



The value proposition of using Academics

USE CASE: Statistical Analysis

Dalet, a startup company, is manufacturing a component that enhances depth perception in virtual reality eyeglasses. To find out the product's durability, the company tests two versions of the component in a simulator, and finds that version A lasts for 1000 hours, while version B lasts for 3000 hours. Based on these findings, the company chooses to manufacture version B, though it is more complicated and thus more expensive to do so.

The choice is ungrounded statistically: the results from the testing of two prototypes are not generalizable, the study did not take into account the number of hours that an average set of glasses is actually gets used, and the study did not simulate the real conditions of use. The company chose which product to go forward with – the most significant business choice it will make – on the basis of faulty analysis. This mistake (and the resulting losses) could have been avoided by engaging an academic expert on statistical analysis that would have designed the most appropriate and specific study for evaluating the product choice.