



Focus Wristband

A simple, convenient, and effective study partner. Stay focused with subtle haptic feedback.

PRODUCT FEATURES



- 1** Bluetooth Module – Connects to companion app for real-time monitoring
- 2** Haptic Motor – Gentle vibration alerts when using non-essential apps
- 3** Microcontroller – STM32 chip for low-power, reliable operation
- 4** Silicone Band – Lightweight, comfortable, modular design
- 5** Companion App – Calendar sync, streak tracking, gamification

HOW IT WORKS

- 1** Set focus time in app
- 2** Wristband syncs via Bluetooth
- 3** Subtle buzz if distracted
- 4** Build lasting focus habits

MARKET SIZE

72%

of HS teachers say phones are a major problem¹

\$186B

Global wearables market by 2030²

3-4

min avg. between phone checks during study³

23

min to recover focus after distraction⁴

CUSTOMER ARCHETYPES



The Struggling Student

Post-secondary students facing mounting pressure, seeking affordable productivity tools



The Knowledge Worker

Professionals needing deep work sessions, frustrated by constant digital interruptions



The Self-Aware Scroller

Tech-savvy individuals who recognize their phone addiction and want help breaking the cycle

KEY DIFFERENTIATORS

- ✓ Non-punitive: notifies, doesn't police
- ✓ Affordable: \$20 vs \$40+ phone lockers
- ✓ Habit-forming: builds lasting behavior change

EARLY ADOPTERS

- Students already aware of distraction problem
- Motivated to find and test productivity tools
- Likely to provide reviews and referrals

IP STRATEGY



Trademark

Protect "Focus Wristband" name and logo for brand recognition and market positioning



Copyright

Companion app code, UI design, gamification elements, and marketing materials



Trade Secret

Proprietary algorithms for distraction detection and habit-forming feedback patterns

BREAK-EVEN ANALYSIS

381 UNITS **\$7,614** REVENUE **13** MONTHS **\$20** UNIT PRICE **\$12.23** MARGIN/UNIT



MARKET LAUNCH



Campus Beta (Months 1-3)

Launch at McMaster with student ambassadors, collect feedback



University Expansion (Months 4-8)

Partner with university bookstores across Ontario



Digital Marketing (Month 6+)

TikTok/Instagram campaigns targeting study influencers



E-commerce Scale (Month 9+)

Amazon launch with affiliate program