

Challenge Theme: Crowd Management and Customer Identification

Revolutionise Engagement through Intelligent Crowd Management

Heineken Challenge Overview

Welcome to our IoT Challenge focused on leveraging IoT technology for crowd management and control in the Heineken Experience. The Heineken Experience is an immersive experience in Amsterdam. It includes interactive exhibits to hands-on activities like pouring your own pint - a captivating experience that showcases Heineken's craftsmanship and brand identity. The primary objective of this challenge is to enable our corporate partner to gain valuable insights into visitor behaviour, flow, and interaction within their exhibition space. By leveraging IoT solutions, Heineken aims to understand how people engage with their Experience, measure the success of specific attractions, and gather demographic data to enhance the overall visitor experience.

How to Participate:

If your startup addresses the challenges outlined here, apply to this IoT Challenge! Successful applicants will have the opportunity to pitch their solutions to Heineken. Participating in this challenge offers startups a fully paid pilot opportunity, co-creation prospects, and potential long-term commercial collaborations.

Apply now to shape the future of visitors' engagement and interaction!

Info and FAQs are available on the [IoT Challenge Website](#).

Otherwise, [Apply Here](#)



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Heineken's objectives

The Heineken Experience seeks to achieve the following objectives:

1. **Visitor Activity Understanding:** Develop solutions to gain a better understanding of visitors' activities and interactions within the exhibition space.
2. **Attraction Success Measurement:** Measure the success and popularity of specific attractions or installations to optimise resource allocation and improve visitor engagement.
3. **Demographic Insights:** Gain insights into customer demographics to identify visitor profiles and tailor experiences accordingly.

Selection Criteria

1. **Non-Invasiveness:** Solutions must not disrupt or intrude upon customers and staff, ensuring a seamless experience.
2. **Actionable Insights:** Solutions should provide actionable insights in addition to data aggregation and visualisation for informed decision-making.
3. **Price:** Cost considerations are flexible at this stage.
4. **System Integration:** Solutions must integrate with existing networks or sets of sensors.
5. **API Extensibility:** Solutions should offer extensive API options for customisation and flexibility.
6. **Interfacing Capability:** Ability to interface with current or future systems, including ticketing systems.
7. **Versatile App Modes:** Solutions should offer three modes: standalone, corporate location-based (geo-fencing/on network-segment bases), and remote access for seamless user experience.
8. **Data Points Handling:** Solutions should work with and provide insights from various data points, including customer demographics, traffic counts, flow, and engagement with different areas of the experience.

Solution Requirements

1. **Netherlands Pilot Readiness:** Solution providers must be ready to pilot in the Netherlands with at least a working Minimum Viable Product (MVP).
2. **EU Legislation Compliance:** Ability to comply with general EU legislation, particularly regarding data and privacy management, such as GDPR.

Success Criteria

1. **Actionable Insights:** Obtain clear and actionable insights to inform the business case for changes and upgrades within the exhibition space.
2. **Visitor Experience Understanding:** Gain a comprehensive understanding of visitors' experiences, including their engagement levels, duration of interaction, and perceived value of attractions.
3. **Sustainability and Longevity:** Identify a technology solution that is sustainable, supported by current and future technology providers, and capable of long-term integration with existing IT systems.
4. **Partnership Development:** Establish a long-term partnership and collaboration with a solution provider to support ongoing innovation and improvement initiatives.
5. **Design Validation:** Validate new and improved designs for the tourist experience based on insights gathered through IoT-enabled crowd management solutions.

