meQuilibrium

meQ Innovations

Innovating with Wearable Technology

Samuel Miller, Amrita Nair,
Peter Boulos, and Nathan Smith

AGENDA

- Value Proposition
- Resilience
- meQuilibrium
- meQ Smartwatch
- Key Considerations
- ProtoType Demonstration

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What should Fortune 500 companies fear the most?

Disruption

-Forbes Magazine

Resilience

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Resilience

Why should you have a resilient workforce?

Engagement

30%

Higher eNPS (Employee Net Promoter Score)

Performance

47%

Less likely to miss at least one day of work per month

Well-Being

60%

Less likely to suffer burnout

- meQuilibrium Validation Study

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Our people don't have a problem with Resilience

60%

Of U.S. Employees are stressed most of the time
-Paychex

33%

Of current core talent skills will be outdated by 2020
-World Economic Forum

94%

Of executives agree that building agility and collaboration skills are critical to organizations success
-Mercer

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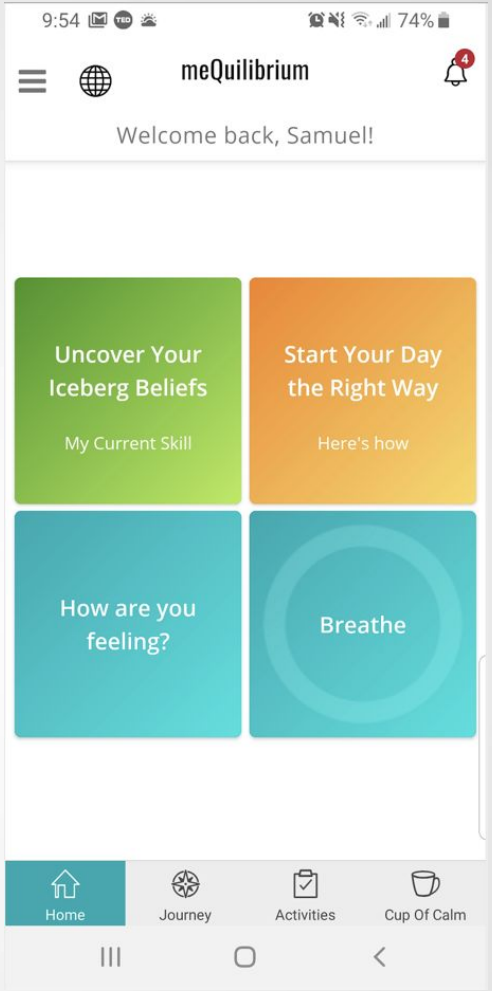
How do I get my employees to be more Resilient?



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- meQuilibrium Validation Study

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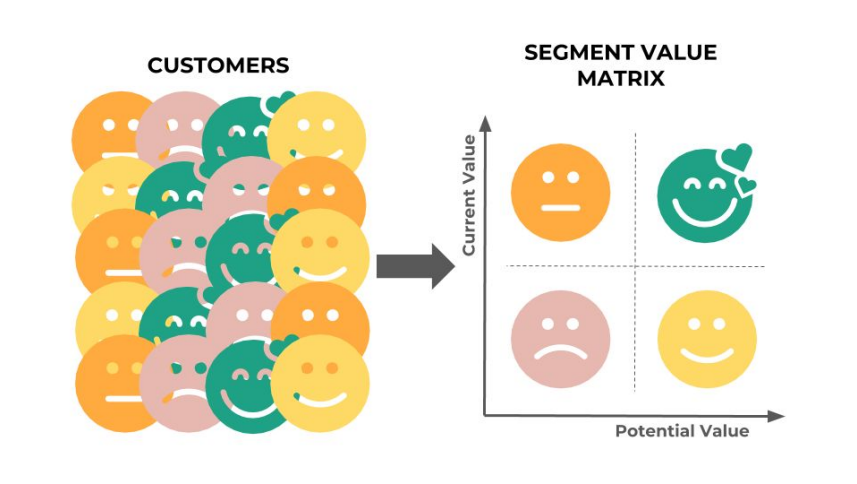
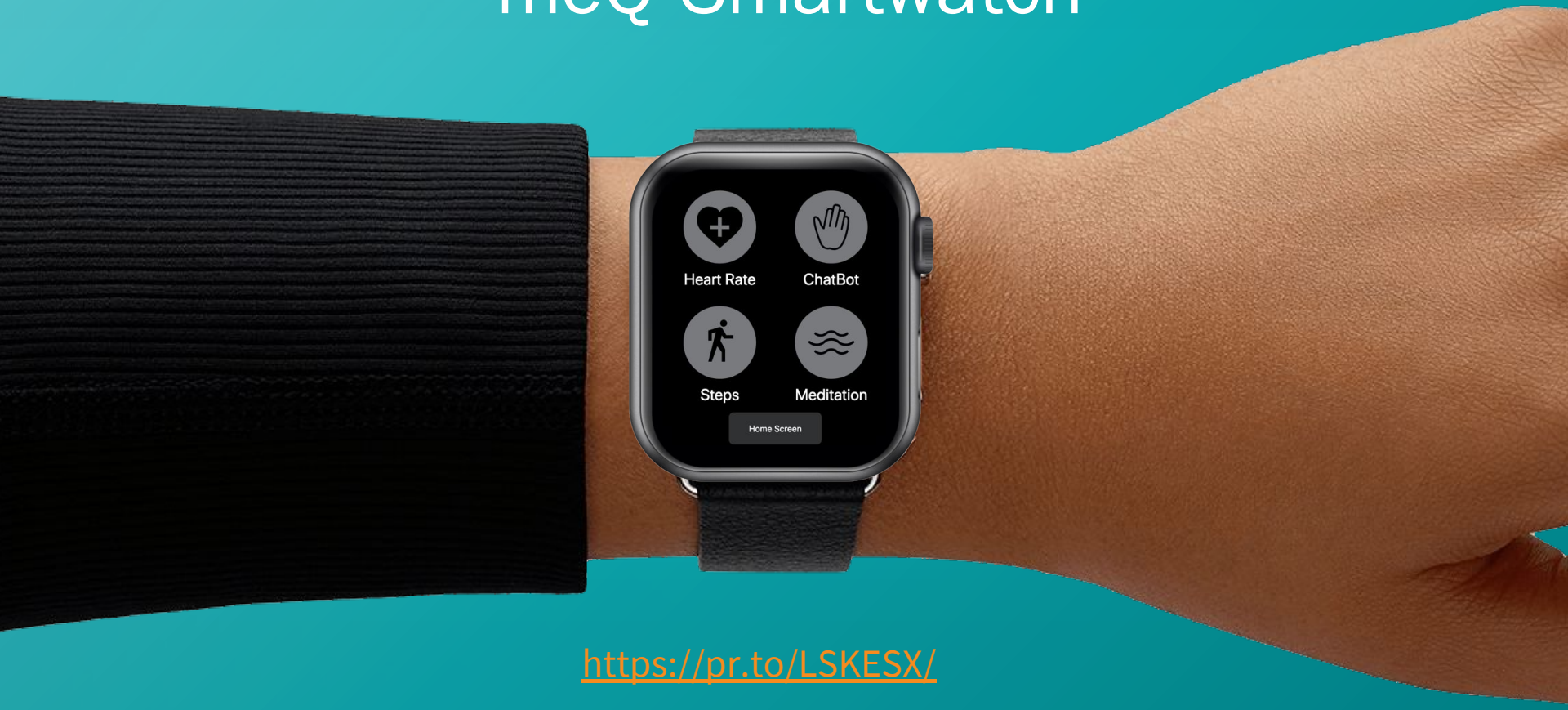
Customer Segments and Channels

- Direct Sales
  - Fortune 500 companies
  - Tech, Banking, Government agencies, Military



- Partner Sales
  - Health Benefit Platforms
    - Jiff
    - Mercer
    - Castlight
  - Large Insurance Companies
    - Blue Cross Blue Shield

meQ Smartwatch



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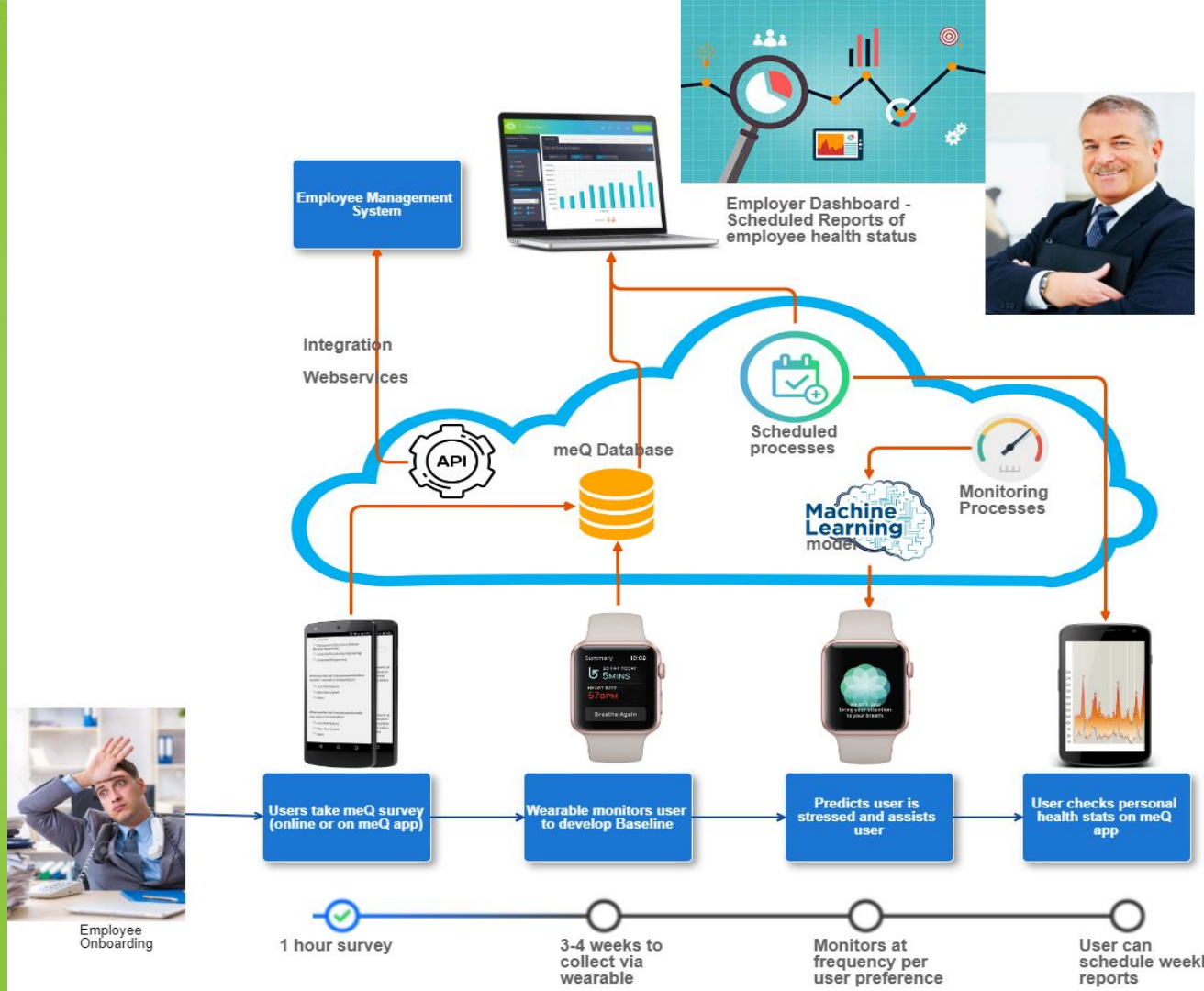
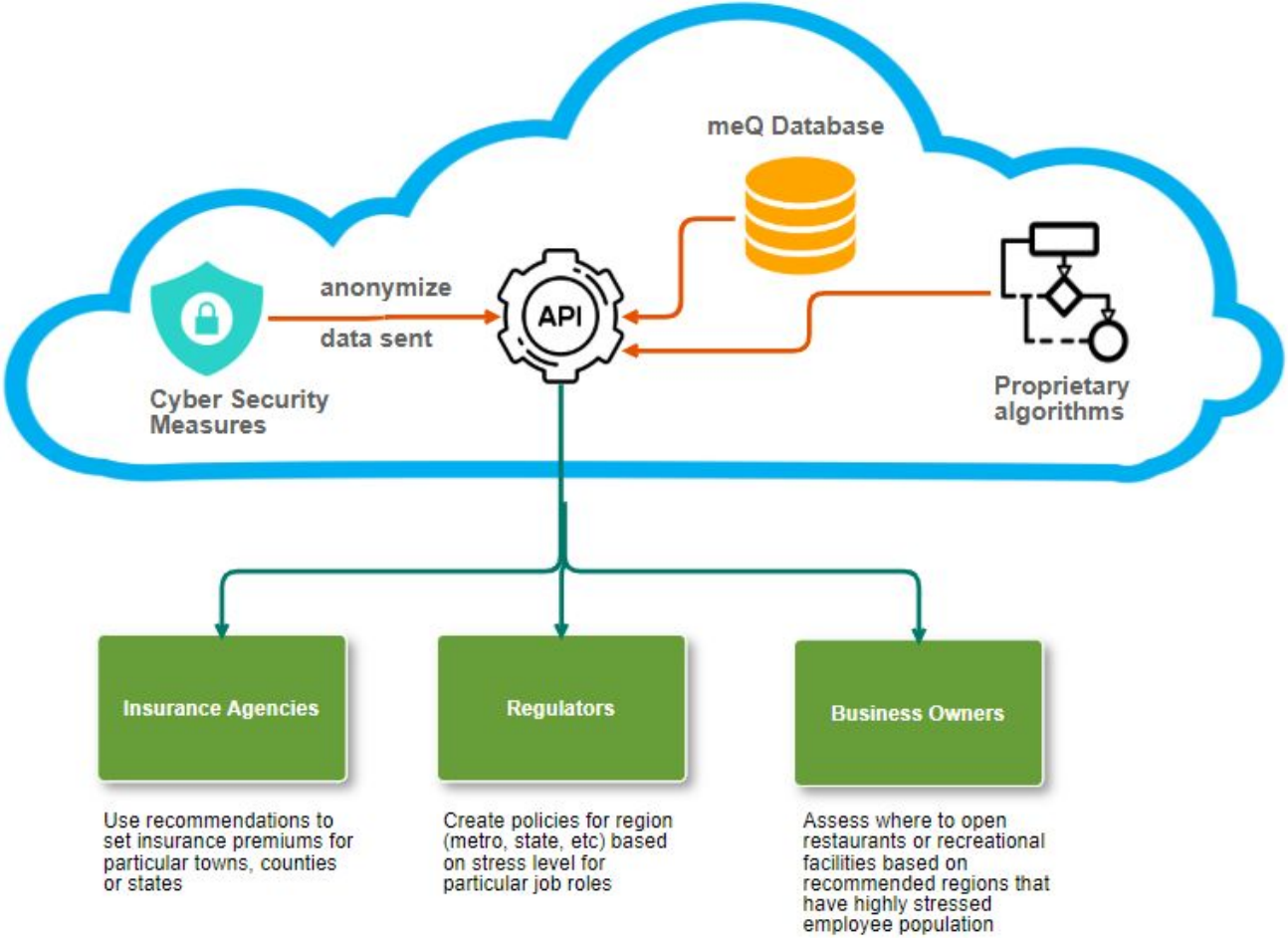
Customer Side of meQ Platform

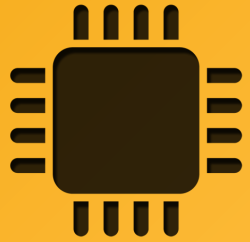


Producer Side of meQ Platform



Key Partners

Regulators - Department of Labor



Hardware Manufacturers

Academia

Resources and Activities

Cross-functional Team

Train Customers

Train Producers

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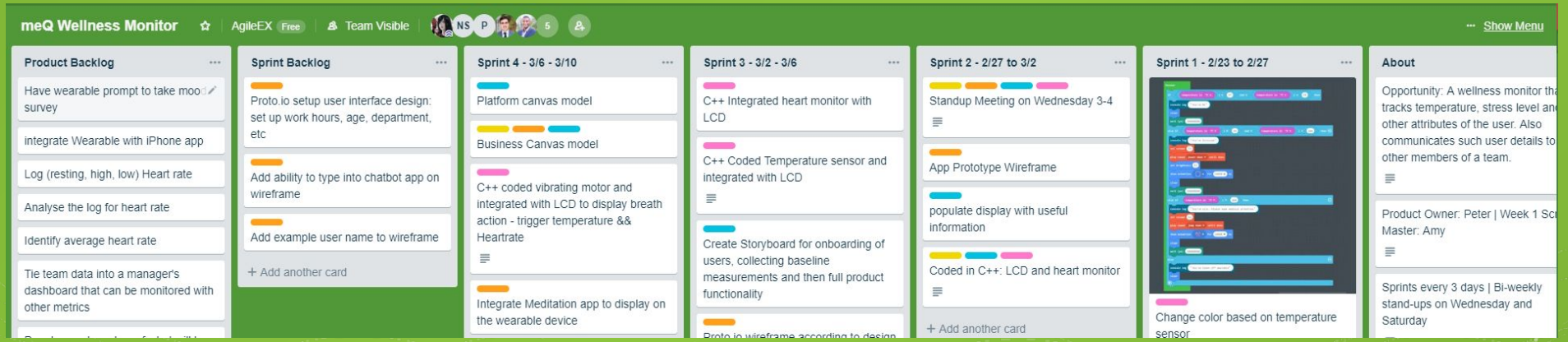
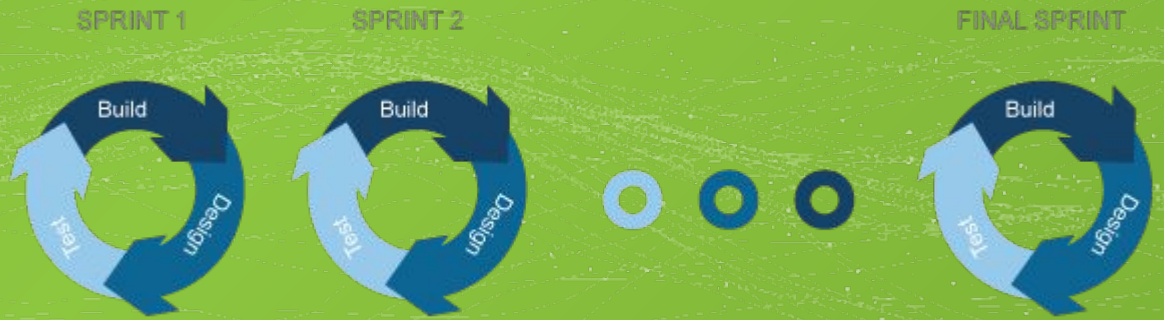
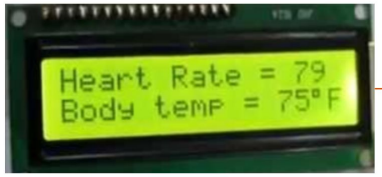
Agile Methodology



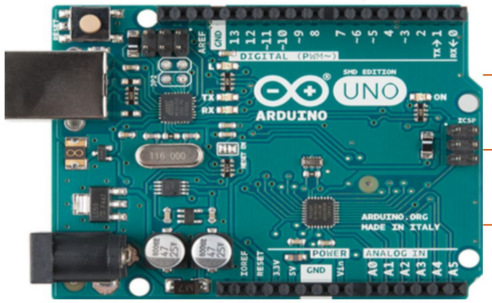


Prototype Iterations

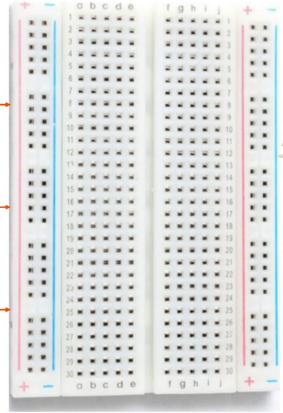
1st Prototype



16 x 2 LCD

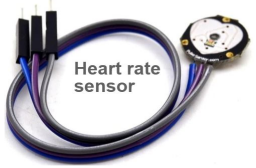


Arduino UNO


Breadboard

Temperature sensor

Vibrating motor

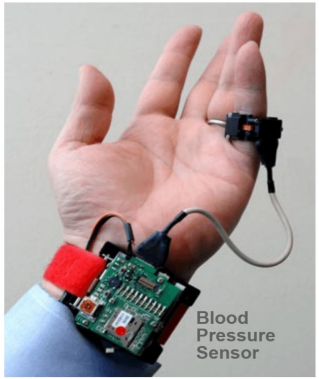


2nd Prototype

Accelemoter

Batteries 5V

Ethernet Shield



20th Prototype

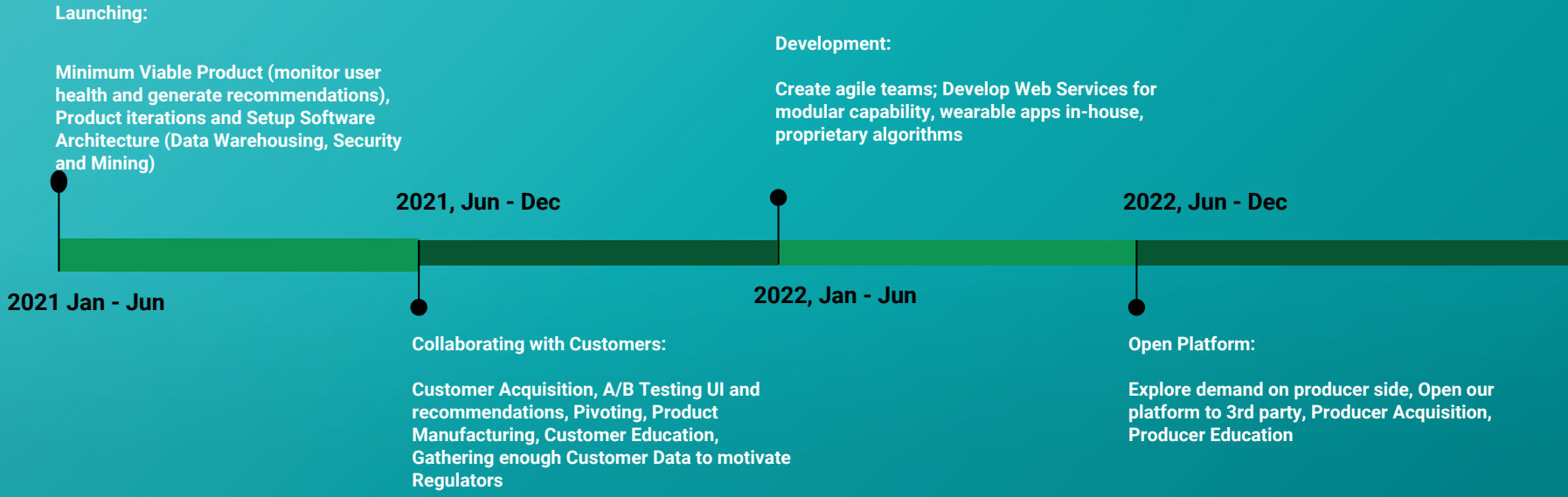
Touchscreen
Silicon strap
Sweat Resistant
Chargeable Battery

Sensors:
Optical Pulse sensor
3-axis accelerometer
Barometer
Pedometer

New open source MP for Wearables:
PULPino

PULP stands for ‘parallel ultra low power’

Implementation Timeline



Q&A and Feedback

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Platform Canvas Model

Producer segments

Insurance Companies
Business Owners
Corporations

Pricing

Revenue Sharing, Subscription-based or licensing agreements.

Value proposition

Wearables are the next form factor looking for a dominant design. Building on this factor will allow developers to get in early

Partners

Regulators
Hardware Suppliers

Tools & services

Wearable to collect data and API to allow developers to access tools

Core Interaction

Allows app developers to provide better user outcomes

Rules

When exporting data, user Information must be Anonymized.
Employee health standards must be met as set by Industry specific regulators.

Value proposition

Increase in employee resilience, Cutting edge technology.

Pricing

Subscription based pricing for SaaS with one-time wearable implementation fee.

Customer segments

Customers:
Employers
- Call centers
- Medical Industry
- Hard Labor

Producer journeys

Modular open-source application to access product via API
A way to provide their service to end-users

Customer journeys

We will offer the wearable through direct sales and partner sales. Customers will interact via dashboards.

Cost structure

- Cost of Hardware: Wearable (sensors, displays etc)
- Software development: data scientists and software developers
- IaaS cost which will scale with customers
- Cost of customer Acquisition

Revenues

- Selling SaaS software and wearable tech to big corporations
- Selling predictive models or data analytics reports/visualizations as a service to corporations

ICSB MARKETING EN STRATEGIE

Resilience Improvements Yield Strong ROI

MORE RESILIENCE

A 12% improvement yields increased productivity and savings in absence and turnover.

=

ELIGIBLE POPULATION OF 10,000	ELIGIBLE POPULATION OF 50,000	ELIGIBLE POPULATION OF 100,000
$710,000	$3.6 m	$7.1 m

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Advanced Health Analytics

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