Value Proposition Customer Segment

-Diabetic patients save money in the healthcare system long term by being more proactive about their health and can deal with issues while still relatively cheap and manageable - Creates social relief by patients knowing they are always being monitored and have access to that information readily -Compression -Athletes can perform better by knowing where their inefficiences are and also sock with can make sure they are not pressure sensor **Gain Creators** risking potential injuries allows diabetic patients to live more comfortably -Patients feel better (emotional) -The data collection and information they knowing that receive works in the backgrounds so their status is patients and athletes don't have to worry being tracked in about setup issues, very easy learning curve realtime Products & Services -Pressure sensors in compression socks provide data on points of Patients take control of discomfort with possibility their own health because to create a custom fit sock the sensor gives them for the patient access to data - Athletes learn what Pain Relievers -Athletes have access to their own real-time data specific kinds of -Removes negative to improve performance emotion of always being in movements cause distress and track discomfort while on their bodies from the fear as their status is being playing to make sure there tracked pressure sensor and realis no serious injury or risk time feedback and can - Could save the patient of one adjust to reduce risk of and healthcare system injury money because this helps

with preventative care

