**Analogy**

Natural process is used them as inspiration to find analogous input that target our problem statement. Example of analogy used in this stage is biomimicry of some organisms to blend in the surrounding.

In other words, biomimicry makes us think about the forest as well as the trees.

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|  | **Analogy Solutions** | **Real solutions (Velux window)** |
| What’s it like?    It’s like to have a spider web, an eco-system that grows.. | * Evolve to survive * Adapt to changing conditions * Be locally attuned and responsive * Integrate development with growth * Be resource efficient   (material and energy)   * Use life-friendly chemistry | • Roof windows – a wide range of various  roof windows to match any need  • Blinds and shutters – that control daylight and heat with functional, decorative and easy-to-install window accessories that allow for individual needs and preferences.  • Solar energy systems – that supply  hot water and room heating and have  been designed to optimize effective-  ness, aesthetics and convenience  • Installation products – that ensure  a tight seal between window and roof  construction  • Home automation – electrically operated  windows, blinds and shutters bring intelligent technology that that  optimize comfort.  On winter nights  the insulating effect  heat loss. |