

Trinity

Modular Desk System

Go-to-Market Plan



Agenda

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Measurement & Roadmap	Part 7
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What Is Trinity

A modular, space-efficient smart desk lamp that:

- Integrates lighting + display + workspace utility into one vertical system
- Adapts to your workflow through stackable modules
- Elevates comfort, focus, and aesthetics for modern compact workspaces
- Offers intuitive control (touch + app)



Section 1

Introduction & Problem

Why the Lighting Category Is Failing Today's Workers



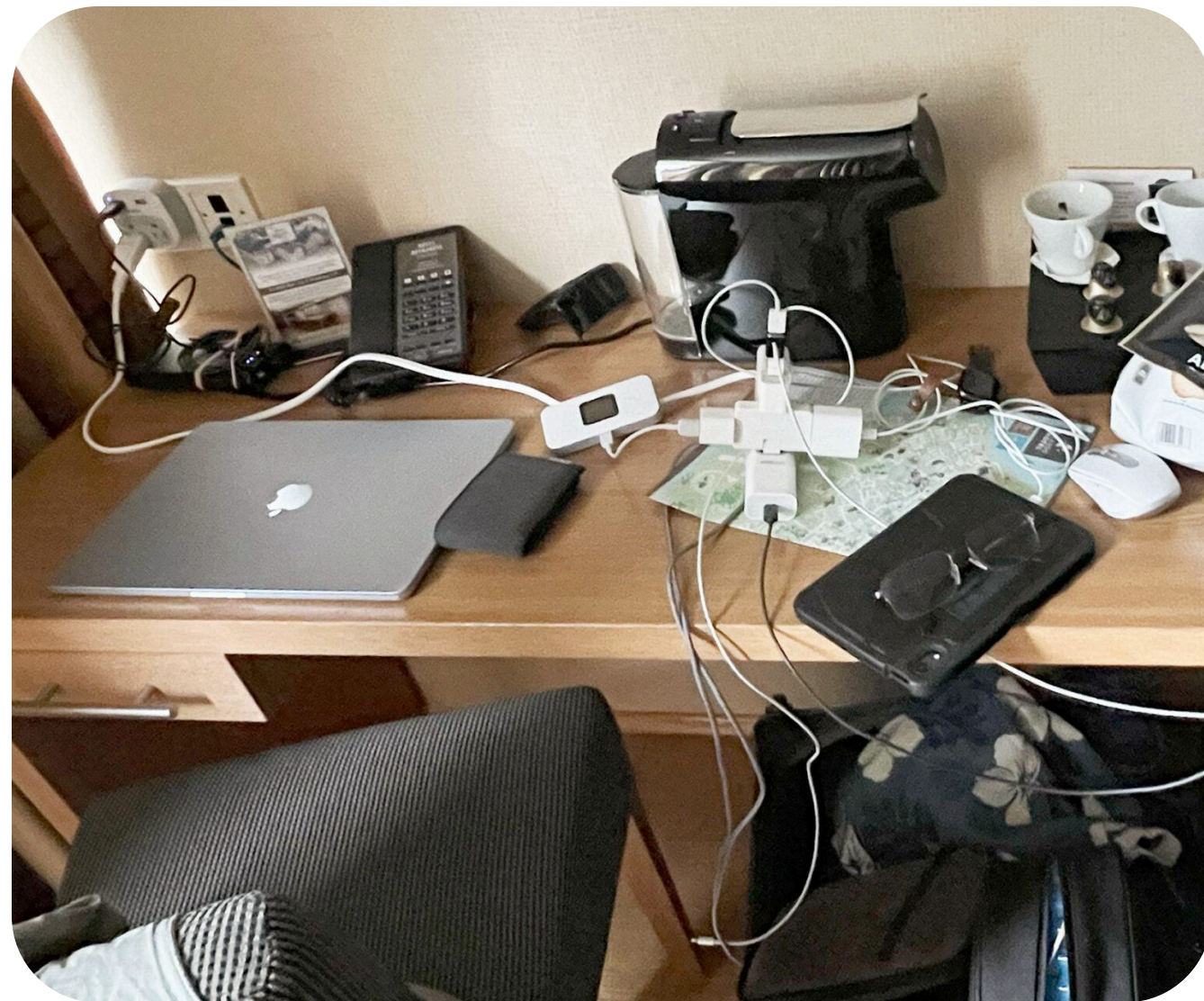
Why We Started with Lighting

- LED lighting market growing rapidly (+11% CAGR)
- Existing lamps focus only on illumination
- Hybrid WFH shifts the desk into a multi-purpose workspace
- Smart-home expectations rising: users want integrated tools
- “What is the next generation of lighting solutions?”



The Problem:

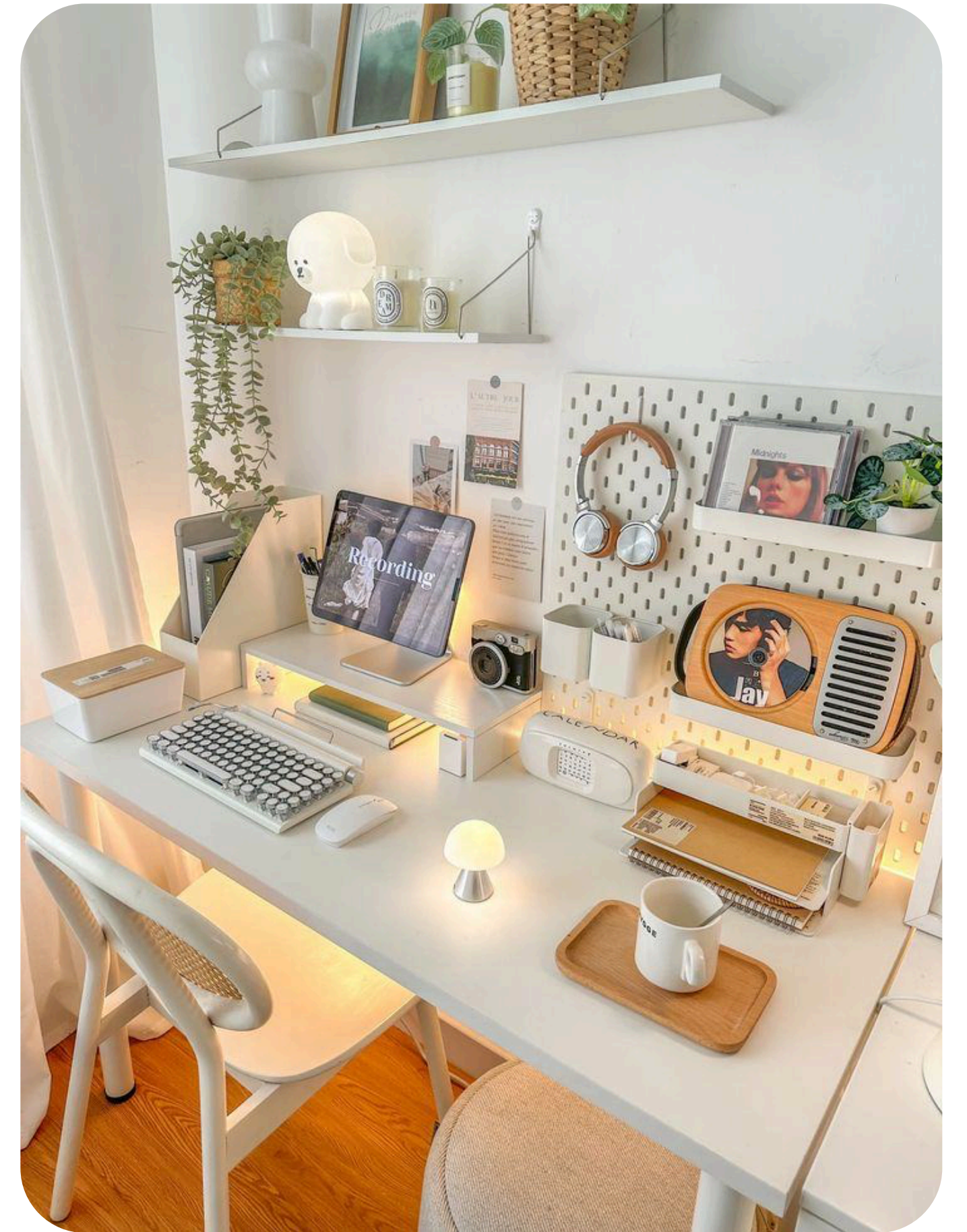
Today's Lamps Don't Support Today's Work



- Lamps focus only on illumination; no workflow support
- Limited adjustability → eye strain, uneven brightness
- Messy desks with multiple single-function devices
- Cables & equipment clutter reduce focus
- Controls are unintuitive or inconvenient

Unmet Needs: What Users Actually Want

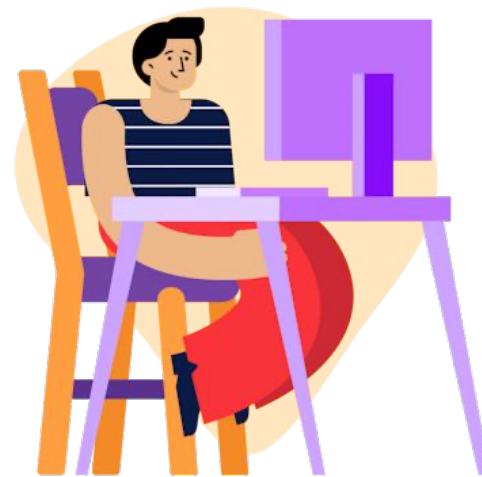
- Adaptive lighting modes
- Cleaner workspace (fewer devices)
- Integrated lighting + utility
- Fast, intuitive controls
- Aesthetic harmony
- A device that “fits small spaces but does more”



Category & Market Dynamics



LED market:
\$180B+ and growing



Smart-home
expectations rising



Market fragmentation

- Lighting = illumination
- IoT = connectivity
- Lifestyle = aesthetics



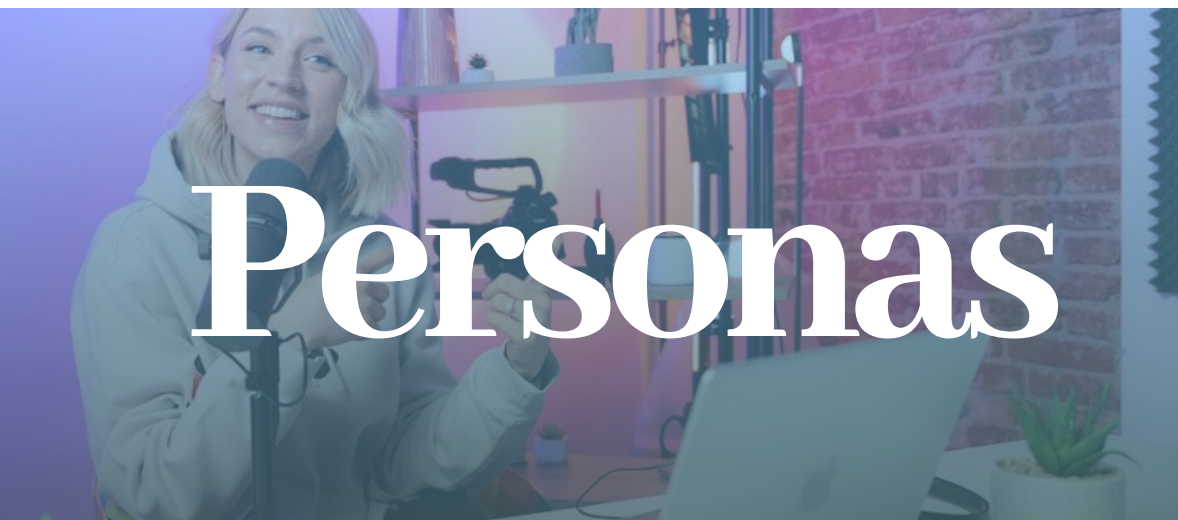
Desk is now the
productivity hub

Section 2

Target Customer

Who We're Designing For & What They Truly Need





Personas

“The Freelancer / Creator”

Ava Chen

28 years

Freelancer & Content Creator

📍 Los Angeles, CA 🏠 Freelance Designer & Livestream Host

🏠 Workstyle & Lifestyle

Works flexible hours from her home studio. Splits her day between design tasks, online meetings, and live-streaming creative sessions. Often works late and adjusts lighting and sound to match recording moods.

👤 Personality

Expressive, spontaneous, visual thinker, values aesthetic expression and tech integration.

🏠 Workspace Environment

Compact home studio setup with camera, microphone, and decorative elements. Needs both professional and cozy lighting modes.

⚠️ Pain Points

Too many separate devices for lighting, sound, and screen timers. Lighting for filming and working needs frequent switching. Desk feels crowded and visually inconsistent on camera.

Behavior

🎯 Needs & Goals

A single modular lamp that works for focus, filming, and relaxation. Easy to control via touch or mobile app. Adjustable color temperature and brightness for different content moods.

⚡ Trigger Events

Upgrading equipment before new livestream series or project.

↗️ Decision Behavior

Actively researches on YouTube, TikTok, and creator forums; highly influenced by aesthetics and influencer recommendations.

\$ Buying Motivation

Looks for products that make her space "camera-ready" while saving desk space.

🔍 Search Keywords

Smart studio lamp

Lighting for creators

Aesthetic desk setup

Multi-function lamp for work and video



Personas “The Remote Worker”

Daniel Ruiz 33 years

Remote Worker / Professional

Austin, TX Data Analyst (Remote)

Workstyle & Lifestyle

Works fixed hours from home, mainly on dual monitors. Prefers a quiet, clutter-free workspace with consistent lighting for concentration.

Personality

Organized, practical, values comfort and focus over aesthetics.

Workspace Environment

Minimal desk setup with laptop, keyboard, and ergonomic chair. Prefers reliable, energy-efficient devices.

Pain Points

Standard lamps cause glare or uneven brightness during long computer sessions. Needs different lighting levels for day and night but doesn't want complicated controls.

Behavior

Needs & Goals

Simple, reliable lighting that reduces eye strain. A lamp that's easy to use, durable, and helps maintain daily rhythm. Prefers smart but straightforward functions (auto on/off, brightness memory).

Trigger Events

Moving to a new apartment, upgrading home office setup.

Decision Behavior

Reads tech blogs and user reviews, focuses on practicality and quality.

Buying Motivation

Wants a simple but smart solution that improves work comfort without distractions.

Search Keywords

- Best desk lamp for home office
- Eye-friendly LED lamp
- Smart minimalist desk lighting



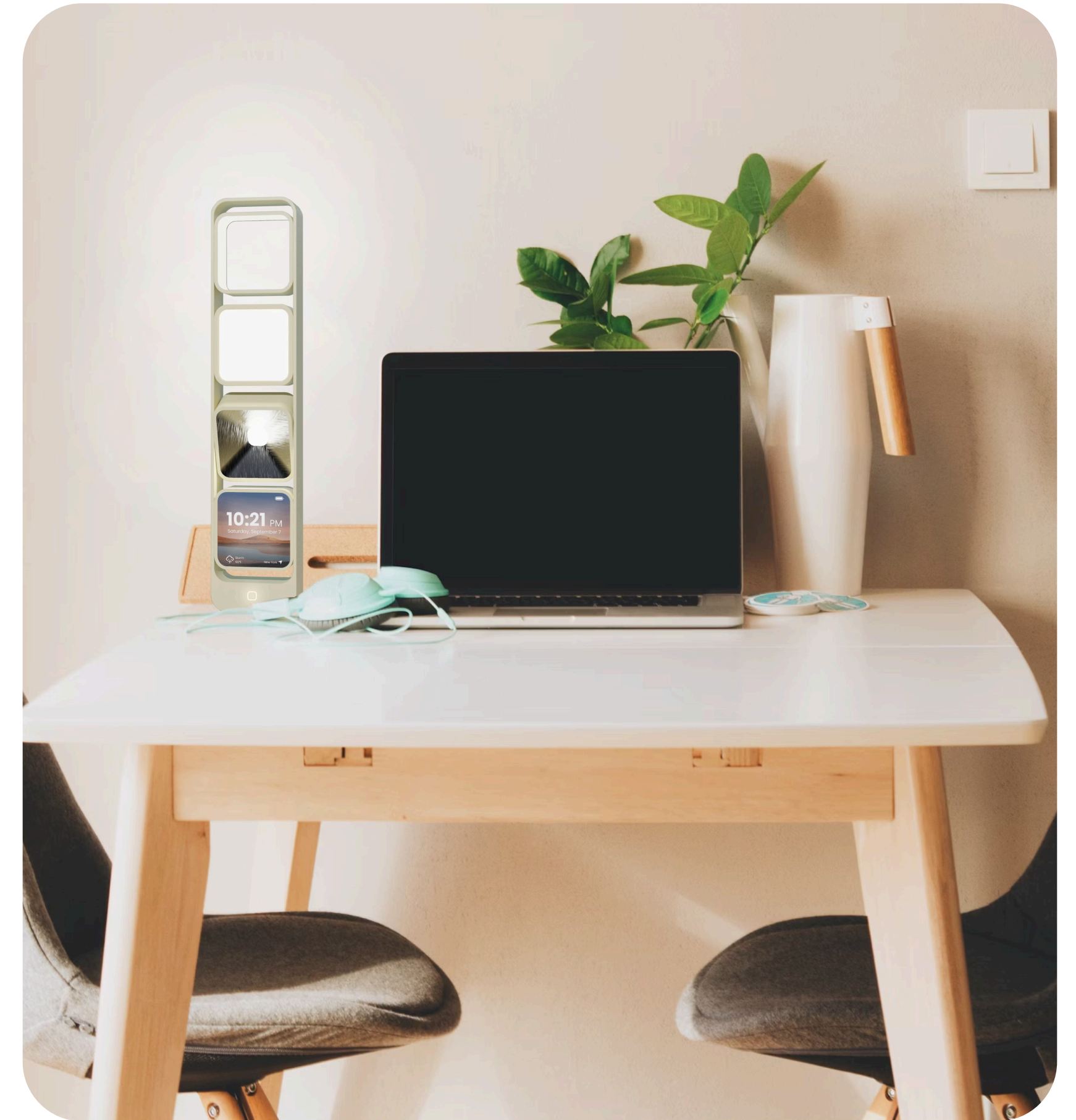
Market Segments

Primary Market Segments

Remote professionals who work from home full-time and need adaptive lighting all day.

Secondary Market Segments

Hybrid workers balancing office and home-desk setups.



Market Needs & Pain Points

Functional Pain Points

- Eye strain from poor lighting conditions
- Desk clutter from multiple devices
- Lighting doesn't adjust for different tasks

Emotional Pain Points

- Desire for a clean, aesthetic workspace
- Stress from chaotic, cluttered setups
- Wanting a “professional” feel at home

Unmet Needs Trinity Addresses

- Adaptive lighting for changing workflows
- Space-efficient vertical design
- Expandable modules that grow with user needs
- One system replaces multiple gadgets



Customer Triggers & Purchase Motivations

Major Triggers That Cause Purchase Behavior

- New remote/hybrid work setup
- Moving or upgrading a desk
- Desk setup inspiration

Motivations Behind Purchase Decisions

- Save space with fewer devices
- Make the desk feel professional
- Improve comfort at work



A multifunctional, modular system that integrates smart lighting + workspace utility into one space-efficient system.



SECTION 3

TOTAL CUSTOMER

EXPERIENCE



TOTAL CUSTOMER EXPERIENCE

Identify where Trinity delivers value and where users need the most support across their journey.

Trinity is not just a lamp —
it is a workspace system that supports comfort, focus, and workflow across daily routines.



Our Two Journey Maps align with the purpose of our product “Vertical stackable modules designed for modern compact living spaces and creative workflows.”

Journey Map: Freelancer & Creator

Customer Journey Map 1

Trinity Smart Desk Lamp

PERSONA

Ava Chen

Freelance Designer & Content Creator

"My desk is where I create and perform — the lighting has to match my mood, my brand, and my workflow."

Age: 28 Location: Los Angeles, CA Work Style: Remote, Creative

STRATEGIC OPPORTUNITIES

Develop "Creator Mode" presets

Emphasize modular setup for small studios

Bundle with camera accessories

Launch influencer partnerships

Provide creator discount program

Add Spotify/Music integration

EMOTIONAL JOURNEY



Journey Map: Remote Worker

Customer Journey Map 2
Trinity Smart Desk Lamp

PERSONA
Daniel Ruiz
Remote Data Analyst

"When I work from home, I want everything around me to feel calm, simple, and efficient."

Age: 33 Location: Austin, TX Work Style: Remote, Analytical

STRATEGIC OPPORTUNITIES

Simplify app interface
for quick light control

Add adaptive "Eye
Comfort Mode"

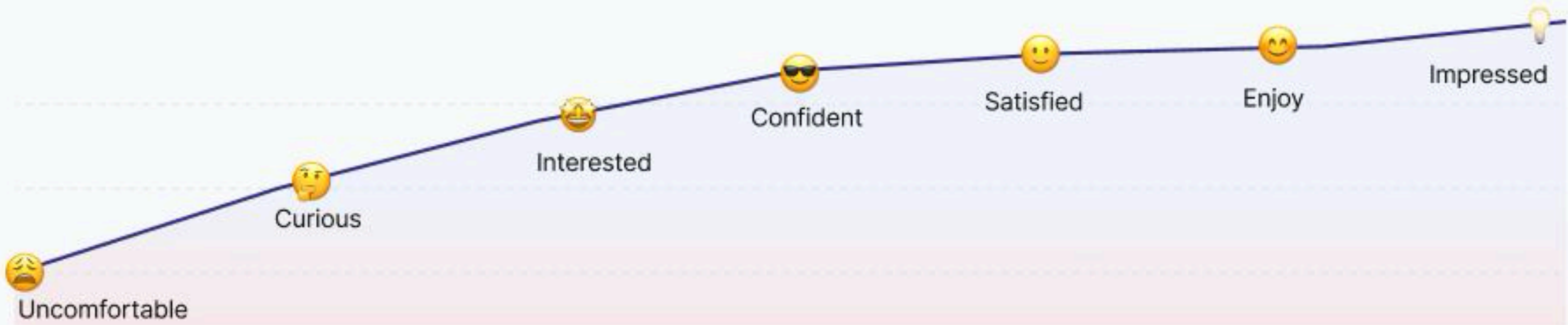
Include productivity
reminders via screen display

Provide energy-saving
reports through app

Offer home office
setup bundles

Create focus
timer integration

EMOTIONAL
JOURNEY



Key Insights

1. Improves productivity and comfort

- Discomfort → satisfaction → confidence.
- Brightness consistency, vertical modularity, and app control address shared functional pain points.

2. Removes friction from modern workflows

- Reduces clutter through vertical stacking
- Replaces multiple single-function devices
- Simple, intuitive control across both personas

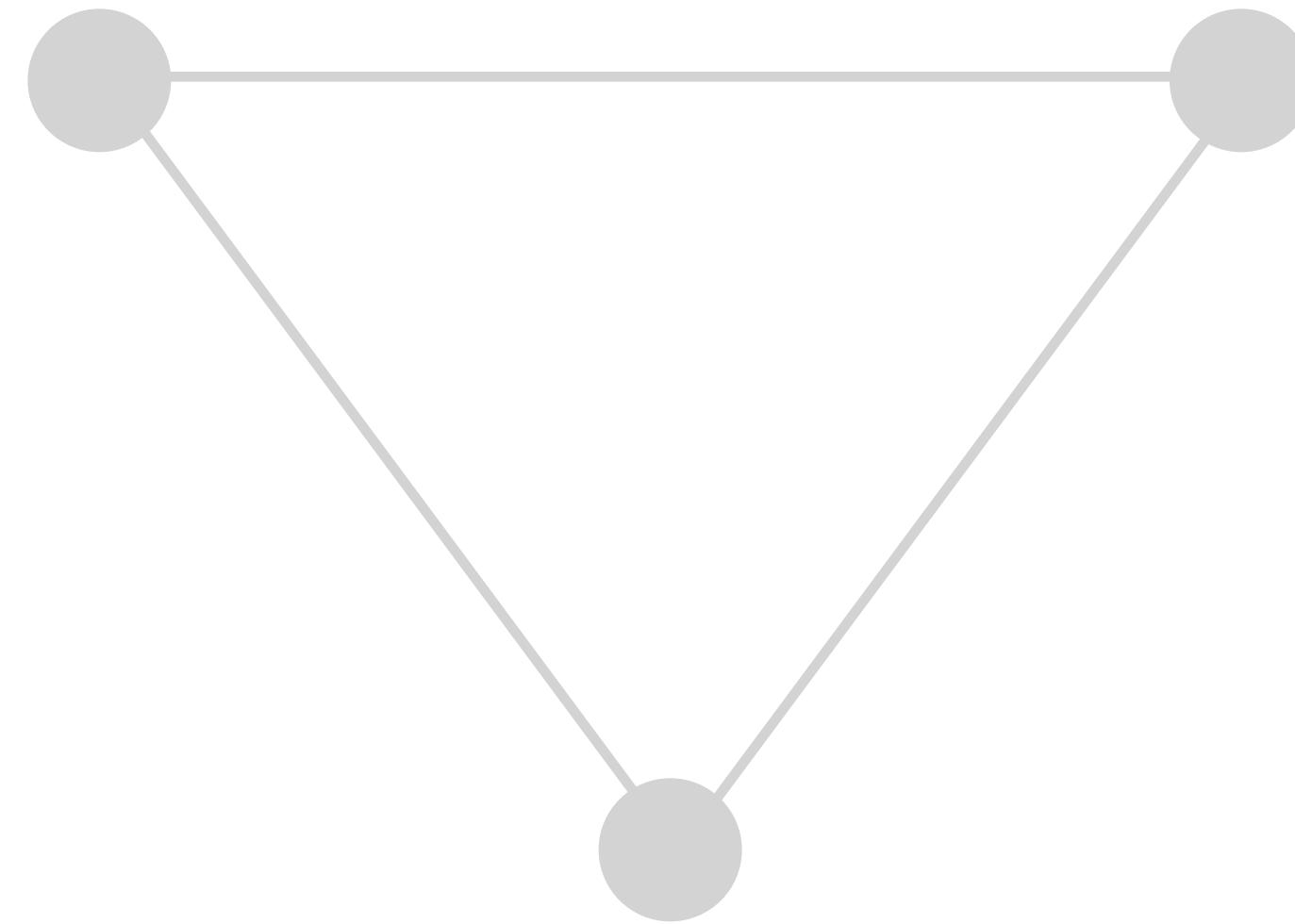
3. Supports different motivations

- Ava: Aesthetics + expression + creator identity
- Daniel: Comfort + reliability + productivity



How CX Drives Brand Equity

Predictable, High-Quality
Experience → Trust



Modular System = Ongoing Engagement

Functional + Emotional Value
Builds Loyalty



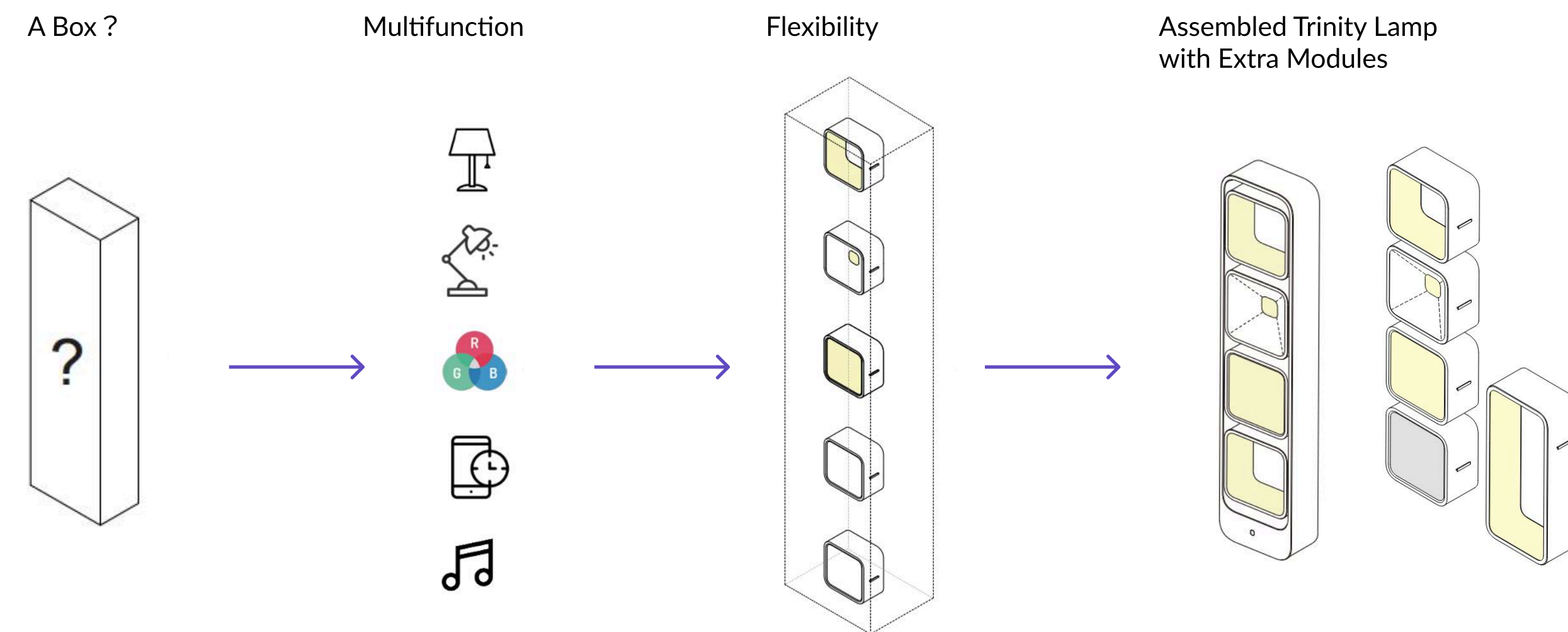
Section 4

Product & Value Proposition



Introducing Trinity

A modular, space-saving smart lamp that adapts to your workflow, reduces desk clutter, and elevates both comfort and focus.



- Vertical stackable modules for lighting + utility
- Designed for modern compact living spaces and creative workflows
- Clean aesthetic + intuitive control (touch + app)
- Built for expansion with future modules



Why Trinity Matters

The Top Benefits

Clear Differentiation

Stands out in a crowded lighting market with **modularity** and **smart interface**

Strong Value at a Reasonable Price*

Delivers **multi-functionality** without premium ecosystem lock-ins

*Refer to Competitor Overview in Appendix

Modularity Encourages Exploration

Users customize lamp stacks to fit filming, deep work, reading, or relaxation

Maximizes Small Spaces

Vertical design frees desk real estate and reduces device clutter



Supporting Features

Key Features That Support the Experience

- **Scene Presets for Different Activities**

Focus, Film, Meeting, and Relax modes built in

- **Modular Add-on Ecosystem**

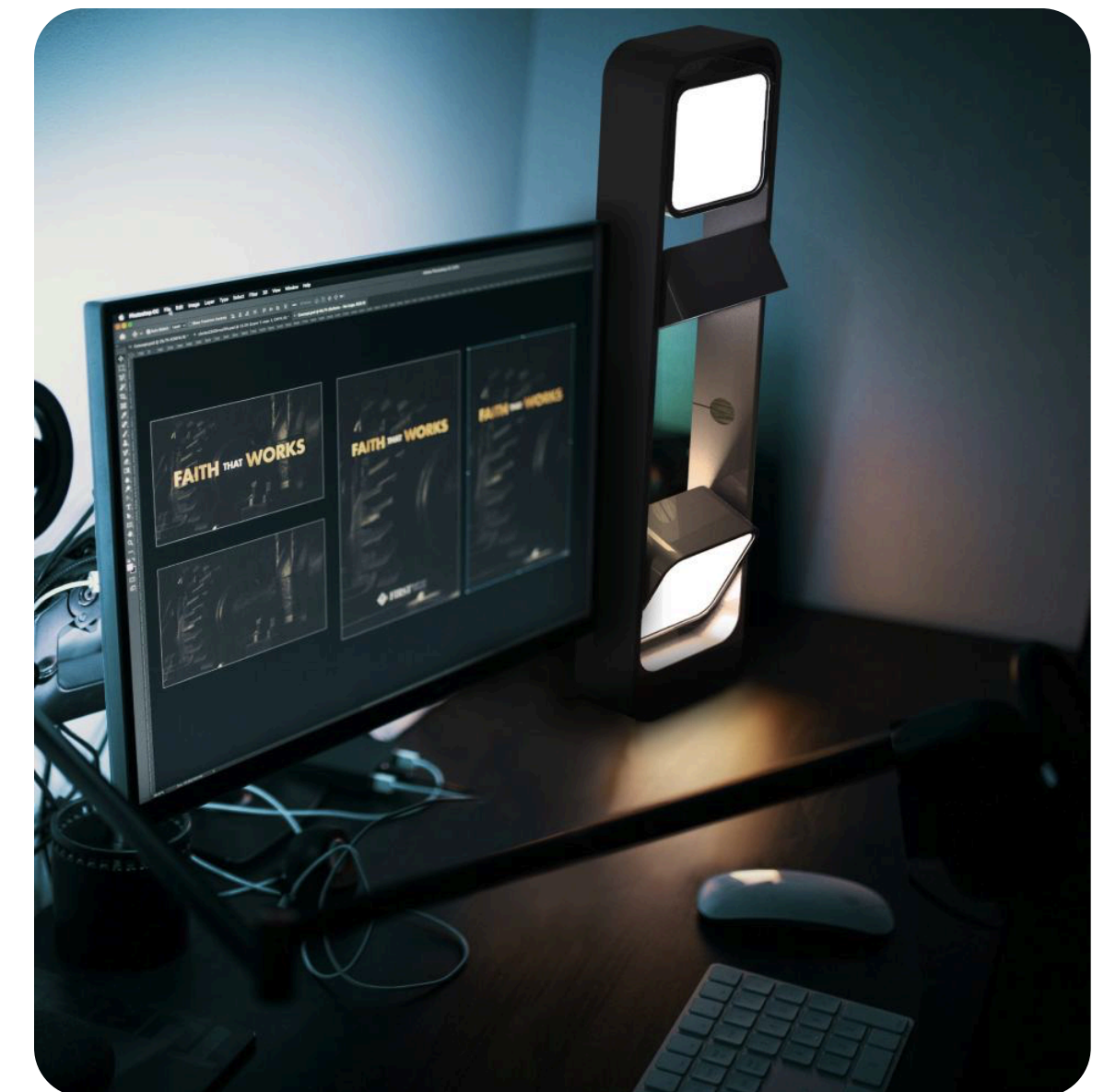
Additional modules for sounds, screen, and charging

- **Digital Interface for Ease & Personalization**

Touch controls + mobile app for precise adjustments

- **Vertical Space-Saving Design**

Stackable structure replaces multiple single-function devices

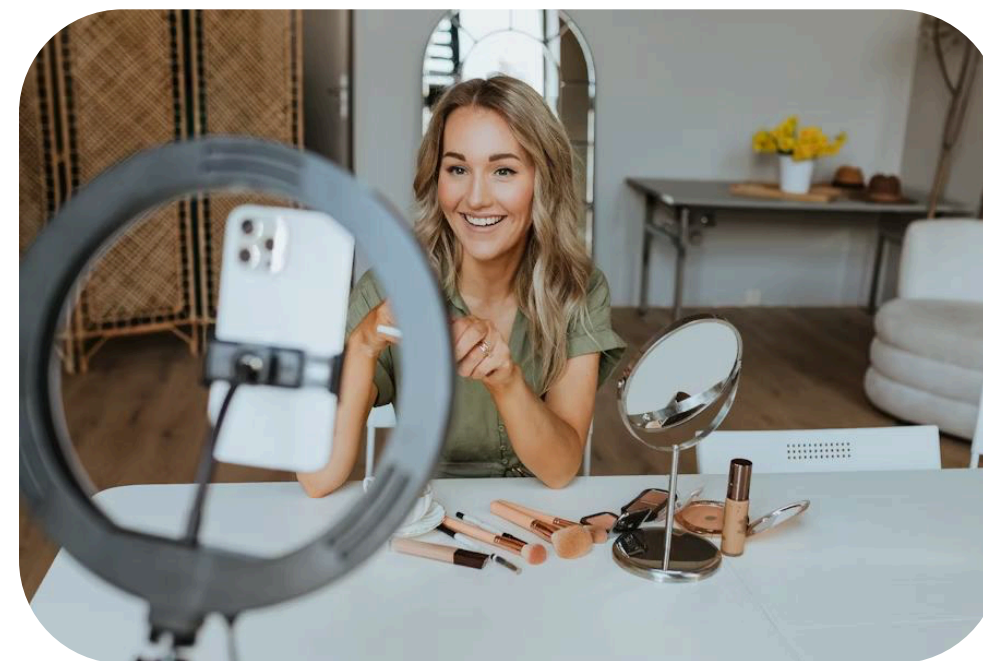


Emotional Tone & Persona Messaging

How We Speak to Our Users

Emotional Tone

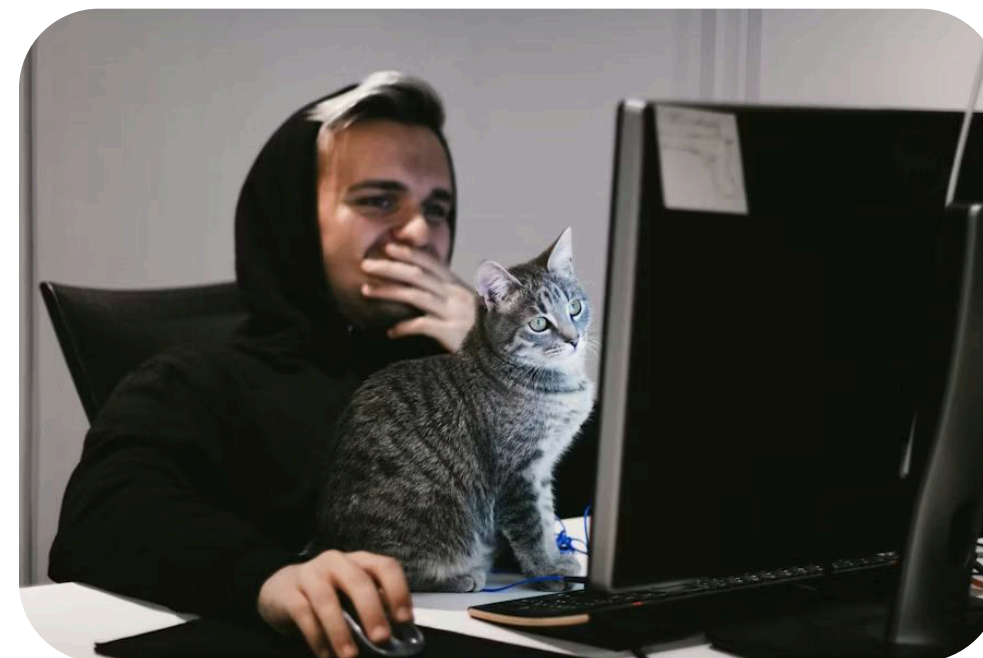
- Calm, minimal, supportive
- Blends productivity with comfort



Persona 1 : Ava (Creator)

Aesthetic expression and adaptability

- Make your space camera-ready.
- Lighting that adapts to your creative rhythm.
- One modular lamp for filming, editing, and relaxing.



Persona 2: Daniel (Remote Worker)

Reliability and comfort

- Lighting that keeps you focused.
- A calm, consistent work environment you can rely on.
- Smart, simple, and built for long hours.



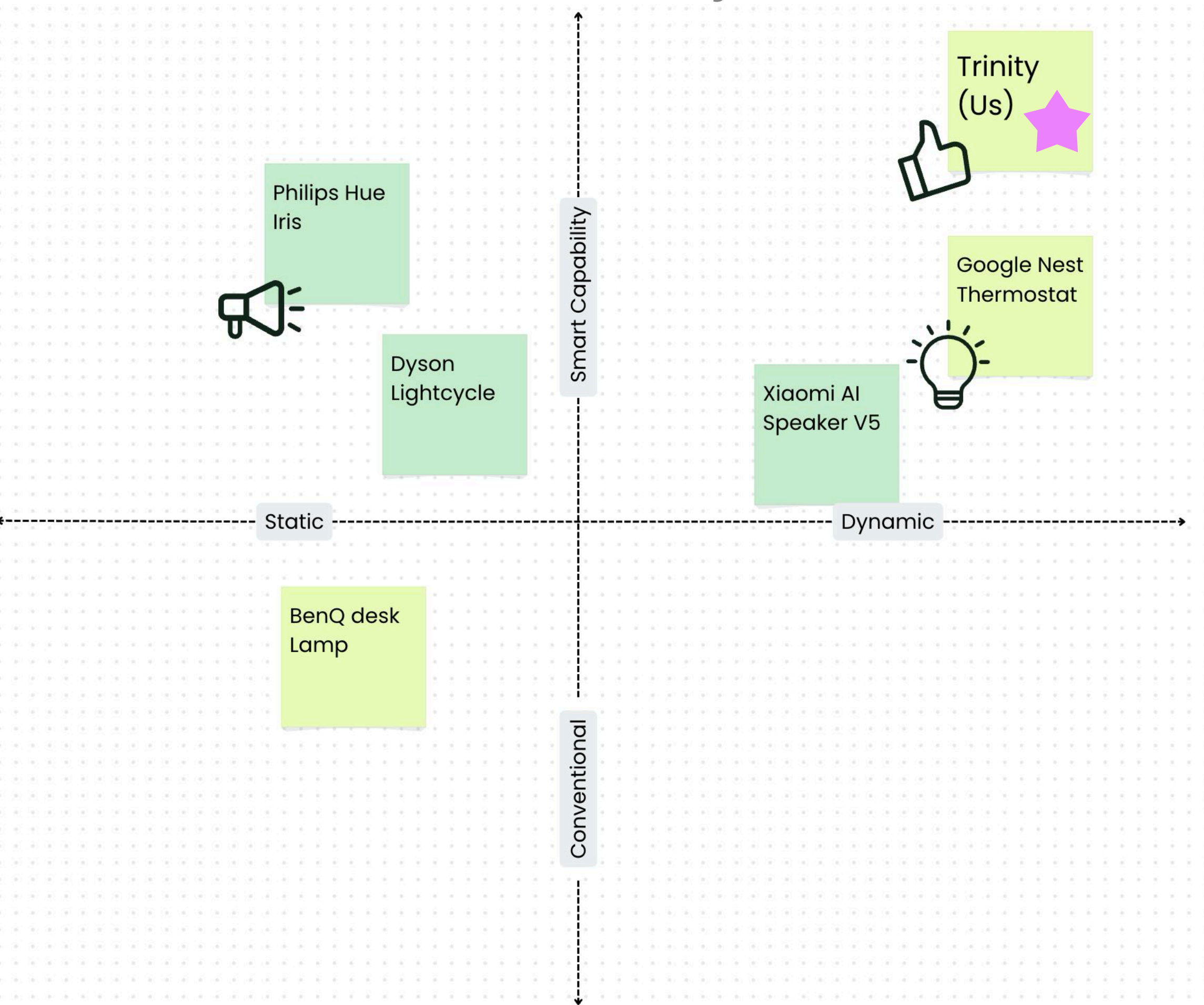
Section 5

Market Landscape & Positioning



Competitive Landscape

What the Market Looks like Today



Key Insight:
Competitors excel at individual features, but none merge lighting + display + modular utility.

Competitors

- **Philips Hue Iris** - strong smart lighting, aesthetic scenes, but not modular; bulky
- **Xiaomi AI Speaker V5** - strong AIoT integration; lacks visual design & lighting quality
- **Google Nest Thermostat** (as ecosystem inspiration) - sleek smart control, but unrelated to lighting
- **BenQ Desk Lamp** - ergonomic and adjustable lighting but single-function
- **Dyson Lightcycle** - high-quality lighting, premium price, no utility modules

White Space & Positioning

Where Trinity Leads

1. White Space Opportunity:

- Competitors offer lighting or smart features, but not offer smart, modular, dynamic lighting for modern workspaces.
- Users want fewer devices, better lighting, and adaptable tools, but the market is fragmented and not meeting this need.

2. Why This Matter

- Hybrid workers and creators need lighting that adapts to multiple tasks and limited desk space.
- Trinity fills this gap by combining lighting + display utility + modular add-ons in a single footprint.

3. Brand Pillars

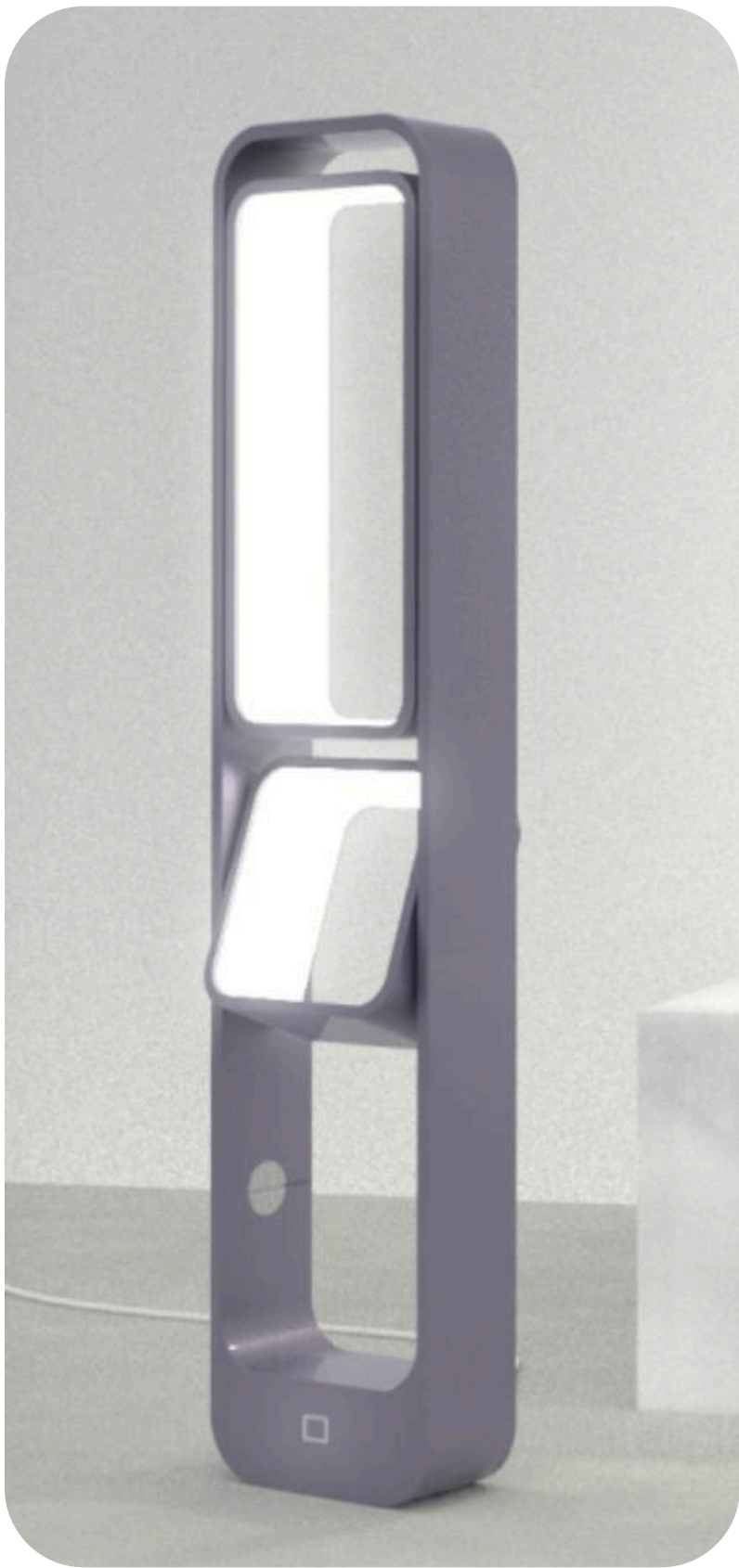
- **Calm Productivity** — reduce strain, improve focus
- **Modular Flexibility** — build your own setup
- **Space Optimization** — vertical, clutter-free
- **Aesthetic Harmony** — minimal, modern, intentional

Positioning Statement:

“Trinity delivers lighting and modular intelligence for modern workspaces — a multifunctional system designed to elevate performance, comfort, and style.”



Pricing



Basic Model

\$199

- Power Frame
- 2 Lighting Modules

Touchable Screen
\$109

Speaker
\$89



Advanced Bundle

\$349

- Power Frame
- 2 lighting Modular
- Touchable Screen
- Speaker



Section 6

SALES & GO-TO-MARKET

Who We're Designing For & What They Truly Need



Sales Strategy Overview

Introduce how we plan to get Trinity into the hands of our early adopters

We launch where desk inspiration already lives

We let creators show Trinity in real studios

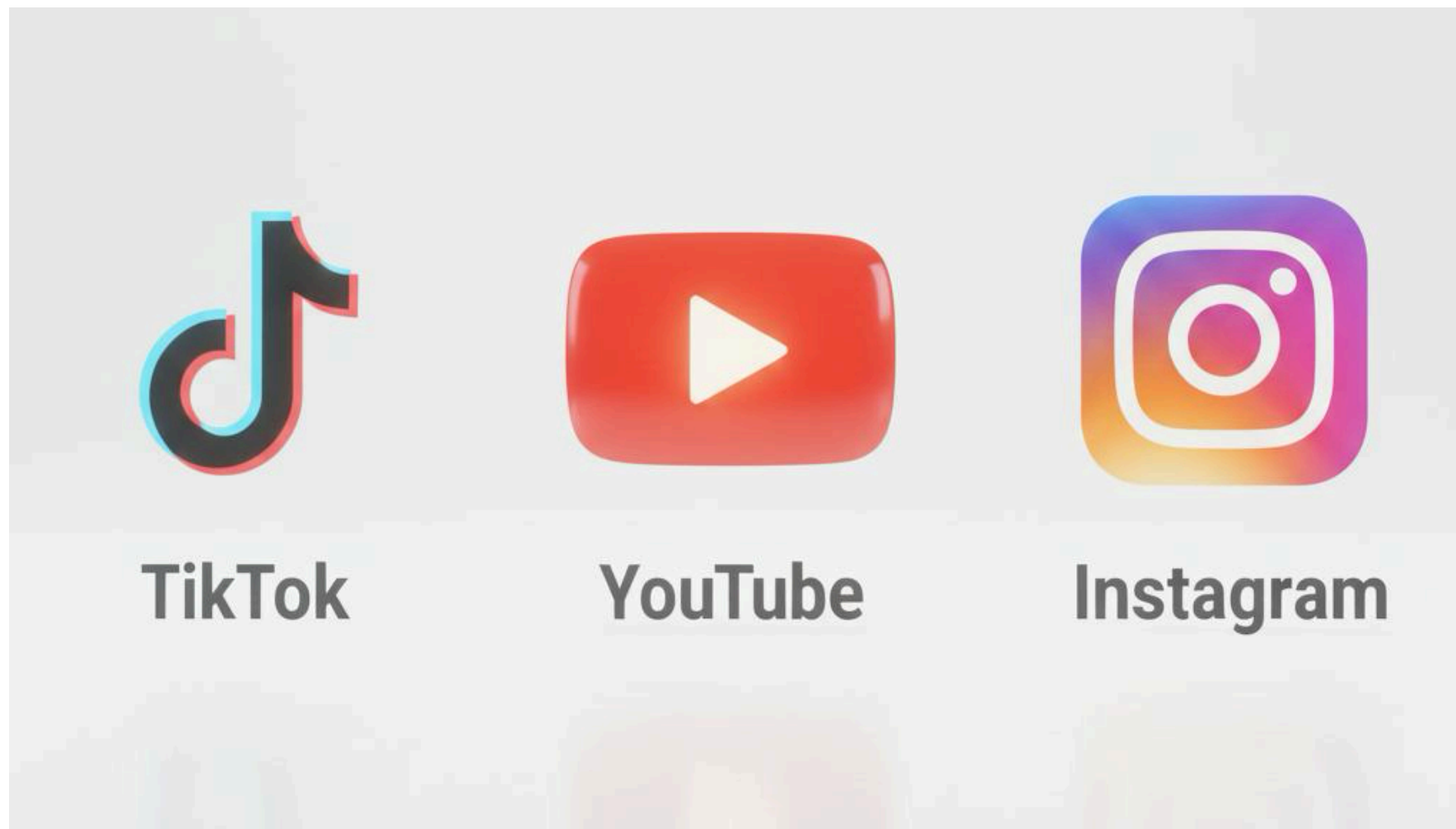
We make buying easy with 2 clicks

We support the hype with bundles, upgrades, and surprises



If Trinity Went Viral

This is how it happened



Where People Find Us

TikTok desk glow-ups ✨
IG creator reels
YouTube deep-dive tech reviews
Pinterest workspace inspiration



How We Influence

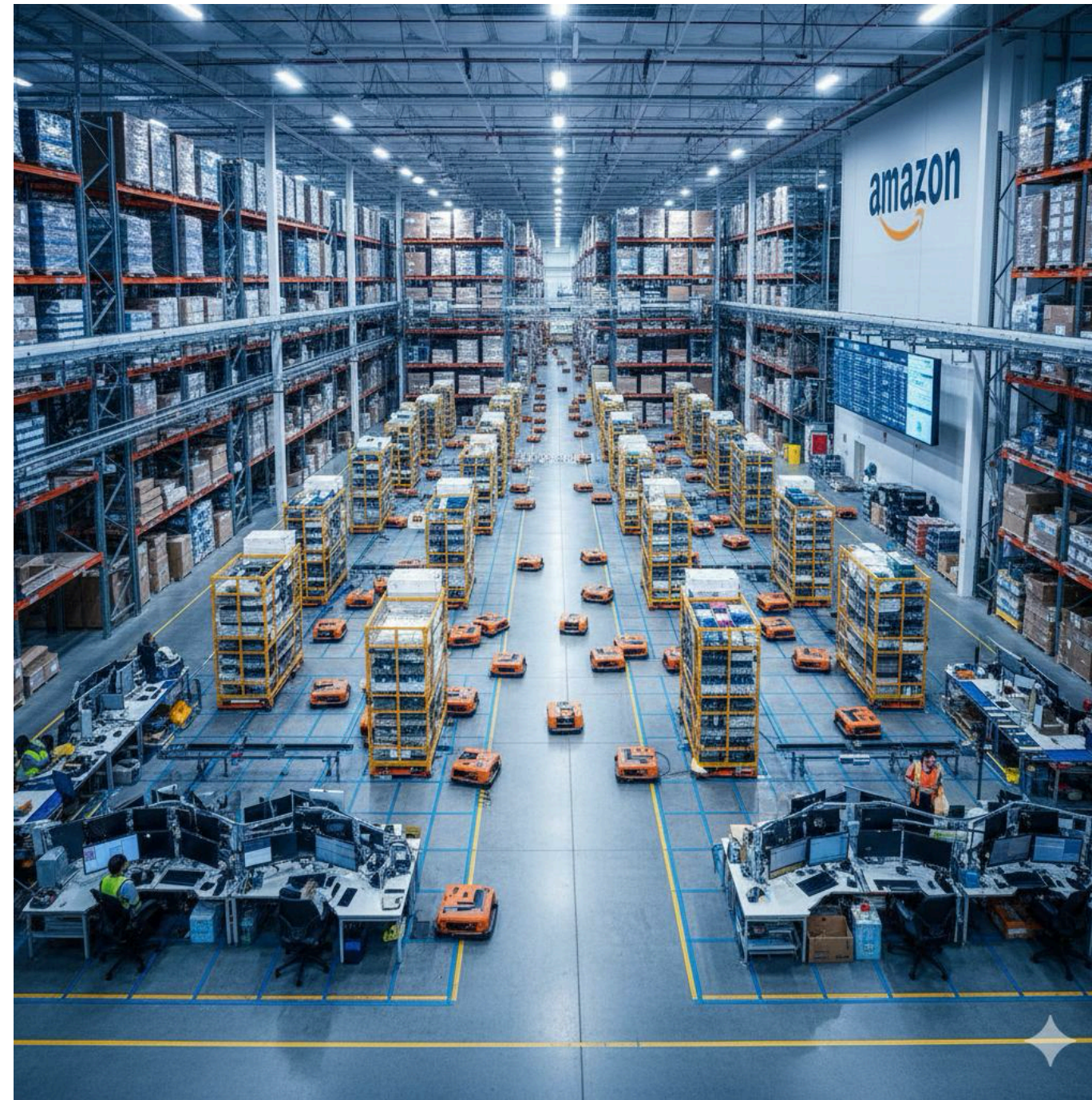
Creator reviews → “My new desk essential”
Before/After setups
POV lighting demos
Offline try-it-yourself stations

Distribution Strategy

Where Trinity Lives (Besides Your Desk)



Primary: Direct-to-Consumer



Secondary: Marketplaces



Selective Retail



Budget & Allocation

60%
Make People Fall in Love

40%
Make People Click Buy



Launch Incentives



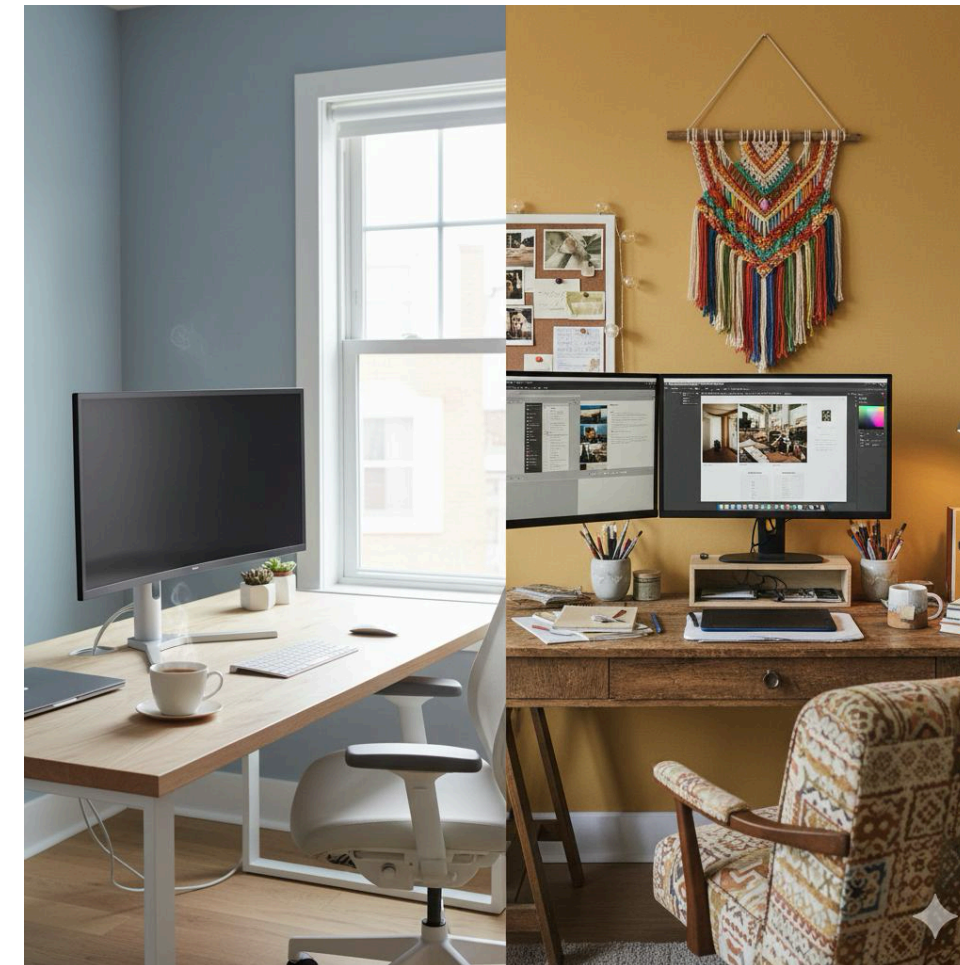
Early adopter pricing

- 10% off first 1,000 units



Creator Bundle

- Lamp + screen module + speaker module



Referral Rewards

- “Share Your Setup” → discount for both parties



Extended Warranty

- Free 1-year upgrade for D2C buyers



Section 7

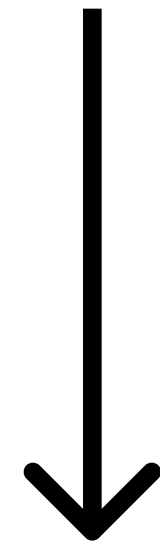
MEASUREMENT & FUTURE

ROADMAP



How We Measure Success

We track the full funnel from awareness



retention to ensure Trinity builds both
immediate traction and **long-term brand**
equity.

Comfort

Productivity

Emotional
Satisfaction



How we know we're winning

Awareness

- Impressions, reach, creator exposure
- Search volume lift (“desk setup,” “smart lamp”)

Engagement

- Video completion rates
- Save/share rates on creator content
- Website dwell time

Trial

- Add-to-cart rate
- Traffic from influencers
- Product demo participation

Conversion

- Purchase rate
- Amazon ranking
- Bundle attach rate

Retention

- App usage (modes used, frequency)
- Repeat module purchases
- Customer satisfaction (CSAT/NPS)

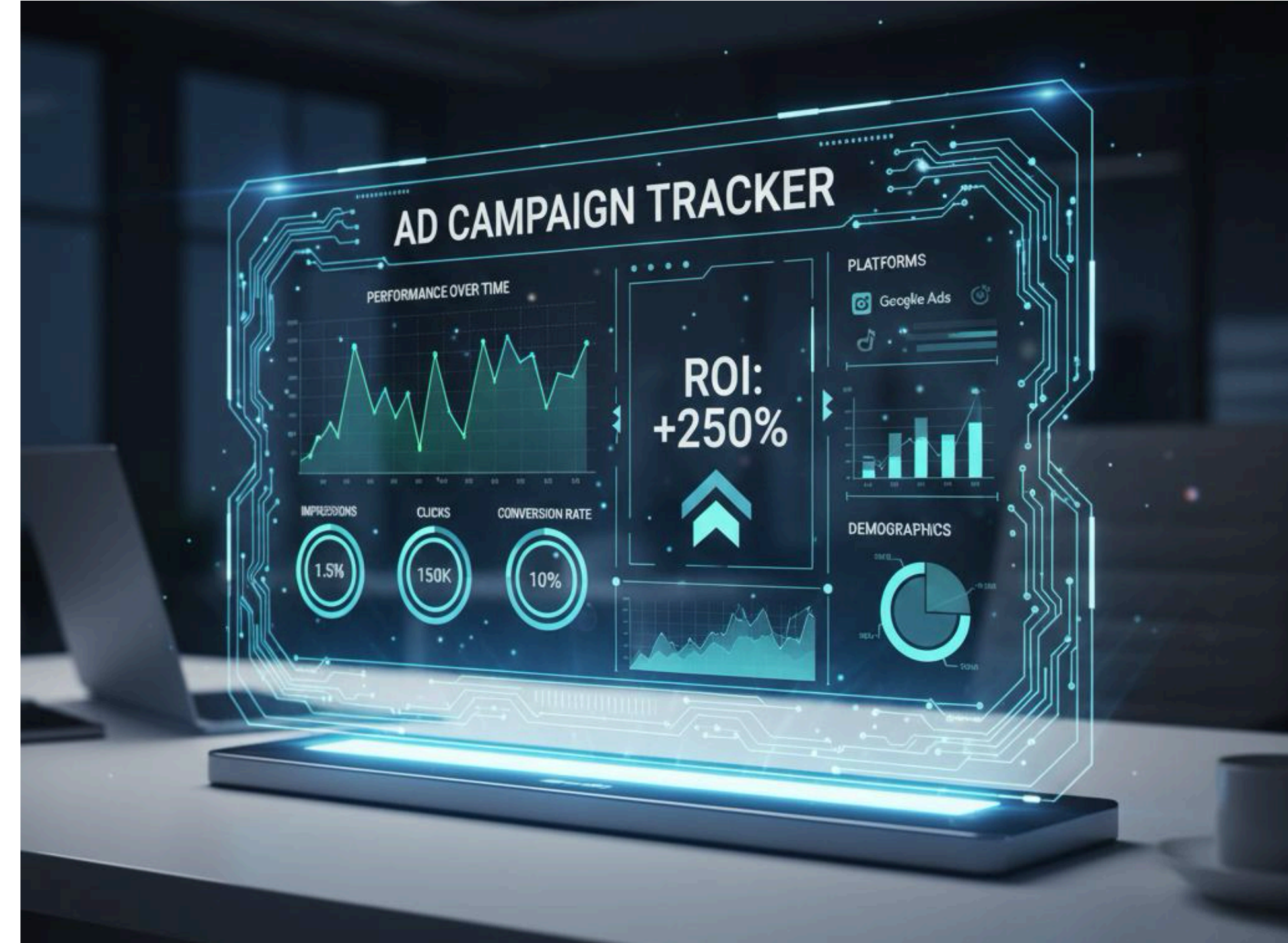


ROI Measurement



Influencer ROI

- Cost per engaged viewer
- Conversion rate from creator promo codes
- Lift in branded search post-review



Paid Media ROI

- ROAS (Return on Ad Spend)
- CAC vs. LTV tracking
- Retargeting efficiency

Short-Term & Mid-Term KPIs

First 60 Days

5M+

total impressions

15k

website visitors

1,000

units sold

50+

creator posts

6 Months

30%

repeat purchase rate

Top 20

amazon lamp

20K

units sold

> 40

NPS



Thank You!



Appendix



Competitor Overview

Brand / Product	Category	Strengths	Weaknesses	Relevance to Trinity	Price
Philips Hue Iris	Smart Lighting	• Rich ambient scenes • Strong IoT ecosystem	• Bulky form • Not modular • Aesthetic mismatch	Good smart lighting competitor but no dynamic / modular capabilities	\$153
Dyson Lightcycle	Premium Task Lighting	• High-quality lighting • Adaptive brightness • Ergonomic design	• Very expensive • Single-function • No utility features	Strong lighting competitor but not multifunctional	\$649
BenQ Desk Lamp	Conventional Desk Lamp	• Eye-care focus • Reliable & affordable	• No smart features • Static functionality	Relevant for ergonomic lighting but low threat	\$244
Xiaomi AI Speaker V5	AIoT Smart Device	• Strong AI integration • Dynamic interaction	• Not for lighting • Weak visual design	Adjacent competitor in smart features but not in lighting	\$45
Google Nest Thermostat	Smart Home Control	• Highly smart & adaptive • Excellent UX	• Not related to desk use • No lighting	Useful inspiration but not a direct competitor	\$280
Trinity (Us)	Modular Smart Lighting System	• Smart + modular • Dynamic presets • Multi-sensory & space-saving • Workspace-optimized	• New market entrant • Requires education on modular concept	Only product combining lighting + modularity + dynamic utility	\$199(Standard) \$89(Speaker) \$109(Screen)