The CO2 Mask

Oct 05, 2024

PROBLEM

Athletes lack an affordable and mobile solution to monitor CO2 levels and respiratory patterns in real time during exercise.

EXISTING ALTERNATIVES

Stationary medical analyzers.

Handheld breathing monitors.

SOLUTION

A mobile gas mask that measures CO2 concentration and temperature in real-time, transmitting data wirelessly via Bluetooth for easy monitoring during workouts.

KEY METRICS

Number of active users, device sales, user retention rate, app usage frequency, improvements in respiratory performance based on device data.

UNIQUE VALUE PROPOSITION

A compact, mobile mask that offers real-time CO2 and temperature data, helping athletes optimize respiratory performance and efficiency during exercise.

HIGH-LEVEL CONCEPT

"Pulse band" for the lungs

UNFAIR ADVANTAGE

"Exclusive combination of CO2 and temperature sensing in a mobile, user-friendly design, providing more comprehensive respiratory insights than existing alternatives.

CHANNELS

Facebook: Kalmar Ironman 2025: https://www.facebook.com/share/g/o9ZCRR5HNR9fbPdD/?mibextid=K35XfP

CUSTOMER SEGMENTS

Fitness enthusiasts, and health-conscious individuals seeking to monitor respiratory efficiency and optimize their physical performance.

EARLY ADOPTERS

Health-conscious individuals, athletes, and fitness enthusiasts who actively track their physical performance and seek respiratory insights, such as runners, cyclists, and triathletes.

COST STRUCTURE

Development, production, marketing, data storage, customer support, app maintenance, and updates.

REVENUE STREAMS

Device sales, monthly app subscriptions for advanced analytics and features, potential partnerships with gyms or sports brands, data insights sold to fitness researchers.