How to accelerate and strengthen your idea for a smart product?

15 December 2020, 01:00

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As a product builder, you can't ignore smart products and IoT today. Many companies have ideas but get stuck in the many possibilities and uncertainties. To help companies with this, we develop tools to come up with a stronger smart product idea faster. You can find out more about this during a webinar on 25 January.

When you say smart products, you don't just think about sensors and intelligence inside the product. Connectivity with users and other products, and cloud applications and digitally supported services linked to the product are also possible. In addition to new technologies and a different approach to development, the business model and business operations may also change.

Gearing up for smart product exploration

No wonder that product builders sometimes get stuck in the many options and uncertainties during their search for the 'golden' product idea. However, speed is of growing importance, not only to gain market share for new applications, but also to respond in a timely manner to markets that are evolving faster and faster as a result of digitisation. The majority of smart (IoT) products are completely new or significant extensions of existing products, with which companies serve other

stakeholders or even completely new customers. To manage such risks, you certainly need a strong and well-founded product idea.

Tools for companies

In response to the problems faced by product builders, Sirris and Imec have started a collective project, specifically focused on the exploration phase of smart products. In this project, we are developing an approach and tools to help companies orient themselves more efficiently, faster and more successfully in the field of smart products. In the webinar 'Accelerate and strengthen your idea for a smart product' on 25 January 2021 you will learn more about these tools and how to get started. Two companies that develop smart products first explain what smart product exploration means for their company and how they deal with it. Afterwards it will be possible to exchange ideas 1-on-1 with the project team.

This webinar is part of the COOCK project 'Orienting and deciding in smart product exploration'. More information about this project can be found on the [project page](#).

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