YOPI

Advanced Personal Companion for Health & Fitness
Elevator Pitch

YOPI revolutionizes personal fitness wearables

What?
Paradigm Change
- Oxygen consumption VO2 measurement without a mask
- Monitoring physiological condition 24/7
- On-line Health & Fitness personal companion

How?
Breakthrough Technology
- Innovative Patent Pending Sweat Bio-Sensors
- Sophisticated methods and Algorithms

Why?
Hot Market
- Fast growing to $10 Billion by 2020
- Driven by demand
Combine Experience Entrepreneurs, Managers & Talented Scientists

**The Team**

Hemi Re'em  
**President & BD**  
An experienced entrepreneur & manager with a wide skillset and 25 years of experience in managing, planning and implementing business & marketing strategies.  
Founder of Orycle  
VP R&D & BD at Magen EcoEnergy, IMI & ApNano

Dr. Menachem Genut  
**CSO**  
A serial entrepreneur, senior manager and prolific innovator in the fields of Materials Science, Semiconductor Manufacturing, Chemistry and Nanotechnology.  
Founder & Lead ApNano  
Materials to exit,  
Co-founder of ORAMIR  
Semiconductor Equipment

David Freidenberg  
**CEO**  
An experience managing director with more than 15 years hand-on activity in the IT & Telecommunication hardware and software high tech industry.

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**Professional Team**

Bio-Sensor Team Leader  
Prof. Fernando Patolsky

Algorithm Team Leader  
Dr. Ronen Almog

Head of Physiological Dep.  
Dr. Shon Portal

Head of Electronic Dep.  
Tzvi Shpitalnik

Marketing Consultant - Team Sport Industry  
David Blu
The Challenge

Training must be personalized to each individual to be effective

Training with Heart rate by itself, as measured by trackers today is based on statistics and not on personal abilities

Oxygen consumption VO\textsubscript{2} is individual and depends on physiology and fitness level

Oxygen consumption VO\textsubscript{2} is a key factor for optimal training

Today, the only way to measure Oxygen consumption VO\textsubscript{2} and VO\textsubscript{2}Max is indoor, in a laboratory using special equipment and a mask

YOPI is going to change it
YOPI IS A TRUE REVOLUTION IN THE FITNESS TRACKER MARKET

YOPI measures Oxygen consumption VO2 in real time, from the user body and biomarkers from the sweat

YOPI gives on-line, dynamic instructions according to present physiology and goals

YOPI monitors the fitness level and also customize in health condition
Unique Competitive Advantages

- YOPI supply an on-line constant dynamic training instructions according to individual physiology and goals

- YOPI real-time feedback gives each individual the ability to train at peak efficiency while maintaining healthy condition.

From an independent Market Review:

**Summary**

“Within this current web research …., no bio-sensor – based technology solution for real time monitoring of oxygen consumption, similar to YOPI’s was found. “
Market Opportunity

2016
61 million units
$4.6B market

2020
187 million units
$9.8B market

Global Revenue in the Fitness segment ($M)

Source: CCS Insights

17% CAGR

Source: Statista
Competition - Worldwide Status

The competition to YOPI originates from existing fitness trackers as well as fitness trackers that are in development and will reach the market in conjunction with YOPI. Additional (though indirect) competition may arise from smartwatches & mobile apps that offer personal training programs by connecting to existing fitness trackers.

Existing Fitness Trackers

There are dozens of different fitness trackers in the market today; however, most of them are extremely basic and usually only inaccurate step count, distance, and heart-rate monitoring. The market is led by several major brands such as Garmin and Polar, Fitbit, Etc.

Planned Fitness Trackers

The fitness tracker market is dynamic and new products are announced and developed constantly. The company’s product launch will be in 12-18 months and as such will face competition from new trackers not yet available on the market.

ECCRINE

Eccrine Systems® is developing non-invasive, electronic wearable systems that measure and transmit real-time data about human sweat. Lately raised $5.5 million, concentrating mostly on the health market.
SWOT Analysis

**Strengths**
- Unique and patented technology
- Monitoring personal physiology online and training in real time accordingly
- Looking after the user health condition 24/7 and advising accordingly

**Weakness**
- New player in the market
- Need to educate the market

**Opportunities**
- Fast growing markets
- There is a need to more advance sophisticated monitoring
- All new market in the sport team market

**Threat**
- Market’s awareness is only for Heart rate monitoring
- Markets leaders such as Fitbit, Garmin, Polar
Business Model

**Wearable - Hardware Sales**
- Online + retail outlets
- Target Price: $149-$199

**Sport Teams & Professionals Athletes**
- Specials Solution
- Hardware & Software

**Mobile app - Subscription**
- Per module monthly subscription pricing
  - $3/month for running module
  - $5/month for running + cycling modules
Timeline Post Financing

Step 1: Team Building
Month 2

Step 2: Initial Prototype
Month 4

Step 3: Working Prototype
Month 9

Step 4: First Production Batch & Crowd-funding Campaign
Month 13

Step 5: Retail Sales
Month 16
YOPI
Your Personal Health & Fitness Companion

Thank You

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