



**Make The World Your Playground!**

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**Smart Workout  
Sleeves**

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# A Few Numbers



- 53% of Indians lack the discipline to go to the Gym.
- Upto 50% of people in cities are obese.
- Fitness Trackers can be very expensive (\$300 and up).
- They often do not do automatic tracking for exercises such as weight training.
- It has been shown that consistent tracking can boost general health by motivating users to reach daily goals.



# Why A Sleeve?



- Sleeves provide protection from the sun, improve blood circulation, have been proven to make injuries heal faster and regulate body temperature.
- In addition to all these passive benefits, sleeves have greater surface area and more sensory input can be taken, which results in greater accuracy.
- Combining two items into one.
- Our sleeve has all the features of a normal smartwatch, plus others that devices don't have.

Pedometer

Sleep Tracking

Calories burnt

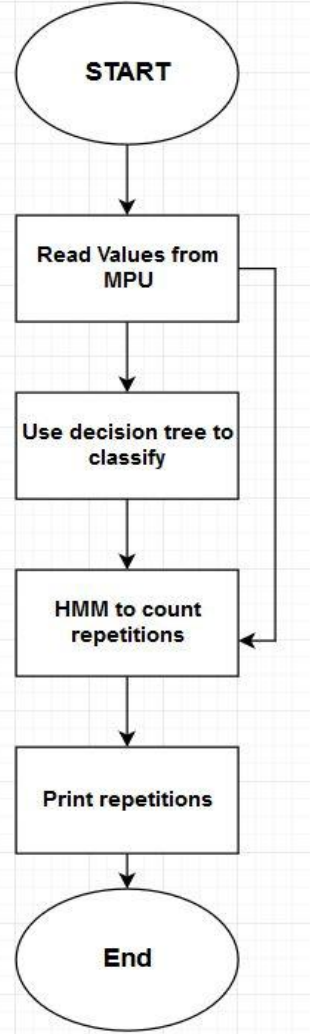
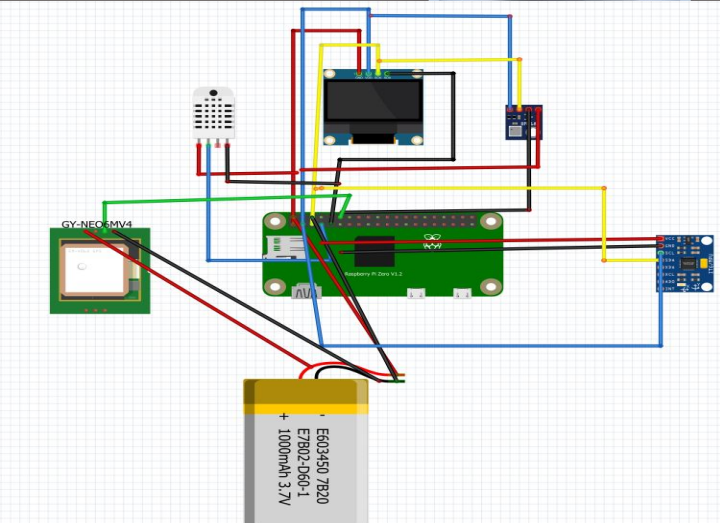
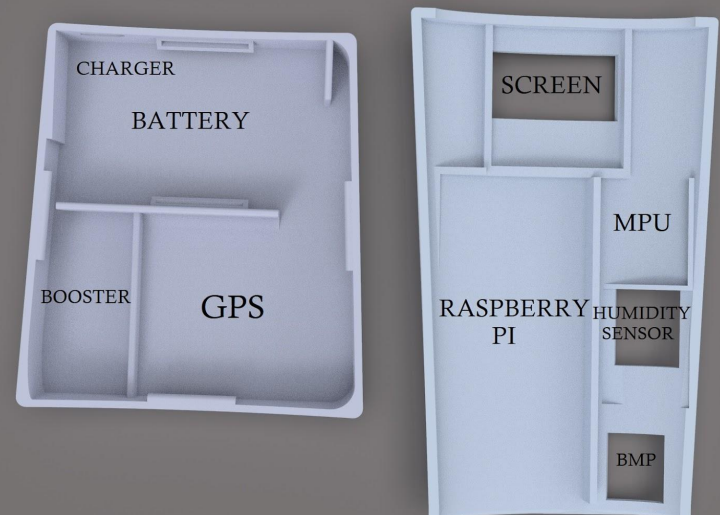
Distance tracking

Sports tracking



# Feature Guide

Name/Features	Smart Gauntlet Sleeve	Apple Watch	Fitbit Versa	MI Band 3
Weight exercise tracking	✓	✗	✓	✗
Inbuilt GPS	✓	✓	✗	✗
Adaptive training	✓	✓	✓	✗
Efficiency calculation	✓	✗	✗	✗
Support for Niche sports	✓	✗	✓	✗
Price	₹ 2500	₹ 40,000	₹ 24,000	₹ 2,000

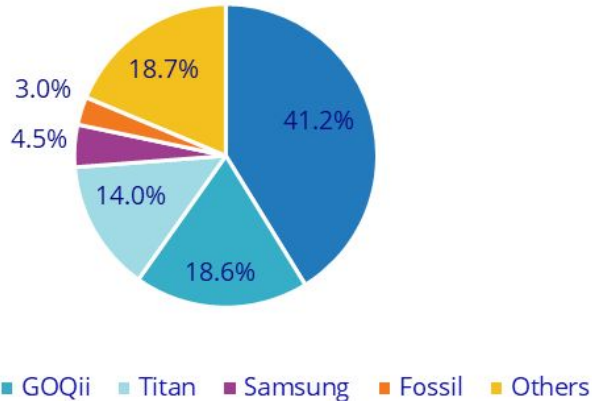


# Technical

- Hardware consists of GPS, Battery, DHT22, MPU6050, Booster, Charger, BMP180 and Battery.
- We use a combination of IoT and Machine learning to track exercises that can normally not be tracked.
- ML uses a combination of a decision tree and HMM.

# Market Potential

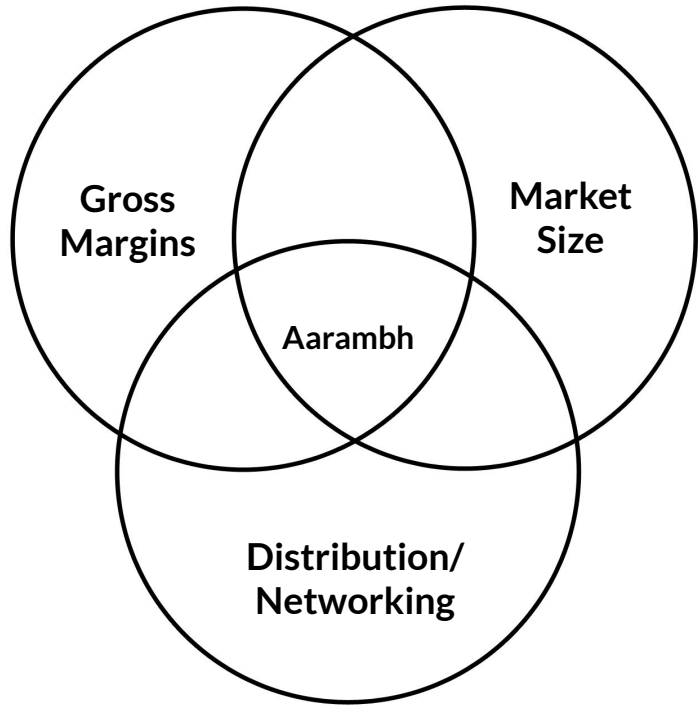
India Top 5 Wearables Companies, 2018Q3  
Unit Market Share



Source : IDC Quarterly Wearable Device Tracker, 2018Q3

- The Indian wearables market has recorded a steady double digit growth for wearables in year 2019-20.
- Over 90% of the wearables market is dominated by wrist based devices.
- The basic fitness tracker scene dominated by Xiaomi has shrunk, indicating that users want more 'bang for their buck'.
- The Indian wearables market is projected to grow upto 9 lakh units in the upcoming quarter.

# Business Model



- Initial plan to build base product and later branch out to more variants.
- Initial tie ups with eminent sports based institutions such as National Institute of Sports, Patiala and the IOC.
- Community features of the smart sleeve to enable a new form of social media - where users share their sports based exploits. This will enable greater visibility.

# Pricing Metrics



- The cost of materials does not exceed ₹ 1800 with standard materials, the BOM is likely to be under ₹1300 by having materials in bulk.
- To use the internet aggressively and pitch the product as a complete ecosystem of fitness. Users sign up to have access to a community of health conscious individuals, who strive to better themselves and others.
- Value added extras like custom designs on the sleeve plate, additional software modules for every exercise and eventually, a multi-tier product.





# Cost Breakdown

Criterion	Off-The-Shelf	Bulk	Component of final price
<b>Raw Materials + Manufacturing</b>	₹ 1800 + ₹ 200 (Rpi+Sensors+Battery+ Op Cost)	₹1300 + ₹150	₹1450
<b>Advertising &amp; Distribution</b>	₹ 200 (10% of costs)	₹150 (Lesser due to publicity)	₹150
<b>Taxes</b>	₹ 324 (18% GST)	₹ 234 (18% GST)	₹234

- As a 'Make In India' company, we do not need to pay 28% taxes, as we do not have to pay IGST.
- Total Cost is ₹1,884. The sticker price is ₹2,500. This translates to a profit margin of 33%



# The Road Ahead



- Funding and access to sub millimeter fabrication facilities will allow us to go really thin, light and energy efficient.
- Yoga based exercises such as Surya Namaskara can be tracked with further research.
- A community of fitness enthusiasts can be created that follow and motivate each other to exercise more.
- Venturing into allied markets such as rehabilitation of injured persons, and prosthetics development.

