: Must be a new use or a completely redesigned product use that clearly differentiates your product from any existing competition.

Outcomes and deliverables (Presented by your team at Microsoft on competition day):

1. **Product Design and Biz Pitch Deck:** Customer centric product design illustration and biz strategy, includes a short customer focused demonstration of your product "experience" that showcases your best product features to drive customer engagement and satisfaction. *What problem do you solve and how does your product meets those needs.*

2. **Business Plan Document:** Include a description of your product, identify the target consumer, features, advantages and benefits, as well as a competitive analysis and points of differentiation for the product, and specific marketing tactics to drive sales.

Business plan and product pitch deck requirements (see the competition scoring criteria for more specifics):

➢ Executive summary

➢ Product design illustration and description

➢ Marketing tagline (optional jingle & viral video –think YouTube), with marketing and sales promotion strategy.

➢ *Analyze possible tradeshows and include this in product launch and marketing strategy*

➢ Competitive analysis: the features, benefits & advantages to differentiate your product from others in the market.

➢ Pricing plan including the cost of goods, cost to market and the return on investment (ROI).

➢ A plan for *supply chain and* distribution of the new product to your target customer. Identify (consumer) market and geographic locations where product would have greatest viability as well as any companies that might be interested in marketing/retail partnerships.

➢ Customer input and feedback on your proposed product that you used to inform your product innovation.

➢ Customer user feedback plan once the product hits the marketplace.

➢ Plan to drive universal acceptance and disruption of traditional lighting assumptions as they are held today.