High Potential Initiatives Profiles

1   Accelerator

CreatiFI

2   Project and Organization

LeeLuu Nightlights

2.1   Country

Finland

2.2   Project Abstract

The aim of LeeLue Nighlights is to support parenting and help parents to teach their children – from 3 to 12 years old - to sleep in their own beds. The LeeLuu journey started in 2013. The original designs were based on input from several families, who were actively involved in the early design process.

Through FIWARE technology, the sleeping and bedtime behaviour of the child is sensed by the nighlight. This data then affects the story to make it individual to the child and evolve with the child's feelings so that the child and parent can communicate around them.

The data collected with LeeLuu nightlights helps parents to track their kids' sleep time, and combined with other tools helps create the desired sleep quality and rhythm. The sleep data collected through LeeLuu nightlights can be used through the LeeLuu website and a mobile application.

Customer relationships is established and maintained through various channels, providing tools and training supporting parenting with the aim to create a lively online community around LeeLuu Nightlights. Customers are mainly reached through various social media channels.

LeeLuus are touch controlled. This is possible due to textile sensors that can "feel" human touch. This is enabled through conductive fabrics, fabrics that can be used to measure changes in electric field. Through measuring these changes, a multitude of inputs can be sensed, for example touch. LeeLuu Nightlights have a patent pending on its unique textile sensor technology.

LeeLuu Stories is the world's first product that combines a physical, interactive toy with a smartpad bedtime story. The interactions of LeeLuu Stories are enabled by LeeLuu Labs' own interactive textile technology. Based on FIWARE technology, LeeLuu Stories is also the world's first storytelling platform that collects physical data about the user which then affects the story. This creates a highly individual story that evolves over time to fit the child's changing needs.

The combination of a physical nightlight and digital content creates an outstanding user experience. LeeLuu Stories interactive storybook uses Orion Generic Enabler as a backend service that handles the discussion between LeeLuu nightlight and LeeLuu mobile application. Complex Event Processing Generic

Enabler (CEP) is used to facilitate more realtime interaction in the story. LeeLuu Nightlights were successfully launched via a crowdfunding campaign in March 2016. The campaign was successful securing funding of €50,000. Over 500 backers have joined from 31 countries.

2.3 Sector

Consumer education/culture

2.4 Target Market

B2C

2.5 Business Model

Subscription model; Production model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6 Website

http://www.leeluu.fi/