# Dossier: OURARING INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $140,000.00

**Award Date:** 2024-08-01

**Branch:** NAVY

## AI-Generated Intelligence Summary

**Company Overview:**

Oura Ring Inc. designs and manufactures the Oura Ring, a wearable health tracker focused on providing personalized insights into sleep, activity, recovery, and overall well-being. The company's core mission is to empower individuals to understand their bodies better and make informed decisions about their health and lifestyle. They aim to solve problems related to lack of sleep awareness, inaccurate fitness tracking, and a disconnect between individuals and their physiological data. Oura's unique value proposition lies in its sleek ring form factor, offering continuous and unobtrusive health monitoring combined with actionable, science-backed insights delivered through its companion app. Unlike wrist-worn wearables, the ring's finger placement offers theoretically superior accuracy for certain biometrics due to proximity to arteries.

**Technology Focus:**

* Oura Ring:\*\* A wearable ring packed with sensors including infrared LEDs, NTC temperature sensors, an accelerometer, and a gyroscope. It measures sleep stages, resting heart rate, heart rate variability (HRV), body temperature, respiratory rate, and activity levels.
* Oura App:\*\* The companion app processes data collected by the ring to provide users with personalized insights, including sleep scores, activity scores, readiness scores (a measure of recovery), and detailed reports on various health metrics. The app leverages algorithms and machine learning to offer tailored recommendations.
* Gen3 Membership model:\*\* Launched alongside the Oura Ring Gen3, a subscription based premium content model to give the consumer access to enhanced analysis and features.

**Recent Developments & Traction:**

* Partnership with Gucci (May 2022):\*\* Oura partnered with Gucci to launch a designer version of the Oura Ring. This represents expansion beyond health tech and into fashion and luxury goods.
* Partnership with Strava (June 2022):\*\* Integration with the Strava fitness platform allows Oura users to sync their activity data and share it with the Strava community.
* Series C Funding (May 2021):\*\* Raised $100 million in a Series C funding round led by Temasek, with participation from existing investors including Forerunner Ventures, Gradient Ventures, and Square Peg. This valued the company at $800 million.

**Leadership & Team:**

* Tom Hale (CEO):\*\* Prior to Oura, Hale served as COO at SurveyMonkey and held leadership positions at HomeAway and Expedia. His experience centers on growing established technology brands.
* Harpreet Singh Rai (Former CEO/Co-Founder, now Chairman):\*\* Background in investment and entrepreneurship, but detailed information about specific prior ventures is less readily available in surface-level searches.

**Competitive Landscape:**

* WHOOP:\*\* A key competitor offering a similar focus on recovery and performance tracking through a wrist-worn band and subscription model. Oura differentiates through its ring form factor and broader focus on overall well-being beyond athletic performance.
* Fitbit:\*\* While a more general-purpose fitness tracker, Fitbit offers sleep and activity tracking capabilities, representing a competitor in the broader wearable health market. Oura's differentiation lies in its more in-depth sleep analysis and recovery focus, as well as its less obtrusive form factor.

**Sources:**

1. [https://ouraring.com/](https://ouraring.com/)

2. [https://techcrunch.com/2021/05/11/oura-raises-100m-as-demand-for-sleep-tracking-grows/](https://techcrunch.com/2021/05/11/oura-raises-100m-as-demand-for-sleep-tracking-grows/)

3. [https://www.gucci.com/us/en/st/capsule/gucci-x-oura](https://www.gucci.com/us/en/st/capsule/gucci-x-oura)

4. [https://www.prnewswire.com/news-releases/oura-and-strava-partner-to-provide-athletes-with-a-deeper-understanding-of-their-fitness-and-recovery-301568427.html](https://www.prnewswire.com/news-releases/oura-and-strava-partner-to-provide-athletes-with-a-deeper-understanding-of-their-fitness-and-recovery-301568427.html)

5. [https://www.wareable.com/oura/oura-ring-3-2021-release-price-specs-8531](https://www.wareable.com/oura/oura-ring-3-2021-release-price-specs-8531)