

# HeadAid

# Problem Statement



An average of 1.8 concussions every 1000 hours of play time for a player in NHL, there is a need to correctly identify potential injury before further damage happens to a player.



There is a need for a fast real-time analysis to prevent further damage.

Despite protection such as helmets and padding, concussions are still a regular occurrence, all the way from amateur matches to professional league games. For frequent players, these recurrent injuries can lead to significant problems later on in life, such as permanent memory loss and changes in behaviour.

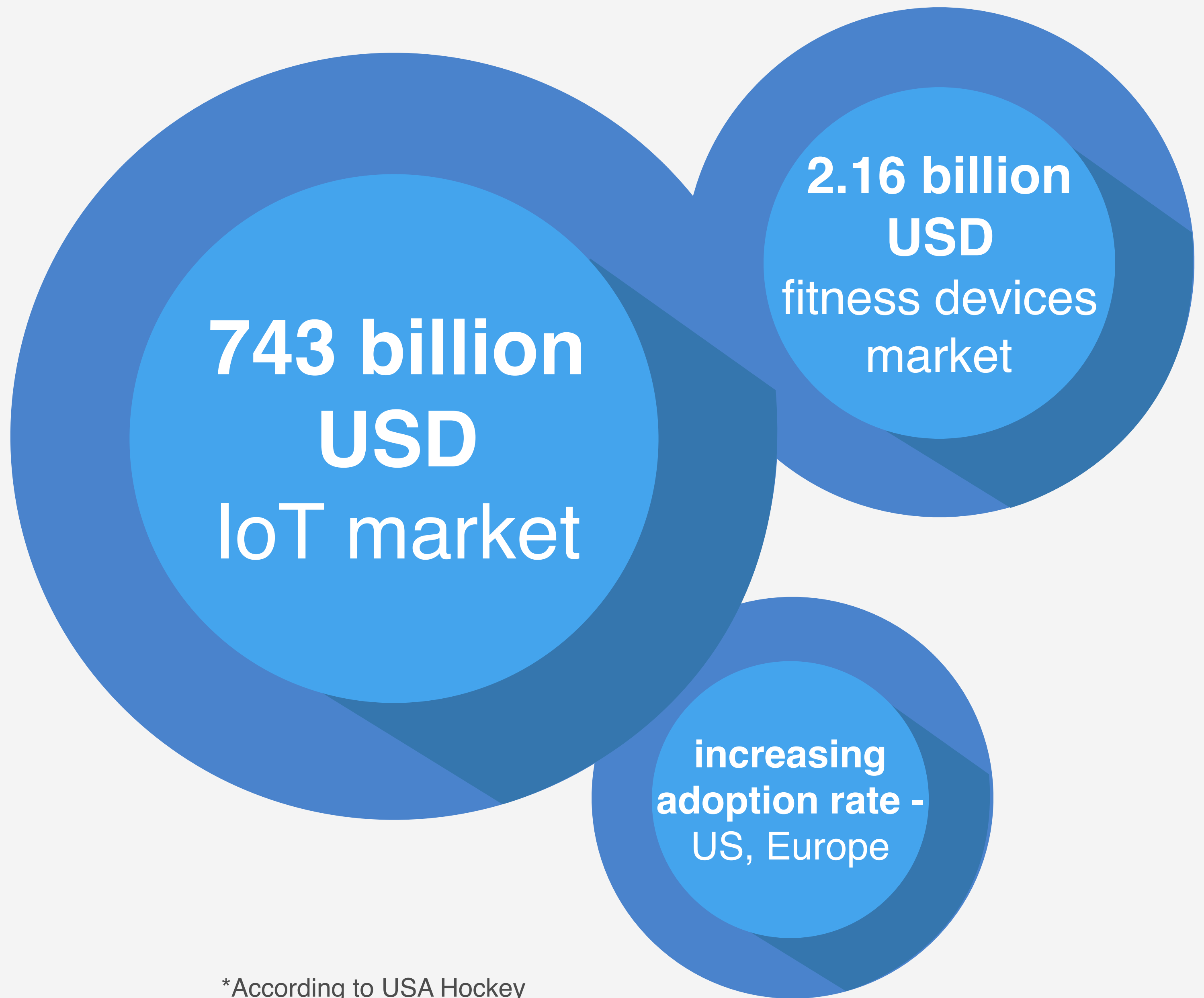


Market Analysis

# Market

Over 600,000\* registered hockey players in the United States alone and rising by over 2% each year. 60+% of registrations are junior players.

Global market size of fitness and activity monitoring devices is currently 2.16 billion USD, predicted to grow up to 2.8 billion by 2019. The Internet of Things market is expected to more than double in size from 743 billion USD that it is today to 1,700 billion in the next 4 years.



\*According to USA Hockey  
Membership statistics  
2016-2017

# Competitors

Only one such competitor (i1 Biometrics' ShockBox) on the market to track and monitor head impacts in real-time. A clunky interface, exposed sensor location, cloud subscriptions and overall expensive implementation makes safety a luxury for those can afford it.

This isn't right, and hockey is for everyone. HeadAid uses affordable and accessible technology to empower coaches of all teams to monitor their players in real time.

# How is HeadAid better?



**Innovative technology**  
with low overhead



**Intuitive Interface**



**Long battery life**



**Archiving data**  
for better performance  
tracking



**Machine Learning**  
to analyze the data

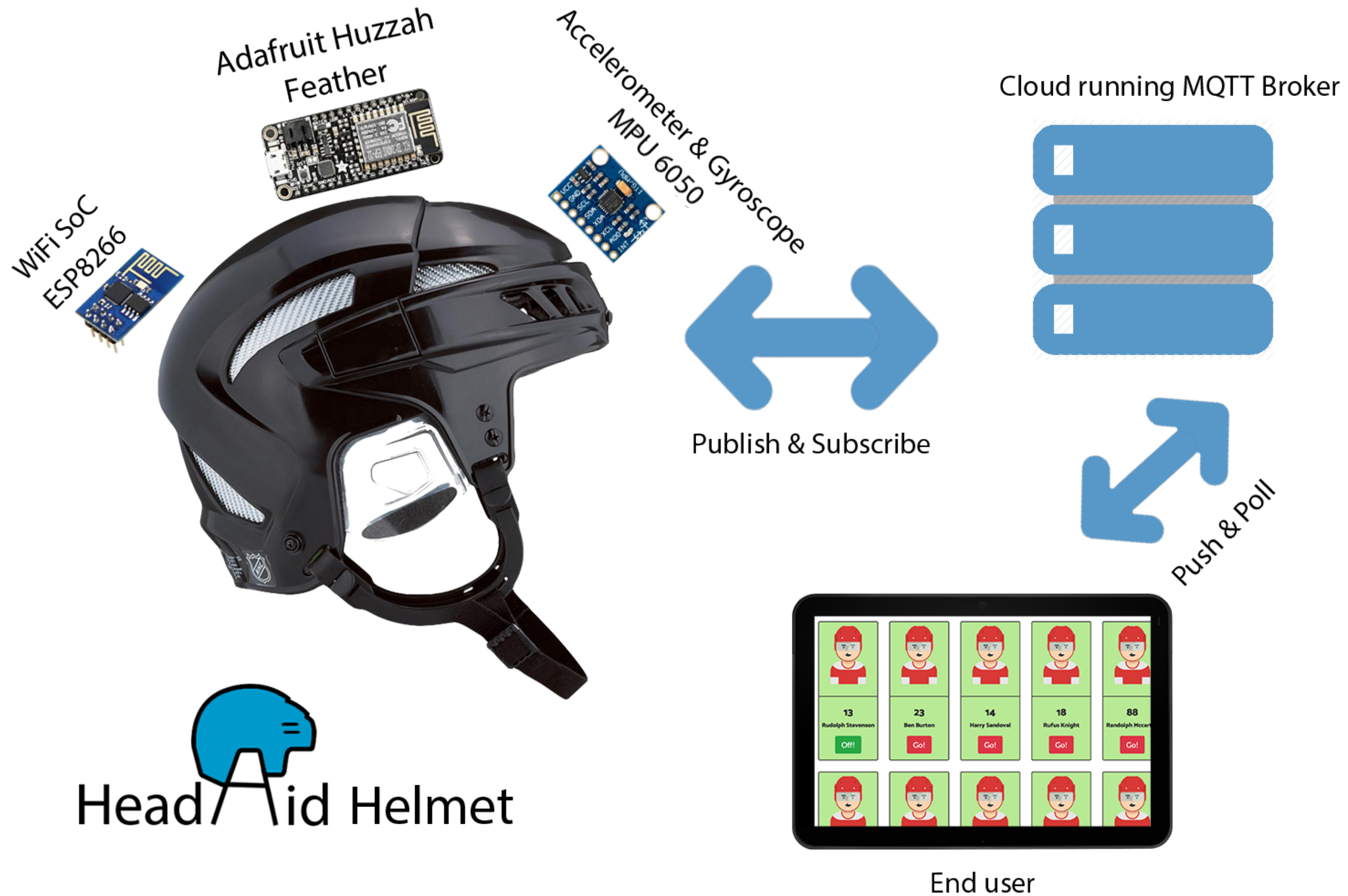


**Affordable**  
professional results



Solution







Demo



# Future work



Expand into the minor professional leagues with aim to reach the NHL.



Refine HeadAid to continue to make it accessible to those who need it most



Work with helmet manufacturers to make it even easier to integrate HeadAid

# HeadAid

Thank you for your attention!

Questions?