



CEO - Emily Li

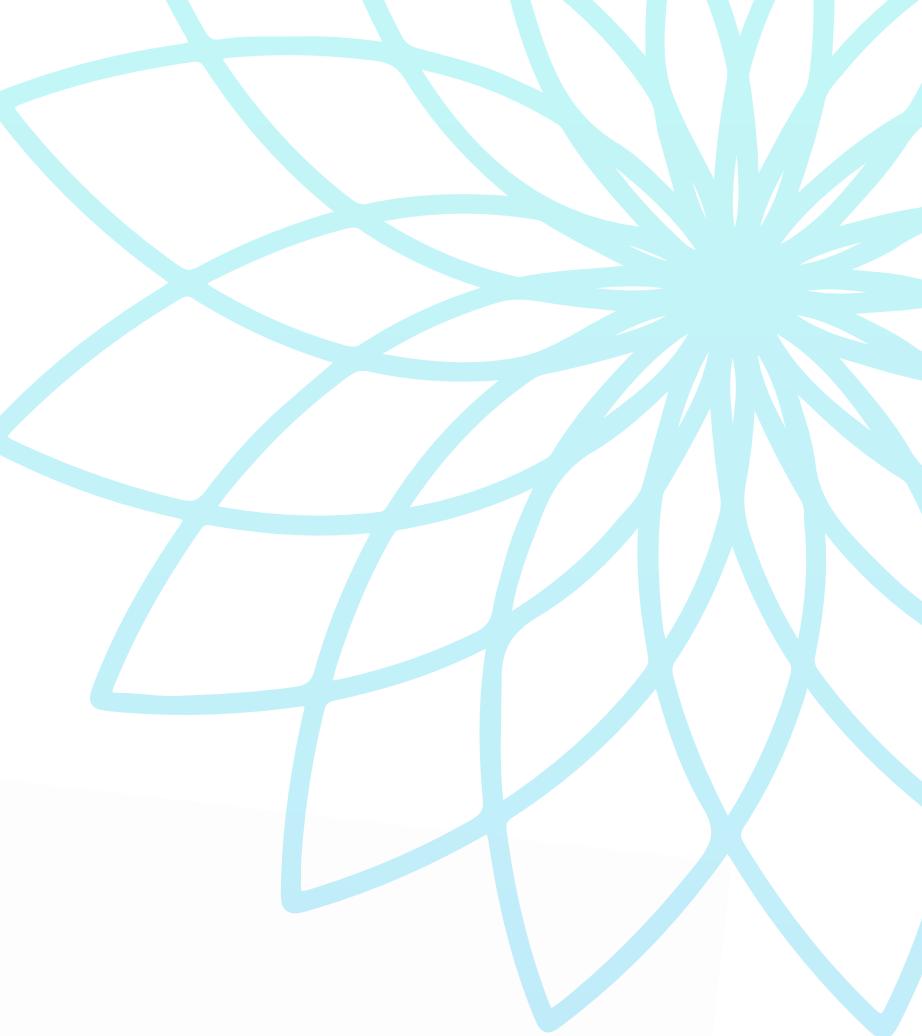
CFO - Adrian He

CMO - Emma Li Xuan Wu

CTO - Joycelyn Tng

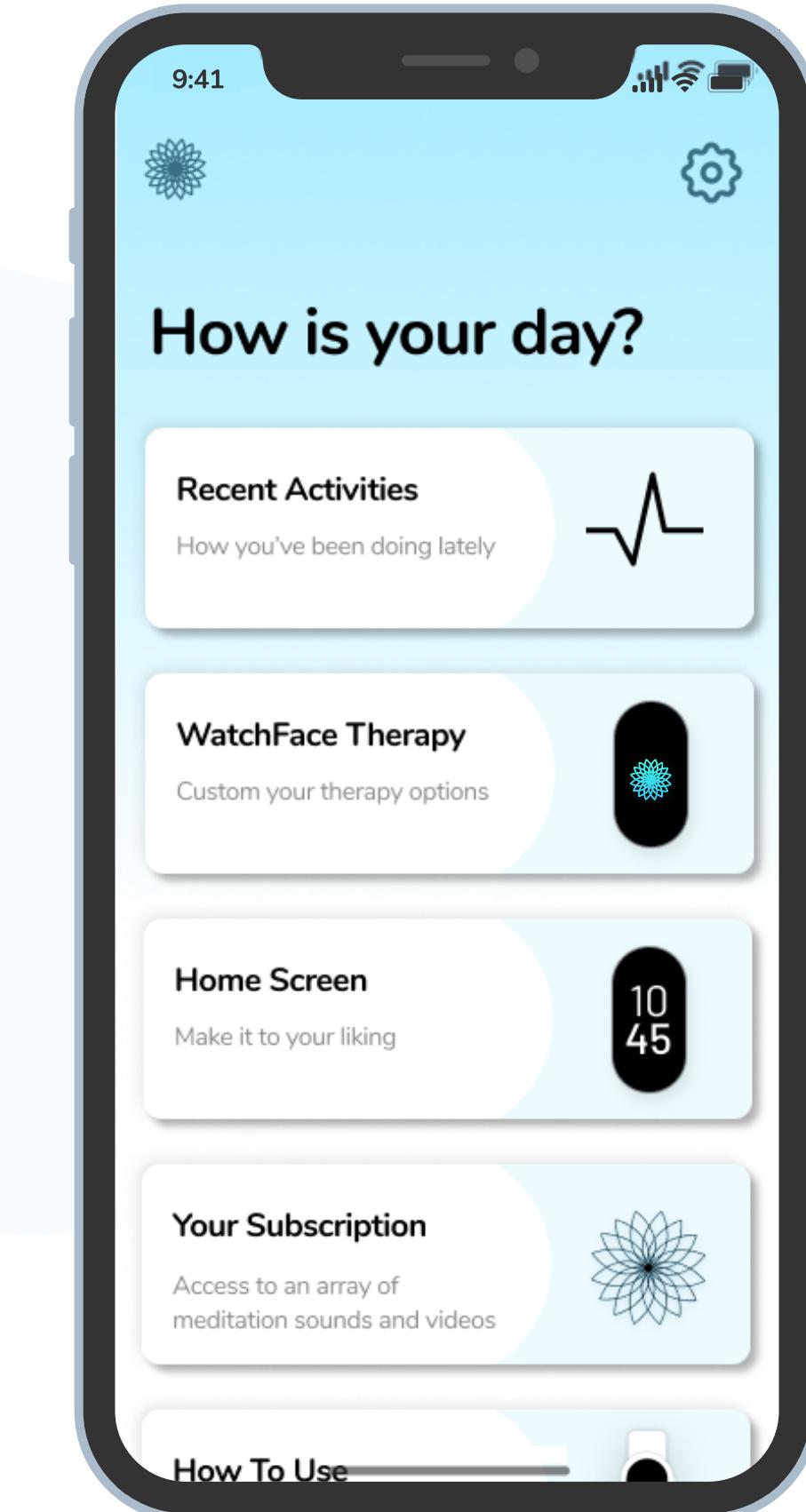


Nodus is a wellness wristband which helps PTSD patients to detect triggers and alleviate stress symptoms. The wristband predicts symptoms and offers different grounding methods in response.



Our Value Proposition

The company's value proposition is to address an increasing number of PTSD patients who are unable to gain access to immediate response, which can cause psychological when triggers arise. The Nodus Wristband is a product which can positively impact the lives of PTSD patients by detecting symptoms before they escalate, and provide simple, discreet, and personalized grounding methods.



Our Values

We believe that a simplified digital wristband normalizes the experience for the user.

Simple

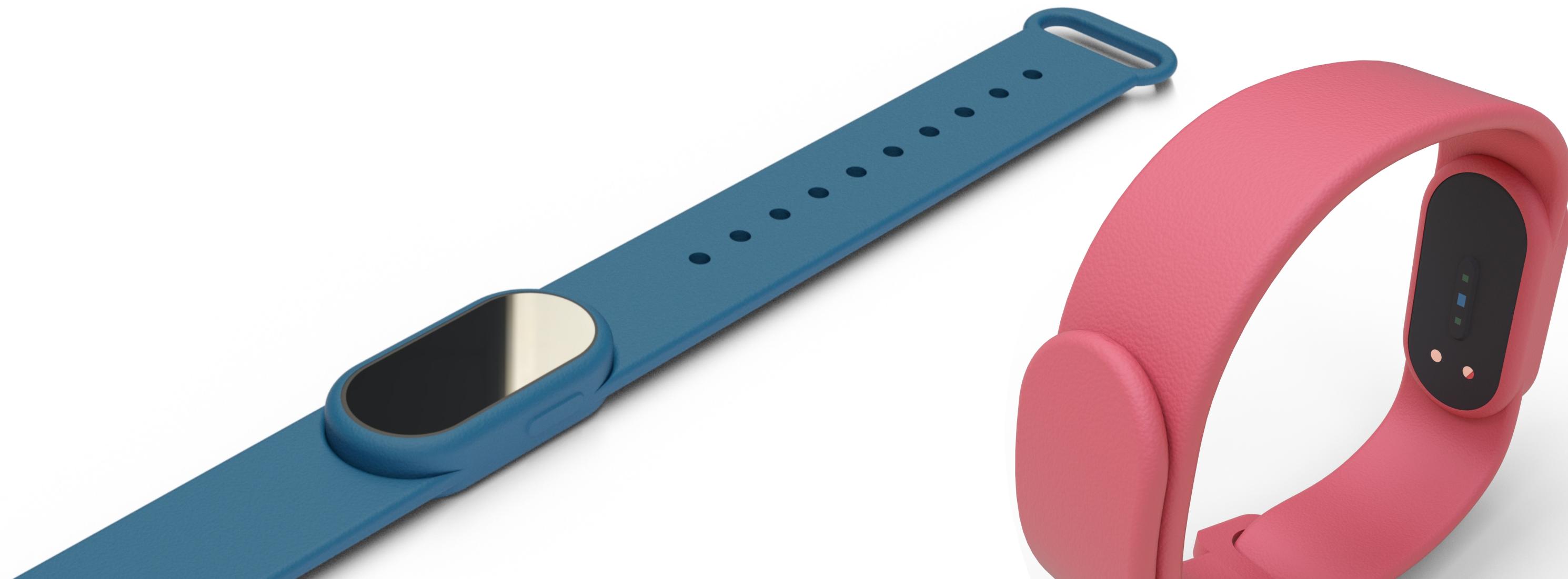
Easy and non-distracting

Personalized

Customizable

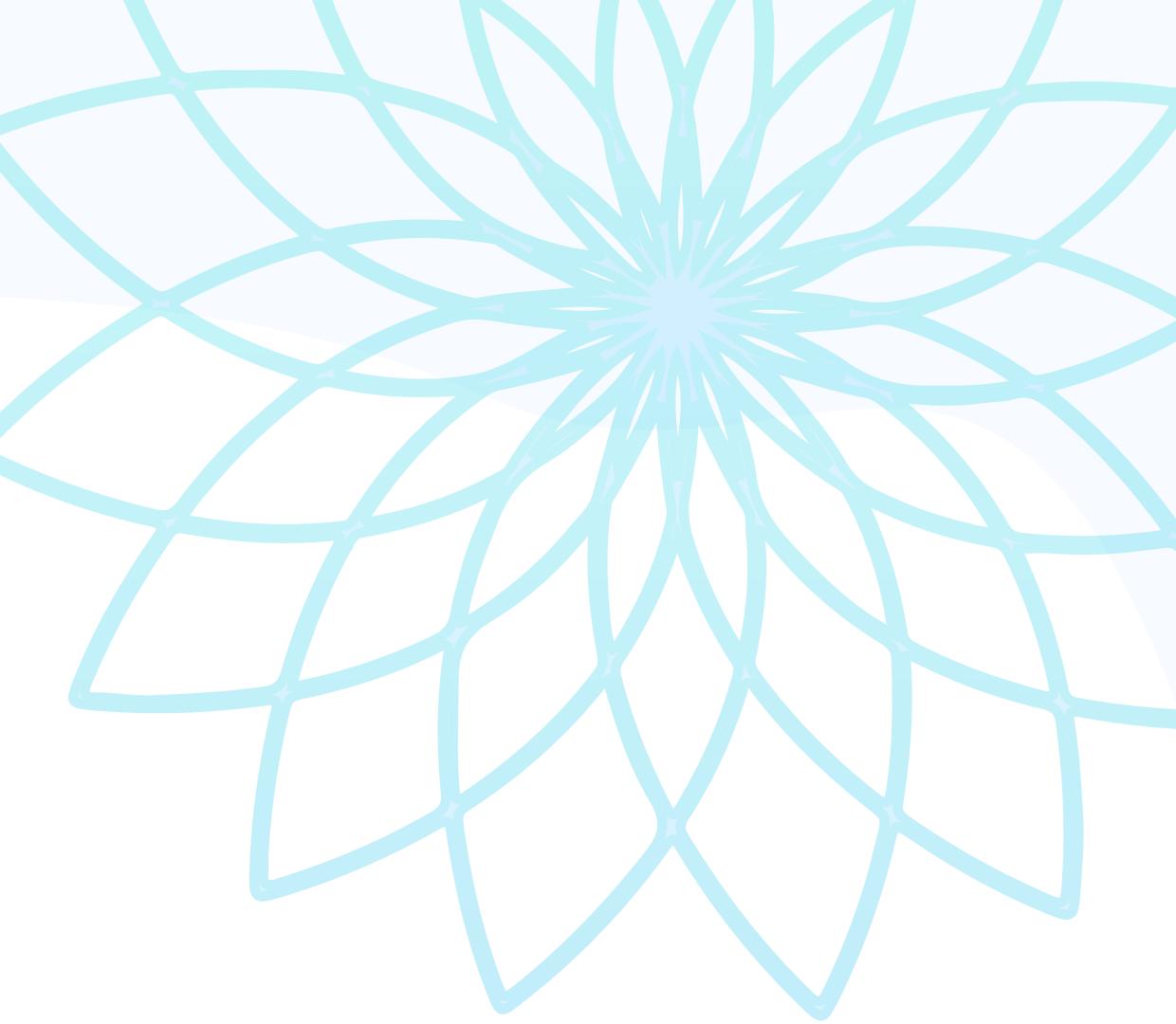
Discreet

Inconspicuous interface



Target Audience

Our audience includes adult PTSD patients and those who wish to help their loved ones affected by PTSD.



PTSD Patients

Anxiety Depression Stress

Adults

18 - 55 year old

“... An injury needs recovery. With any injury, as soon as it gets diagnosed or as soon as you get treatment for the injury, the better your recovery.”

Target Audience

Persona



Mary

27, Female

VANCOUVER

Bio

Mary is a former elementary school teacher who was recently diagnosed with PTSD after surviving a car crash.

Problem

Mary has constant disturbances in her life due to unnoticed flashbacks.

Needs

To understand what triggers cause her symptoms in order to manage them.

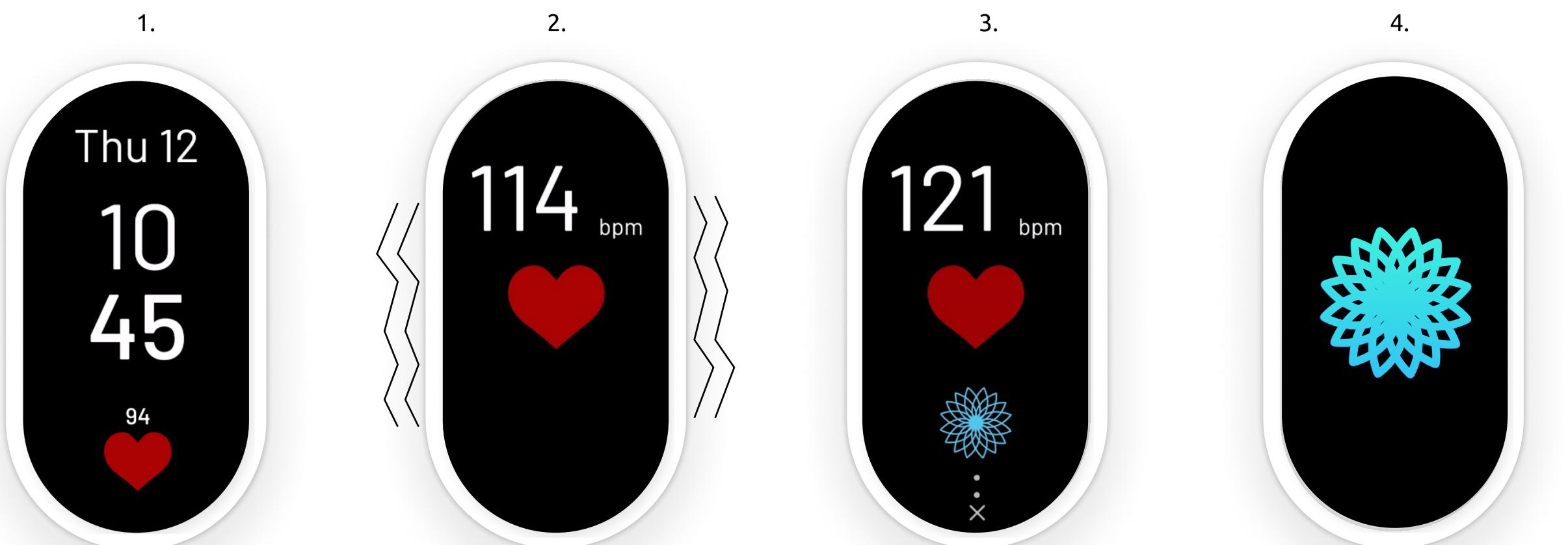
Wants

Does not want any intrusive treatment or technology.

Wristband Interface

How will Mary use the Nodus Wristband?

The Wristband uses haptic vibrations to notify Mary that her heart rate has increased. She starts her chosen grounding method to deviate her attention away from the stress trigger.



Nodus Wristband demonstration



Prototype

05

Mobile App Personalization

The mobile application is used to customize the grounding techniques to each individual user. In addition, users can review their statistics and choose to share them.



The image displays four screenshots of the WatchFace Therapy mobile application, illustrating its personalization features and activity tracking.

- Screenshot 1: Haptic Vibration**
Shows a large black circle with a blue dot and a metronome-like tick mark. Below it, the text "Haptic Vibration" is displayed, along with the subtext: "During symptoms, the wristband will produce short vibrations mimicking the ticking of a metronome." A blue "Apply" button is at the bottom.
- Screenshot 2: Breathing Animations**
Shows a large black circle with a blue dot and a flower-like breathing animation. Below it, the text "Breathing Animations" is displayed, along with the subtext: "During symptoms, you may follow the animation of the flower. Inhale when it expands and exhale when it shrinks." A slider with "Slow" on the left and "Fast" on the right, and a blue "OK" button are at the bottom.
- Screenshot 3: Recent Activities**
Shows a line graph titled "History" with data points from 07 to Today. The y-axis ranges from 0 to 90 Mins. Below the graph, the text "Your data is saved for 10 days, subscribe to Premium for upgraded features." is shown. A section titled "Today" lists three heart rate entries: 124 at 08:32am 15:32, 130 at 11:32am 17:15, and 132 at 04:32pm 11:08.

Prototype

Customer Connect

Nodus values our customers feedback and opinions. We have multiple channels for our customers to reach us.

Website

Sell products

Social Media

Engage with audience

E-mail

For any concerns

Help & FAQ

For assistance with our product

Chat Help

Talk with representatives



Reach Channels

In order to reach out to our customers, we have a variety of customer reach channels.

PTSD BC

You are not alone
PTSD BC Association

Word of Mouth

"Did you hear...?"
Recommendations

Media

CBC News

Social Media

Instagram Ads
Youtube Ads



Distribution Channels

Nodus' customer distribution channels come in two main forms to provide our product to users.

Application Platform

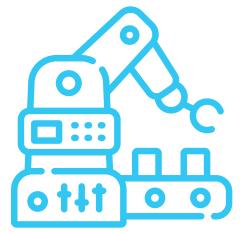
App Store & Play Store

E-commerce Website

Noduswristband.ca

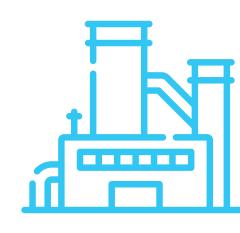


Key Partners



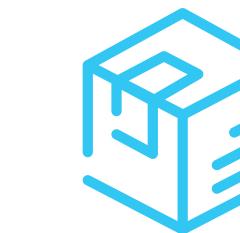
Manufacturers

Overseas



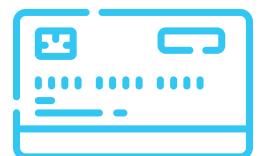
Warehouse

Storage Space



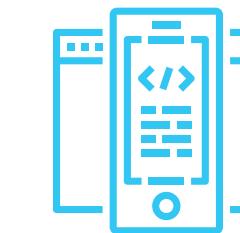
Shipping

FedEx, UPS, Canada Post



E-commerce

Shopify



Digital Distribution Platforms

App Store, Play Store

Key Partners



**Professional
Therapists**



**You Are Not
Alone BC
Association**



Health Canada

Key Activities

Maintenance

Website and Application

Grow Our Partnerships

Lower Prices with Insurance

Improvements

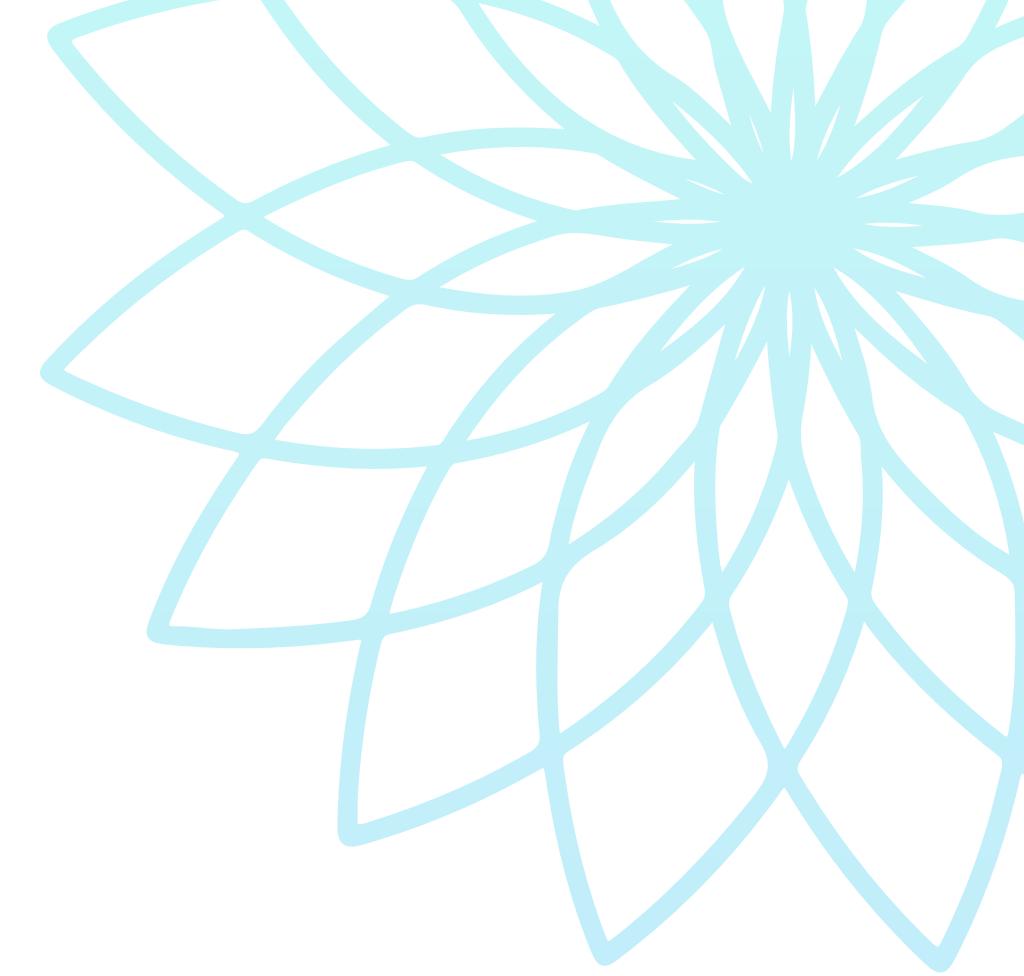
Collect and analyze data

Marketing

Premium Subscription Offers



Key Resources



Equipment & Space

Manufacturing Space etc.

Design & Production

UI/UX Designers & Developers

Product Testers

Frequent Testing

Healthcare Professionals

Keeping up to date with PTSD

Materials

Photolethysmograph Sensor, Silicone etc.

Cost Structure

Material & Manufacturing Cost

Overseas Manufacturing

Reduces manufacturing costs, operational costs and labour costs

Cost Breakdown

\$22.00/unit

Estimated Manufacturing Cost Per Unit

\$2.00/band

Min Labour Cost

Cost Structure

Key Resources & Key Activities

\$72,000/year

Rental fees

Office Space
\$2000/month

~1000ft²

Industrial Space
\$4000/month

~2000ft²



\$14.60/year

BC Minimum Hourly Wage

Developer
\$62/hour

Average in Canada

Mental Health Specialist
\$35/hour

Average in Canada

Less Than
\$55,000

Estimated Paid Taxes

BC Provincial Corporate Tax
2%

CCPC less than \$500,000 income

Federal Corporate Tax
9%

CCPC less than \$500,000 income

Revenue Streams

Wristband Sale \$59.99

Projected 5,000 units to be sold in the first year

Accessories Sales \$14.99

Textured silicone sensory wristband, projected 1,000 units to be sold

Premium Subscription \$4.99/month

For added grounding methods, and storage of data

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Thank You
