BIOBEATS

Merging entertainment and healthcare to create lasting wellness

Pulse (Experiment 1)

The world's coolest stethoscope

Pulse generates music from your heart beat. With several music genres to pick from, Pulse's next update will include Celebrity music packs for 'in-app' purchase.

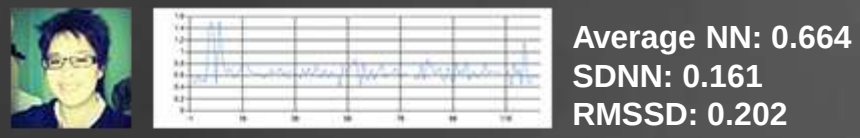
THE EXPERIMENT WORKED!

Broad demographic profile points to a **large market**

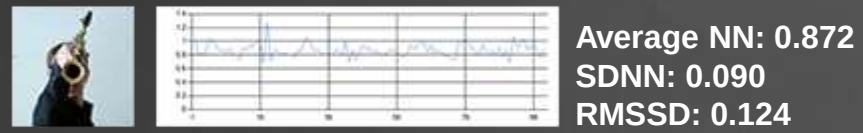
– 30% registered through Facebook
– average each session is 73.5 heartbeats long
– average heart rate: 66.69 bpm
– average session length: 65 seconds

Gender

Sample data



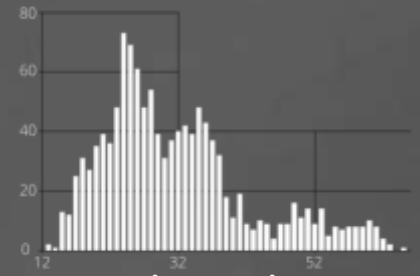
Average NN: 0.664
SDNN: 0.161
RMSSD: 0.202



Average NN: 0.872
SDNN: 0.090
RMSSD: 0.124

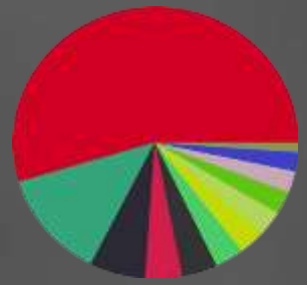
Average NN: 0.663
SDNN: 0.120
RMSSD: 0.190

Sessions logged



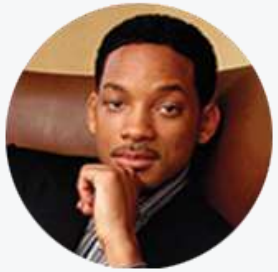
Age (avg. 28)

Countries



55% USA
13% UK
6% CANADA
3.9% RUSSIA
3.8% ITALY
3.2% CHINA
3.1% DENMARK
2.9% AUSTRALIA
2.8% GERMANY
2.7% NETHERLANDS
2.4% FRANCE
1.2% MEXICO

Still Motion



Will Smith

Zhen Fund

Cantora Records

Damon Wayans

Deepak Chopra

Kevin Colleran

Larry Marcus

Mark Beaven

Sam Salisbury

Sandeep Sood

Scooter Braun

ENIAC Ventures

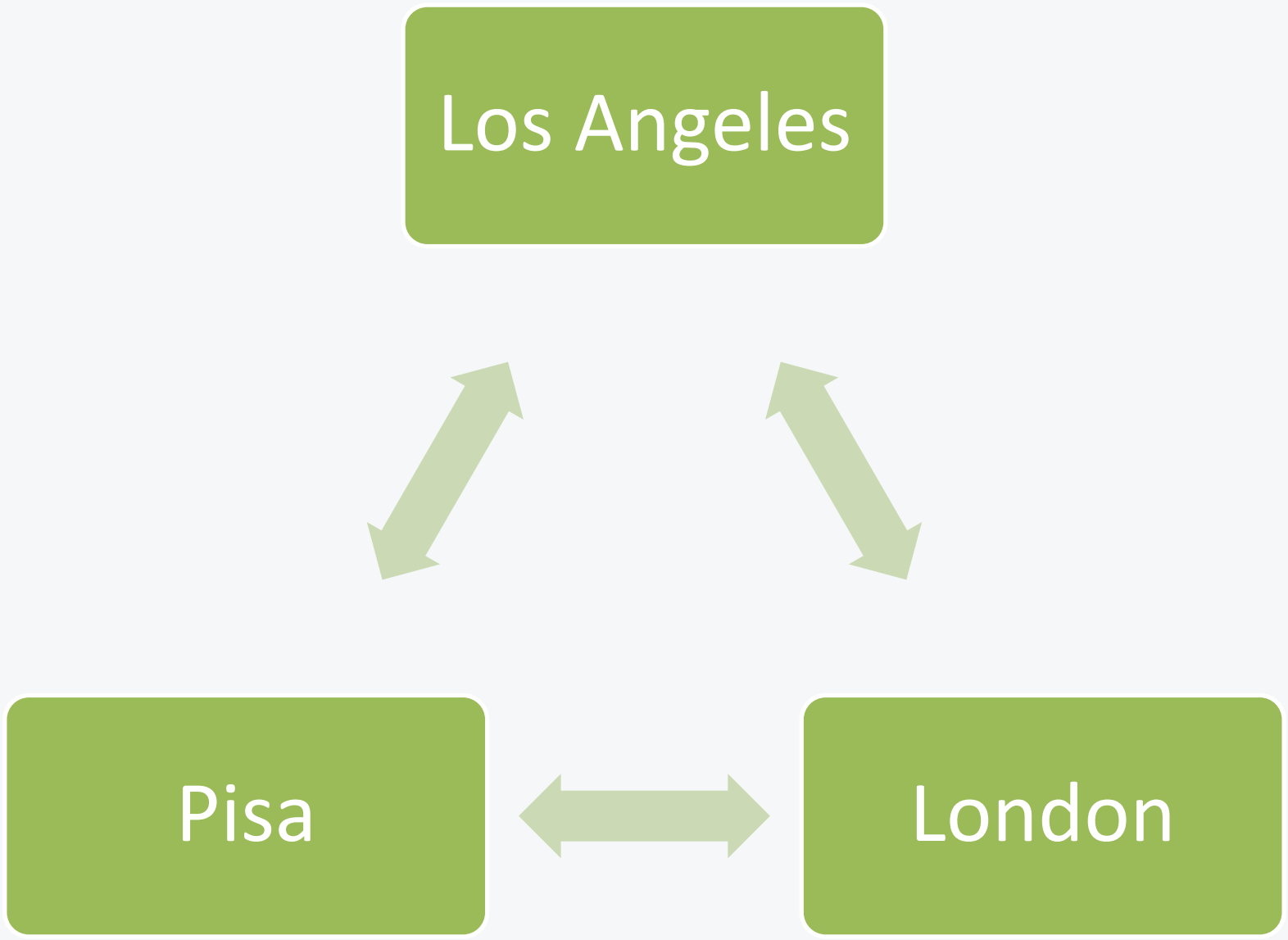
Ethelbert Williams

Far East Movement

Gotham Chopra

Justin Boreta

Ken Hertz


Los Angeles
Pisa
London

Platform for **evidence-based wellness**

Engaging apps
- Demonstrated efficacy
- Addicting gameplay
- Music discovery

Training programs
- Guided courses
- Target specific niches
- Celebrity endorsement

Detailed feedback
- Measure performance
- Track progress

We have created a range of **mobile and cloud-based** building blocks

Photoplethysmograph
Patented algorithms to capture heart rate and waveform (CV data) using a mobile phone camera

Breathing Engine
Combination of custom algorithms, CV data and accelerometer readings to record user's breathing patterns and pace

Movement Tracking
Technology to learn locations, types of movement (walking, driving, sitting) in order to connect to timing of alerts

PRODUCT OVERVIEW

Our hearts beat over 100,000 times a day

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Merging entertainment and healthcare to create lasting wellness