

Liight

Website / Facebook page (link):

www.liight.es

Location:

Mostoles, Madrid, Spain

PROPOSAL TITLE (10 words)

Liight, gamifying sustainability through smart city systems.

EXECUTIVE SUMMARY (50 words)

Liight is a startup born with the aim of motivating people to be more sustainable. Through gamification, smart city systems and the use of AI, we encourage actions like the use of public transport or cycling. The reward are the Liights, a virtual currency redeemable in different products and services.

SOLUTION NARRATIVE (250 words)

Liight is a mobile application that encourages people to be more sustainable in their daily lives through gamification and smart city systems. Employing Artificial Intelligence and the use of social networks we propose to motivate citizens to take actions and acquire sustainable habits such as the use of public transport, cycling or recycling. To date, we have developed a native android and iOS application that validates different actions such as the use of public transport in bus, subway, suburban train as well as for cycling or walking. We are incorporating new features such as car sharing, mapping with points of influence and mapping of recycling bins. People are encouraged to be more sustainable, when they do actions are rewarding with Liights. A virtual coin redeemable in leisure and fashion products. Our technology is based on neural networks that allow to prove in real time and with low data consumption, the human motion. We verify if they are using sustainable ways of transport and we calculate the reduction of the CO2 footprint. To obtain and cross the data, we work with open databases stored by public institutions and various organizations as well. From the user's smartphone we use motion sensors, GPS location. In addition to these technical components, we use social and psychological strategies such as gamification mechanics in order to improve the user's motivation and engagement. Through the use of the application a Big Data of great value is generated for the optimization of the cities, making them more sustainable.