

Lighting Opportunity Mapping

OFFBRAIN INSIGHTS · INSIGHT ENGINE PROPOSAL

We turn 3M's existing lighting research into clear, confident next moves.

PREPARED FOR

3M Strategic Innovation Office

DATE

30 September 2025

ENGAGEMENT LEAD

Jordan Ellett · Managing Partner

Executive Overview

Focus. We pull every piece of 3M lighting research into one organised home so the innovation teams, lab leads, and commercial managers make decisions from the same facts.

What we deliver. A searchable evidence library aligned to the lighting innovation pipeline, three plain-language concept stories you can test with installers and buyers, and a step-by-step launch guide that fits 3M's stage-gate process.

Expected result. Your lighting squads can choose the next move without hunting for proof or waiting on another study.

ENGAGEMENT SNAPSHOT

Fee: USD \$xxxx (fixed)

Working style: Remote synthesis with focused in-person sessions

Governance: Weekly steering calls with chapter reviews at each hand-off.

Why This Matters

How we work. Offbrain's approach blends Qualitative Selfie Videos, Transcripts and Text Responses, and External/Secondary Signals so we hear the raw voice, capture the words, and understand the broader lighting conversation.

SUCCESS METRICS

- Shared library live for all teams
- Three customer stories ready to use

What 3M gains. Each insight shows who said it, how they sounded, and whether the wider market agrees, making it easier to spot unmet lighting needs and prioritise the next build.

Where it helps. Research, product, and marketing stay aligned around the same evidence, cutting duplicate work and stalled decisions.

- Launch guide with clear owners and next steps

Data Sources

Qualitative Selfie Videos. 3M customers and specifiers record short clips answering open questions, letting us read tone, body language, and emotion behind their lighting choices.

Transcripts and Text Responses. Survey and interview transcripts supply clean language data that we tag for unmet jobs, pain points, and proof moments in the pipeline.

External/Secondary Signals. We layer in Reddit threads, YouTube reviews, and market reports to confirm patterns, flag emerging use cases, and benchmark sentiment across the category.

How the Work Flows

We start by setting up the shared library in 3M systems and agreeing on how we will work together. We build the evidence index, then write and test the stories with lighting stakeholders. We finish by assembling the launch guide and walking leaders through the plan, with a standing weekly check-in keeping everyone aligned.

How We Work

CHAPTER	FOCUS	KEY DELIVERABLES
Chapter 1 · Evidence Index	Bring every insight into one library, label how strong each proof point is, and flag what is missing.	Organised evidence library, source log, strength labels, list of missing pieces.
Chapter 2 · Narrative Build	Write three customer stories that show how 3M solves the need, with proof beside each point.	Three customer stories, clips and quotes that support them, proof links, common questions with answers.
Chapter 3 · Activation Plan	Turn the stories into a launch plan with named owners, clear actions, and simple ways to track progress.	Step-by-step launch guide, experiment list, meeting schedule, simple tracking sheet.