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!

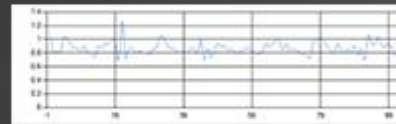## Broad demographic profile points to a **large market**

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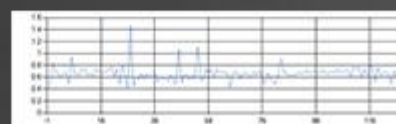– average heart rate: 66.69 bpm
– average session length: 65 seconds

Gender

59%

41%

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
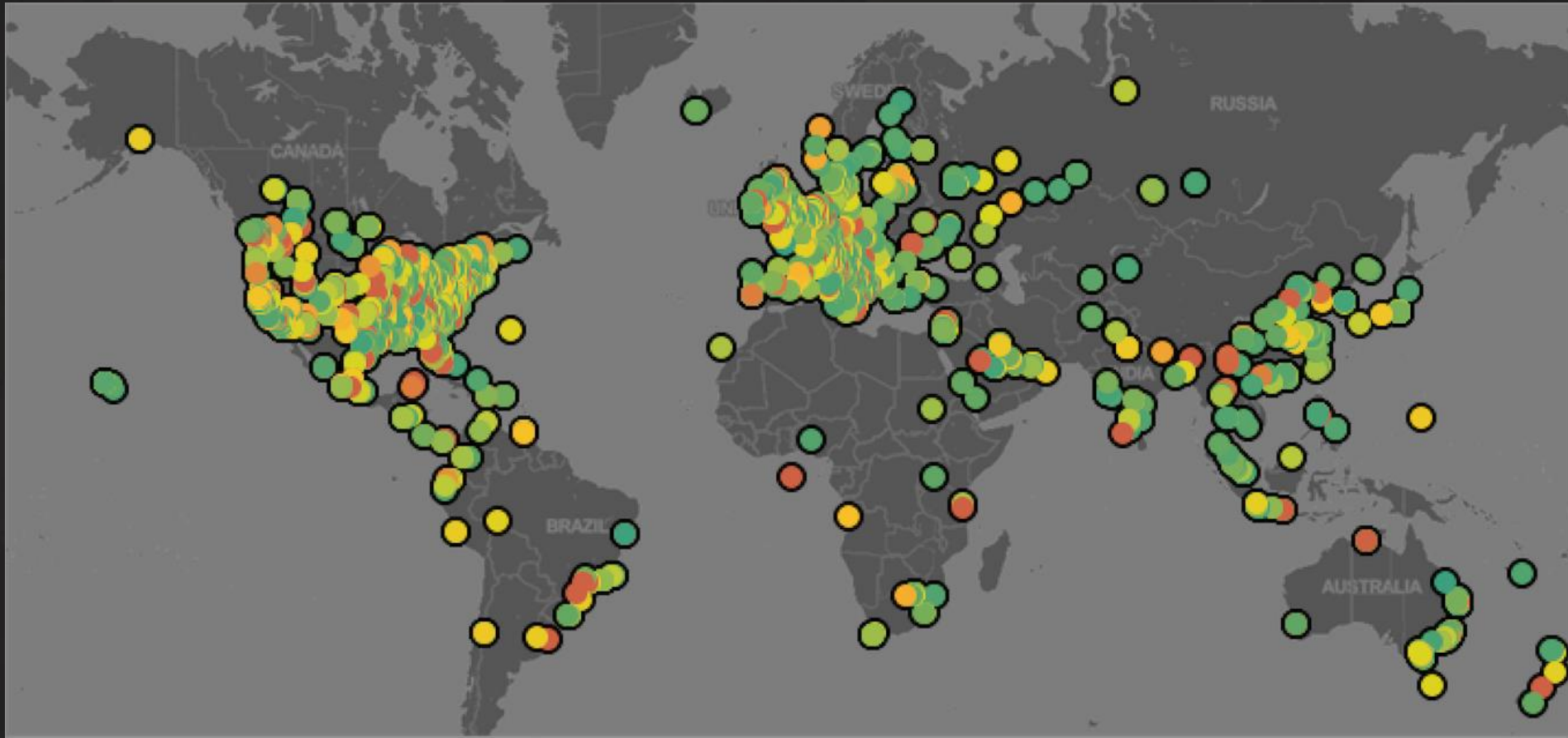
Age (avg. 28)
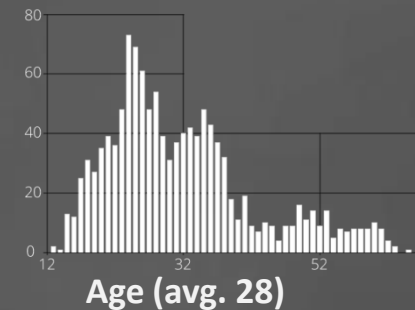
Countries
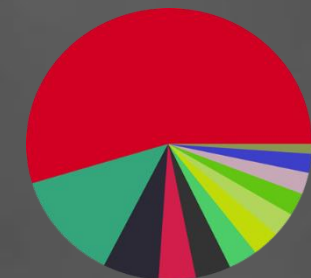
55%   USA
13%   UK
6%   CANADA
3.9% RUSSIA
3.8% ITALY
3.2% CHINA
3.1% DENMARK
2.9% AUSTRALIA
2.8% GERMANY
2.7% NETHERLANDS
2.4% FRANCE
1.2% MEXICO
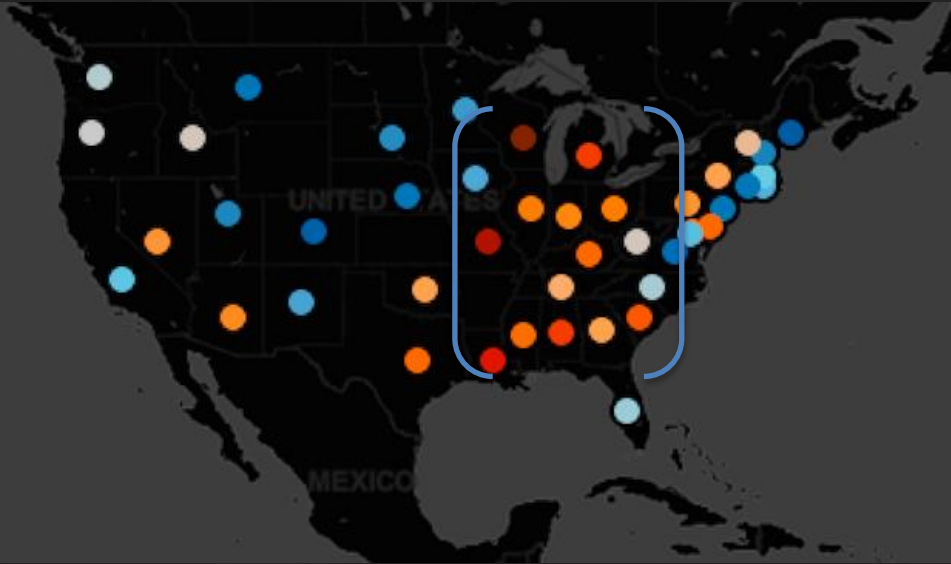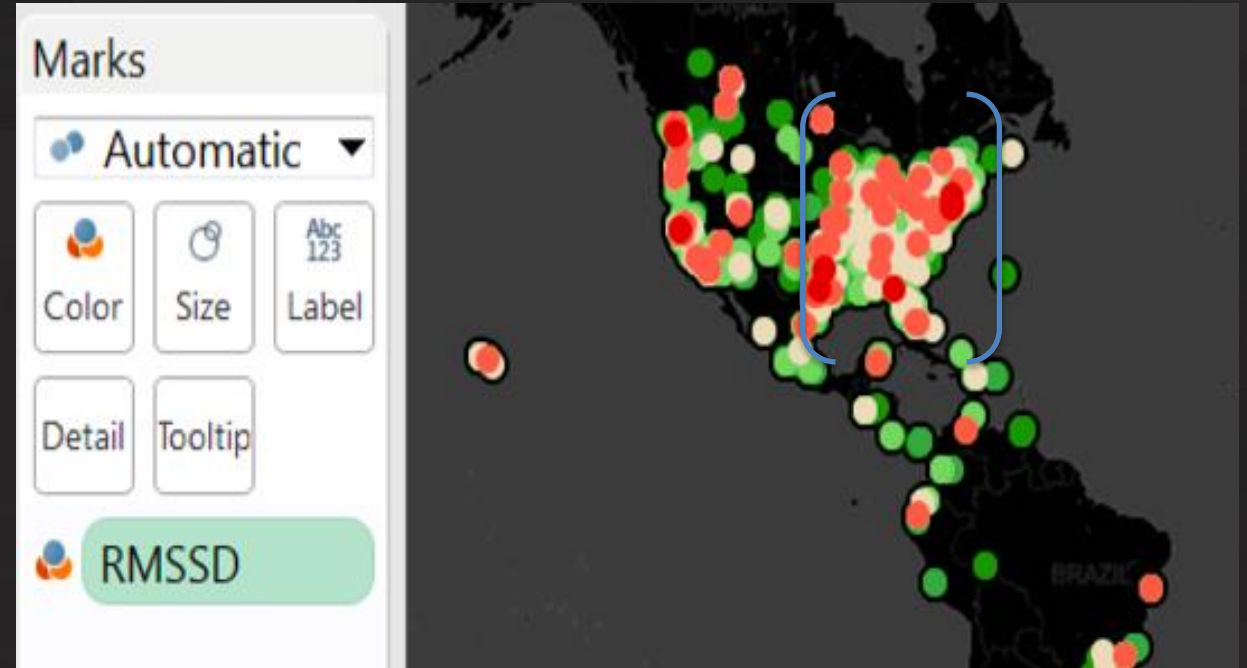
HRV in Pulse data from BioBeats Database.

15K users worlwide during World Echocardiology Summit

Obesity in the U.S.

World Heart Federation report

HRV in Pulse data from BioBeats Database.

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20% of Americans rate their levels of stress as extreme (8-10 out of 10)*

Work-related stress costs employers up to **$300 billion a year** but **only 36% of employees receive sufficient support to manage stress***

*SOURCE: American Psychological Association

US consumers already spend
$200 million annually on relaxation techniques

US employers already spend over
$2 billion annually on wellness programmes

Safety and efficacy – deep breathing

"The overall evidence from clinical trials and meta-analyses suggests that device-guided slow breathing can significantly lower BP. There are **no known contraindications** to the use of the device, and **no adverse effects** have been noted."

(Brook et al, 2013)

"**Cleared by the FDA** for the adjunctive treatment of high blood pressure and the **reduction of stress.**"

www.resperate.com

"Approaches for preventing and reducing stress"

A Harvard Medical School Special Health Report

"Breath focus is a simple yet powerful technique that can elicit the relaxation response for people of different backgrounds... [deep abdominal breathing] slows the heartbeat and can lower or stabilize blood pressure."

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

Our hearts beat over 100,000
times a day