



VitalWatch

BUS 501

Team 1



Team Members

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The Problem

- Lack of health focused wearable watch for medical patients
- Doctors don't have diagnostics data over multiple days
- A watch that is affordable
- Not tied to specific platform



VitalWatch

Our product

- A health watch to monitor and alert for specific health issues
- Promotes healthy lifestyle
- Affordable (<\$350)
- Runs on Wear OS and connects to iOS, Android, Windows devices



Features

- Call 911 for life threatening emergencies (fall / seizure / high blood pressure)
- Integrates with hospital's systems to share data monitored over days
- Remote data access for guardians
- Long battery life
- Government certified for medical use
- Sleep tracking
- Heart rate monitoring
- Eating behavior monitoring (Calorie / water intake monitor)
- Blood pressure monitoring
- Oxygen saturation monitoring
- Body temperature tracker
- Activity tracking (no of steps, active time)
- Diabetes self management

But, is it really useful?



Yes.

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Bike crash left Spokane man unconscious, so his Apple Watch called 911

Sep. 24, 2019 at 8:27 am | Updated Sep. 24, 2019 at 10:51 am

f e t

- **Chris Mint, 30, was notified after two years of using his Apple Watch**
- **He went to his GP and an ECG found the condition atrial fibrillation**
- **Specialists found two leaking heart valves which needed surgery**

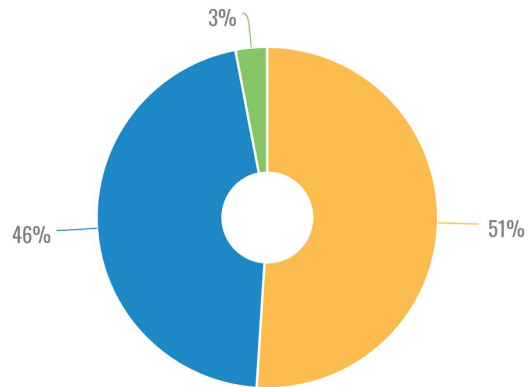


Yes.

- Health data is useful to range of stakeholders including
 - Patients
 - Family members
 - Health care providers
 - Public health professionals
- There are watches that exhibit some of the functionality (e.g. Apple Watch)
 - But they are tied to specific platform (Apple Watch - iOS)
 - Are expensive
 - Primarily for casual use, not specifically for health data

Market Research

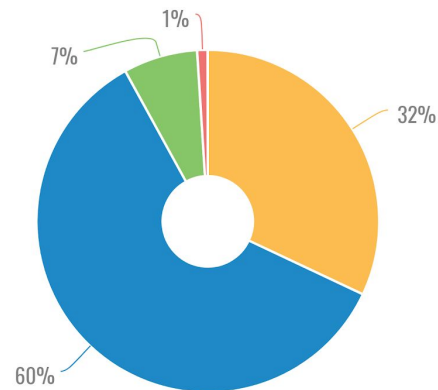
Patient Interest in Sharing Wearable Device Data with Physicians



Very interested Somewhat interested Not at all interested

N = 284

Patient Likelihood of Selecting Doctors Who Use Wearable Data Over Those Who Don't



Very likely Somewhat likely Somewhat unlikely Not at all likely

N = 284



Use Case

When you walk-in to see a doctor,
directly share data from your watch

Wearable Fitness Tracker Data

Please fill in all the information as accurately as possible. The information you provide will be logged in your health profile and used to improve your care. All answers are confidential.

Do you own and use a personal fitness tracker (such as a Fitbit, Apple Watch, Samsung Gear, or Garmin)? Check one.

Yes _____ No _____

IF YOU CHECKED YES, are you interested in sharing data from your personal fitness tracker with us to improve your care plan? Check one.

Yes _____ No _____

IF YOU CHECKED YES, please provide us as much of the following information as possible:

Resting heart rate _____

Average sleep time for previous week _____

Average calorie intake _____

Average water intake _____

Average steps taken daily _____

Average active minutes for previous week _____

How often do you log information in your personal fitness tracker? _____

Is there any other information you track with your personal device you'd like to share with us?



Timeline

2 weeks from now	4 weeks from now	6 weeks from now	7 weeks from now
<p>In-depth market research and consumer survey</p> <p>Start exploring ethical, privacy and legal issues in alongside</p> <p>Initiate marketing plan too</p>	<p>Finalize product features and do feasibility study</p> <p>Start developing proof of concept product in parallel</p>	<p>Develop proof of concept product</p> <p>Finalize marketing plan</p>	<p>Put all together</p>



We need - Time

- At least 7 weeks to achieve items planned in the timeline
- 1 extra week to cover up any missed deadlines



We need - Money

- \$8,000 : To buy and try out existing products in the market
- \$20,000 : To hire contractors to build proof of concept product
- \$10,000 : Market research and feasibility study
- \$30,000 : Salaries
- \$5000: Misc expenses
- **Total: \$63,000**



We need - People

- 3 medical experts
- 1 legal expert to deal with certification and privacy
- 1 market research professional
- 10 technical contractors to build proof-of-concept hardware features
- 2 software engineers to build proof-of-concept software features



Thank you!