pixel

How can we make the physical world better by adding a digital layer?

Eddie Cohen, Stu Helgeson

Concept

A internet connected wearable that enhances the physical world, by attaching to sensor specific accessories.

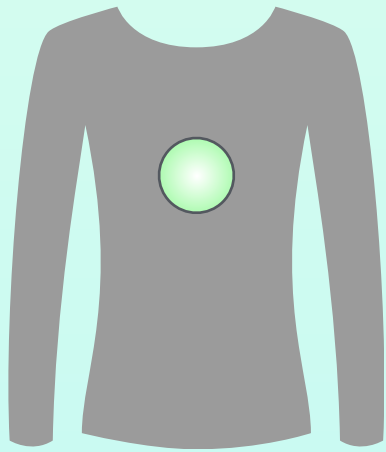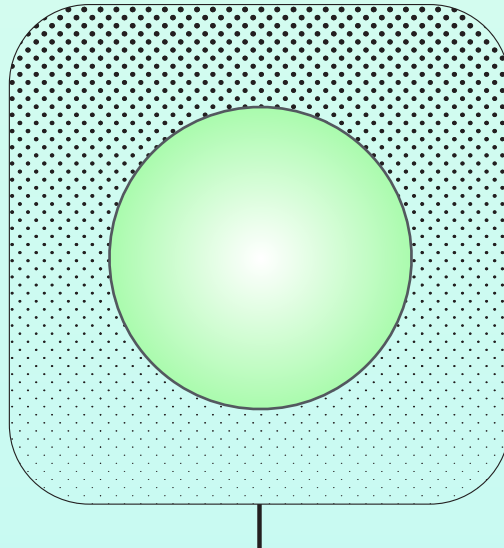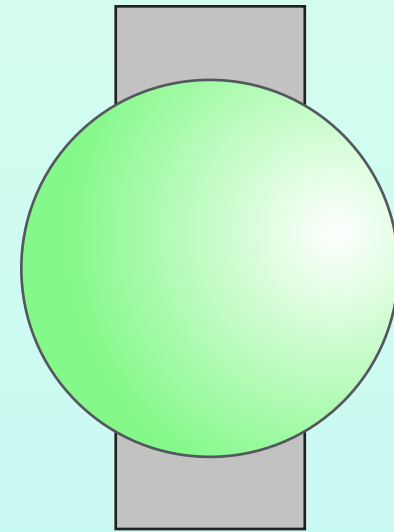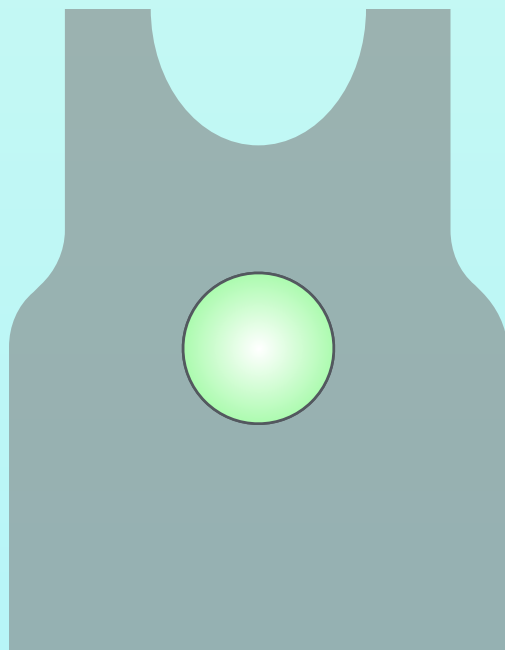| Internet Enabled BTLE | Speaker | LED Lights | Magnetic Data Transfer | Motion Sensor |

Accessories

LED Shirt
for Running at Night

Wall Mounted Speaker
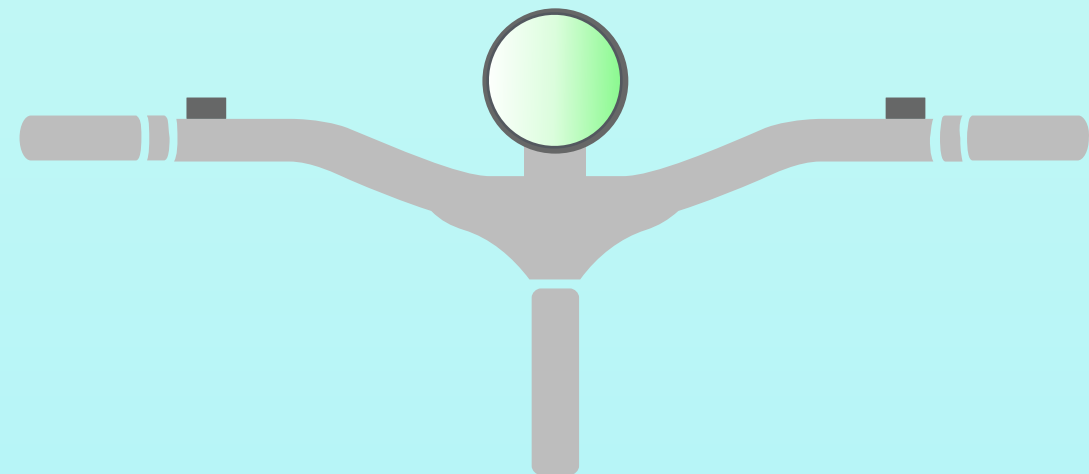for Music & Home Automation

Watch
for Fashion

Touch Sensitive Vest
for Tag and Gaming

Smart Base
for Charging

Bike Mount
for Navigation

Team

Eddie Cohen

Designer, Businessman, Technologist

EDUCATION

Integrated Product Design Masters, SEAS, May 2016

Art & Technology & Retail, Wharton UG, May 2015

WORK

Management Associate, Bridgewater Associates

Intern, Flatiron Health, Universe, Big Human

Stu Helgeson

Mechanical Engineer, Researcher

EDUCATION

Robotics Masters, SEAS, May 2017

Mechanical Engineering, SEAS, May 2016

WORK

Freelance Product Designer

Research Assistant, UPenn Haptics Lab

Advisors: Carla Diana (IoT Expert), Sarah Rottenberg (IPD Director)

Market Size

IoT is a $650B industry, and is poised to be a Trillion Dollar industry by 2020.

The wearables market is growing every year and is projected to have $30B in revenue by 2020.

We think that Pixel could have a sizable chunk of marketshare.

Progress

October   November   December   January   February   March   April   May   June   July

Need finding

Research and experimenting

Built Prototype

Designed iOS app

Refine Prototype into Production Model

Find Production Partners

Make Kickstarter Video

Develop iOS App

Manufacture and Ship

Prototype