

## Defining new and emerging investment themes in emotional wellness



### Challenge

The venture capital (VC) arm of a large CPG company needed Lux to build on prior work to create a micro-VC fund for the client to invest in and examine opportunities for investment in technologies that elicit positive emotions and behaviors and motivate people to adopt a healthier lifestyle.



### Solution

To identify emerging and future investment themes, Lux employed a systematic and structured search for commercial/near-commercial technologies, and an inductive and deductive search aimed at examining adjacent areas to identify technologies with potential applicability to emotional wellness. Lux prioritized the identified investment themes based on scientific validity, consumer trends, and market potential, and built a use-case for each prioritized theme.



### Value

The client is better positioned to direct investment efforts on solutions with a high potential for success, from both a technological and consumer standpoint. The use-cases offer a roadmap to support investment decisions and provide clear guidance on what combinations of technology, setting, and audience offer high-potential value propositions.

### Finding novel themes: Combining different settings, consumer types, and technologies to identify novel potential solutions

- Current consumer solutions involve specific **settings** and **end goals** (e.g. meditate at home), use a specific **technology** (e.g. EEG headset), and target a **specific type of consumers** (e.g. students).
- However, **different combinations** may lead to **novel solutions**. Lux is investigating new ways to combine settings, end goals, technologies, and consumer types based on **unmet needs** and **scientific evidence**. Some examples are shown below.

