
Onitor

Cities Meeting
Minneapolis
September 2016



It's a busy world out there, how can we cut through?



This market continues to grow...

2016

110 million units sold
38% increase

2020

237 million units
predicted

1.Source: IDC's Worldwide Quarterly Wearable Device Tracker

2.Source: Survey conducted by NYU Langone Medical Center

3 Source: comscore.com Feb 2015

4.Source: Mobilehealthnews 2016

Wearable Purchases

58%

Women

42%

Men

1. Source: IDC's Worldwide Quarterly Wearable Device Tracker
2. Source: Survey conducted by NYU Langone Medical Center
3. Source: Comscore.com Feb 2015
4. Source: Mobilehealthnews 2016

Common

The majority of these wearables offer similar features

Lacking

A specific health condition and user need

Weight and Obesity

2014

1.9 billion adults
classified overweight
13% were obese

USA

69%

Overweight or
obese

1.Source: FILL IN HERE
Year?

\$147

Billion spent on
private healthcare

World Health Organization

Cardiovascular disease is
today's **number one cause**
of death

Diabetes now affects
more than 1 in 12 adults
worldwide 400%
increase from 1980.

Being overweight or
obese has become a
critical global issue...

In the UK
3 million people
have been
refused surgery

Mail Online UK
September 2016

MailOnline **health**

Home | News | U.S. | Sport | TV&Showbiz | Australia | Femail | **Health** | Science | Money | Video | Travel | Fashion Finder

Latest Headlines | Health | Health Directory | Health Boards | Diets Login

LOSE 8X MORE WEIGHT WITH WEIGHT WATCHERS **JOIN FOR FREE + FREE COOKBOOK**

Three million refused NHS ops... for smoking or being too fat: Third of trusts deny routine procedures including hip and knee replacements to overweight patients

- One in eight NHS trusts will not fund routine operations for smokers
- Figures from Royal College of Surgeons will raise concerns that managers are withholding vital treatment
- NHS budget under huge strain from ageing population and soaring cost of new drugs
- But College warns smokers and overweight are being seen as easy targets
- For more of the latest NHS news visit www.dailymail.co.uk/nhs

By **SOPHIE BORLAND** HEALTH EDITOR FOR THE DAILY MAIL
PUBLISHED: 00:45, 22 April 2016 | UPDATED: 11:11, 22 April 2016

Share **226** shares **265** View comments

Up to three million patients are being refused **NHS** operations unless they lose weight or quit smoking, an investigation reveals.

A third of health trusts deny hip and knee replacements, varicose vein repair and

DON'T MISS

- ▶ Red, white and blue! Sofia Vergara, Emily Ratajkowski and Priyanka Chopra lead best dressed at the Emmy Awards in stunning gowns
- ▶ Tops, tails and... capris? Modern Family star Sarah Hyland leads the list of stars who fell flat on the red carpet at the Emmy Awards. Poor sartorial choices
- ▶ Game Of Thrones' Emilia Clarke and co-star Sophie Turner ooze sex appeal as they join Michelle Dockery in leading glamorous Brits at Emmy Awards
- ▶ They were holding hands: Newly-single Tom Hiddleston and

User Research

Target audience:
30—45 yr old women



Key Insights

Pushed for time

Want to look and feel good (again)

Exercise has taken a backseat

Were once very active

Interested in fitness

Diet has slipped

Concerned about health

Concerned about aging gracefully

Disposable income

Design Drivers

Key Insights

- “I want to glance at it on the go”
- “I need to be activity aware”
- “I want it to adapt to my lifestyle”
- “I want it to be invisible”
- “I want to be guided by a professional”



What's our solution?

Onitor Track

For women, the first fully personal wearable, focused at helping you achieve your weightloss goals.

Onitor Track



Dual Mode

Activity Tracker

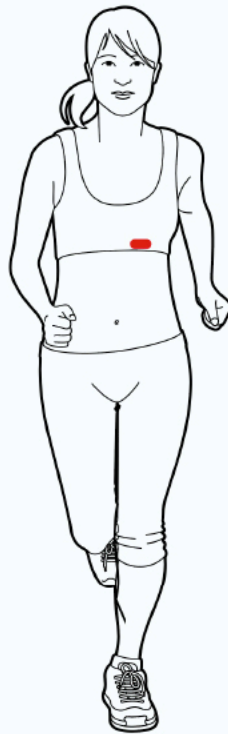
Calories
Steps
Sleep
Active
Minutes



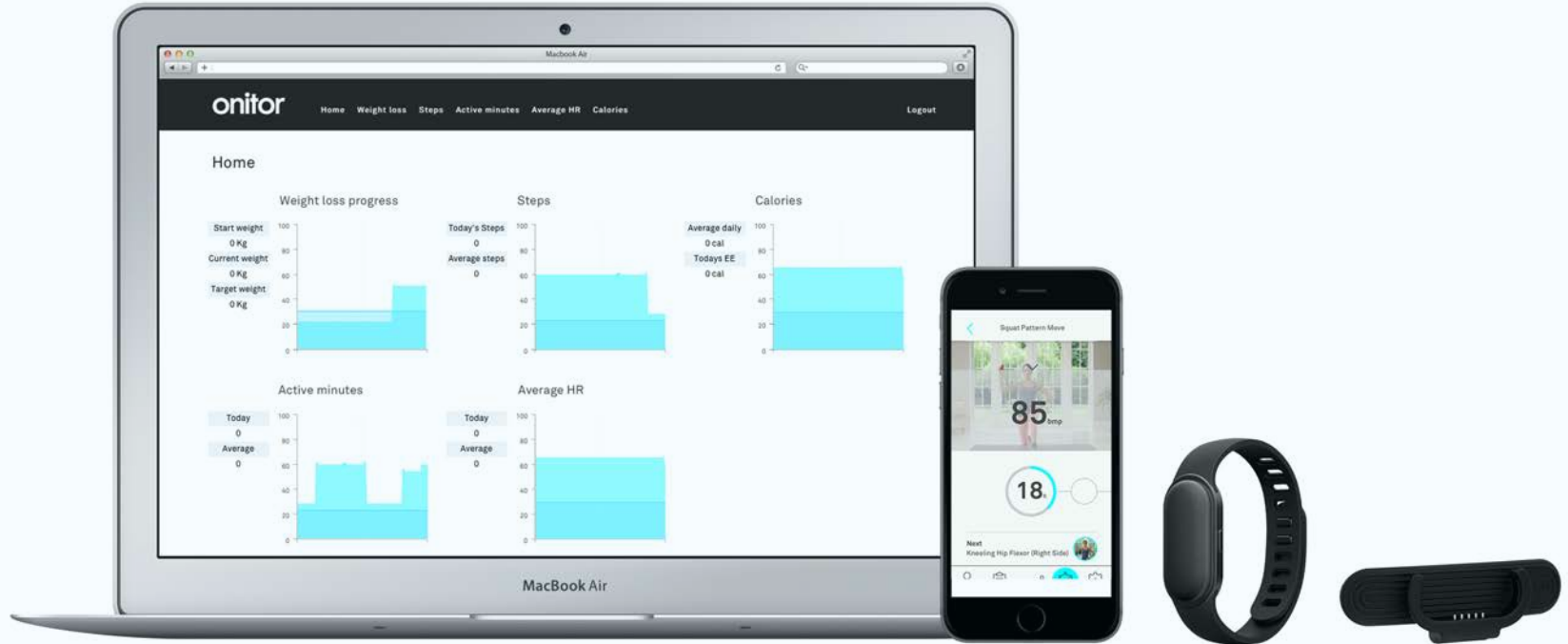
Medical Grade

ECG Heart Rate
Monitor

Heart Rate Training
Personal Coach
Accuracy



Ecosystem



Onitor Track

Long Lasting
Quick Glance Display
Premium Materials
Accuracy = Efficiency
Contextually Aware
Truly Individual
Personalised and Responsive
Intelligent Learning



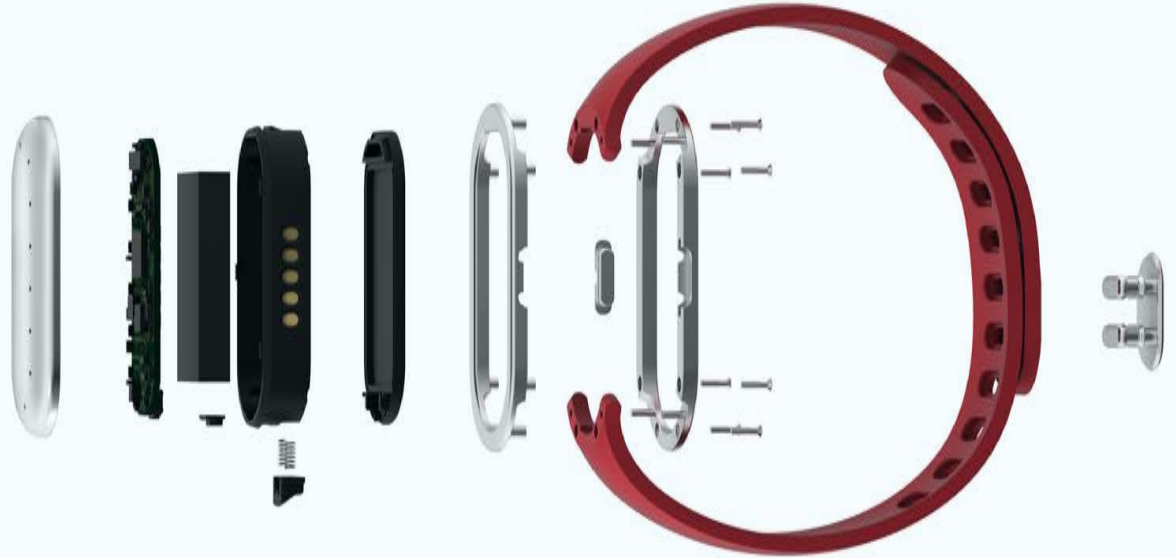
Onitor Tech USP

Accurate ECG Heart Rate

Fusion Sensors

Machine Learning and
Artificial Intelligence (AI)

Dynamic auto adjust
recommendations



CloudTag App

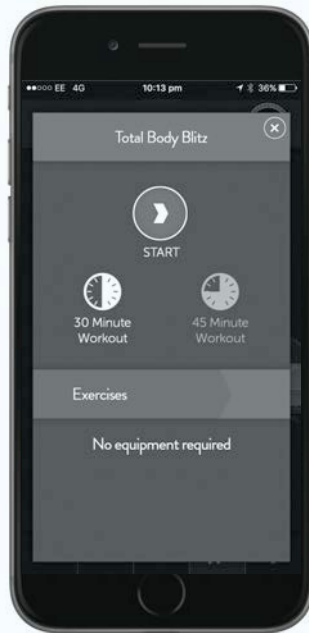
Enter weight
Loss Goal



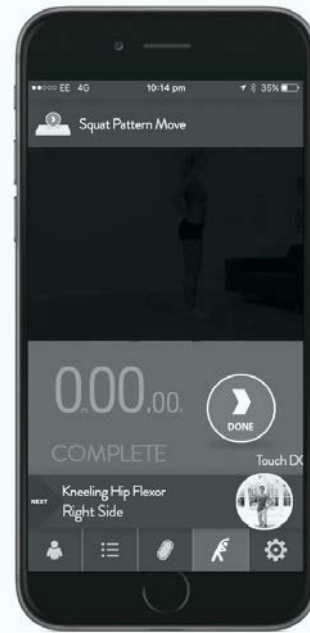
Weight Loss
Timeline



Start Personal
Program



Personal Coach
And Videos



Dashboard

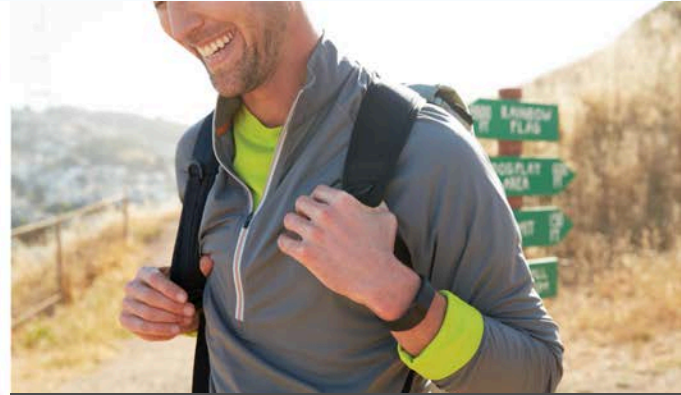


Marketing Research

Marketing



Mio Fuse



Fitbit Charge



Microsoft Band



Garmin Vivofit

Marketing



Marketing



Fitbit Alta



Apple Watch



Withings Go



Jawbone Up

Our Vision

To make a meaningful difference to peoples' lives providing digital health devices and services targeted to very specific health needs.

To help people all over the world to lead sustainable, healthier and more productive lives.