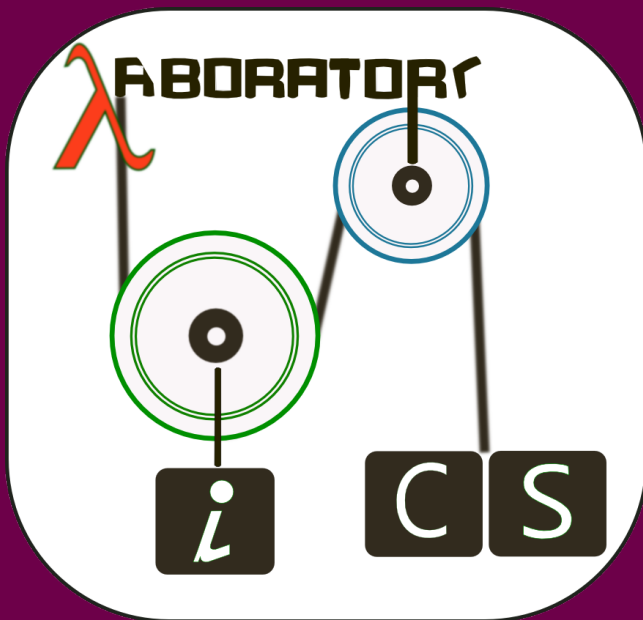


Our vision

“Use the power of science to build useful tools leaving the smallest footprints on the environment.”

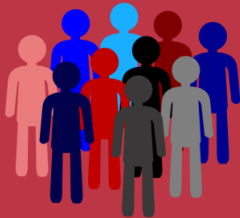


introduces **W i T**

Wellness **i**ntelligent **T**ools

The problem

64 millions of people suffer from back pain in US alone*



\$150 billions – direct and indirect costs associated with it, yearly, in US**



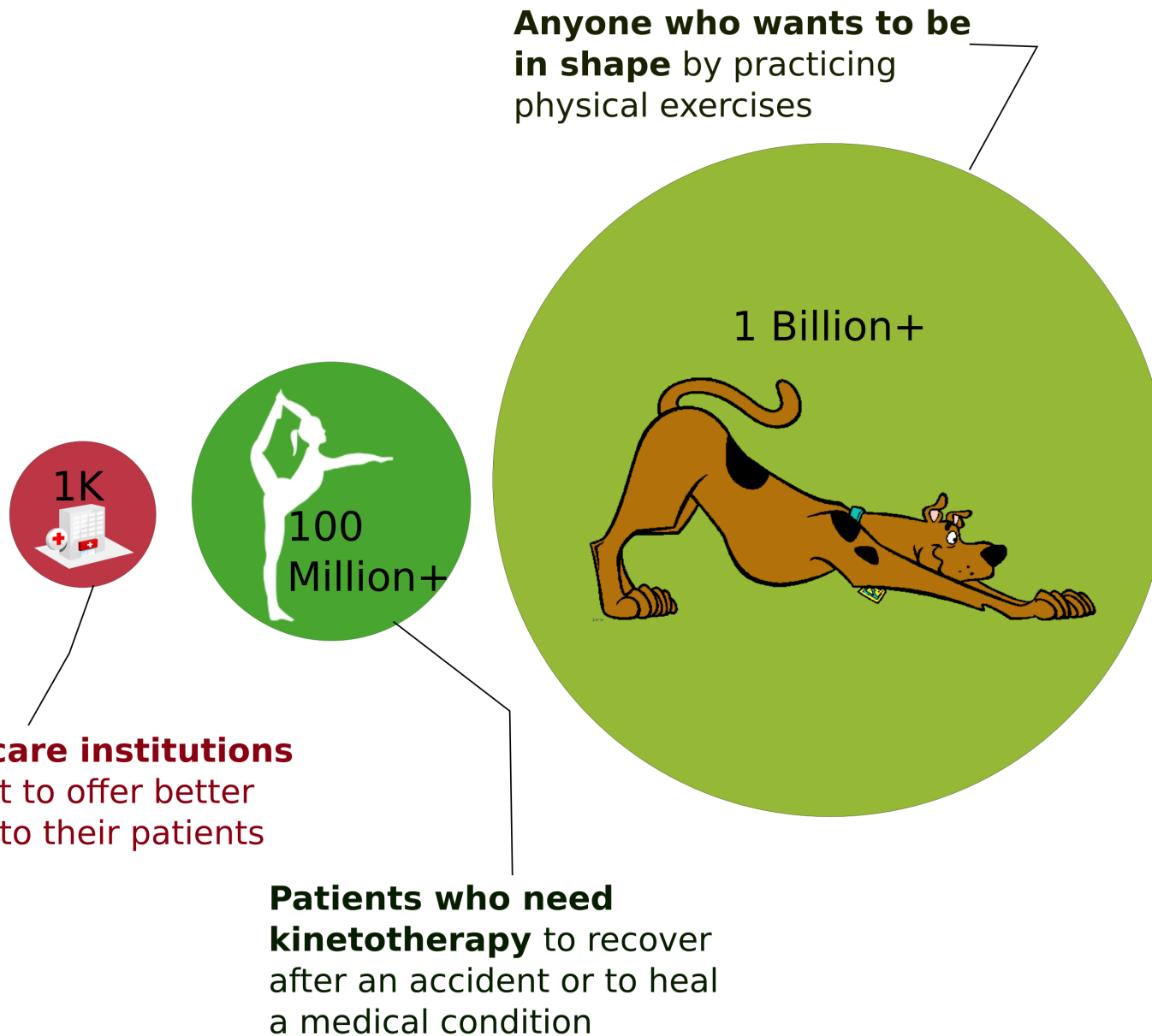
90% of the cases can be healed in 6 weeks**



* <https://www.sharecare.com/health/back-pain/how-common-is-back-pain>

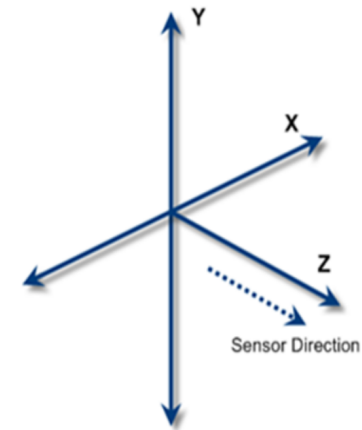
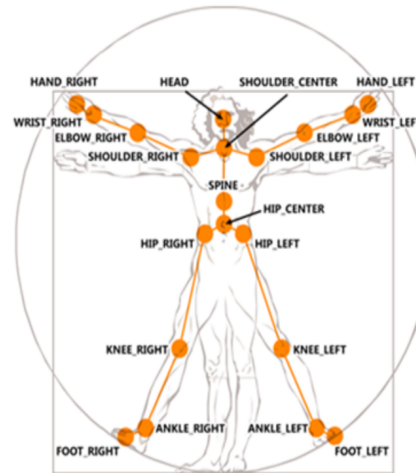
**<http://www.thegoodbody.com/back-pain-statistics/>

Target markets



Our idea

Mattress equipped with **pressure and thermal sensors**



Kinetic sensor which detects the standing position

Mobile app with AI algorithms
which guides towards the correct position



Revenue model

**Direct sales
business model /
Single purchase
model** for the
hardware
piece*



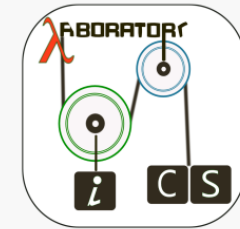
FREE mobile app
(Android & iOS)



*The price should be affordable for anyone.

Roadmap

Roadmap



2017

Setup the R&D team and build a prototype

2018

Complete the R&D phase and test the prototype in clinics & recovery centers

2019

Start mass production

Marketing & sales

AWARENESS

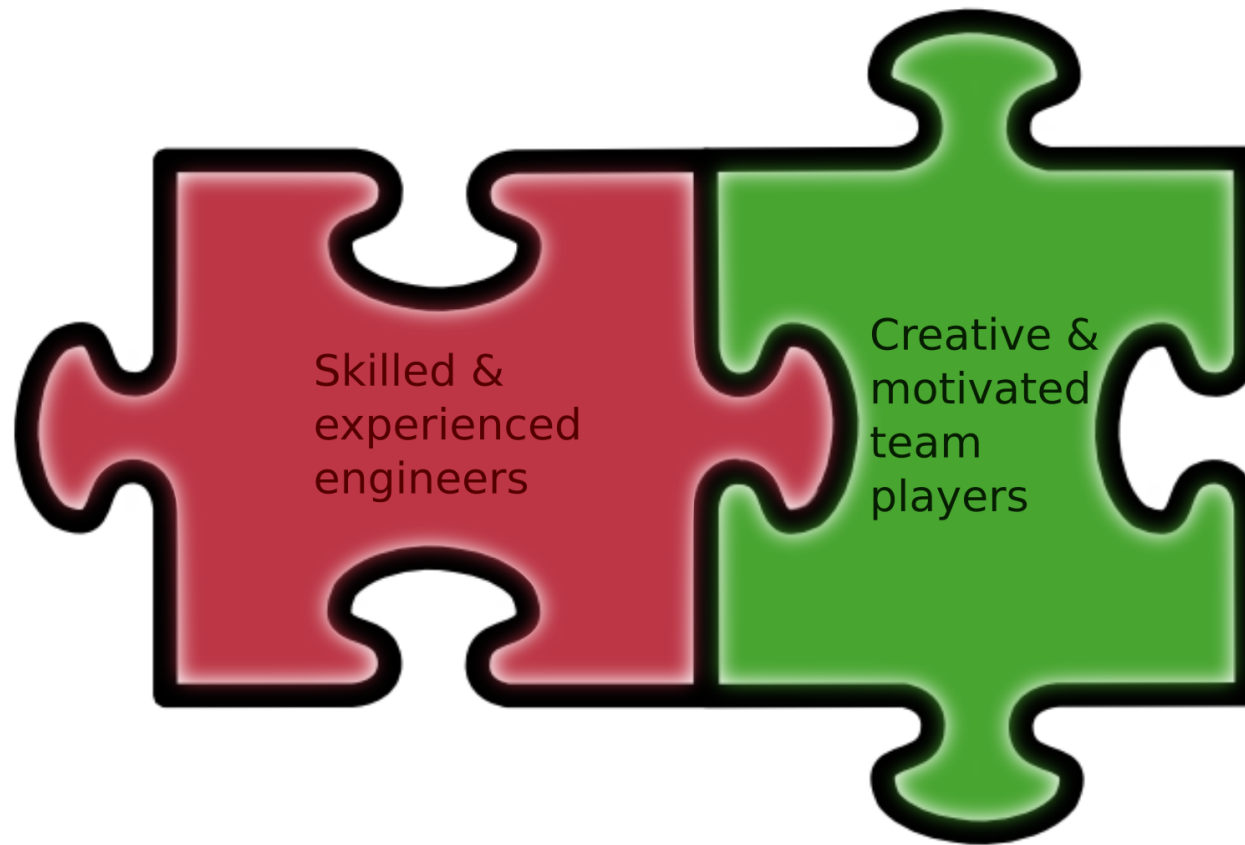
Social media,
presentations,
display at medical
conferences

EVALUATION

Case study,
product webinar,
free samples to
clinics, video
demo

PURCHASE

Free trial,
live demo,
marketing
campaigns



... just citizens of the world who want to help other people by putting the power of IoT & AI at their disposal

Competition

There is no workout kit with the same features at the moment, but there are some similar products:



Smart yoga mattress: <https://www.smartmat.com/>



Xbox kinect:
<http://www.xbox.com/en-US/xbox-360/accessories/kinect>



Sleep tracker: <http://www.beddit.com/>

Use of funds

The initial funding will be used for R&D in order to build the first prototype. Main areas for research:

