

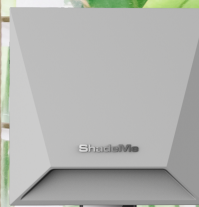
# Innosuisse China Camp Story



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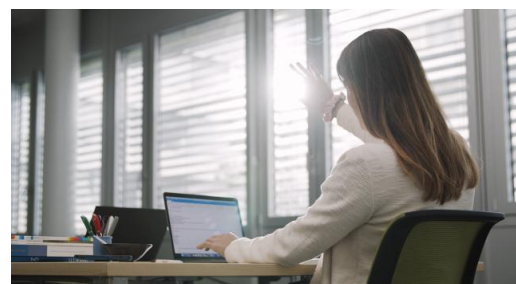
ShadeMe Sarl is an EPFL spin-off, located at EPFL Innovation Park that delivers smart blinds and smart shading controllers to modern buildings. It offers decentralized anti-glare fully automated blinds for office buildings, which embedded a compact controller integrating sensors and processors inside, employing the most advanced technology to protect users from disturbance of the strong sunlight. ShadeMe controller maintains sufficient daylight in the building while saving lighting, cooling, and heating energy.



Yujie Wu | Founder of ShadeMe Sarl



*It is **absolutely important** for us to get **valuable benefits and insights** on the Chinese market exploration. The China Camp helped us **connect with potential local customers**, from whom we **received insightful feedback**.*



The ShadeMe control box employs ultra-wide luminance sensing technology with an identical spectral response as human eyes. Using the advanced ray-tracing technology, it can calculate precisely the daylight reaching into users' eyes, adjusting blinds to the optimal position in real-time.

## Our China Market

### Market Potential

The prosperous IoT home/smart home market in China offers a multi-billion USD market potential in the sales of smart blinds, especially in high-rise buildings.

### Expectation

We need to connect with portfolio managers in Chinese commercial real-estate companies and product managers in home automation providers, to validate its business model and sale approach strategy.

## China Camp Core Activities

Real Estate Client  
connection

Market  
Research

Architects Studio  
Meeting

Smart Curtain  
Manufacturer Meeting



Through the interview, we also understood the different needs and problems of the local customers.

## Camp Experience Sharing

The China market validation camp helped ShadeMe to open a new horizon to understand the huge potential of the Chinese market, as well as the regional difference of the Chinese market. It also helped us to **better differentiate ourselves from local competitors**. Moreover, **the connection with potential clients, architects, and real estate companies helped us to collect valuable feedback and comments from local potential customers, to improve our product further**. In addition, since the real estate industry is very special and different from that in Switzerland, the 1-to-1 support helped us to pinpoint the questions on the Chinese market and work directly on the problems. Last but not least, the local exhibition opportunities benefited ShadeMe to get exposure as a starting point.



ARE YOU A SWISS STARTUP LOOKING FOR  
**1 TO 1 SUPPORT** FOR CHINA SUCCESS?



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