

# LUX RESEARCH - CONSULTING PRIOR WORK EXAMPLE

## Developing a wearable technology roadmap for a multinational food manufacturing company

### Delivered value:

Our Client used the Lux deliverables as a compelling and powerful story to convince executive management to pursue and invest into a wearable initiative.

### Problem to be solved:

A major food manufacturing company understands that in order to participate in personalized nutrition, the company will be required to engage with consumers via wearable technology. The company hired Lux to develop a technology roadmap for wearable hardware and associated software in fulfillment of its path to personalized nutrition.

### Lux Solution:

Lux identified key wearable technologies and developed a technology roadmap in digital health & wellness.

- Identified ~125 key (current and emerging) developers categorized by wearable application and characterized by stage of development and level of insight contextualization.
- Illustrated the relative degree of contextualized insight and integration across wellness variables versus development horizon (from near-term to far-term) to effectively prognosticate a technology roadmap.

