

ROTATION MEETING

# CHORUS

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A coordinated model for real-world pilots, shared methods, and cumulative evidence.

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# 1. The Problem

Innovation pilots are increasing, but learning is not compounding.

- Every site uses different definitions, methods, and success criteria
- Results become local case studies instead of reusable evidence
- Decision makers cannot compare like-for-like outcomes
- The same pilot setup costs are paid repeatedly

**Result:** high pilot activity, low system-level intelligence.

## 2. Why The Current Model Fails

Pilot ecosystems are fragmented by design.

- Startups lack structured access to credible real-world sites
- Corporates run one-off trials with heavy coordination overhead
- Researchers and operators are engaged too late or inconsistently
- Governance and data agreements are rebuilt each time

**Consequence:** insight stays siloed, and progress does not scale.

### 3. If We Keep Going This Way

Without shared infrastructure:

- Capital allocation keeps favoring narrative over evidence
- Strong interventions are hard to distinguish from weak ones
- Attribution stays unclear across multi-partner pilots
- Trust declines because outcomes are not comparable or portable

**Strategic risk:** innovation velocity looks high, but impact remains shallow.

## 4. The Solution: CHORUS

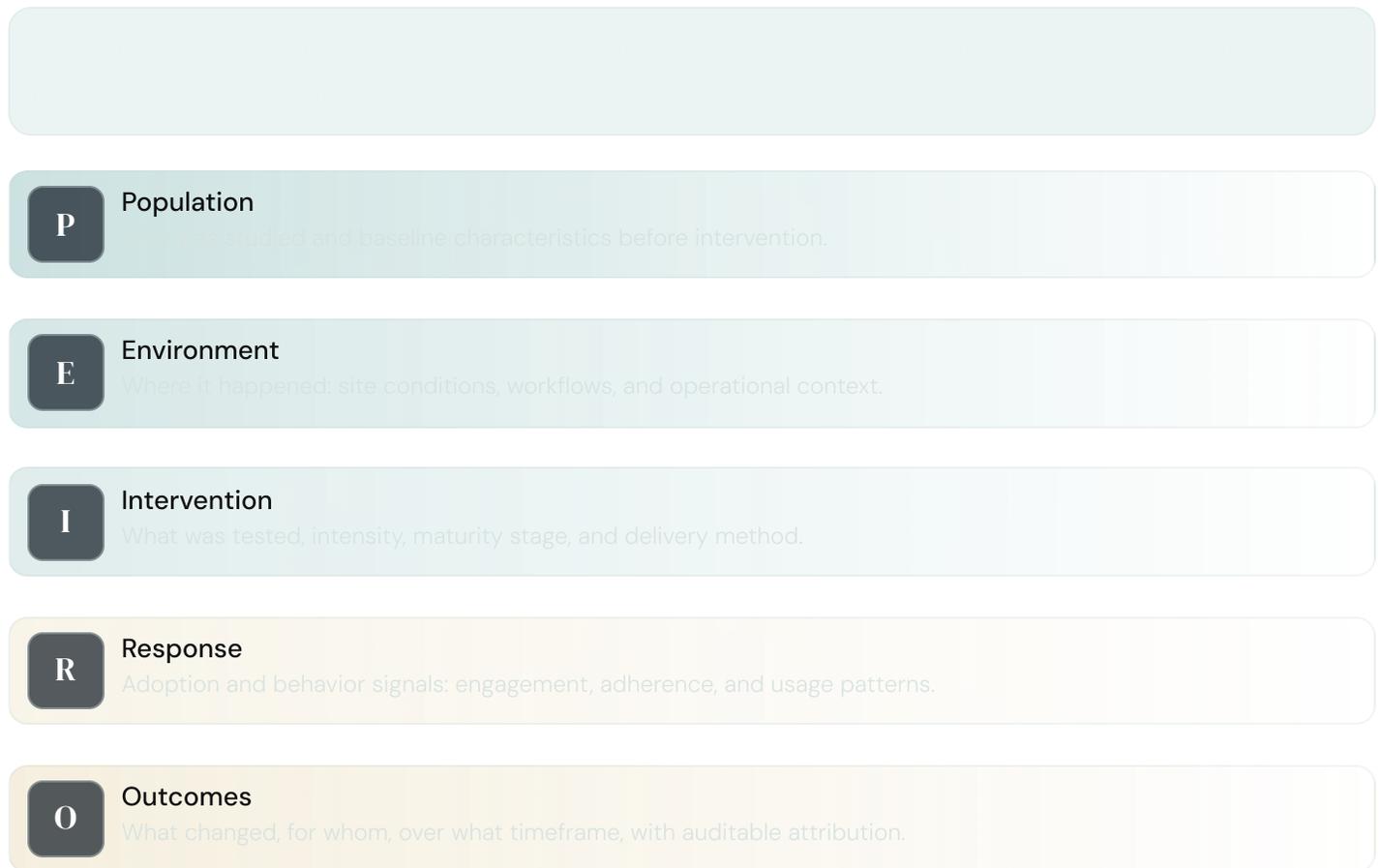
CHORUS is the coordination layer that turns pilots into cumulative intelligence.

- Connects startups, corporates, researchers, and living labs
- Keeps each pilot independent but structurally comparable
- Captures outcomes in a shared evidence architecture
- Converts results into reusable patterns and decision support

**In one line:** CHORUS turns disconnected pilots into a learning system.

## 5. PEIRO Evidence Stack

Five layers structure every evidence record so outcomes are comparable across sites and time.



## 6. First Proof Wedge: Healthspan

We start where signal quality and urgency are both high.

- Section One focus: healthy aging / healthspan
- Practical wedge: bathroom-centered preventive sensing
- Current portfolio: 10 pilots (1 live, 9 planning)
- Live pilot: desirability of acoustic monitoring in the bathroom

**Purpose of this phase:** validate desirability before broader scale.

## 7. Stakeholder: Living Labs

- Benefits to living labs: curated pilot flow with clear governance and participant safeguards
- Benefits to living labs: operational support, common protocols, and reduced setup overhead
- Benefits to living labs: comparative evidence that improves site operations and positioning

What CHORUS needs from living labs: access to real-world implementation environments, site-level operational feedback, and commitment to shared measurement and consent standards.

## 8. Stakeholder: Researchers

- Benefits to researchers: naturalistic, multi-site environments for higher external validity
- Benefits to researchers: shared data structures and repeatable protocols across pilots
- Benefits to researchers: co-authorship and translational pathways from evidence to practice

What CHORUS needs from researchers: methodological rigor, clear outcome definitions, and independent credibility in reporting and synthesis.

## 9. Stakeholder: Corporates

- Benefits to corporates: lower-risk structure to test adjacent innovation bets
- Benefits to corporates: portfolio visibility across pilots, not isolated vendor claims
- Benefits to corporates: stronger evidence basis for adoption and scale decisions

What CHORUS needs from corporates: real problem statements, clear decision criteria, and willingness to test and scale what works.

## 10. Stakeholder: Startups

- **Benefits to startups:** faster path from prototype to credible real-world evidence
- **Benefits to startups:** access to aligned sites, researchers, and enterprise partners
- **Benefits to startups:** structured validation milestones that de-risk growth conversations

**What CHORUS needs from startups:** interventions ready for real-world testing, transparent reporting, and rapid iteration from field evidence.

# 11. Federated Data And Sovereign Consumer Ownership

CHORUS is designed so data coordination does not require data extraction.

- Data remains at the originating node/partner by default
- Consumers retain rights over consent, access, and revocation
- Cross-site learning uses shared schemas and permissioned evidence, not unrestricted raw data transfer
- Attribution and use are auditable across every contribution
- CHORUS acts as coordinator and standards layer, not a centralized data owner

**Principle:** consumer data is sovereign; network intelligence is federated.

## 12. What We Deliver This Rotation

To move from concept to durable system, this cycle focuses on:

- Stabilize onboarding -> interview -> profile workflow
- Expand quality intake across stakeholder types
- Prepare PEIRO data model implementation
- Keep pilot questions and framing consistent across nodes
- Tighten participation and governance pathways

**Outcome:** pilot operations translated into structured intelligence.

## 13. Decisions Needed In This Meeting

1. Priority pilot decisions and success criteria
2. Node participation and partner commitments
3. PEIRO implementation sequence and ownership
4. Governance boundaries for data sharing and publication

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