

SpineChair

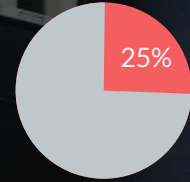
Internet of Things (IOT) based PaaS startup providing a platform solution for corporations and SMBs for their un-met needs of employee wellness, seating and floor management

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



Avg Mortality Rate

\$9.5 B

'13

\$10.3 B

'14

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

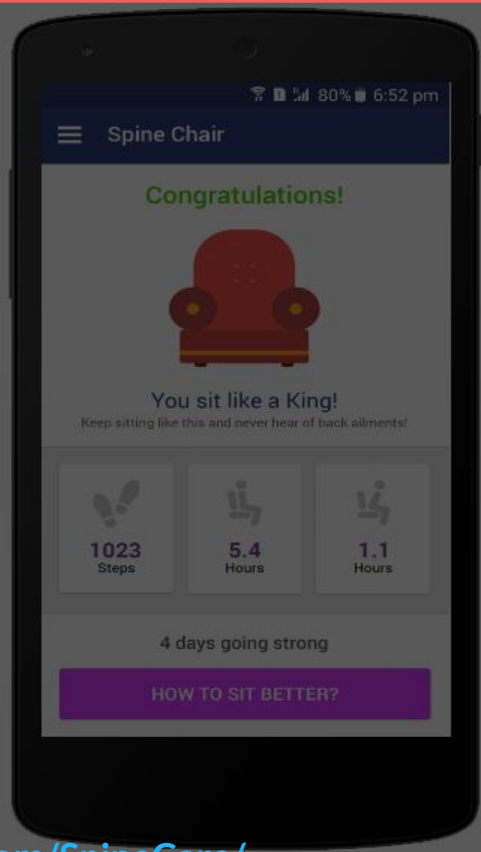
Services to add value and complement
to all platform needs of its ecosystem

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

Upto 50%

of profits goes to
healthcare costs

Seating allocation strategy at BPOs

Resource Mgmt in places like hospitals

OFFICE CHAIR MANUFACTURERS

(Herman Miller,
SteelCase)

DEVICE

INTEGRATION
VENDORS
(OfficeSpace)

Floor
Mgmt

Height
adjustable
desk
providers

SpineChair

ADMIN

PLATFORM

AD
PUBLISHERS

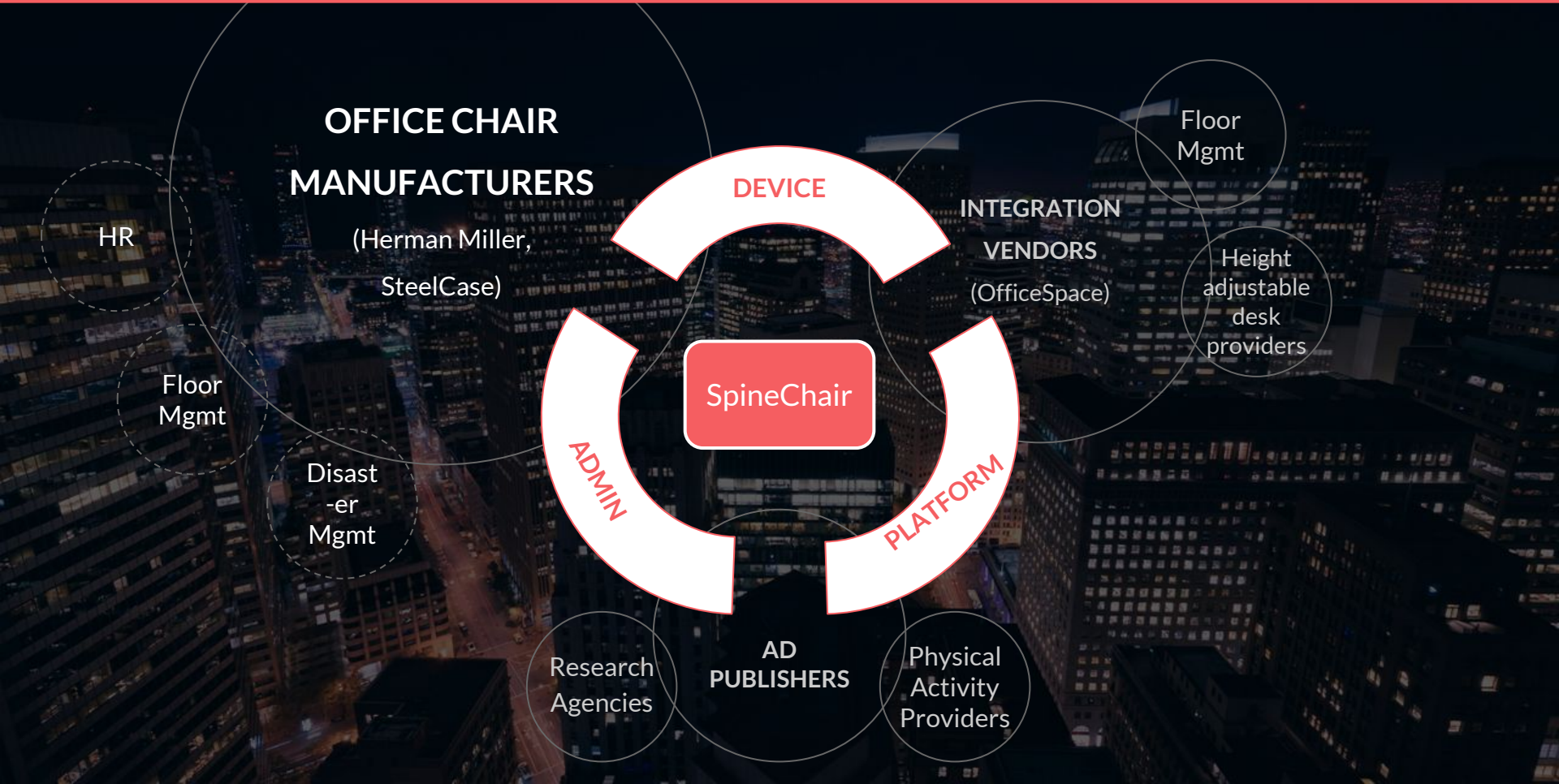
Research
Agencies

Physical
Activity
Providers

Disast
-er
Mgmt

Floor
Mgmt

HR



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

Device licensing
Platform service
model

Office furniture
manufacturers like
Herman Miller

USAGE

Usage of platform
services
Subscription to
services
of posture correct
prompts

Large Enterprises,
SMBs

VALUE

Subscription to value
added & personalized
services

Employees

ADS

Physical Activity
Providers
Office furniture &
stationeries eTailers

Research Agencies
Office furniture &
Stationary

TRAFFIC

Space mgmt tool
providers
(OfficeSpace
Software, iOffice)
Height-adjustable
desk companies
(Varidesk)

Integration
partners

POSSIBLE ACQUISITION

POSSIBLE ACQUISITION

COMPETITION

LUMO⁺




UPRIGHT



 DARMA
SIT SMART



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

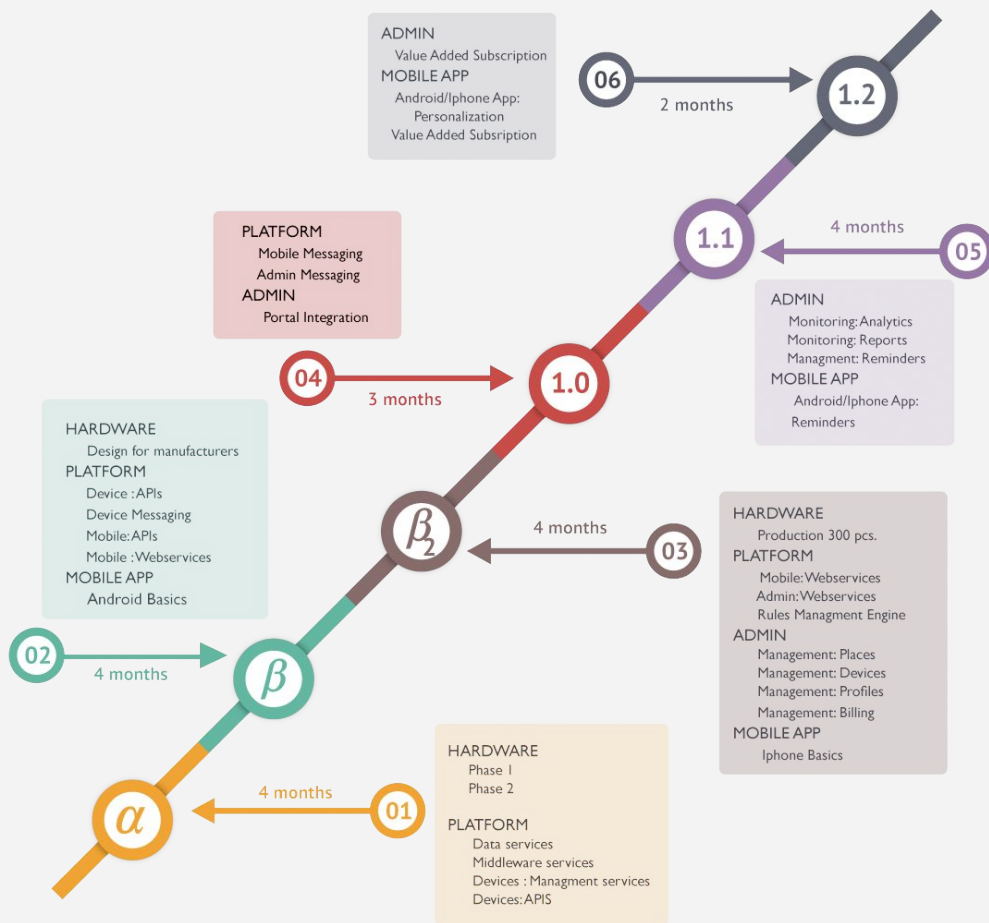
SEP

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)

POC & Prototyping	1	10K
Design & Engineering	1	2L
Pre Production	1	50K
Production	#300	3L

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

INVESTMENT

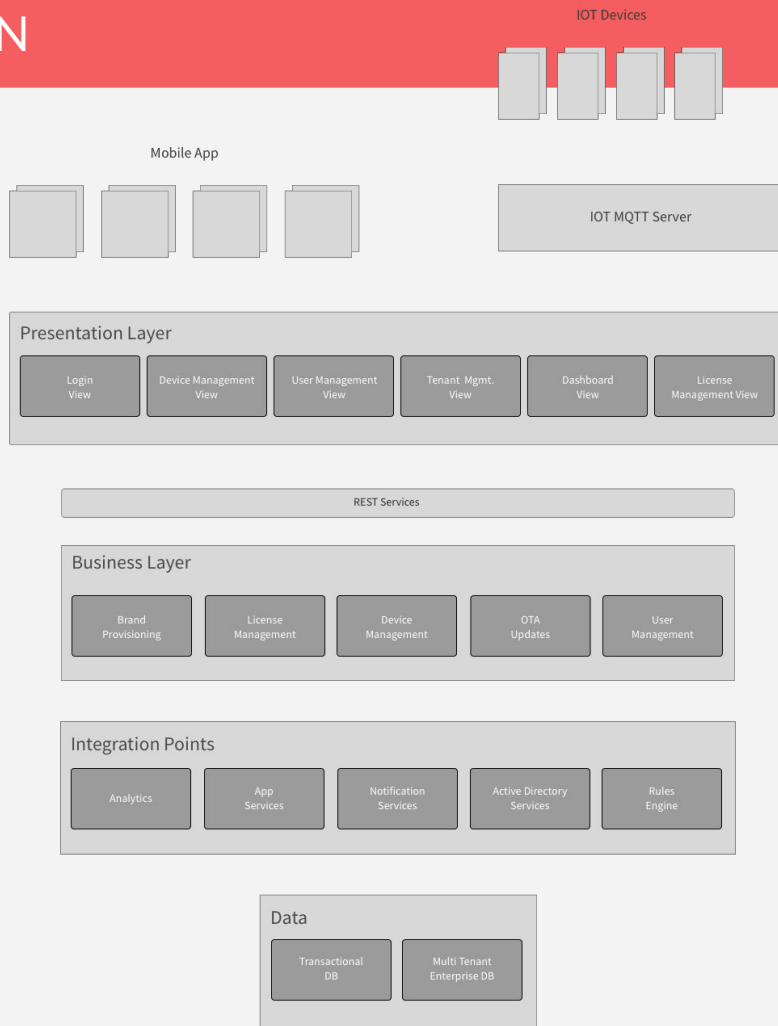
ASK

\$ 208,600

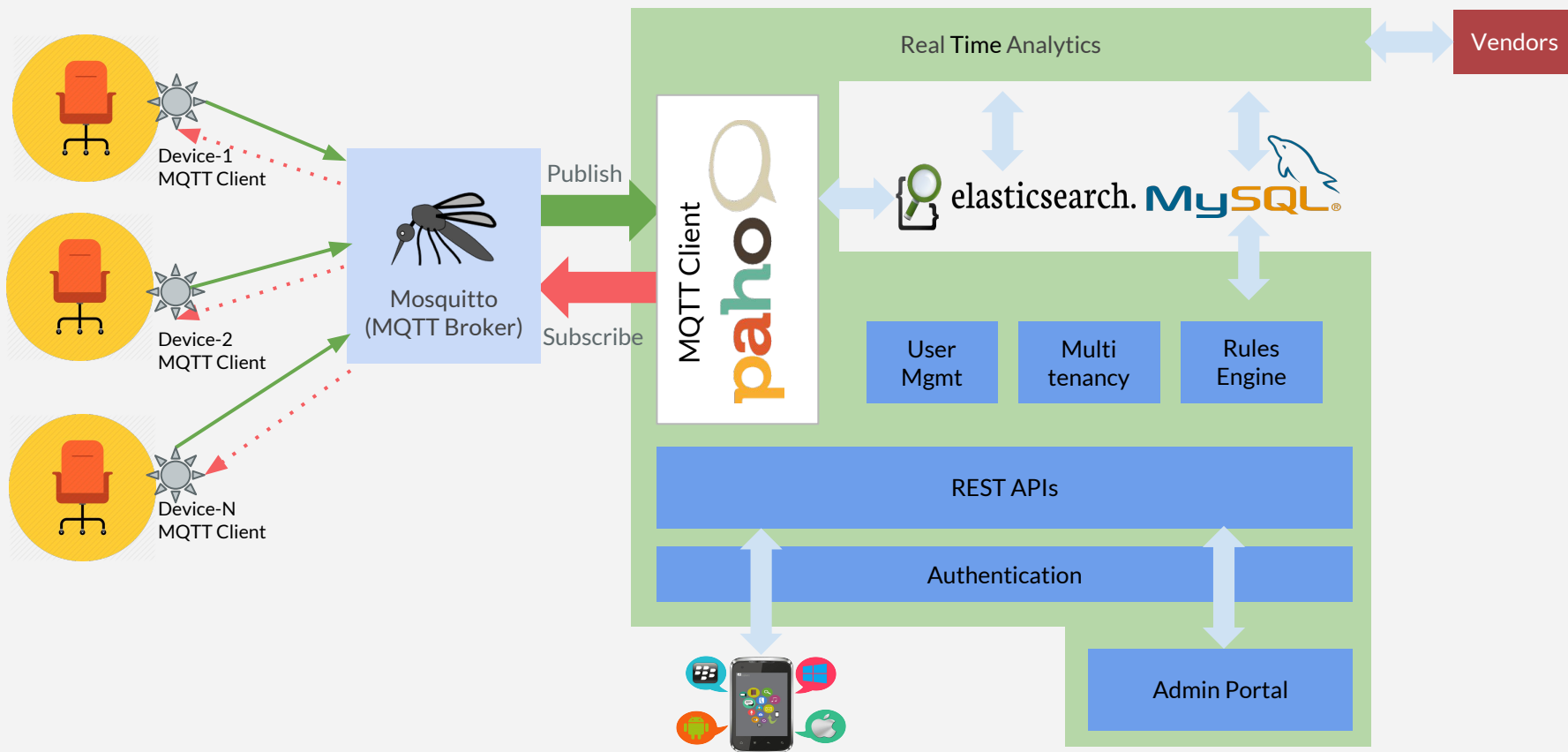
(INR 1.4 cr.)

Aug 16 ~ Aug 17

HIGH LEVEL DESIGN



TECHNICAL ARCHITECTURE



THANK YOU



SWOT

Growth Plan

Competitors' IPR / Patents

Revenue Streams

Business Model - Details

STRENGTHS

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

Mass Production
Sales
Lead generation

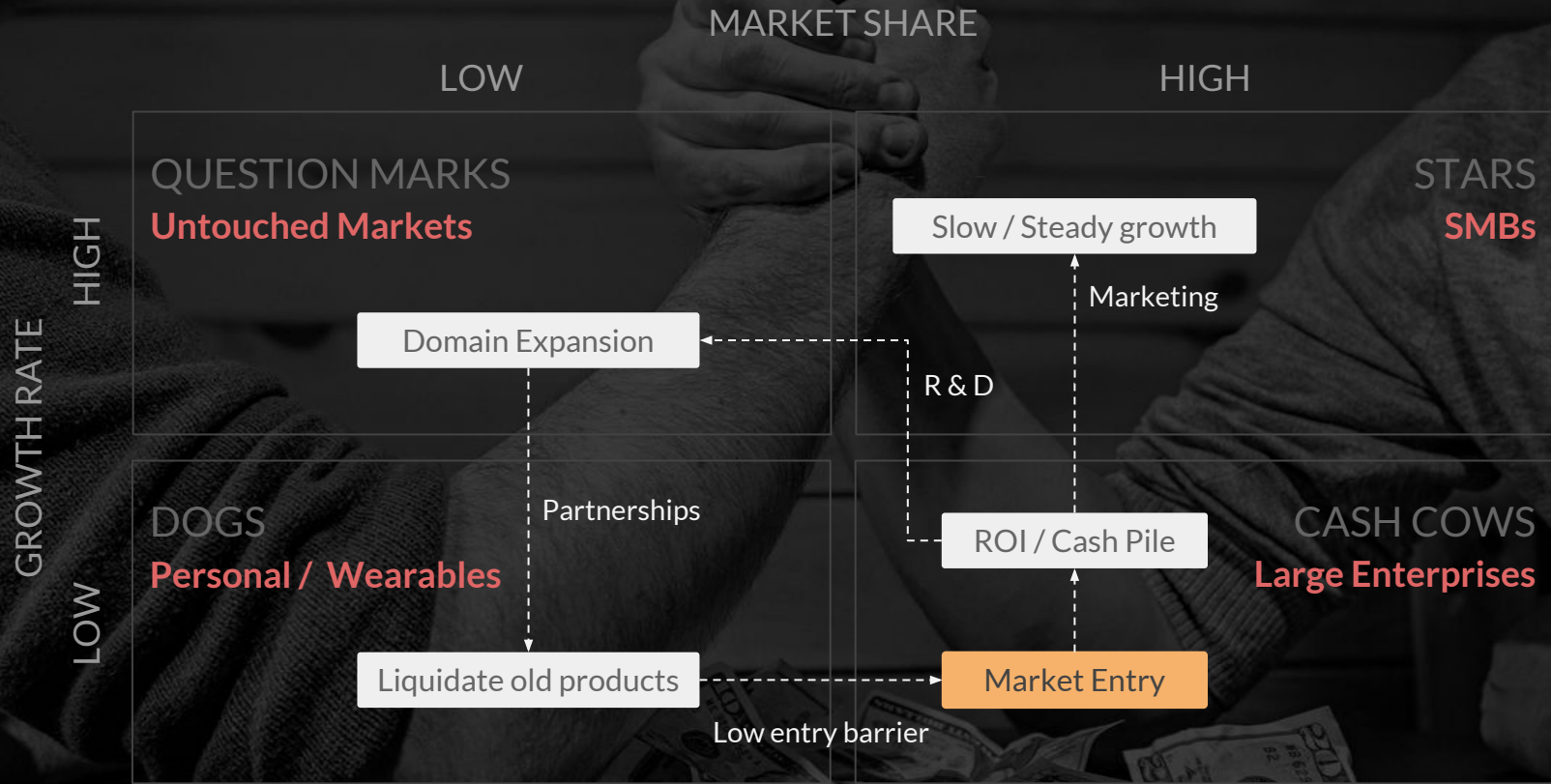
WEAKNESS

OPPORTUNITIES

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

Vendor lock-in
Commodity based products
embracing this concept

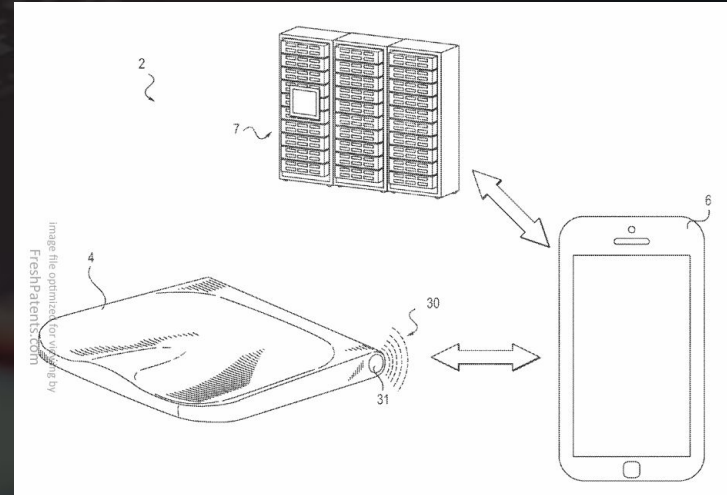
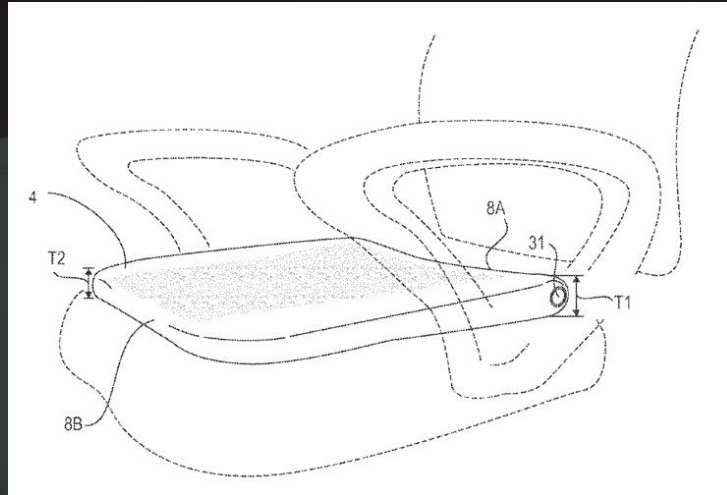
THREATS





Vital signs fiber optic sensor systems and methods

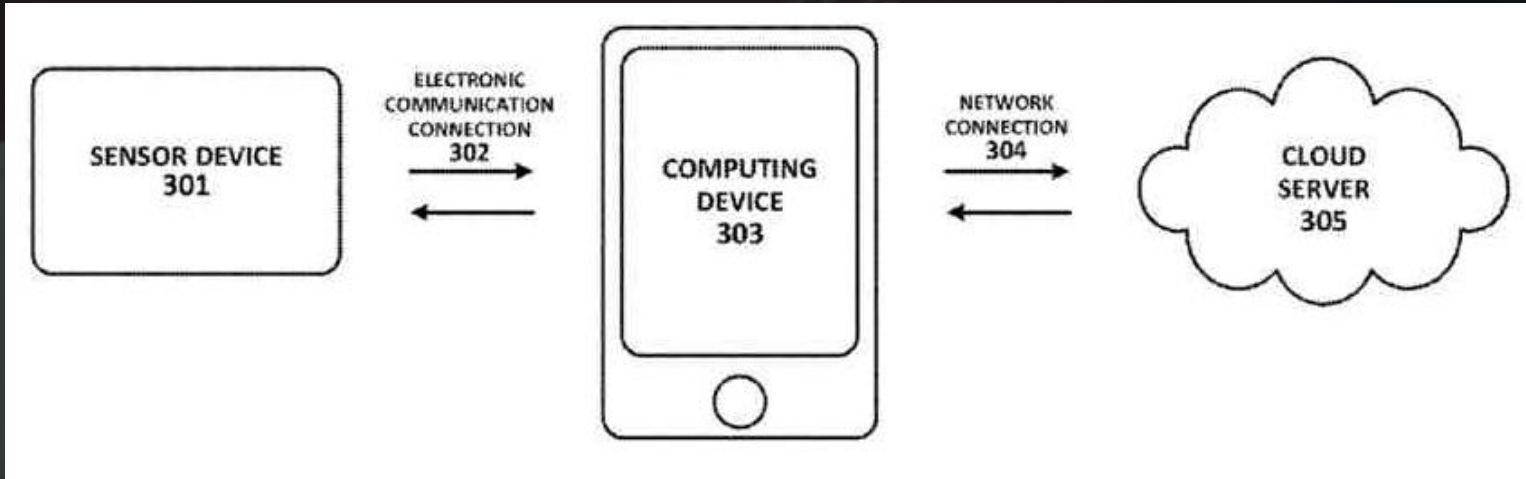
Systems and methods for posture and vital sign monitoring





System and biomechanical posture detection and feedback

System & biomechanical posture detection and feedback including sensor normalization



REVENUE STREAMS

EMPLOYERS

Device Cost &
Installation
Posture Correct
Prompts
Seating & Floor Mgmt.
Services
Other Platform
Services
Private cloud
Customization fee

USAGE

EMPLOYEES

Value Added Services
Personalized Services

VALUE

ADS

Physical Activity
Providers
Office furniture &
stationeries eTailers

SPACE & CLICKS

INTEGRATIONS

Space mgmt tool
providers
(OfficeSpace
Software, iOffice)

Height-adjustable
desk companies

TRAFFIC

ACQUISITION

Space mgmt tool
providers
(OfficeSpace
Software, iOffice)

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%

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

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