

## Tracking Bright Light and UV Exposure through SunSprite



**Edward Likovich- CEO**

GoodLux Technology, LLC strives to combine the best of science with our natural environment to improve health on a global scale. The company was founded by a team of Harvard-trained scientists, doctors, engineers and entrepreneurs on a mission to re-imagine the intersection of technology and nature. The company was incorporated in 2012 and is based in Cambridge, Massachusetts.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: Mr. Likovich, what is the concept at GoodLux?**

**Mr. Likovich:** We are working to re-imagine the intersection of technology and nature. We want to empower people to become their healthiest selves and improve lives on a global scale.

**CEOCFO: What are you actually doing?**

**Mr. Likovich:** Our first product is SunSprite. It tracks your bright light and UV exposure to make you healthier. Dozens of clinical studies prove that bright light improves your energy, mood and sleep, and most Americans aren't getting enough. Light is difficult to track on your own because your eye adjusts well to brightness and cannot even see UV light, so we created SunSprite to track your bright light and make recommendation on how to make your lifestyle more healthy.

**CEOCFO: Why is light the first area to work on?**

**Mr. Likovich:** There is actually a biological clock that's set by bright light called your circadian rhythm. It's an essential part of your health – scientists have known for decades about the impact of circadian rhythm on your energy, mood and sleep. Hitting the snooze button in the morning, and tossing and turning while trying to fall asleep can be symptoms of a disrupted circadian rhythm. And there's tons of new research coming out: kids who are outside more often are less susceptible to ADHD. Light is an important part of eye development and students who are allowed to play outside more for recess have a lower incidence of near-sightedness. There is evidence now that light is important to your digestive system. Light is accessible to everybody; everyone can go outside and get sunlight, and it is something that has a huge affect on your health.

**CEOCFO: Is the medical community receptive or is importance of light overall more outside the mainstream.**

**Mr. Likovich:** It is pretty well accepted. The founders of our company are doctors and associate professors at Harvard Medical School. The American Psychiatric Association endorses bright light as a first line treatment for depression, especially for seasonal depression. This is all very well established in the scientific literature.

**CEOCFO: Tell us about SunSprite, what are you actually providing?**

**Mr. Likovich:** SunSprite is a wearable bright light and UV tracker that's about the size of your thumb. It can act on its own or can operate with our mobile app. SunSprite is completely solar powered. There are no cords or cables.

SunSprite has a magnetic attachment that can clip to any clothing or jacket. The magnet is strong enough to go through the heaviest winter jackets, which we know a lot about living in Boston this time of year, but does not leave marks or pinch your fingers.

There is a button on the side of SunSprite that you press and a series of LEDs will light up. There are 10 total LEDs, so if five out of ten light up, then you are 50 percent of the way towards your recommended daily bright light exposure. If the next LED starts to blink, that means that the light you are in right now is bright enough to be beneficial to your health.

Our mobile app shows you graphs of your light exposure throughout the day and makes recommendations based on your individual sleep/wake cycle. Our medical founders have compiled all the clinical research into the app so that it can recommend the ideal amount and time of day to get your bright light.

We empower individuals to see what they should be doing so they can change their behavior to be healthier.

**CEOCFO: *How is the SunSprite bright light tracker available today?***

**Mr. Likovich:** We just launched last Tuesday on Indiegogo, which is a crowd funding site that allows people to preorder the product. We plan to ship in midsummer. We hope to expand into retail channels later this year.

**CEOCFO: *Who are you expecting to be the early adopters and how are you targeting them?***

**Mr. Likovich:** We have a couple groups of people who we expect to be early adopters. There is a community called Quantified Self, who believe that by tracking health metrics, they can lead healthier lives. That has certainly been a large component of our early adopters.

We have also found a considerable group of people who are health conscious and believe in leading balanced lifestyles. They enjoy exercise and may have children and are worried about their kids' light exposure.

SunSprite can also help with seasonal affective disorder or the winter blues, so people who live in northern latitudes have also been buying SunSprite.

**CEOCFO: *Are you targeting the medical communities as well or is the strategy at this point strictly consumer?***

**Mr. Likovich:** We are focused on consumer for our launch. SunSprite has attracted interest from a number of leading medical institutions, but nothing that we can talk about at this time.

**CEOCFO: *What is the downside? Why would someone not consider using it?***

**Mr. Likovich:** That is a great question – the health benefits of bright light are so clear, why wouldn't people use it? The best I can think of is that the benefits of light aren't as well known to most people. We want to make people aware of the importance of bright light in their health equation, so that it's considered along with exercise and nutrition.

**“We are striving to invent products that help people live the best of both worlds – being productive, 21st century people who are also healthy and happy.” - Edward Likovich**

**CEOCFO: *How do you educate the public or do you see the need to get the word out in general to foster people's interests?***

**Mr. Likovich:** We found that many people are familiar with the importance of vitamin D. That is a great starting point. People also understand that they feel better when they're in bright light. I hear many stories about those who love going for a morning walk just after sunrise because they feel great at the end. We are talking about the importance of light as much as we can, everywhere we can go. We are going to South by Southwest to talk about it; we are going to be at the Wearable Technology Conference in London. I think it requires time and a great deal of effort and knocking on doors. We would love to have a huge advertising budget but as a small startup, we do not.

**CEOCFO: *Do you anticipate, would you be open to partnerships or do you want to continue without taking on someone to share?***

**Mr. Likovich:** We are very interested in partnerships. I think there are many places where there could be synergies with people who are focused on lighting and productivity. We hope to develop partnerships with retailers and work with them to educate consumers. There are many companies that we would love to partner with. The more people we can reach, the more successful we will be.

**CEOCFO: *Do you have a strategy for reaching retailers? Will you be adding to the team?***

**Mr. Likovich:** We are in touch with a few retailers, and our presale campaign is off to a great start which helps us make contacts. Hopefully that continues and enables us add to our team in sales and marketing. We also need software developers and product managers. There is a ton of work to be done.

**CEOCFO: *What have you learned from past experiences that is most helpful as you develop the company?***

**Mr. Likovich:** I have spent a few years at JP Morgan where I helped launch big technology projects. Much of what I learned is how important coordination is and also how important the details are. It requires a great deal of work upfront and behind the scenes before you launch a product.

**CEOCFO: *With the connection between sun and cancer, do you find people have a resistant to light? How do you overcome that initial well wait a minute, light may not be so good?***

**Mr. Likovich:** The effect that we are talking about for improved energy, mood, and sleep is from bright light coming in through your eyes. It is perfectly fine to wear sunscreen and still get the benefits of bright light.

**CEOCFO: *Put it together for your readers. Why pay attention to GoodLux?***

**Mr. Likovich:** We are trying to harmonize the two worlds that we live in. We live in a world of technology where people are mostly indoors and staring at screens all day, which can really have a detrimental effect on health. We also live in a world of nature, which is everywhere and gives us terrific benefits including sunlight. We are striving to invent products that help people live the best of both worlds – being productive, 21<sup>st</sup> century people who are also healthy and happy.

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**BIO:** Ed's background spans both business and technology. Prior to joining GoodLux Technology, he developed bond trading algorithms at JPMorgan. He holds a Ph.D. in Applied Physics from Harvard, where he wrote a dissertation on novel methods of light emission and collection in semiconductors. He's also the biggest Steelers fan in Patriots territory, but he usually keeps his Terrible Towel at home.

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