

Oury Health Tech Limited - Corporate Timeline – 2018 Year End

- January 1998 Oury Health Tech Limited (OHT) begins business, by custom building and selling **three quality medical imaging scanners** to a local medical clinic.
- January 2016 OHT celebrated their position as the **market leader in commercial (business-to-business)** manufacturing for medical imaging machinery for the past 10 years. With OHT's dedication to **quality of build and fine attention to detail**, it is no surprise that machinery built by OHT has been recognized as highly reliable.
- Working off this success, OHT has decided to begin designs on their first non-commercial product, **called TrackR, a wearable fitness monitor for home users**. The manufacturing requirements and support processes should be the same, right?
- May 2016: In order to **fast-track development of TRACKR**, Billy Bob has opted to **skip focus groups, beta testing, and user requirements elicitation for TRACKR and its associated user software**. This also promised to be a cost-saving measure, bringing down the overall cost of research and development.
- August 2016 OHT **converts one of its warehouse areas**, close to the shipping/receiving dock, into the new TRACKR manufacturing area. The first assembly persons are hired.
- January 2017 OHT **expands its Call Centre**, and doubles the staffing to provide tech support, and customer service for the TrackR product line. A new generation digital PBX (private branch exchange also known as a phone system!) is installed.
- February 2017 The official launch of TRACKR to the general public. This is OHT's first product meant for the home consumer market and promises to open the door for OHT into an entirely new base of potential customers.
OHT has projected sales numbers at 5,000 new adopters of TRACKR a month and foresees these numbers staying stable for the next 2.5 years before any significant increase can be noted.
- March 2017: What an honour! **Our TRACKR was selected at CES as one of the most innovative designs of the year and received an award for best new product!** Even more amazing was all the camera crews and reporters coming by OHT's booth to help promote TRACKR and preach its virtues to the world! TRACKR is on TV, being talked about on the radio and reported in newspapers and magazines.
- Billy Bob was particularly proud that even 'the Internet people' are talking about TRACKR! This is bound to help sales of TRACKR a little... **OHT can handle the increased sales volume, right?**

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- Sept 2017 Billy Bob calls the first ever meeting of all the OHT executive and senior managers from both the Medical Imaging and TrackR business units. He promises that similar meetings will happen once every fiscal quarter.
- October 2017 The software development team for the TrackR application were released from OHT employment by Billy Bob. TrackR is selling well; everyone is happy with it; the software development team were costing OHT money, had no workload, and were not generating any revenue.
- March 2018: OHT has achieved record sales volume, which Billy interpreted as a clear indication of the success of TRACKR and OHT. To reward the hard work that has been put into TRACKR, Billy congratulated his work force with a “Buy one, Get one free” coupon to McDonalds! Billy, curious about the origin of “French” fries, decided to take his family, friends, pets and Joe the sandwich cart guy to France to investigate/celebrate!
- July 2018: OHT Management were shocked when a major “big Box” retailer returned about 7,000 TrackR's, and informed OHT that they would no longer sell the units. It seems that customers are complaining about the TrackR application; the wearable tech part is OK.
- December 2018 Billy Bob holds the annual stockholder meeting and greets investors with a merry “ho ho ho”, and the news that OHT is potentially facing bankruptcy. With plunging profits and a seemingly endless slew of angry customers, Billy Bob's leadership has been called into question. To help address on-going problems OHT has commissioned teams of BAs to investigate the various business concerns.