



The ESA Business Incubation Centre in Darmstadt, Germany, was founded in 2007 and is managed by Centrum für Satellitennavigation Hessen (cesah). The centre offers business start-up support as well as technical expertise in different space related areas, and in particular in satellite navigation, data systems, software systems and navigation test environments.

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## senseable UG

The first step to evoke behavioural change is to measure it.

senseable  
sense · learn · predict

Website

## **Founded in 2015 by**

- **Philipp Scholl - Andreas Straßheim**
- **Vinay Sachidananda**
- **Martin Philipp**

## **Incubation period**

27-07-2015 to 27-07-2017



## **About senseable UG**

SenseAble UG provides tools to quantify behaviour with wearable and mobile sensors. Our current target is smoking which, when properly quantified, can help to evaluate currently available interventions and provide novel, personalized ways to quit.

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## The challenge

Continued smoking is not only harmful to one's personal health, but also puts a strong pressure on health-care systems and increases absenteeism. Currently 20 to 30 percent of EU citizens are regular smokers, even though EU-wide policies on tobacco control have shown some effects. Smoking cessation instruments (e.g., tax increase or warning labels) and cessation programmes are still rare - especially high-tech ones. This is mainly due to the challenge of quantifying their effects. Right now they are evaluated by 3-, 6- and 12-month abstinence questionnaires via internet, telephone and mail interviews. This gives a fairly rough, probably subjective, and delayed estimate of the efficacy of these instruments.

## The solution

New tools, like the smart lighter, gesture recognition and location-based analysis, allow for automatic, scalable, and objective assertion of smoking in larger populations. We are aiming for tools, which do not require any explicit user interaction. These methods require the smokers to use a variety of gadgets. Either a cigarette lighter needs to be used exclusively for lighting one's cigarettes, wrist-motion from a Smartwatch needs to be recorded, or a Smartphone with enabled location services needs to be carried. From such data, the times when cigarettes are lit up can be gathered, creating new insights into smoking behaviour for large groups and providing the ability to evaluate the efficacy of

smoking cessation intervention in a timely, scaled up, and objective manner.

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