



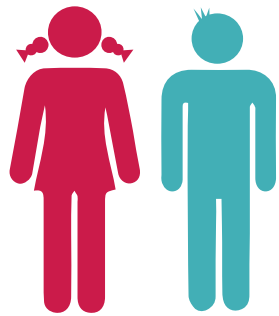
# JALfit

जलं जीवनम्

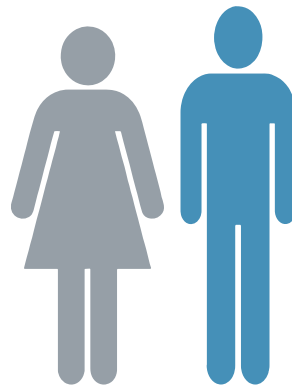
VEDANARAYANAN MAHADEVAN  
RADHIKA KESAVAN  
ASIT PIRI

---

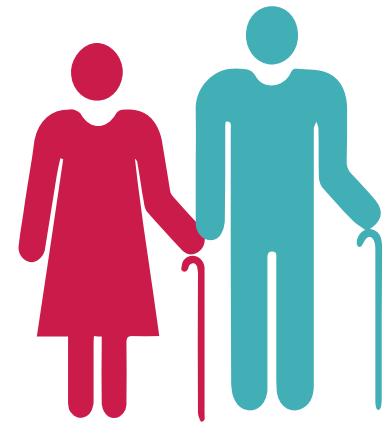
45%



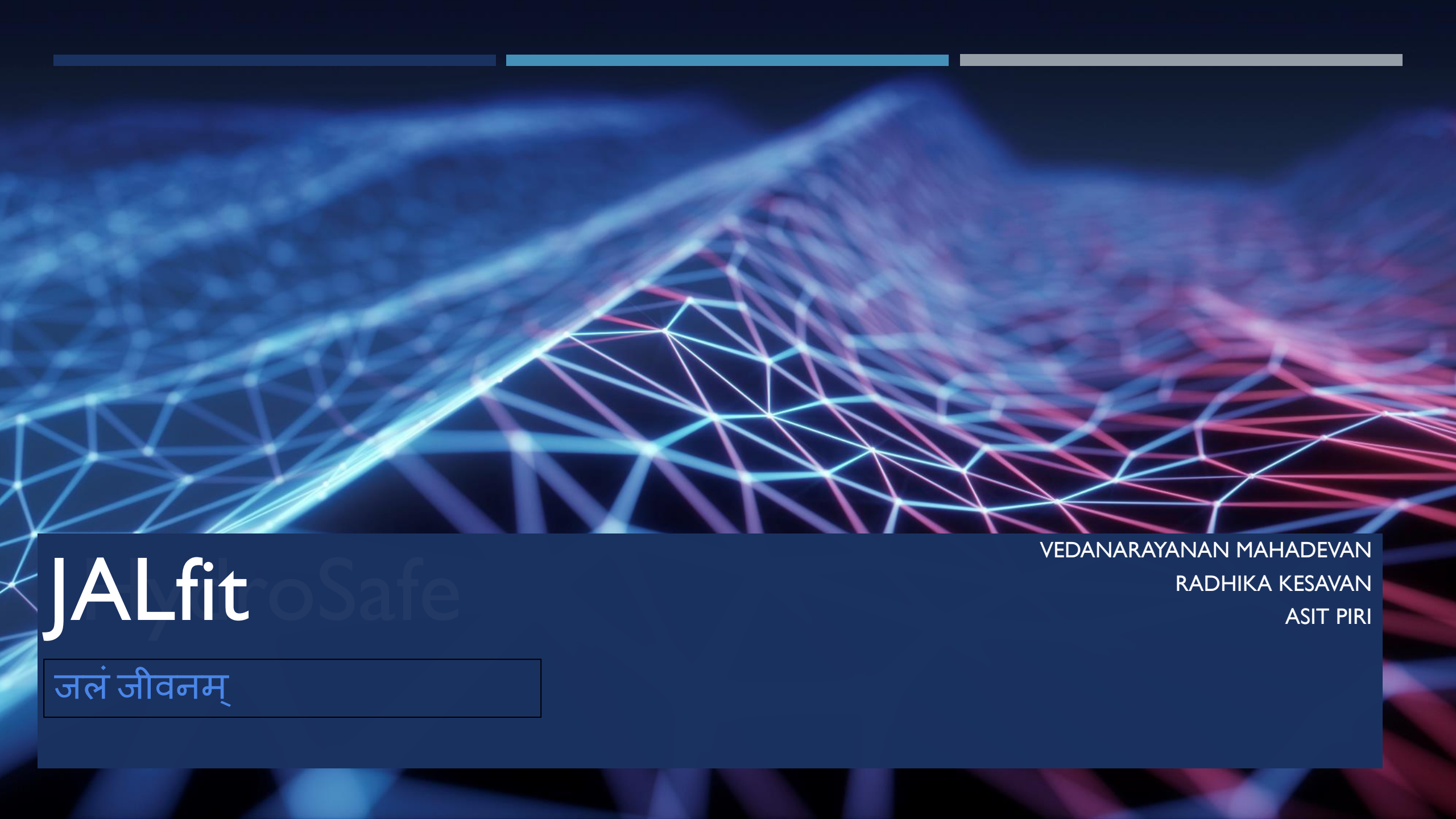
68%



78%



ANALYSIS



# JALfit

जलं जीवनम्

VEDANARAYANAN MAHADEVAN  
RADHIKA KESAVAN  
ASIT PIRI





WHAT DID WE LEARN?

# Sr. Citizens Mr. & Mrs. Srikanth

## MOTIVATIONS

- Shouldn't be a burden on my children
- Independently do all my activities
- Lead a purposeful life
- Contribute to the society

## FRUSTRATIONS

- Being dependent on others
- Have to be aware of my health limitations
- Fear of getting injured and being bed-ridden



60+

Retired professionals.home makers

Enjoys sharing his/her life experiences, focusing on second innings at family and learning new things they desired to learn in their prime. Very cheerful.



# Mindful Mithran

## MOTIVATIONS

- Give best care to my child & parents
- Want to be fit
- Would want to inculcate good habits for my family

## FRUSTRATIONS

- Concern about basic safety of my parents & child
- Concern about keeping healthy habits amidst busy working day



35+  
Urban lifestyle

Ultra busy professional. Patient and good listener. Empathetic & compassionate. Non judgemental with children. Balancing elders and children in the family.



## SAYING

I want to ensure my parents are safe and healthy

I do not mind monitoring round-the-clock

## DOING

Consciously monitor the time spent for each activity and call out in case of any exceptions

Keep verifying normalcy

Always ensure company for the elders

## THINKING

It would be better if my parents are able to reach me quickly at times of distress

I am not confident about my health

## FEELING

I am anxious about their day-to-day activities

I feel overwhelmed having to monitor round-the clock

# WHAT DID WE LEARN FROM OUR CONNECT SESSIONS?

# CUSTOMER PROFILE MAP



**JTBD**



- Parents can lead an independent life
- Medicines taken on time
- Peace of mind
- 



- Look out for my parents well being on a daily basis
- Ensure they take their medications on time
- Ensure they eat well, are hydrated and sleep well
- Ensure they do only those physical activities that they are capable of
- To keep track and monitor 24/7 their vital parameters
- Ensure their safety when they're outside

- Unpredictable incidents affecting safety and health
- Illness can take an adverse turn
- Medications are missed
- Unhealthy scarring and mental conditioning





# VALUE MAP

## Product and Services

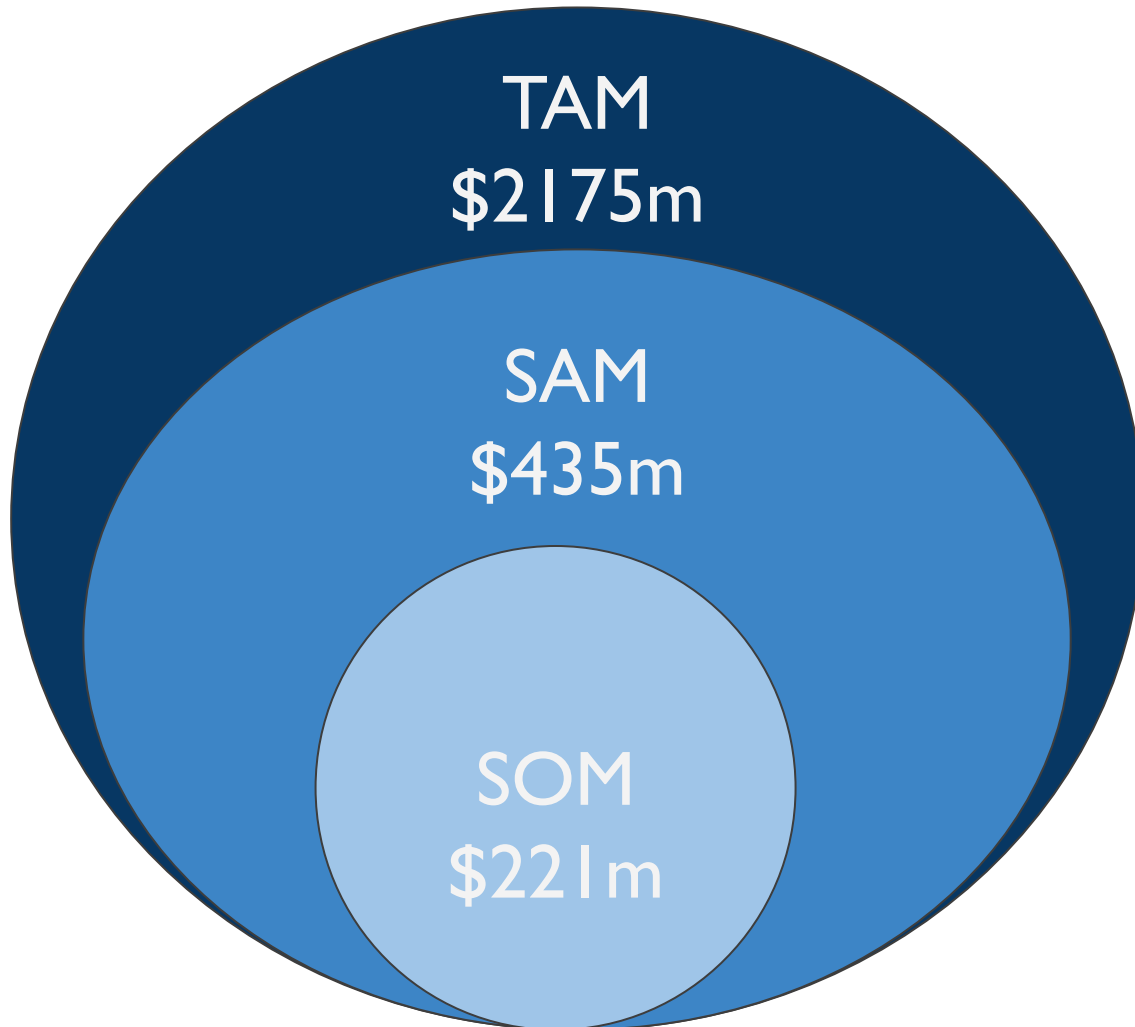
- RAKSHAfit is a wearable device
- Provides Activity recognition & vitals tracking
- Active Alerts to healthcare providers when in medical emergency
- Passive alerts to make better health choices (reminders for medicine, walk, water)
- Activates SOS alerts on demand
- Wireless and auto-syncing

- Real time monitoring of physiological vitals
- Identify relapses, enable early intervention
- Enable remote remediation



- Avoids delays in reacting to accidents
- Detect diseases and other complications earlier
- Preventing hospitalization & Reduce no. of doctor visits

## Market Sizing



### Total Available Market (TAM)

Population of Sr. Citizens 60+ years in Urban cities of India  
=**43.5 million**



### Serviceable Addressable Market (SAM)

20% Population of Sr. Citizens in Tier I cities of India  
=**8.7 million**



### Serviceable Obtainable Market (SOM)

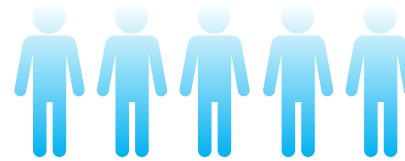
60% at Bangalore/Chennai/Hyderabad = 5.22million  
of that 85% are Technology Literate  
=**4.437 million**

# TYPES OF PEOPLE

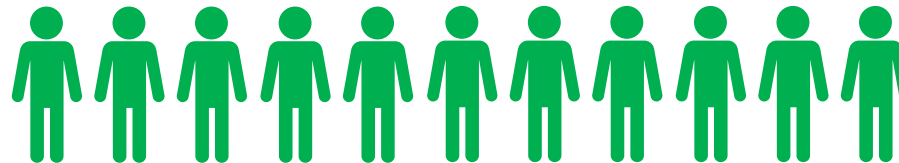
The super conscious fitness enthusiast



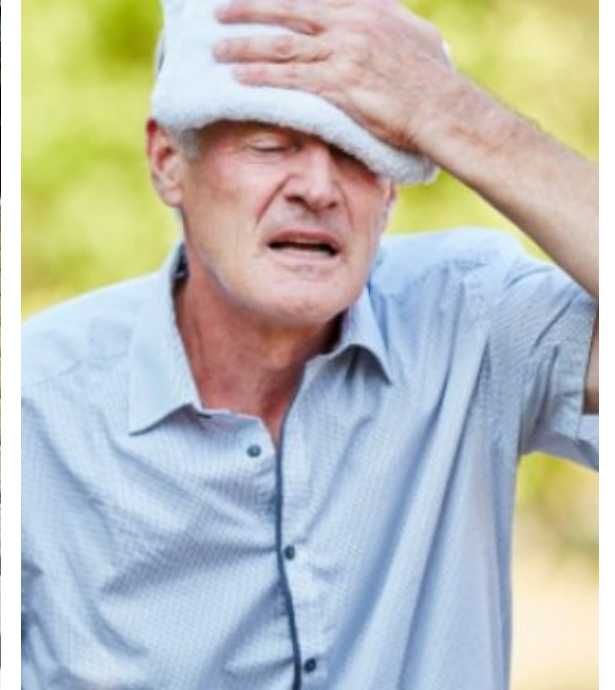
The indifferent



The in-betweeners who need motivation

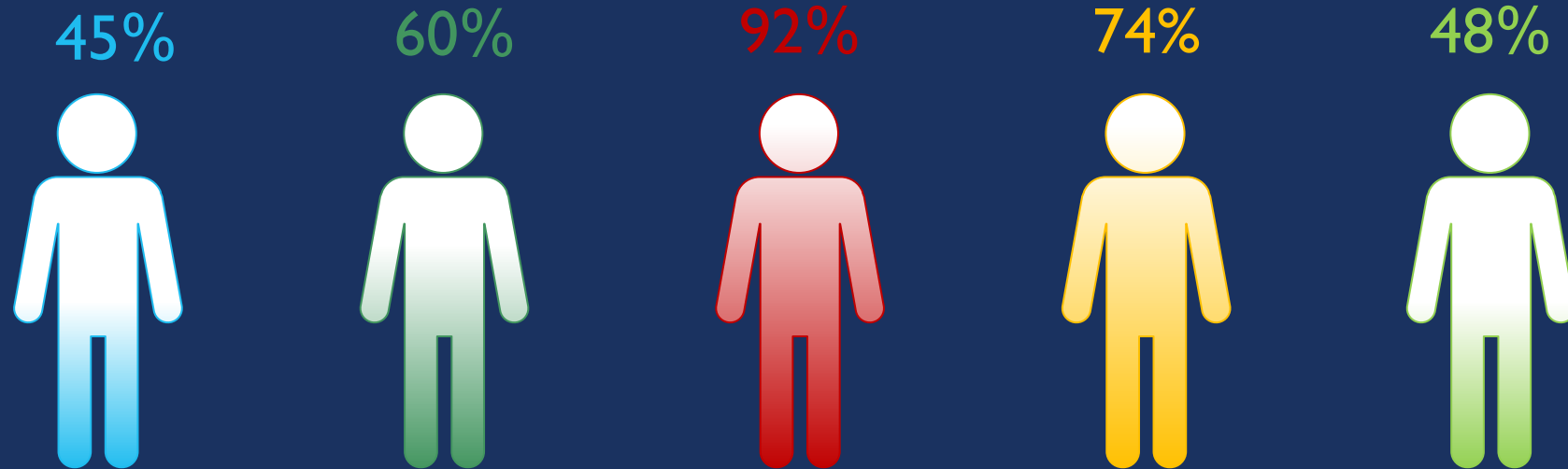






WHAT DID WE LEARN?

# SECONDARY RESEARCH





9+ years

Smart Child, pursuing many avenues of learning in any given day - from dance to music to art to martial arts to coding. All while being enthusiastic and playful.

# All-rounder Aaroohi

## MOTIVATIONS

Fun loving banter with my friends

Competition & games (how many steps did you take?)

Exploring new ideas & Novelty

Setting goals and making plans

Rewards

## FRUSTRATIONS

Too many things to do in a day!

Parents are always checking on me to eat and drink right





35+ years

Working professional, urban lifestyle

Exemplary mother, successfully managing home, children while having a full-time job.

They know when and where they need help and seek it actively. She runs/walks 4 times a week.

# Super-Mom Archana

## MOTIVATIONS

Ensure my children are well fed and well watered on time and are emotionally balanced

Elders in my family should be happy and relaxed

Want to have a good quality time with family

## FRUSTRATIONS

Worried about elders when outside my influence

Need to pre-empt issues that may be arising for children



## SAYING

This is not a major concern, we are managing it reasonably well

## DOING

Naturally managing is not effective. So resort to different ways of reminding themselves and kids

Ask schools to influence their children to drink water regularly

## THINKING

Drinking water on time is important but should be naturally managed.

Dehydration can cause only direct physical issues like constipation

## FEELING

Shouldn't depend on another gadget

Want to be safe than be sorry

Frustrated that the responsibility is on their head

# WHAT DID WE LEARN FROM OUR CONNECT SESSIONS?

# CUSTOMER PROFILE MAP



- Children remain healthy
- Children are safe
- Exhibit better attention span & academic performance
- Increased energy



- Ensure my children will drink sufficient water.
- Look out for my children well being on a daily basis.
- Ensure children are safe when at school or at home.
- Ensure they play and do enough physical activity and sleep well.

- Frequent illness & allergic reactions
- Affected by constipation, UTI, headaches, acne etc
- Crankiness/temper tantrums
- Overeating and higher sugar craving





## VALUE MAP

### Product and Services

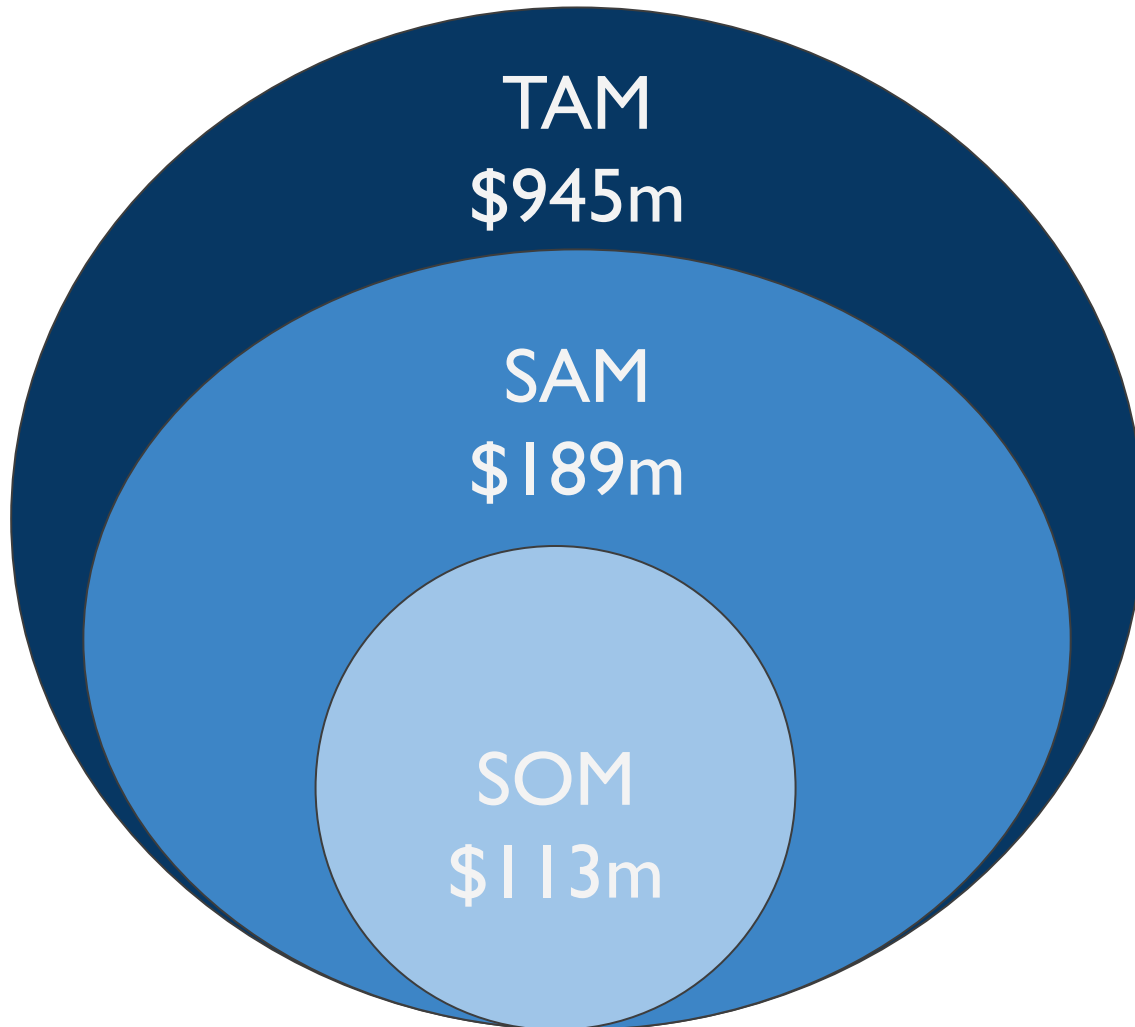
- JALfit is to be provided as a super low-cost stand-alone wearable device as wrist/chest patch or a watch
- Alert in the form of vibration given on reaching a low hydration level and/or on pre-set time intervals
- JALfit device can be integrated with mobile apps for easy tracking
- Reports can be shared with concerned guardians/physicians



- Children will be encouraged to maintain good hydration levels, making them happier and motivated
- Keeping up hydration goals by getting data on the habit
- Peer validation to motivate and inspire

- Children shall no longer suffer from consequences of dehydration
- Parents will be relieved and happier for their children's safety
- Parents are saved from the hassle of continuously reminding their children

# Market Sizing



## Total Available Market (TAM)

Population of K-12 students + higher education in urban cities of India = **94.5 million**



## Serviceable Addressable Market (SAM)

20% Population K-12+higher education students in Tier I cities of India = **18.9 million**



## Serviceable Obtainable Market (SOM)

60% at Bangalore/Chennai/Hyderabad = **11.34 million**



# FEATURES



# WHO ARE OUR COMPETITORS?



# PRODUCT OFFERINGS

Features	HydraSafe	GOQii Vital	Fitplus FP04	HONOR Band 5
Hydration Level Monitoring				
SOS Button				
Built-in GPS				
24*7 Heart Rate Monitoring				
Sports & Daily Activities Tracking and Monitoring				
Scientific Sleep Monitoring				
SpO2 Monitor				
Body Temperature Tracking				
Blood Pressure Monitor				



# BUSINESS MODEL CANVAS





## Key Activities

Creating partner-relationships

Procuring & Assembly of electronic monitors

Production of h/w and accessories

UX Design & software development

Beta testing & validation



## Key Partners

E-commerce  
Schools  
Health care centers/Pharmacies  
Old age homes  
Software providers  
H/W Vendors

## Key Resources



Patent  
Skilled personnels

## Value Proposition



### Gain Creators:

Real time monitoring of physiological vitals  
Identify relapses, enable early intervention  
Maintain good hydration levels

### Pain Relievers:

Avoids delays in reacting to accidents  
Detect diseases and other complications earlier  
Parents will be relieved and happier for their children's safety  
Parents are saved from the hassle of continuously reminding their children

## Customer Relationship



Free trial

Attractive Return policy

3 month free health coaching

24x7 live chat

### Channel



Direct sales - online  
Health expos  
Hospitals  
Schools

## Customer Segments



Middle & High income families

Working parents with children between 5 to 22 years and poor time

Families with one or more elders

Families with chronic medical conditions for atleast 1 member

Health conscious individuals

## Cost Structure



Licensing Patents  
Product Development R&D  
Manufacturing, Shipping, warehousing  
Free trials  
Warranty replacement costs  
Human Capital

## Revenue Stream



Different products for different segments  
Subscriptions for personal coaching  
Accessories