



Traction Health Inc.
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Executive Summary

Mission:

We want our customers to be better informed about their health and wellness by providing the information and incentive they need to make sustainable, healthy choices that get results.

Traction Health offers an activity tracking platform that collects and analyzes movement, biometric, and mood data empowering corporate and consumer customers with real activity data and relevant information.

Corporations and wellness providers can use our biometric authenticated, employee health data to incentivize employees and improve negotiations with insurers, while protecting the employees' personal health information.

Immediate Market:

Based on published articles about Fitbit user behavior, Traction Health estimates that at least 25% of Fitbit customers, ~16 million, are ready to embrace technology that provides better information, more encouragement and helps them to achieve better health.

To measure a positive corporate ROI, corporations need accurate, relevant and authenticated employee data. This is currently not delivered by any wrist based activity tracking devices.

First Product – “Traction Health”:

Traction health offers a suite of products anchored by the Traction Insole, a foot based sensing platform combining force measurements augmented by accelerometers and temperature sensors.

Our user interface, Traction 365, provides metrics on Movement, Mass, Mechanics, and Metabolism. Additionally, we track changes in Mood, correlating it with insole data for the purpose of establishing positive habit change.

TractionIO analyzes the activity patterns and generates a score we call the Personal Health Index (PHI) that represents the users' current health status and trends. Groups can roll individual PHI scores to generate a community score called the Community Health Index (CHI) allowing communities, corporations, or teams to assess the relative health of their organizations.

Marketing/Sales:

Traction Health will engage a public relations company with relevant experience to saturate news outlets with information about its upcoming product and service. The PR effort will support the buildup to a crowd funding campaign either through a company created website or by using an external company like Kickstarter.

As part of corporate health sales strategy, Traction Health will engage corporations through corporate health consultants, insurance companies and other companies already established as corporate vendors.

Traction Health Team:

Co-Founder and CEO: Anthony King, Vancouver BC, Canada.

Co-Founder: Bjorn Svae, Posture Dynamics, Olympia WA, USA.

Co-Founder: Dallas Fortino, San Jose CA, USA

Other key talent have made commitments to the founders to join our mission once funding has been acquired.

Product Development:

Software Development and Cloud Infrastructure:

Two “key talents” with significant program management and successful experience with large scale cloud based infrastructure and database security will oversee the software, cloud based development, and integrations.

Hardware Development:

Bjorn Svae will lead the hardware product development. Several responses to RFP's for the sensors and electronics integration are under evaluation. A company with expertise in adhesives and molding processes is developing a proposal for encapsulating the sensors and electronics hardware in a durable elastic compound.

Marketing and Sales:

Two “key talents”, one with significant PR experience and running successful crowd funding campaigns and one with building corporate marketing and sales strategies will contribute to our go to market strategy.

Until funding and further talent has been identified, operations and finance will be the responsibility of the founding partners. Corporate legal and intellectual property representation has been established.

Long Term Perspective:

Traction Health will initially be a hardware company also offering a subscription applications service. By year 3 the large volume of user health and wellness data collected will put Traction Health in a position of becoming a health-related data repository and data science company. Traction Health will have products ranging from simple activity tracking to pattern recognition with the ability to make predictions and offer advance suggestions for users to avert musculoskeletal and other health concerns. Traction Health envisions establishing partnerships with complimentary companies that will access data through our API or extend the use of our platform to create new products and services.

Time Line/:

Item	Time (funding+)	Development Cost
Product development	8 months	\$725,000
Go to market cost	8 months	\$480,000
Talent/Equipment/Facilities	12 months	\$650,000