

# DORA

*With Dora, we're redefining the way kids interact with physical activity. It's not just about moving; it's about moving towards something exciting!*

Hello,  
Timothy



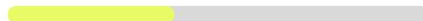
### Claim Reward

going for dinner  
with friends



### You are running behind!

Daily Goal



EXTRA  
ALLOWANCE



CINEMA



PLAYSTATION

### Recent Activites

Basketball

42min



2 days ago

Hey,  
who are you?

YOUNGSTER

Press here to  
continue as teen



# PROBLEM

Kids are spending **less time outside**, exercising, and more time with passive activities such as behind devices

**Motivating** kids is hard, how can we **incentive** them to be more active?

**75%**

Of children **don't** get the recommended level of daily activity

**70%**

Of parents want kids to be more active



## SET GOALS

Parents and kids decide together on their activity goals



## GET REWARDS

To keep kids motivated they get rewards for activity



## TRACK PROGRESS

Using a smart wearable activity information is automatically analysed and tracked



## PARENTAL CONTROL

Parents see their kids activity and can approve rewards



# MOBILE APP

Hi,  
Timothy



Claim Reward  
going for dinner  
with friends



Progress



PLAYSTATION  
NOT ON TRACK

Recent Activities

Football

ago



Hey,  
who are you?

**YOUNGSTER**

press here to  
continue as teen



**BOOMER**

press here to  
continue as adult



Hello,  
Timothy



Claim Reward  
going for dinner  
with friends



You are running behind!

Daily Goal



Recent Activities

Basketball

42min

2 days ago



Cycling

13min

2 days ago



Running

Start Tracking



1:47

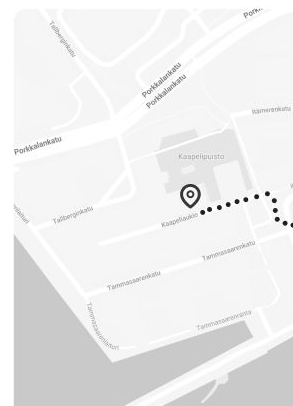
100%

Live Activity

Current Activity

Tracking data from Dora  
Action Band II

CONNECTED



# TECH STACK



**DORA** WEARABLE



**DORA** CLOUD



**DORA** APP

# BUSINESS MODEL



Capturing a market where **70% of parents** want their kids to be more active, our business model is designed through two main revenue streams:

## HARDWARE SALES



## PARENT SUBSCRIPTION





# OUR TEAM



**Timo Wielink**

Designer & Developer



**Tim Brinkman**

Data Scientist



**Moritz Hofman**

Designer & Developer



**Philipp Nürnberger**

Back End Developer



**Mark De La court**

Mobile Developer

# DO<sup>RA</sup>

<https://www.junction2023.tech>

