



a MANN+HUMMEL company

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**CAMPUS FOUNDERS**

Corporate Campus Challenge

# Challenge

## CHALLENGE STATEMENT(S):

How might we create an indoor fresh air experience to raise awareness among occupants, users and employees for the importance of indoor air quality in a commercial building?

## ABOUT YOUR PARTNER:

qlair is a digital product of i2M GmbH and a leading AI-based all-in-one platform for ventilation, filter and air management. We think that everyone deserves to work and live in sustainable and healthy buildings- We achieve that by helping to decarbonize commercial buildings and provide air quality that promotes productivity, comfort and health.i2M GmbH is a 100% subsidiary of Mann+Hummel, a global leader in clean air, clean water and clean mobility solutions.

# Challenge Description

## WHY THIS CHALLENGE?

Imagine a world where the air you breathe indoors is as invigorating as the fresh air outside. This challenge invites you to tackle a crucial issue that affects us all: indoor air quality in commercial buildings. People spend 90% of their day indoors and poor indoor air quality impacts our health and well-being. There are multiple studies that proved negative effects of poor indoor air on cognitive abilities like reduced concentration, drowsiness and headache, but also negative long-term effects like worsening of Cardiovascular Health. Furthermore, heating, cooling, humidifying and moving air accounts for around 50% of the energy consumption of a commercial building. Hence, providing high-quality and efficient indoor air contributes to our goal of a healthier and more sustainable planet.

In this challenge, you'll be at the forefront of transforming indoor spaces into havens of clean, revitalizing air. By developing innovative solutions, you'll have the power to enhance the health and productivity of occupants, creating spaces where people thrive. But it doesn't stop there – your solutions will also contribute to energy efficiency, reducing the environmental footprint of buildings (buildings account for 40% of our planet's energy consumption) while elevating the quality of life for all who use them. Join us in this mission to revolutionize indoor spaces and make clean air a fundamental right for everyone.

# Challenge Description

## HOW DO WE GET THERE ?

Within 14 weeks the matched interdisciplinary teams working on the i2m challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centered solutions that add real value for their identified target market.

At first, they will do a Deep Dive into user and customer research of i2m but also analyze other similar challenges around the world to develop a holistic view of this challenge and understand the underlying problems and needs. From understanding the personal needs and motivational factors to understanding the behavior and needs of i2m's customers, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find who else in the market faces the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the i2m mentors and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to design solution approaches to the given challenge statement.

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## HOW DO WE GET THERE ?

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first co-create a lot of different solution ideas. After receiving initial feedback and selection the most promising ideas they will build rapid prototypes together with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the i2m mentors to get a first reality check. We will help the teams to facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them to get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

# Readings and Links

Related to this challenge to get started and understand context (e.g., links, websites, reports, press releases, trends,...)

- Concentration and productivity: <https://www.hsph.harvard.edu/news/press-releases/office-air-quality-may-affect-employees-cognition-productivity/>
- Impact of odors: <https://journals.sagepub.com/doi/full/10.1177/0022242919881137>
- Official EU commision direction on IAQ: <https://www.eea.europa.eu/publications/air-quality-in-europe-2022/health-impacts-of-air-pollution>