

T.E.A. Band & App

Teamwork, Exercise, Advancement



The Problem

- **Sedentary Lifestyle** negatively affects people's health*
- **Lack of Motivation** prevents people from exercising
- **Metrics are abstract**; are not meaningful to the user

Our Solution

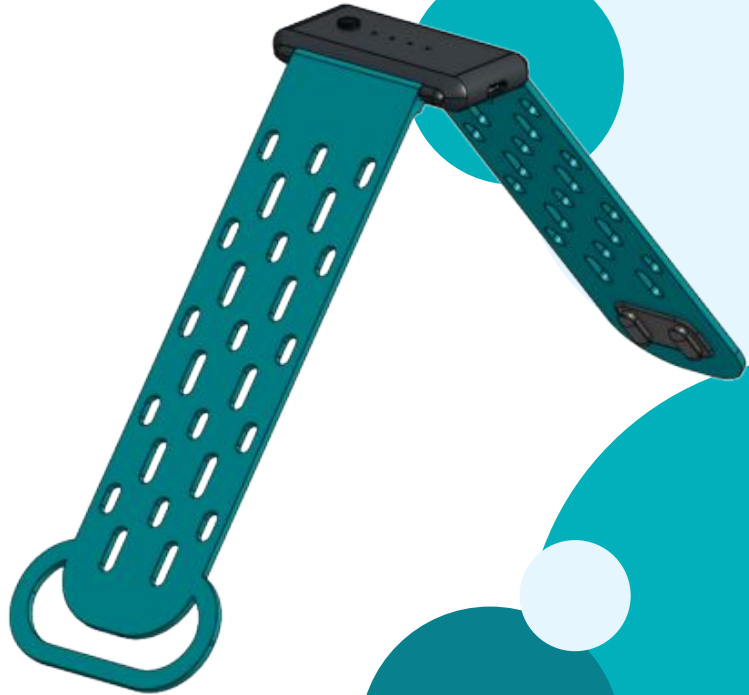
An armband & companion mobile app that encourages exercise

- Gamified exercise app encourages users to exercise
- Virtual companion and competition provide users with motivation
- Our T.E.A. App visualizes abstract fitness data through companion-user interaction

Product - The T.E.A Band

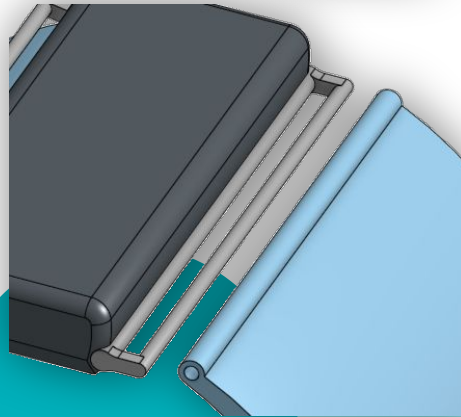
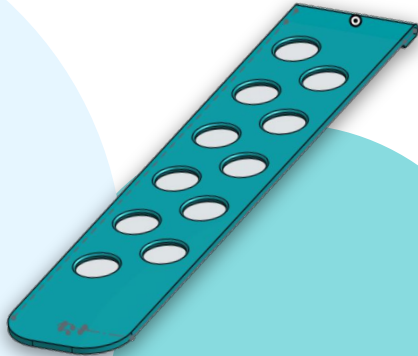
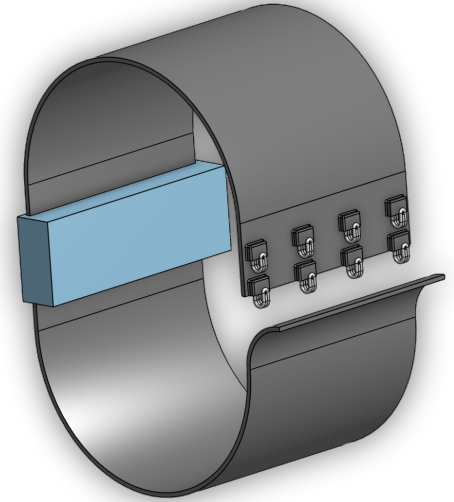
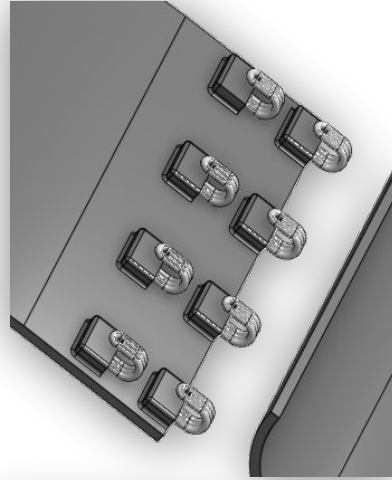
Features

- Heart Rate, Stress Level, Motion Tracking capabilities, accessible from companion app
- In-app companion encourages consistent exercise

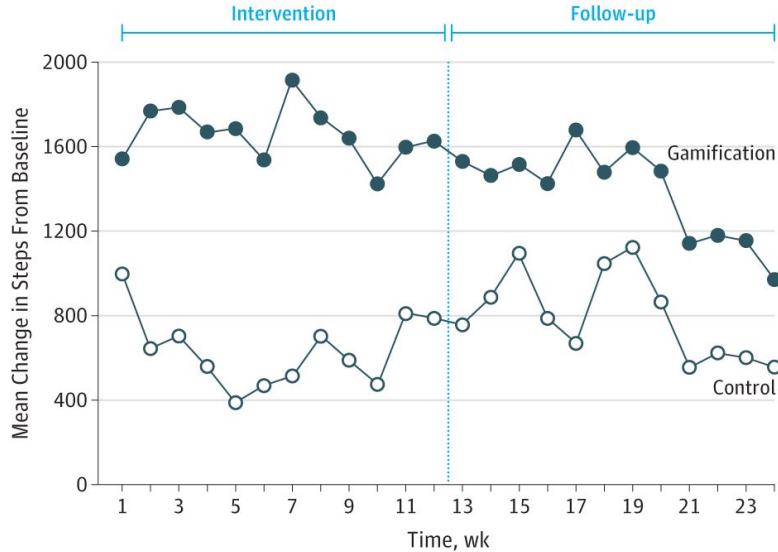


Our Progress

- Several design iterations
- Contacted manufacturers for quotes
- Designed a fully manufacturable PCB

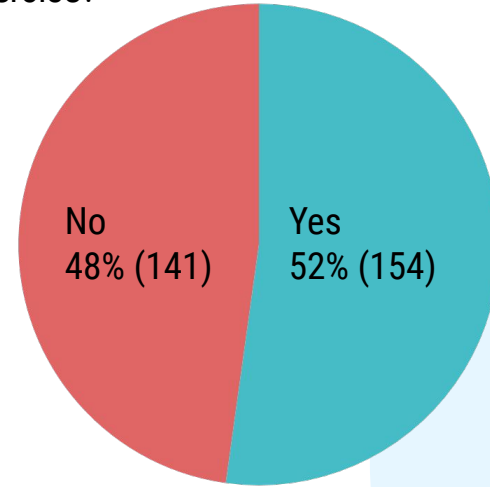


Market Validation



Gamification has been correlated to increased fitness among test subjects

> Would a virtual companion motivate you to exercise?



Over 50% of potential young adult users see value in our product proposition

Competitors & Our Advantage

Fitbit: Flex 2

Retail Price: \$50

Main features:

- Hourly activity goal
- 5 day battery life
- Requires special charger
- Simple screenless design

Xiaomi: Mi Band 5

Retail Price: \$40

Main Features:

- All day heart rate monitoring
- Large LCD display
- 11 different sports modes
- 14 day battery life

Our Advantages

Competitive Pricing

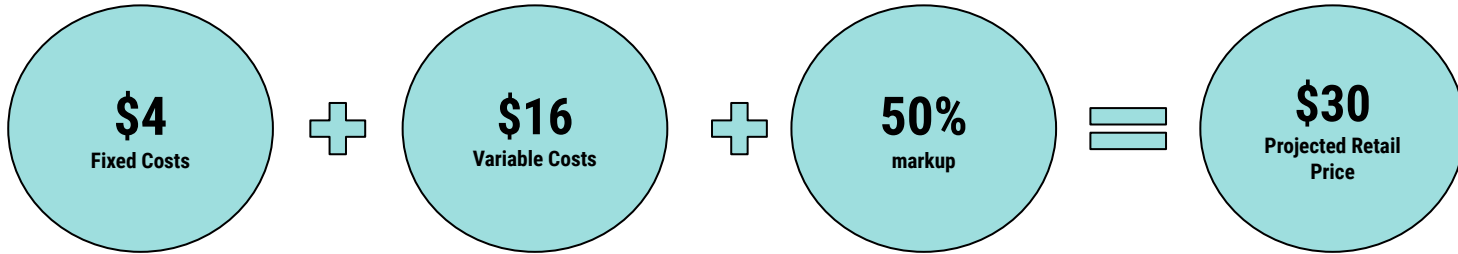
Long Battery Life

App provides incentive and advice to exercise

Universal Charging Port (USB-C)

Business Model

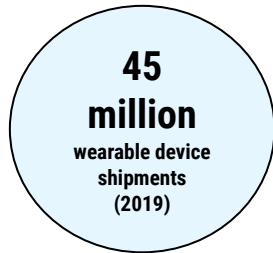
Cost Structure



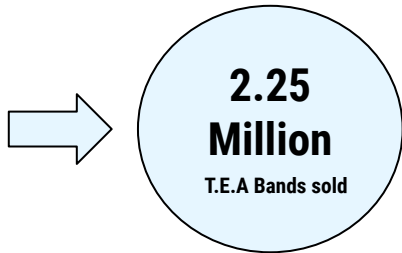
8% Amazon Fee
\$2 Shipping Fee
\$40 monthly payment

Electronics: \$8
Manufacturing: \$8

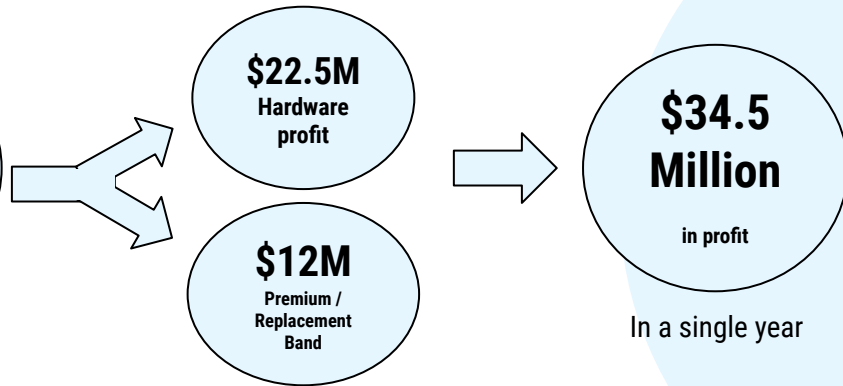
\$10 profit per unit



According to data from Statista



5% of available market



25% of users purchase replacement band
5% opt in for Premium plan

In a single year