



FREQUENTLY ASKED QUESTIONS REGARDING THE LAB'S RELATIONSHIP WITH INDUSTRY AND ACADEMIA

WHAT TYPE OF RESEARCH DOES THE WELL LIVING LAB CONDUCT?

We collaborate with academic institutions, industry leaders, and others to research how features of the indoor environment affect health and well-being. This research can be conducted in our Rochester, Minnesota-based facility as well as in field and community sites, such as residences, senior living facilities, and commercial buildings. Our studies are directed to many areas, including indoor air quality, lighting, biophilia, and thermal comfort, and measure how these exposures affect physiological, psychosocial, and cognitive signals (such as heart rate, blood pressure, neural activity, cognitive performance, sleep quality, biomarkers, and self-reported productivity, stress, mood, and job satisfaction).

DOES THE WELL LIVING LAB COLLABORATE WITH INDUSTRY, AND IF SO, HOW DOES IT WORK?

Yes, we collaborate with industry to conduct impactful, translational research. These collaborations can take many forms, including, but not limited to, traditional research studies, consultation services, or innovation projects during which we can engage in the co-development of new technology, products, and intellectual property (IP). The type of collaboration determines the depth of an industrial collaborator's involvement, with traditional research studies seeing the least involvement from collaborators, who are consulted only on the study design to ensure we meet pre-determined objectives and deliverables as noted in the research agreement. This approach allows us to maintain the highest scientific integrity while providing significant value to the collaborator.

We collaborate most often with companies that are members of our Well Living Lab Alliance. Alliance membership allows companies, regardless of whether collaborative research efforts with the Lab are undertaken, to enjoy many benefits, including access to research insights prior to publication, newsletters and webinars on timely and relevant topics, and participation in our annual Well Living Lab Alliance Summit. If your organization is interested in joining the Well Living Lab Alliance, please contact us at info@welllivinglab.com or 507-258-7592.

YOU POSITION YOURSELF AS A RESEARCH LAB, BUT YOU ARE OWNED BY DELOS, A FOR-PROFIT COMPANY. WHAT STEPS DO YOU TAKE TO MAINTAIN THE INTEGRITY OF YOUR RESEARCH, AVOID CONFLICTS OF INTEREST, AND PREVENT POTENTIAL ENDORSEMENT OF DELOS' PRODUCTS?

Our Well Living Lab research and technology teams work together to define the criteria for technologies, devices, and methods needed for a research study before selecting products for preliminary testing or other uses in the research study, which may include Delos products if relevant products exist. However, Delos does not play a role in the Well Living Lab's internal selection process for the technologies, devices, and methods needed for a given study.

If a Delos product is selected for use in a study, the product must be rated very high among all products tested by the Well Living Lab research and technology teams and/or possess capabilities unrivaled among other commercially available products. Ratings are based upon factors such as the ability of a product to help answer the main scientific question of the study, ease of data acquisition into the Well Living Lab's data ecosystem, and the quality of data from the product, among several other factors. Moreover, use of a product – regardless of the manufacturer or supplier– in a Well Living Lab research study does not imply endorsement of that product but rather indicates that the product has features or qualities important in addressing a larger scientific question.

YOU WORK WITH INDUSTRY COLLABORATORS. DOES THIS MEAN YOU VALIDATE THIRD PARTY PRODUCTS?

No, we do not make any product endorsements. We conduct research and testing to determine how well a product may perform in the larger context of a research study. This stance on product endorsements and claims is aligned with the end goal of seeing our studies published in peer-reviewed journals, allowing our research observations to be available to anyone after verification by the scientific community. As we note all products used during the conduct of our studies, an industry collaborator may use our research observations from these publications to demonstrate how their product performed for a given purpose.

HOW IS COMMERCIALIZATION / INTELLECTUAL PROPERTY HANDLED?

Innovation is a key tenet of the Well Living Lab. We evaluate each of our research studies for any unique commercialization/IP opportunities through consultation with our in-house legal counsel and Delos' product development team. When working with industry and academic collaborators, we use Sponsored Research Agreements developed in alignment with the goals of the Well Living Lab and the other collaborators and in advance of the study to outline all objectives and deliverables in addition to noting how any commercialization/IP opportunities will be identified, shared, and managed. Generally, each organization can retain its own IP unless a co-creation agreement is in place that states otherwise.

HOW DO COLLABORATIONS WITH ACADEMIC PARTNERS DIFFER FROM COLLABORATIONS WITH INDUSTRY PARTNERS?

The Well Living Lab has strong ties to academic institutions, and such collaborations are treated similarly to our work with industry partners. The Well Living Lab was founded as a Delos and Mayo Clinic collaboration which has led to several joint research studies between these organizations. As part of a master research agreement, the Well Living Lab utilizes Mayo Clinic's vast research infrastructure, such as its Institutional Review Board, Principal Investigators, Study Coordinators, and Master Statisticians as well as leaders appointed to key roles such as Research Director and Chair of the Scientific Advisory Council.

The Well Living Lab also has a formal relationship with the University of Minnesota. Whether we are working with Mayo Clinic, the University of Minnesota, or another academic collaborator, innovation, study integrity, finding common research-related interests, and commercial/IP opportunities remain key focus areas for the Well Living Lab, with all of these factors evaluated and discussed on a case-by-case basis with the collaborator.

WHAT ARE THE BENEFITS OF THE WELL LIVING LAB COLLABORATING WITH INDUSTRY?

We take pride in translating the discoveries made within the Well Living Lab, and the labs of our collaborators, for real-world application. Collaborating with industry allows us to design studies that are more generalizable and, as a result, readily translatable, to the real-world as we discuss what they see as unanswered questions within their respective fields. This approach allows us to conduct more focused research studies and, ultimately, to provide better recommendations to our collaborators to help inform their policies/standards, technology, and product development, and, more generally, actions that the public can take to improve the impact of their indoor environments on their health and well-being.

WHAT ARE THE BENEFITS FOR INDUSTRY TO COLLABORATE WITH THE LAB?

Consumers and companies desire to see the scientific verification behind any solution, whether it's an intervention, product, technology, or something similar. Given the Well Living Lab's multidisciplinary team of building and health scientists and technologists collaborating with many different academic institutions, the Well Living Lab is uniquely positioned to conduct rigorous translational research that has real-world implications for any industry collaborator. In working with the Well Living Lab, collaborators can better provide their consumers with science-based solutions, products, and services to improve the conditions of indoor environments in a way that results in measurable and meaningful health improvements for their consumers.