

# Theragun Digital Overview

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# Architecture

- **BLE**

The Theragun device uses Serial over BLE to talk to an App.

- **IOT/MQTT**

The mobile app uses MQTT to relay data in real time from the device to the cloud. An optional Theragun router was designed to run large numbers of devices in sync with each other for classes.

- **Syndication**

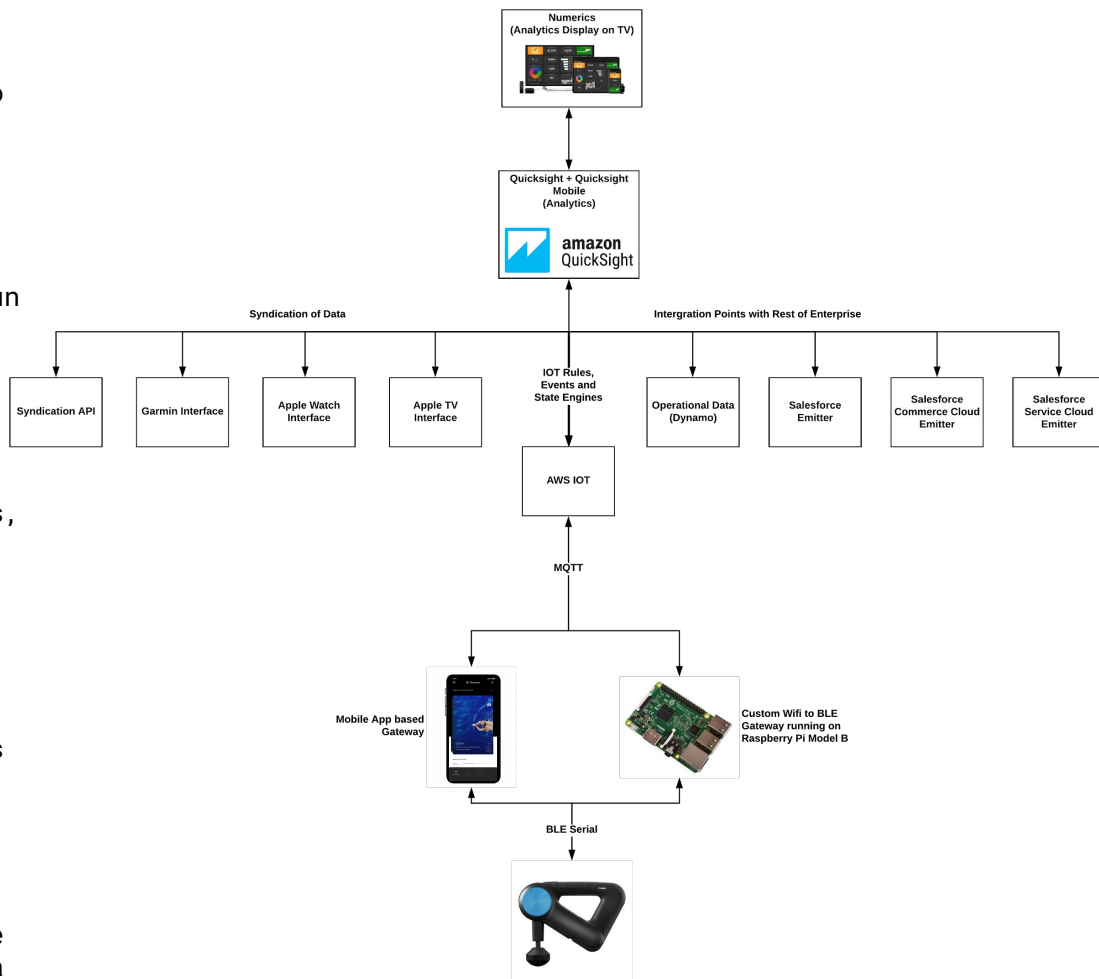
AWS IOT is used to push real time device data into syndication endpoints such as TVs, Watches or Fitness equipment. Partners use an API to receive these signals.

- **Integrations**

The rest of the enterprise is plugged into to receive data from the IOT cloud. This includes Ecomm, Service and Sales. Media is flighted to the app directly from Sales Cloud.

- **Analytics**

AWS Quicksight is used to display real time data from the solution as well as ship data back to the factory for QA work.



# Cards

- **What is a card?**

A card is the digital encapsulation of everything Theragun knows about a activity or medical issue like Carpal Tunnel. This includes instructions for the device itself. These cards act has the home page of the app.

- **A Digital Product of Value**

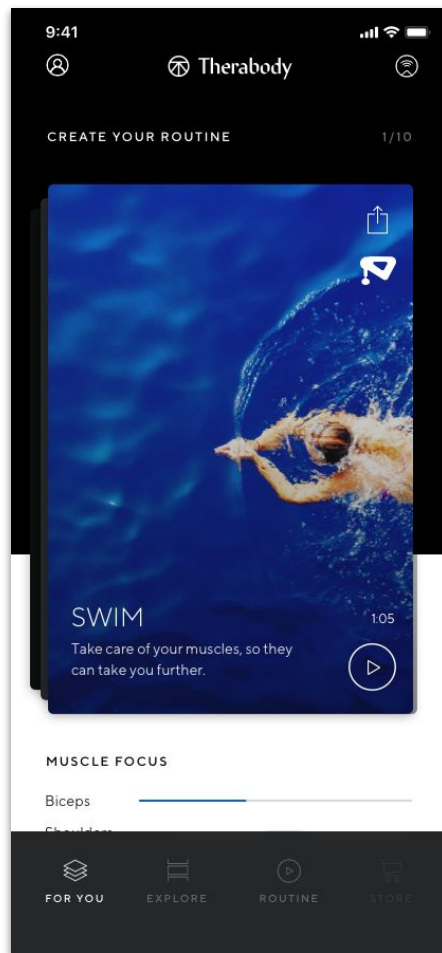
Cards are an entity so they can shared, they can given at events, they can be scanned off gym equipment via NFC. More importantly they create a digital product of value that can be used to create premium content models later.

- **Curation**

The app reads your connected fitness platforms and curates a selection of personalized routines called the Cardstack.

- **Visualization/Totalization**

Users swipe cards to the right to affirm the activity as a part of the overall recovery routine. After swiping on a few cards, the app totals the muscle utilization related to those activities and lets a user visualize them on a 3D human form.



# Key Feature : Cardstack

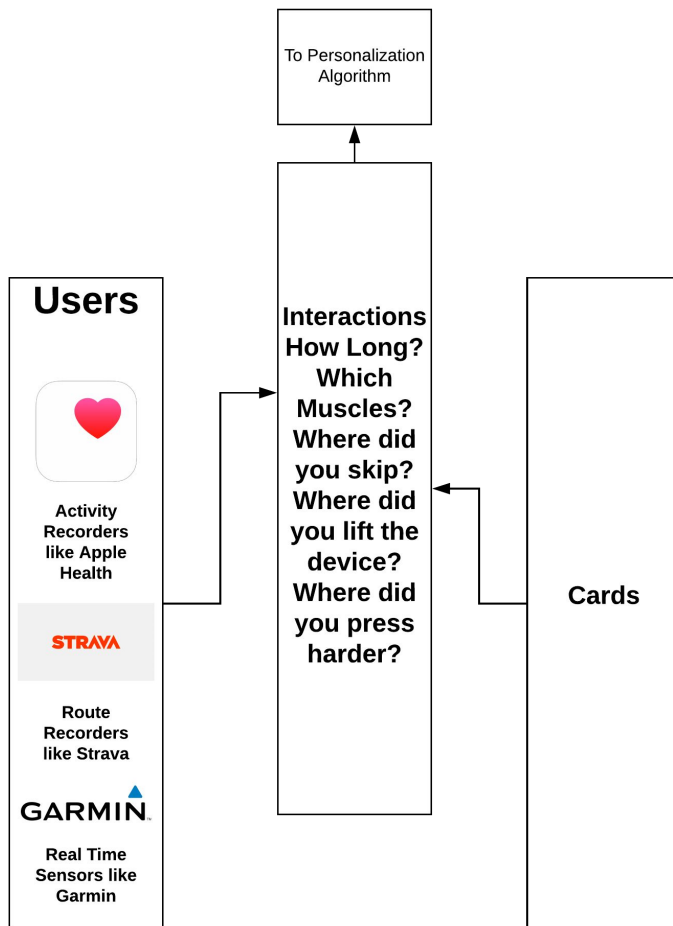
The app utilizes a CARDSTACK instead of CARDFEED like you see in apps like Facebook.

This UX choice supercharges the personalization algorithm since a user must specifically tell us how they feel about a routine by swiping right or left on it.

This simple feature allows us to build a complex personalization model that uses the cards as content, data from fitness platforms and a user's interactions with the Theragun, such as how long they used for any particular muscle, as input to the personalization.

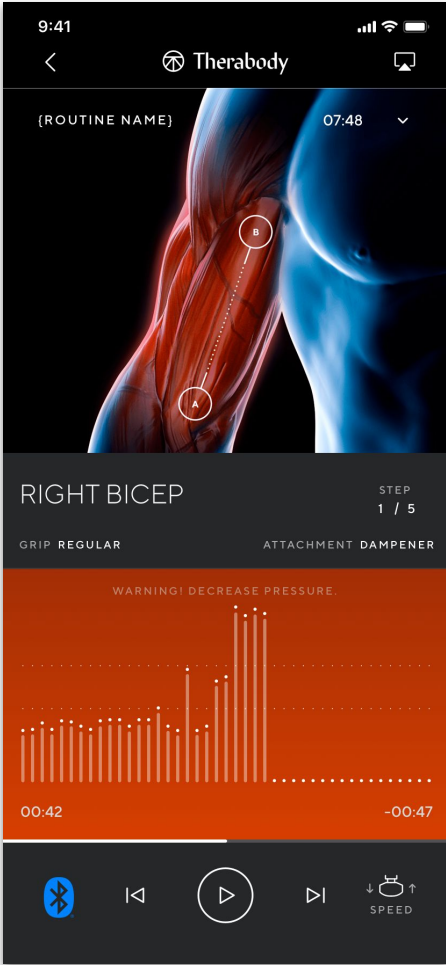
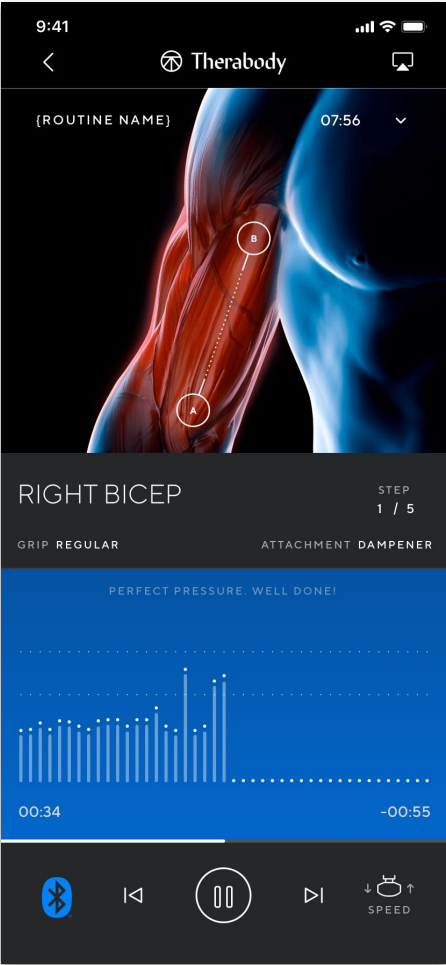
This methodology works for the entire sector of fitness platforms that we wish to partner with. Further we can classify these partners into 3 groups:

Activity Recorders  
Route Recorders  
Real Time Sensors



# Runtime of the Device

- **Playing the Playlist**  
Once a playlist has been curated it can be “played” on the Theragun. The app sets all settings and the user only has to hold the device.
- **A Step Engine**  
The runtime player is a step engine. It walks a user through a complete wellness routine body part by body part.
- **Pressure**  
A real time pressure sensor lets you know if you are getting the full benefit of the device.
- **Full Control**  
Users are in full control of the device via the app. They can change the speed, skip body parts, learn how to hold it for this body part or what attachment they should be using.



# Commerce

- **Standard Commerce via OCAPI**

The app includes a full commerce shop. All products can be purchased here for all customers globally. Ecommerce transactions are handled by an OCAPI API link to Salesforce Commerce Cloud.

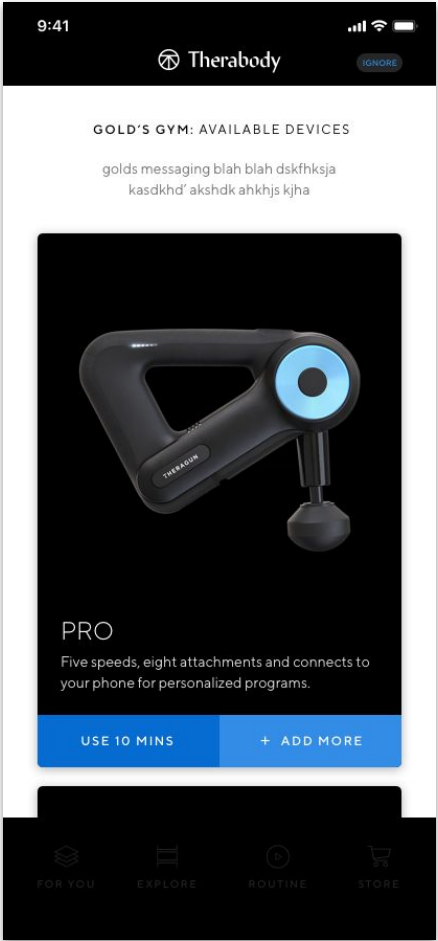
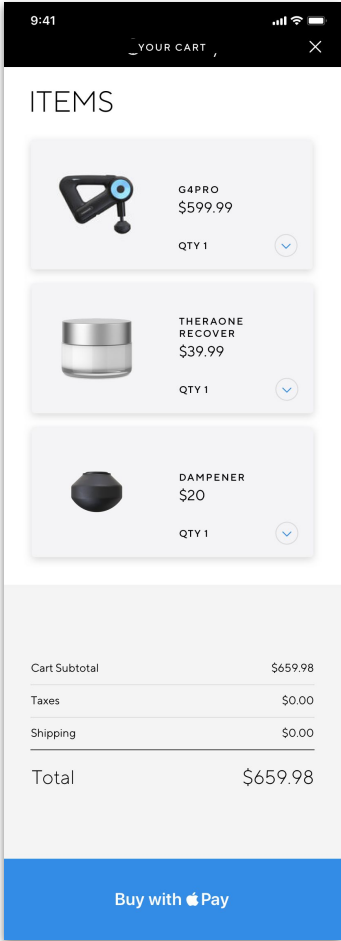
- **New Commerce Models : Rental**

The app also enables new commerce models such as “The Rental Model”. In this model B2B customer such as a gym rents the Theragun as a service to its members. This works just like Bird or Lime e-scooters. Theragun keeps 30% of all rental revenue as a processing fee.

- **Journey Based Commerce**

The app examines behavior and optimizes a user’s experience with our brand.

Example : If a user rents a device 3 days in a row they receive a push notification that for the next 15 mins they will receive a discount on the purchase of a Theragun equal to the 3 days of rental cost plus 10%. The conversion ratio for these real time journey based commerce push notifications is 8x that of our email program.



# B2B/Partnership Media Opps

- **Built for Partners**

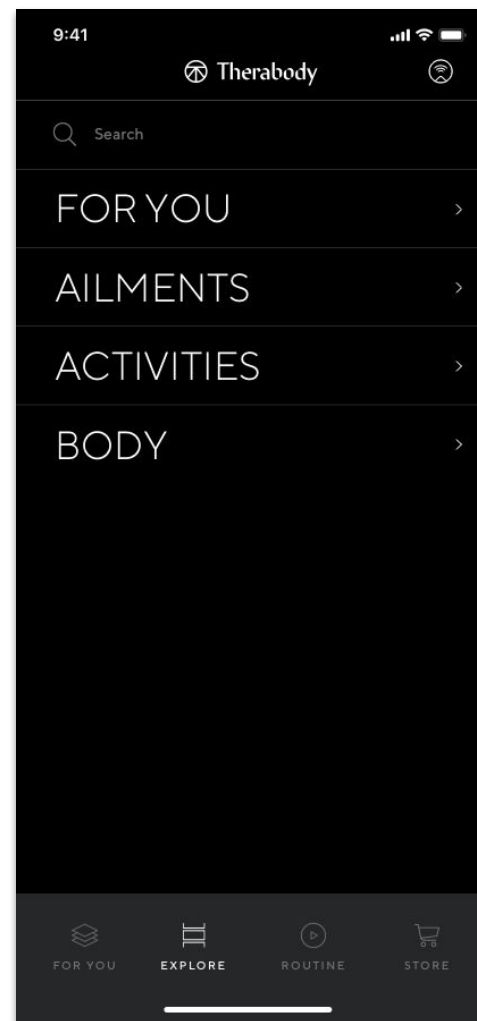
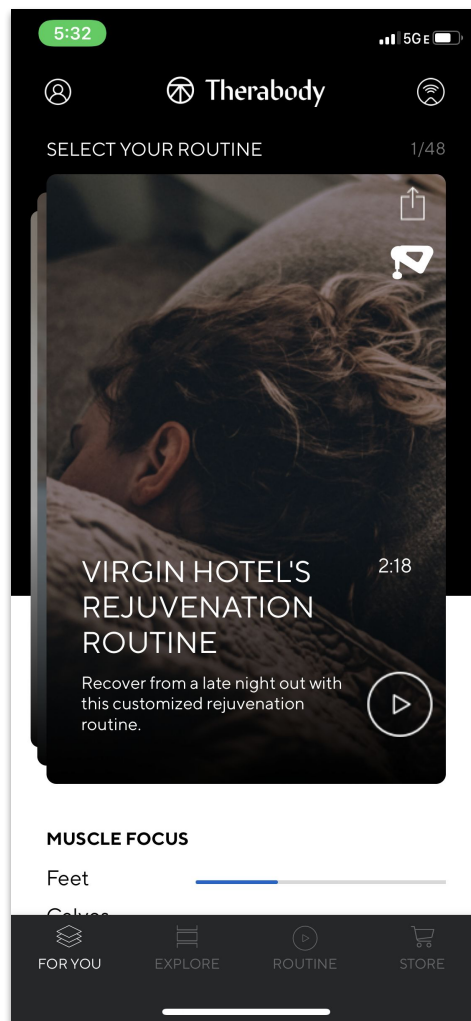
A huge lesson learned from the previous app was to make sure B2B partnership opportunities are baked in from the ground up. The app has consistently proven to be one of the most effective tools in closing new business with B2B customers.

- **Search Term Opportunities**

The search feature in app has been equipped with an Adwords like interface for keywords. Partnership media opportunities exist for brands like Callaway to purchase the rights to "Golf" so all recovery options for Golf include the Callaway brand.

- **Card Media Opportunities**

Custom cards are the standard media opportunity. Cards are activated via Sales Cloud and appear in app in real time so they can be triggered upon events like a platinum reward member opening their hotel room after 2am. Card Media Opportunities can be delivered via Push Notification, EMail, Text or iMessage for amazing consumer surprise and delight opportunities.



# Other Interfaces via IOT

- **Social TV**

An Apple TV app allows multiple users at a Gym or other locations to use Theraguns together. This opens class based revenue opportunities.

- **Wearables**

The same IOT channels for TV can also be used for wearables like Apple Watch opening partnership opportunities with Fitness based fashion brands.

- **APIs**

A series of APIs allows other partners to connect and acquire data. This means any fitness or wellness product on the market is a potential partner.

