

## Co-Op Innovation Project Outline

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Summer 2021

Your group is a team of commercial lighting designers and installers. Your objective is to select and enhance a commercial space (you could choose one of these options – restaurant, office space, hospital or choose your own) using Ketra products. This exercise will require you to outfit your chosen space, come up with pricing for your intended customer, and prepare a presentation to articulate the benefits of this solution, while providing the customer with cost and key project execution details.

Considerations:

1. You are a team of Ketra certified installers / resellers, what does that mean?
2. Who is your customer? What do they care about?
3. How will you define the pricing of the Ketra solution? *Consider product cost and cost of labor*
4. How will you determine cost of labor?
5. How will you present your solution to your customer? *Get creative!*

Criteria for Evaluation:

- Content
- Teamwork
- Creativity

Lutron Team Access:

- Ketra training
- Access to a technical expert
- Access to assigned domain expert(s)
- Recruiting support

Key Resources

1. Rhodes Baker (technical expert) – will provide initial training of Ketra products, current customers types and markets we sell into
2. Ekom Uko – Ketra Product Manager (pricing support and general questions)
3. Domain Experts – depending on the space the groups select, students will have a Lutron expert in the market they choose to target guide them through questions as it relates to their space and intended customers – explain customer needs / “voice of the customer”
4. Recruiting team – include project feedback into scheduled check-ins, week-in reviews, etc.

Expectations:

- Nine groups - mixed offices and disciplines
- Approximately 10% of your time (per week)

Evaluations:

1. Mock Presentation
2. Final Presentation