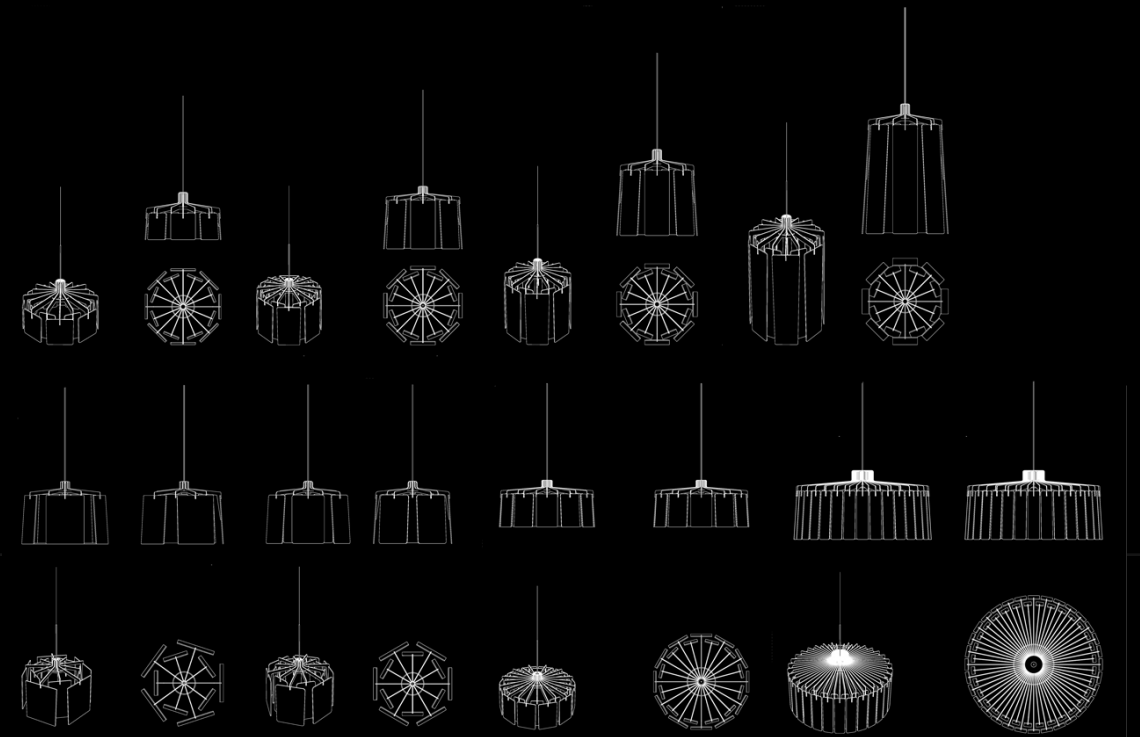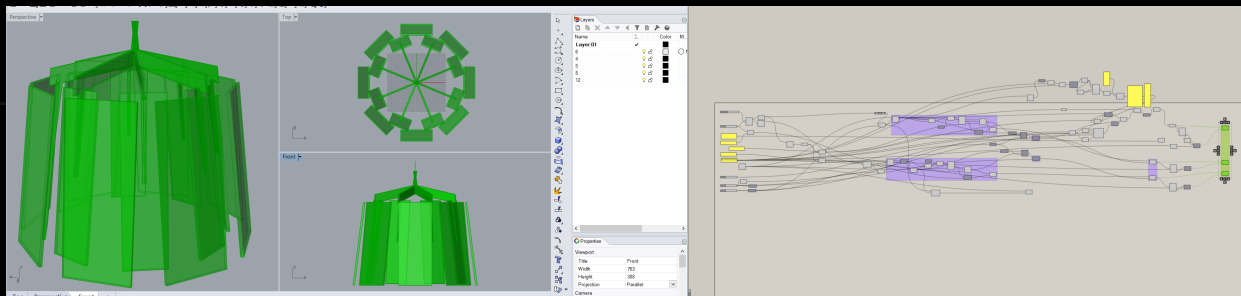# mOi

open smart lamp

Design concept - parametric, interactive and distributed fabrication

Parametric design

MOi takes advantage of 3D Cad design introducing parametric functionality that makes the lamp fully adjustable in dimensions and functions. This flexibility facilitates personalization, local fabrication and upcycling materials.

Smart interaction

Embedded dynamic light sensors system for interactive behavior according to light temperature, equalization to given room ambiance, mood control, motorization and reduction of energy consumption. Controlled via mobile application.


LIGHT TEMPERATURE
APP CONTROL

LIGHT TEMPERATURE
TOUCH CONTROL
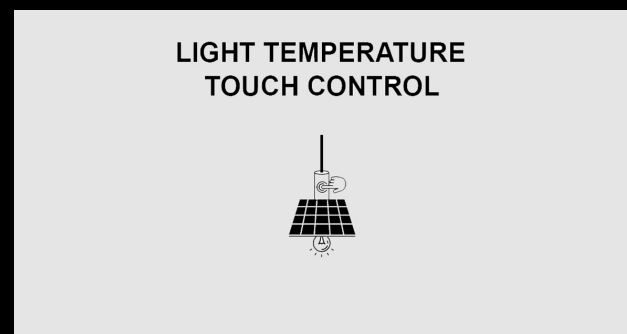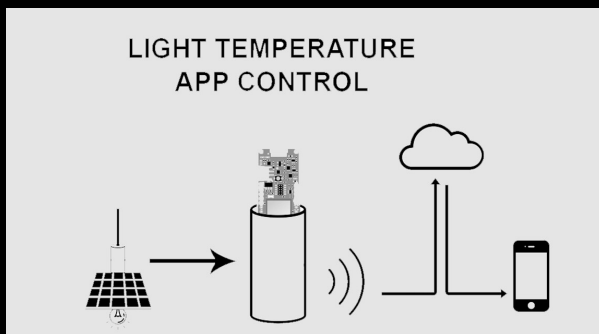
Prototype - local, smart, flatpack made locally

Iteration process

A test prototype of the lamp has produced already establishing design rules and workflow of fabrication. During the next phase we will engage in the iteration process to develop the technology and integrate the components into the design.

The final prototype will be produced in Vienna source material from local industry fostering partnership in upcycling waste and left-overs.
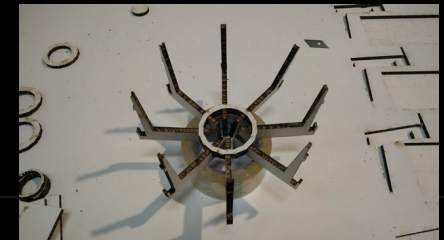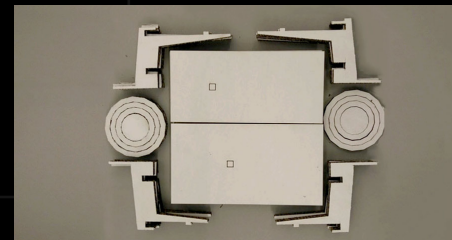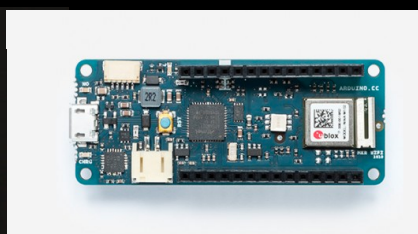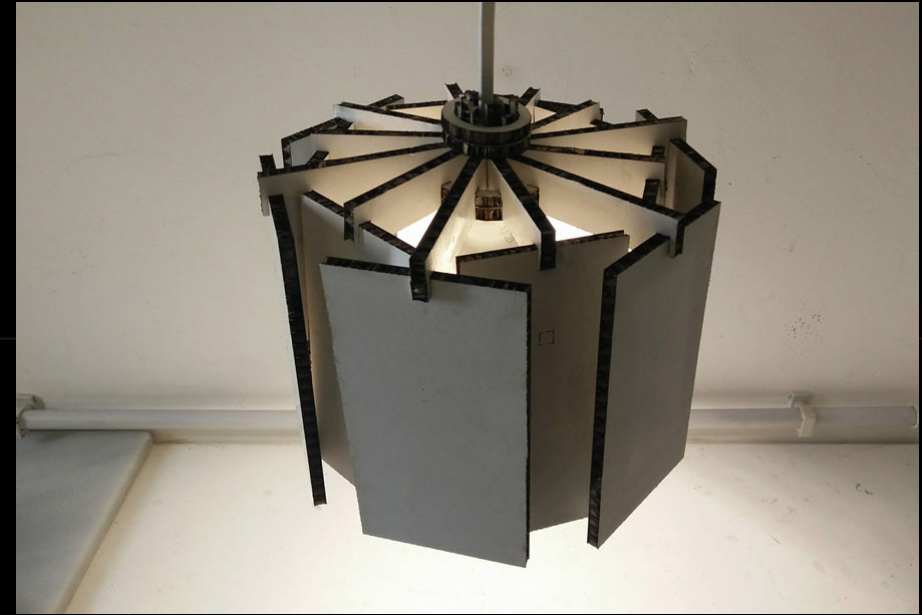
Business Plan - bespoke open design embedded with sustainability.

Commercial strategy

MOi responds to the new paradigm of empowerment and emotional implication with the objects we consume. It brings the DIY, Fablabs and Maker movement model to the growing population of prosumer's and design lovers who invest in smart solutions with added values.

Market covers family and single professionals between 25 and 50 year old in need of intelligent lighting systems - cafes/restaurant/hotels, local concept store, Fablab/Maker space user and co-design partners.

The commercial strategy relies on creating user experience featuring design flexibility and capacity to produce local batch of market quality lamps. Following a lean approach we foresee progressive expansion in partnership with digital fabrication Labs

and SME's in different European countries, providing revenue streams in consulting, workshops, fabrication, downloads and fabricated products.

Initial launch will focus on the partners countries to cover local markets in Barcelona (Spain) and Vienna (Austria) followed by Salzburg (Austria) and Berlin (Germany) where we have delegations. Parallel rollout of co-design workshop in with local R&D nodes to replicate the concept and benchmark local production of MOi lamp throughout Europe.

We aim to scale through global alliance in sectors of Smart city, Design Firms and IOT companies.

[Upcycling]

Communication - creating user experience

Communication plan

The first prototype will showcase at *Milan Design Week* (April 2020), *Dutch Design Week* (October 2020) and *Paris Maison & Objet* (January 2021). During the partnership we will also exhibit work-in-progress prototypes in hospitality design related fairs such as *Maker Fair Barcelona* (June 2019), *Berlin Design Week* (September 2019), *Vienna Design Week* (October 2019), and the *Zurich Criterion Festival* (March 2020).

Online and offline marketing channels will encourage first adopters to participate in the personalization of the Lamp. Putting priority on Twitter and Instagram, where we promote and disseminate our actions, updates and workshops, and using hashtags to share user's feedback, promote the products and inspire potential targets.

Constant update on our website with subscription to newsletter and feeds will keep the user engaged. Press releases and branding strategy will disseminate and attract the attention of influencers to increase the demand of our product. Photographic and video coverage of each events we participate will be shared live on our Youtube and Facebook platforms. Brochures, flyers and information banners will promote our stand at fairs and design related events inviting potential investors and clients to interact with the Lamp.
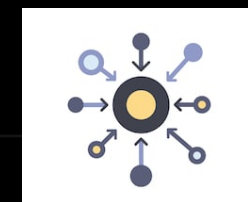
Partnership - build on a complementary vision, skills and expertise

*Isaac Pierre Racine
product designer and Twistab CEO*

*Karim Jafarmadar,
Happylab co-founder and CEO*

Together we offers expertise in design, technological know-how, infrastructures and networking in Spain, Austria and Germany. Our objective with this partnership is to produce and launch the market prototype of MOi lamp collection.

Starting from the existing prototype we will create a series of iterations of the lamp integrating the interactive components with focus on upcycling left-overs and waste materials from local providers and industry.

This collaboration will provide us with the resources to benchmark the interaction and adaptability of MOi design with perspective of expanding its commercial distribution throughout Europe.

twistab   mOi   HAPPYLAB

Isaac Pierre Racine - lead partner - Barcelona, Spain.

Isaac is a Canadian born designer based in Barcelona, Spain. After 25 years designing ephemerals architecture for film Production, in 2015 he shifts to open design and digital fabrication.

Twistab, his first open design concept is currently made locally and distributed on *Fabmarket.io* (Spain)*, Peoplesfactory.com* (Switzerland)*, Maquinar.io* (Chile), as well as in concept stores in Spain, Belgium and Canada. More recently the products were featured at *Mercat Central de Diseño* in Barcelona, *Zurich Criterion Festival* and *Paris Maison & Objet.*

Isaac holds a BA in Fine Arts and a Fab Academy diploma from The Institute for Bits and Atoms at MIT. He is currently incubating Utweak, customization platform for local digital furniture. With MOi he wants to consolidate co-design and circular making as a sustainable business model.
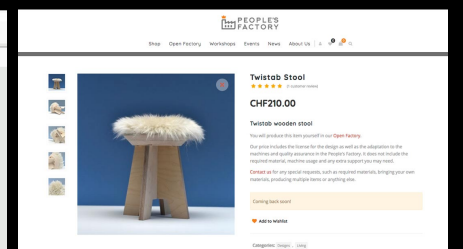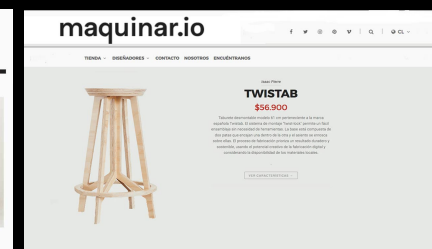
Happylab - digital fabrication and engineering partner - Austria/Germany.

Happylab is an open workshop for rapid prototyping with laser cutters, 3-D printing CNC milling, electronics and programming. Happylab provides easy access to digital fabrication and know-how so designers can realize their creative ideas, start-ups can develop prototypes, students can produce architectural models, and hobbyists can learn and make personal projects.

The company was established in Vienna in 2013, expanding since branches in Salzburg and Berlin. Founded of its 2000 members, Happylab is involved in numbers of open source technology projects such as *Fabman*, *Roboat*, *Cubespawn* and *Tableconnect*. Implementing innovative approach to resource management and digital fabrication Happylab recently showcased a collection of locally fabricated furniture from *Opendesk* and *Twistab* at the *Vienna Design week*.

Happylab is a strategic partner to scale and replicate the MOI lamp in Spain, Austria and Germany.

Annex - budget and milestones

Prototyping agenda and public lunch.

| 10/18 | 03/19 | 06/19 | 09/19 | 10/19 | 03/20 | 04/20 | 05/20 | 10/20 | 01/21 |

Worth week-end

First prototype Maker Faire Barcelona

Design week Berlin

Vienna Design week

market prototype

Milan Desing week

Criterion Festival, Zurich

Dutch design week

Paris Maison/Object

proposal delivery

Worth partnership budget breakdown.

BUDGET CATEGORY	DESCRIPTION	BUDGET	PARTNER
staff costs	design, engineering, prototyping	7 000	lead partner + partner 1
materials	fabrication materials, electronic components	1 200	lead partner + partner 1
travels	fairs and events	3 000	lead partner + partner 1
legal services	design registration, IPR, license	650	lead partner
collaborators	R&D consulting (electronics and engineering)	1 600	Angel Muñoz
others	communication and documentation	1 350	Belen Borea
total		14 800	

Budget includes exhibition of prototype and travel costs for 2 people at Worth week, Milan and Dutch design week 2020.