

SpineChair

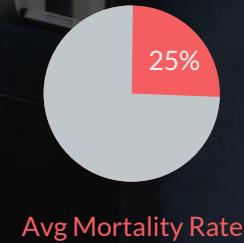


Internet of Things (IOT) based PaaS startup providing a platform solution for corporations and SMBs for their un-met needs of employee wellness, seating and floor management

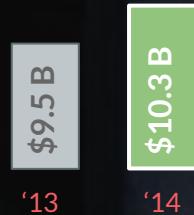
While few have already commoditised this space and are making pennies, we see an enormous growth with our service model

WE
GOT
YOUR
BACK

The increasing **brain labor** in organization
is forcing employees to live a sedentary
lifestyle for more than 5 hours a day

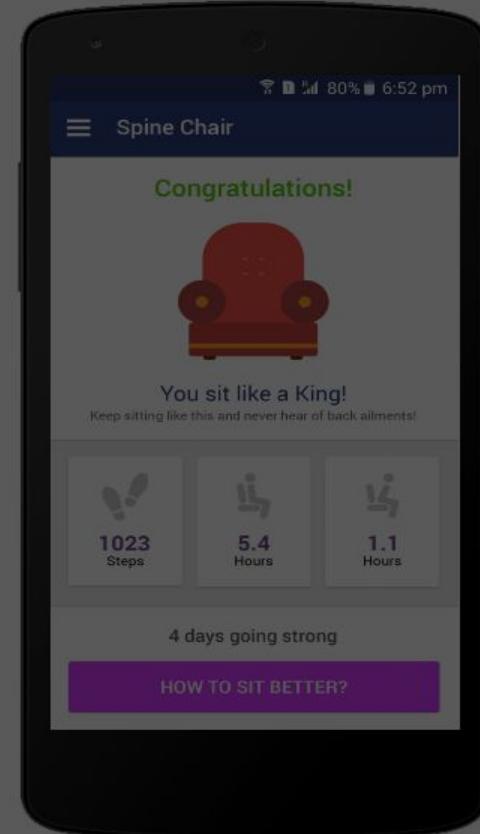


Also traditional **office chair manufacturers**
are facing heavy competition owing to fewer
innovation in their solution space



A large-scale PaaS powered IOT device meant for presence detection and posture correction

Services to add value and complement to all platform needs of its ecosystem



MOCKS

<https://marvelapp.com/3959429>

WM APP LINK
(in progress)

<http://e1d52cddb20d.cloud.wavemakeronline.com/SpineCare/>

OFFICE CHAIR MANUFACTURING INDUSTRY

\$18B

Office furniture
Manufacturing Industry

25%

Market share owned by SteelCase
HermanMiller has about 13%

Ergonomics

is mostly considered for
innovating / disrupting

CORPORATE WELLNESS PROGRAMS

\$147B

spent each year to
treat obesity illnesses

About \$600

spent annually by
employees

40% more

spent by employers
YOY since 2010

Up to 50%

of profits goes to
healthcare costs

Seating allocation strategy at BPOs

Resource Mgmt in places like hospitals

OFFICE CHAIR MANUFACTURERS

HR

Floor
Mgmt

(Herman Miller,
SteelCase)

Disast
-er
Mgmt

Research
Agencies

DEVICE

SpineChair

ADMIN

PLATFORM

AD
PUBLISHERS

Physical
Activity
Providers

INTEGRATION
VENDORS
(OfficeSpace)

Floor
Mgmt

Height
adjustable
desk
providers

OFFICE CHAIR VENDOR PARTNERSHIPS (eg Herman Miller)

IT / ITES

- Floor mgmt
- Corporate
- Wellness
- Programs

BPO

- Floor mgmt
- Seat Allocation
- Strategy

OPERATIONS

- Floor mgmt
- Metering & Process
- Improvement

Device Licensing, IOT Provisioning, Platform Services

FUTURE SCOPE

MORE THAN CHAIR

- Industries
- Construction Sites
- Hospitals
- Restaurants

Diversified offering,
Extensible business model

BUSINESS MODELS

USP	USAGE	VALUE	ADS	TRAFFIC
Device licensing Platform service model	Usage of platform services Subscription to services # of posture correct prompts	Subscription to value added & personalized services	Physical Activity Providers Office furniture & stationeries eTailers	Space mgmt tool providers (OfficeSpace Software, iOffice) Height-adjustable desk companies (Varidesk)
Office furniture manufacturers like Herman Miller	Large Enterprises, SMBs	Employees	Research Agencies Office furniture & Stationary	Integration partners

POSSIBLE ACQUISITION

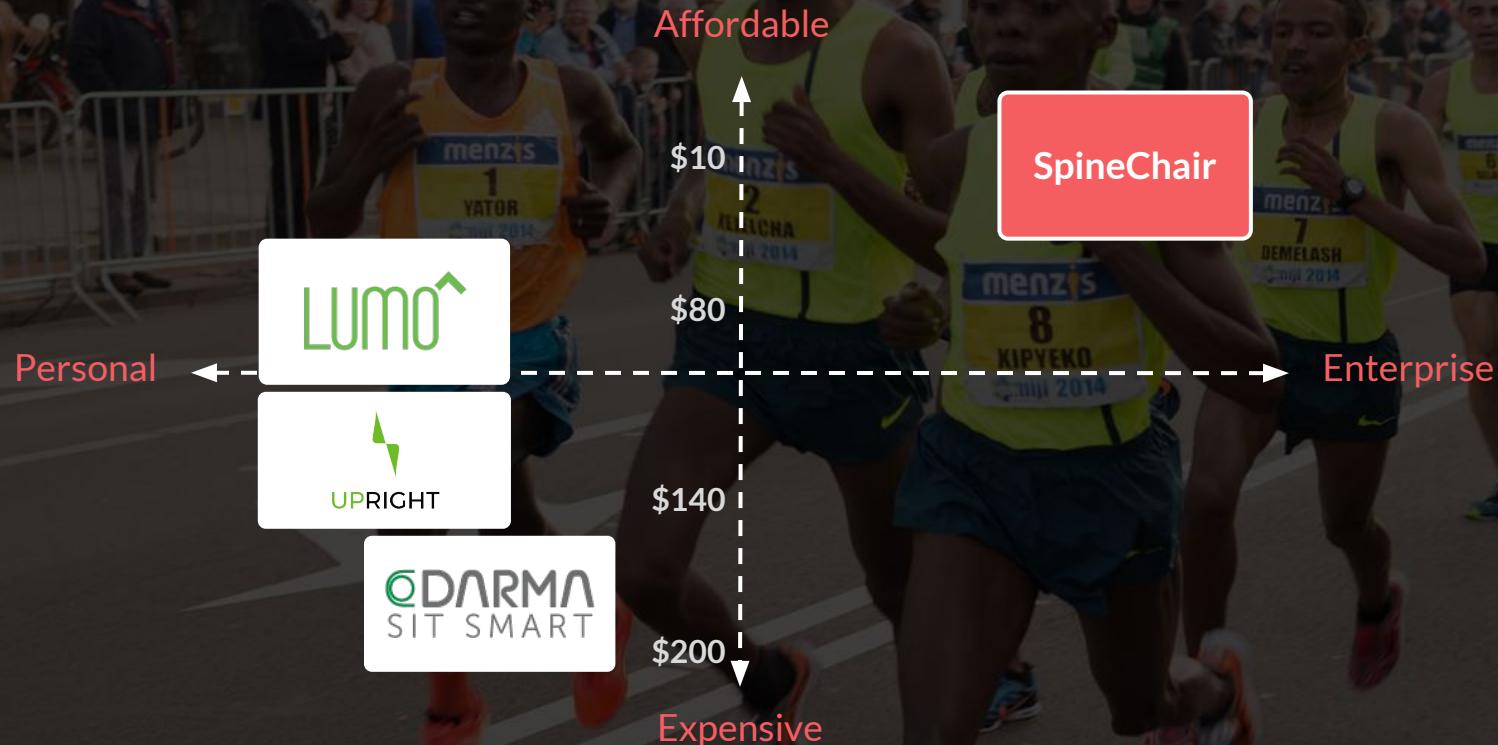
POSSIBLE ACQUISITION

COMPETITION



Price	\$80	\$140	\$199
Market Space	Personal Wellbeing	Personal Wellbeing	Personal Wellbeing
First Dispatch on	2014	2015	2016
Features	Wearable Device fits on collar, Posture and activity tracking	Smart learning algorithm Bluetooth, USB docking	Also detects vitals heart rate, respiratory rate and its waveforms

PRODUCT POSITIONING



GO-TO MARKET STRATEGY

APR 18

JAN 18

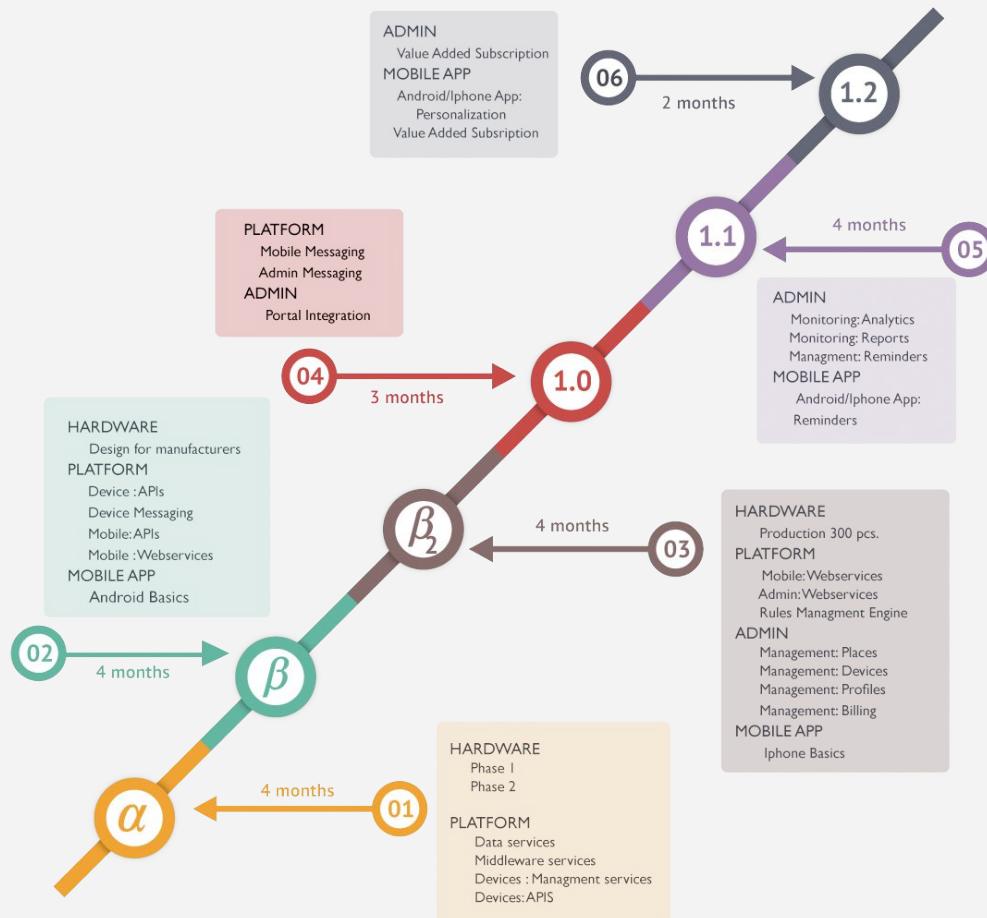
SEP

JUN

FEB 17

OCT

JUL 16



- Full-time marketing
- Customer success
- Vendor re-selection
- Product insights & customer needs analysis
- Value added services identification
- First production release
- Client onboarding, installation & integration services
- Dedicated customer support center
- First enterprise trial-run on Pramati HYD office
- Validate functional model, tune performance, iterate on feedback
- Case studies, blogs and social networks
- Lead generation and presales
- Vendor Identification
- Yammer for internal communications
- Blogging on design.imaginea.com

FINANCIALS



RESOURCE (per annum)

Project Manager	3 yrs	# 1	18L
Product Lead	4	1	12L
Module Lead	3	2	20L
Developers (iOS, Android, BE)	5	3	28.5L
Visual Designer/Illustrator	0-1	1	6L
Interaction Designer	2	1	9.5L
Testing (2 auto, 1 manual)	2-3	3	25.5L
Marketing/Sales	2	1	6.5L
Infra rental		13	5.28L

INR 1,31,28,000 / \$200,000

HARDWARE (one time)

INR 5,60,000 / \$8,600

INVESTMENT

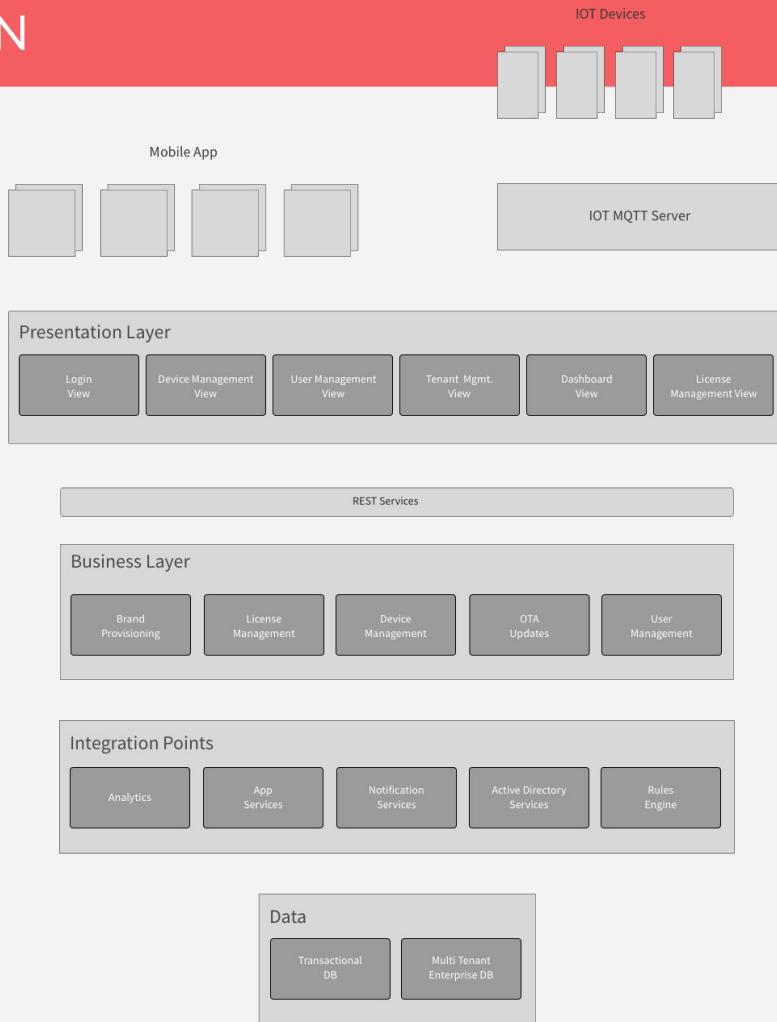
ASK

\$ 208,600

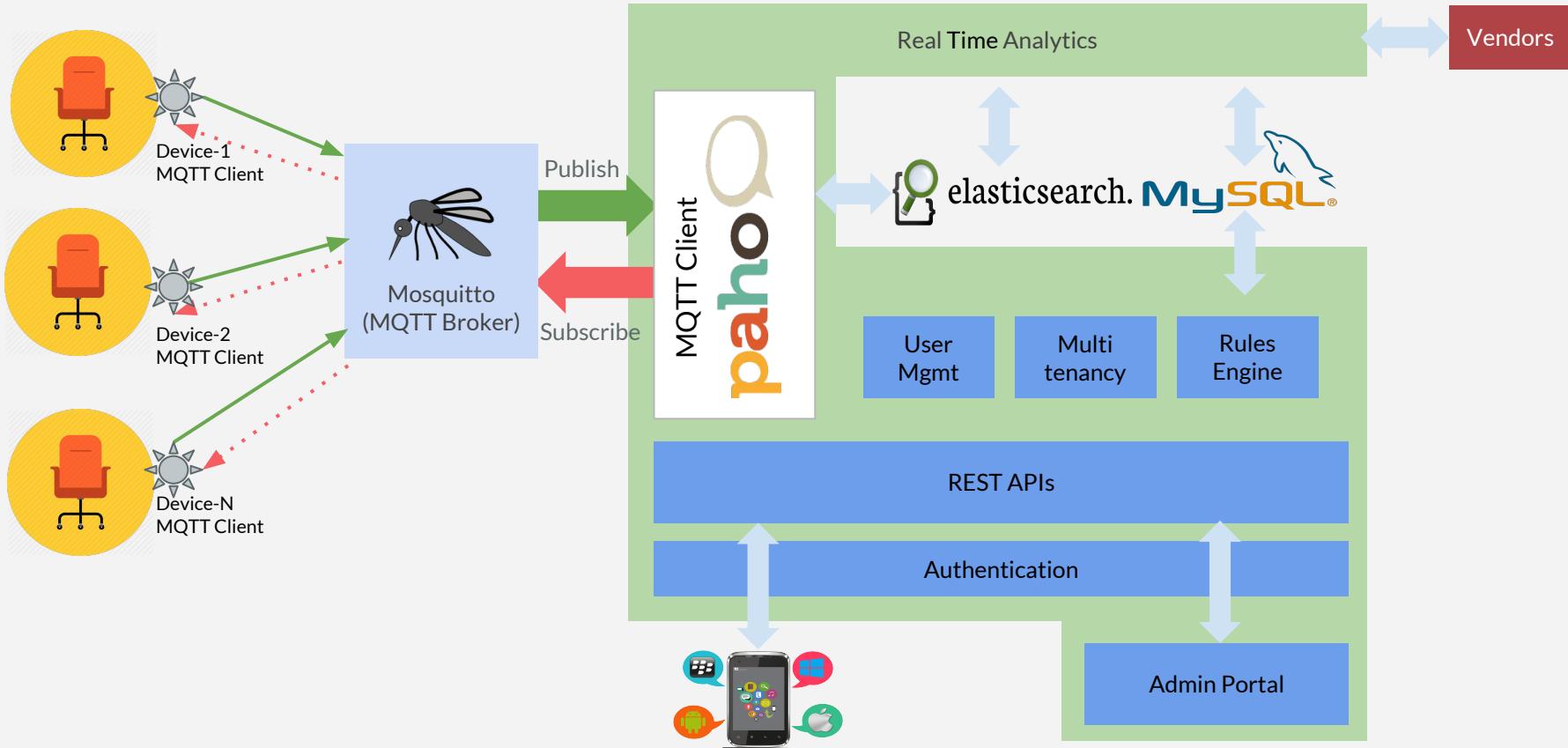
(INR 1.4 cr.)

Aug 16 ~ Aug 17

HIGH LEVEL DESIGN



TECHNICAL ARCHITECTURE



THANK YOU



SWOT

Growth Plan

Competitors' IPR / Patents

Revenue Streams

Business Model - Details

SWOT

STRENGTHS

Platform based service model
API first approach for IOT
Strong Tech Support
“Ready to sell” USP

Mass Production
Sales
Lead generation

OPPORTUNITIES

Fast enterprise scaling
Imaginea Clients Penetration
Faster TTM (with dev support)

Vendor lock-in
Commodity based products
embracing this concept

WEAKNESS

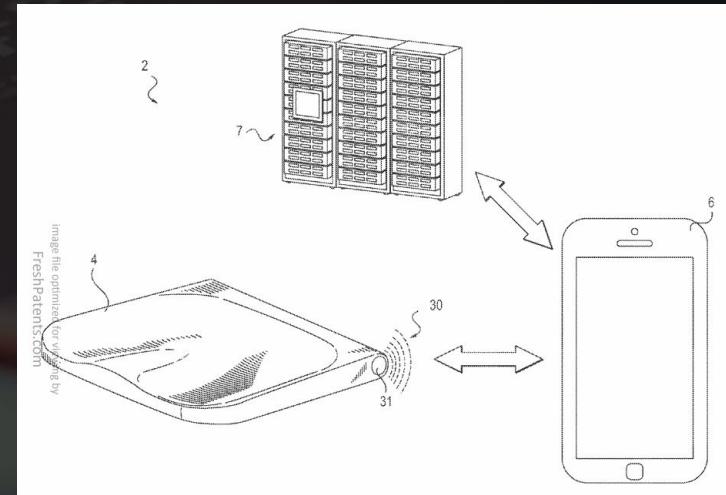
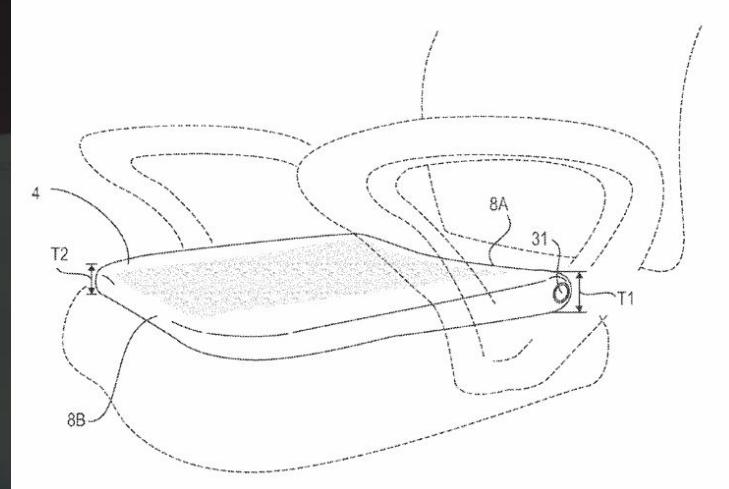
THREATS





Vital signs fiber optic sensor systems and methods

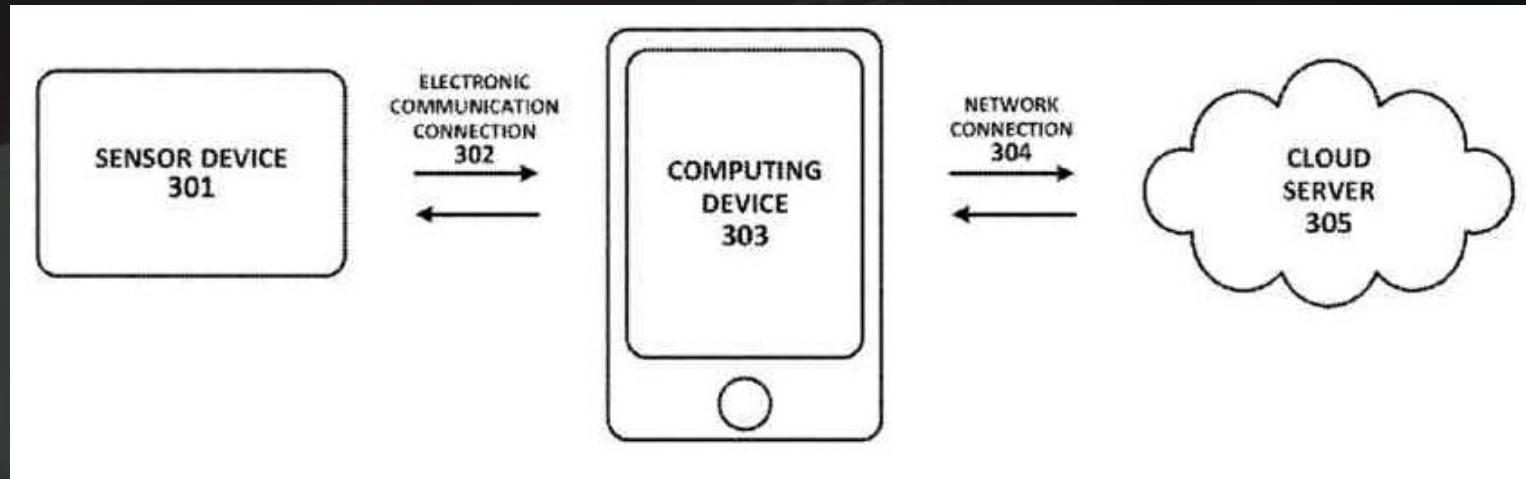
Systems and methods for posture and vital sign monitoring



LUMO[^]

System and biomechanical posture detection and feedback

System & biomechanical posture detection and feedback including sensor normalization



REVENUE STREAMS

EMPLOYERS	EMPLOYEES	ADS	INTEGRATIONS	ACQUISITION
Device Cost & Installation Posture Correct Prompts Seating & Floor Mgmt. Services Other Platform Services Private cloud Customization fee	Value Added Services Personalized Services	Physical Activity Providers Office furniture & stationeries eTailers	Space mgmt tool providers (OfficeSpace Software, iOffice)	Space mgmt tool providers (OfficeSpace Software, iOffice)
USAGE	VALUE	SPACE & CLICKS	TRAFFIC	USP

Based on the number of posture correct prompts the employees receive over a given time interval

CORPORATIONS (HC: 10K+)

\$0.01 / posture correct prompt

Annual spend on Corporate
Wellness program = \$ 7M

10 prompts / employee / day
Spent on SpineChair / yr= \$ 360K

SpineChair will help
cost cutdown by 94%

BUSINESS MODEL #2 - SUBSCRIPTION (call traffic)

Based on the usage of platform services for a specified duration

	TRIAL	SILVER	GOLD	PLATINUM
Organization Size	10	< 5000	5000 - 10K	> 10K
Instl. & Device Cost	Exclusive	Exclusive	Inclusive	Inclusive
Mobile App Download	FREE	FREE	\$1/iOS Android FREE	\$2/iOS \$1/Android
Platform Services	Admin (Limited)	Admin (Full)	Admin (Full) Employee (Limited)	Admin (Full) Employee (Full)
	FREE	\$29 / month	\$69 / month	\$99 / month

BUSINESS MODEL #3 - SUBSCRIPTION (service types)

Based on the subscription to platform service types

	FREEMIUM	PREMIUM	ELITE
Organization Size	Any	Any	Any
Installation & Device Cost	Exclusive	Exclusive	Exclusive
Mobile App	FREE	FREE	FREE
ADMIN (Enterprise Subscription)	TBD	TBD	TBD
Basic	Yes	Yes	Yes
Customized Services	NA	Yes	Yes
Infra. Deployment	NA	NA	Yes
EMPLOYEE (Personal/Enterprise Subscription)	TBD	TBD	TBD
Basic	Yes	Yes	Yes
Value Add Services	NA	Yes	Yes
Personalization	NA	NA	Yes