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# SIPLINK

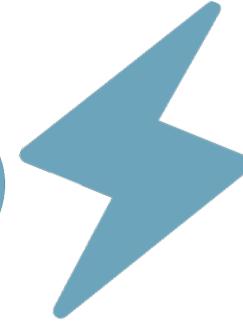


POLITECNICO  
MILANO 1863

# THE IMPORTANCE OF HYDRATION



ENERGY LEVELS



70%

MAIN VITAL  
FUNCTIONS



# THE IMPORTANCE OF HYDRATION



**75%** OF PEOPLE IN  
AMERICA ARE CHRONICALLY  
DEHYDRATED

**21%** HIGHER CHANCE OF  
EARLY DEATH



# THE CORE IDEA

MAKING

HYDRATION

A FUN HABIT



SIMPLE INTERACTIONS



GREAT RESULTS



# HOW?

## DATA INPUT

### MICRO CONTROLLER

- BUTTON
- PPG
- ENVIRONMENTAL

### SMARTPHONE

USER BIOMARKER  
(SEX, AGE,  
WEIGHT..)

## PRE - PROCESSING

EXTRACTION OF THE  
CORE FEATURES

## PROCESSING

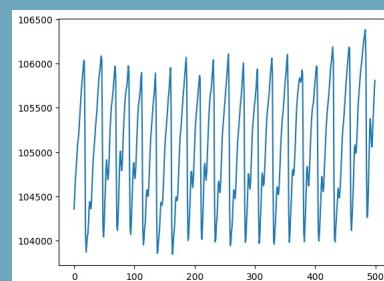
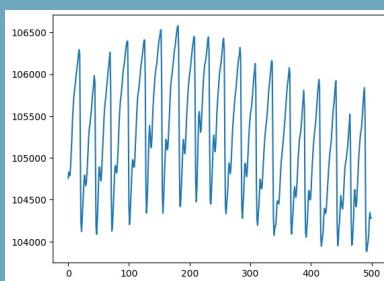
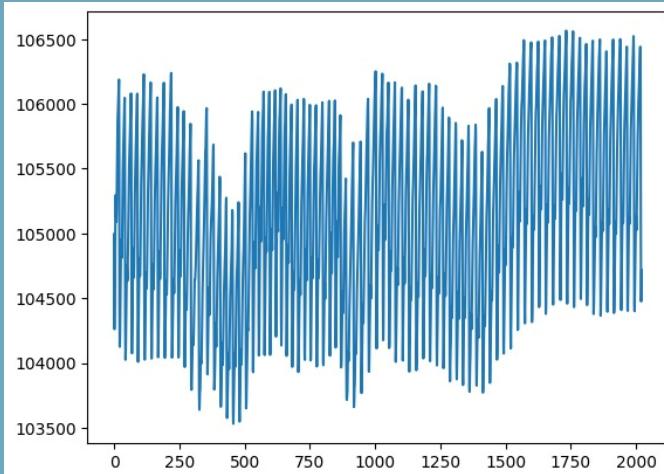
SUPPORT VECTOR  
MACHINE



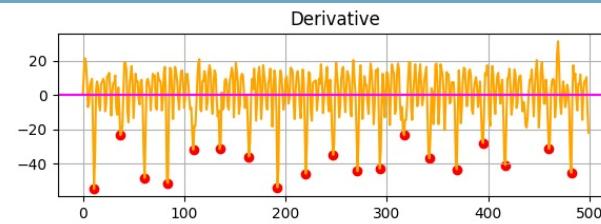
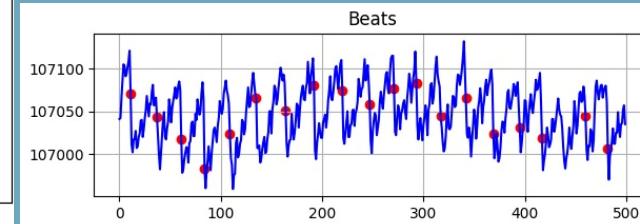
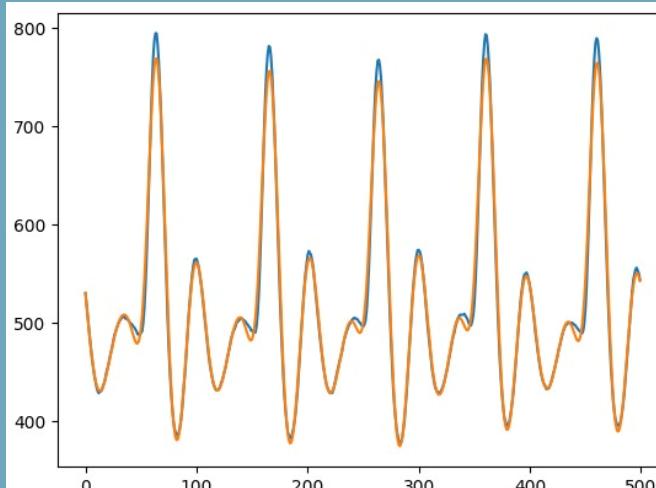
TIME TO DRINK!



# HOW IT WORKS



- BPM
- IBI
- MEAN/MEDIAN
- VARIANCE

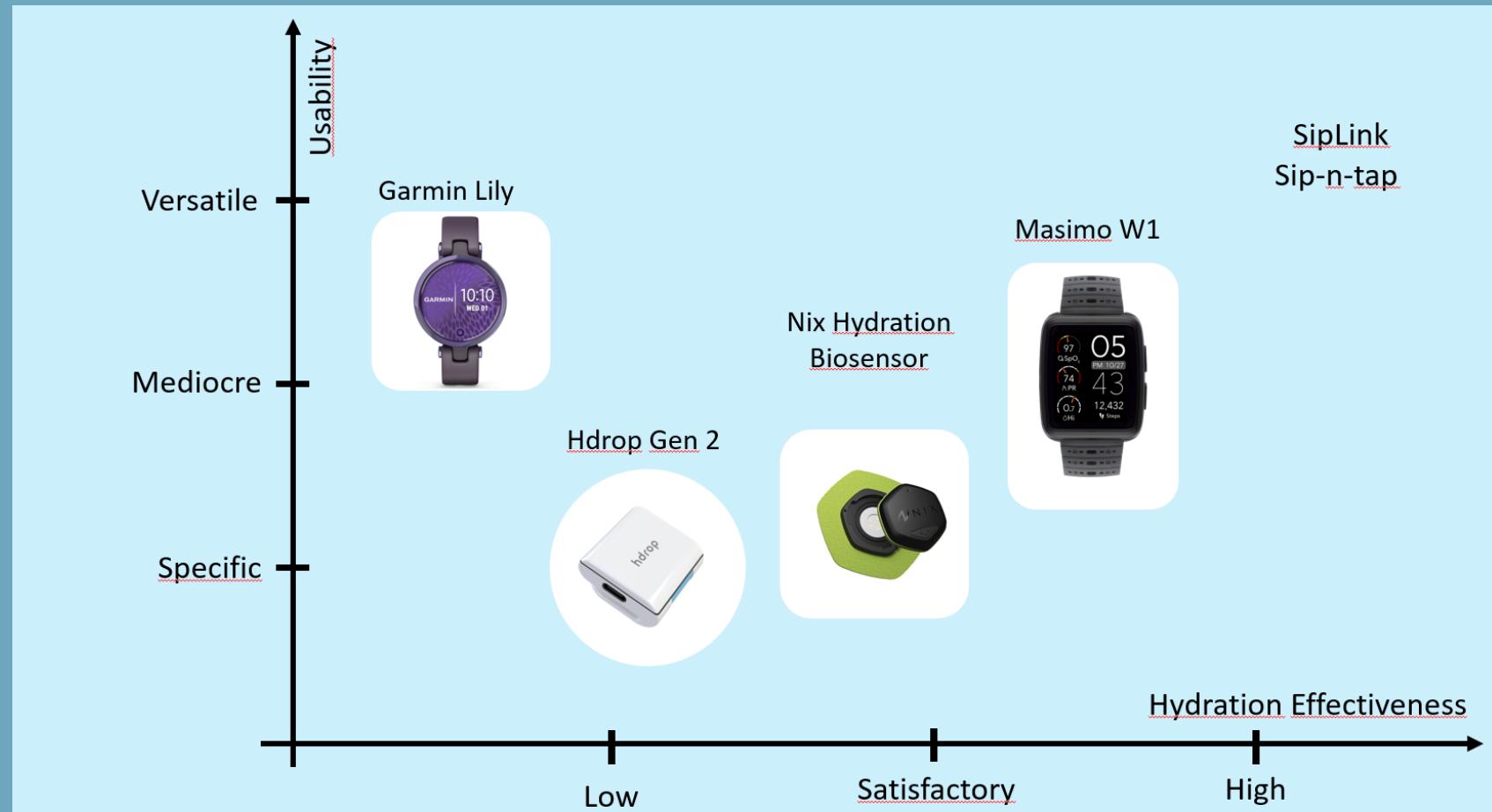


USER GETS NOTIFIED

# THE MARKET



54,34 B\$





## THE ECOSYSTEM



# THE CORE PRODUCT

# SIPNUTAP



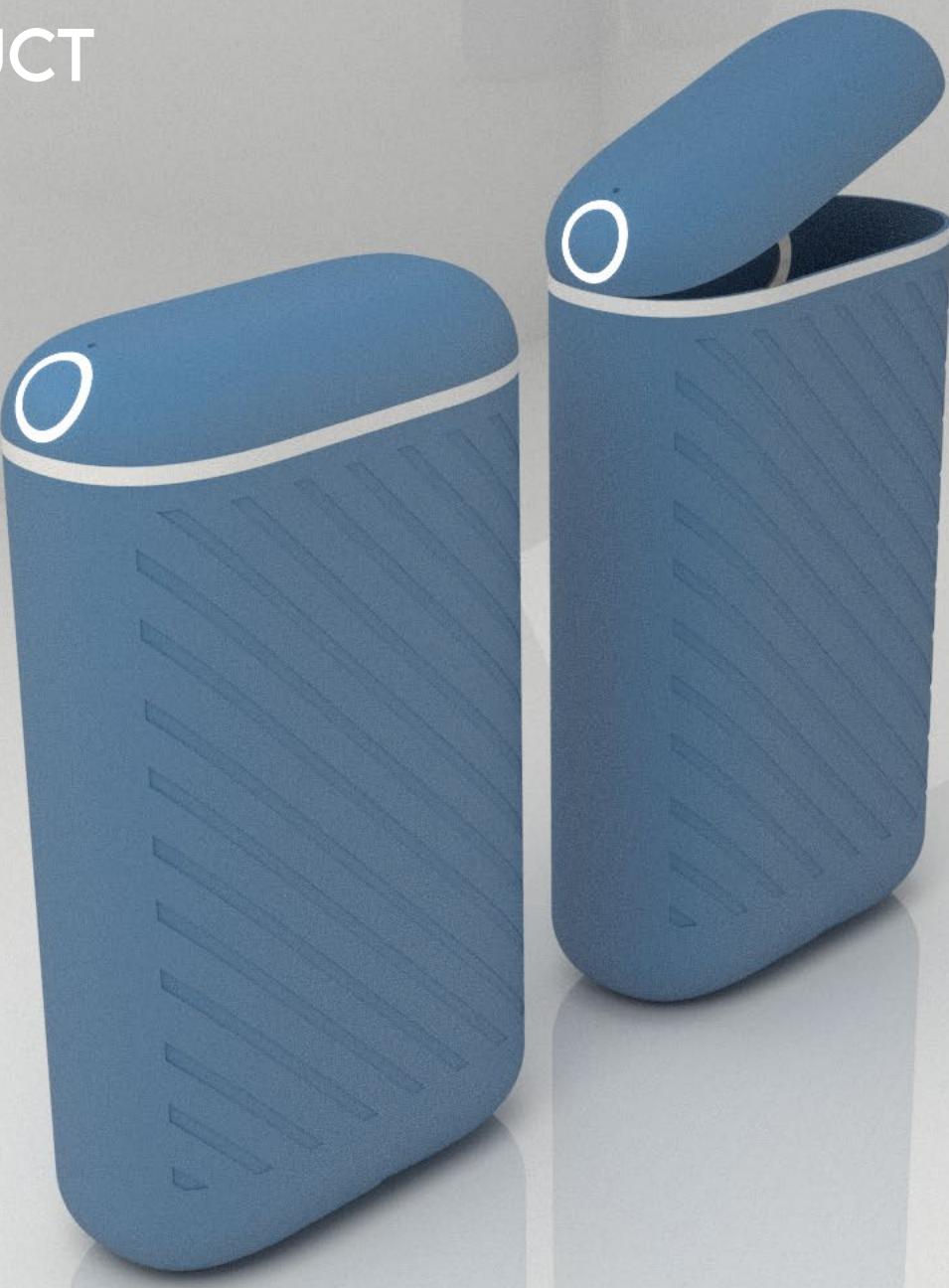


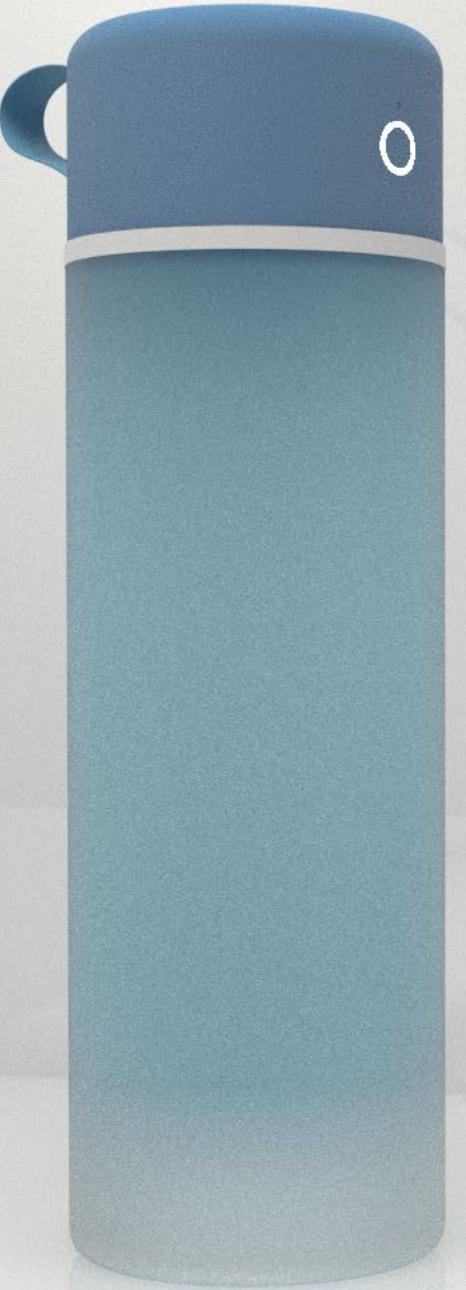


SMART INTERACTIONS

# THE OWL PRODUCT

# SIP-IT





THE BASE PRODUCT  
SIP-ME

# THE APP



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EUGENIO VARETTI  
MARIO CALIO'

THANKS