



YOPI

**Advanced Personal Companion
for Health & Fitness**

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



The Team

Combine Experience Entrepreneurs, Managers & Talented Scientists



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 ORAMR Semiconductor Equipment



David Freidenberg

CEO

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

Professional Team

Bio-Sensor Team Leader

Algorithm Team Leader

Head of Physiological Dep.

Head of Electronic Dep.

Marketing Consultant - Team Sport Industry

Prof. Fernando Patolsky

Dr. Ronen Almog

Dr. Shon Portal

Tzvi Shpitalnik

David Blu



The Challenge

Training must be personalized to each individual to be effective

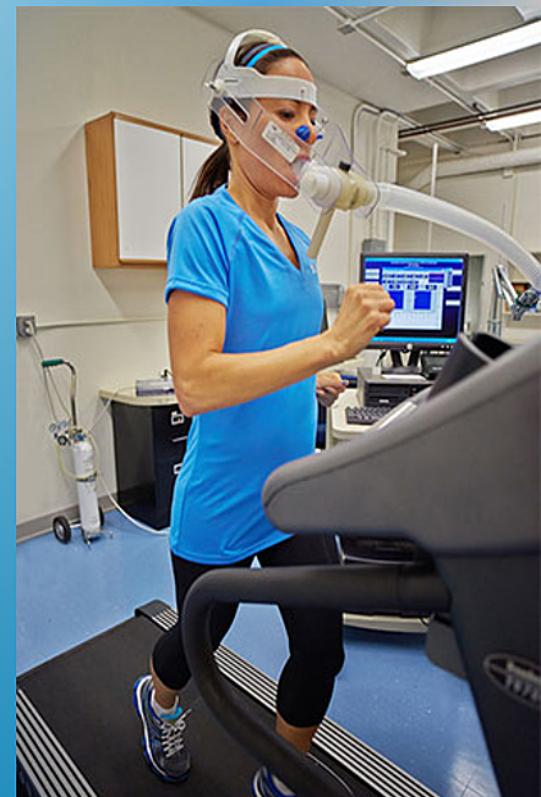
Training with Heart rate by itself, as measured by trackers today is based on statistics and not on personal abilities

Oxygen consumption VO₂ is individual and depends on physiology and fitness level

Oxygen consumption VO₂ is a key factor for optimal training

Today, the only way to measure Oxygen consumption VO₂ and VO₂Max 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

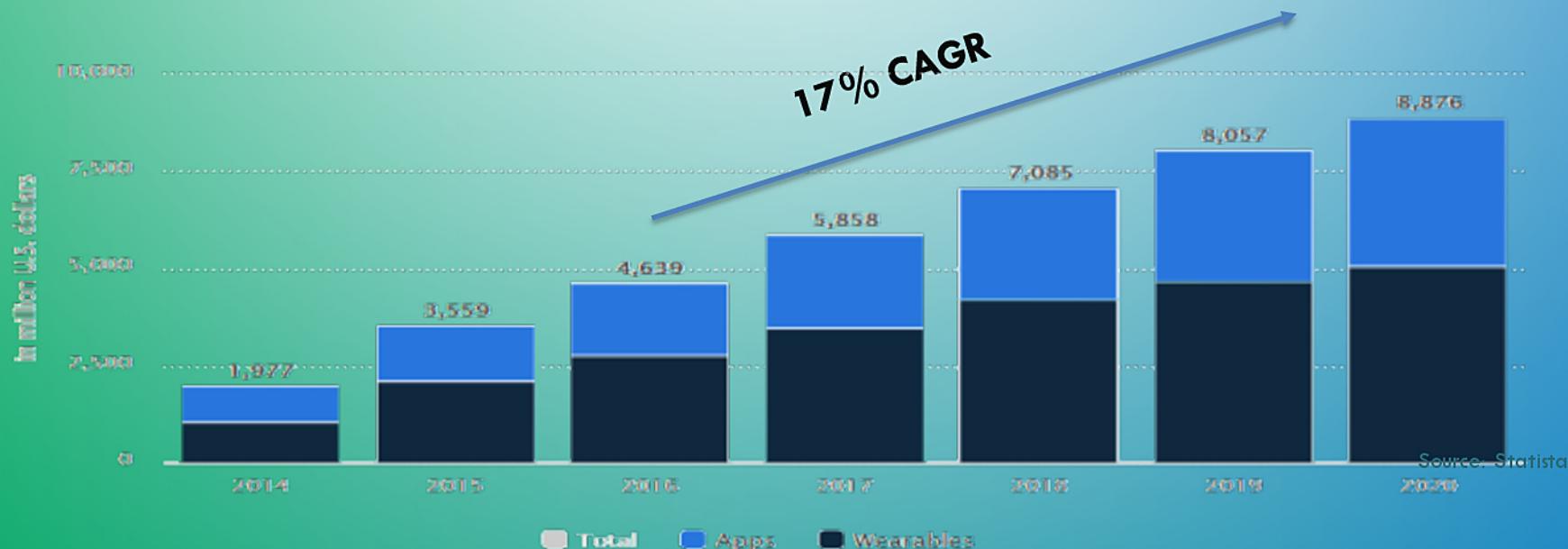
2020

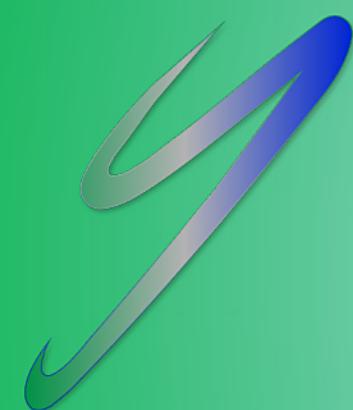
187 million units

\$9.8B market

Source: CCS Insights

Global Revenue in the Fitness segment (\$M)





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

Mobile app - Subscription



Per module monthly subscription pricing

\$3/month for running module
\$5/month for running + cycling modules

Sport Teams & Professionals Athletes

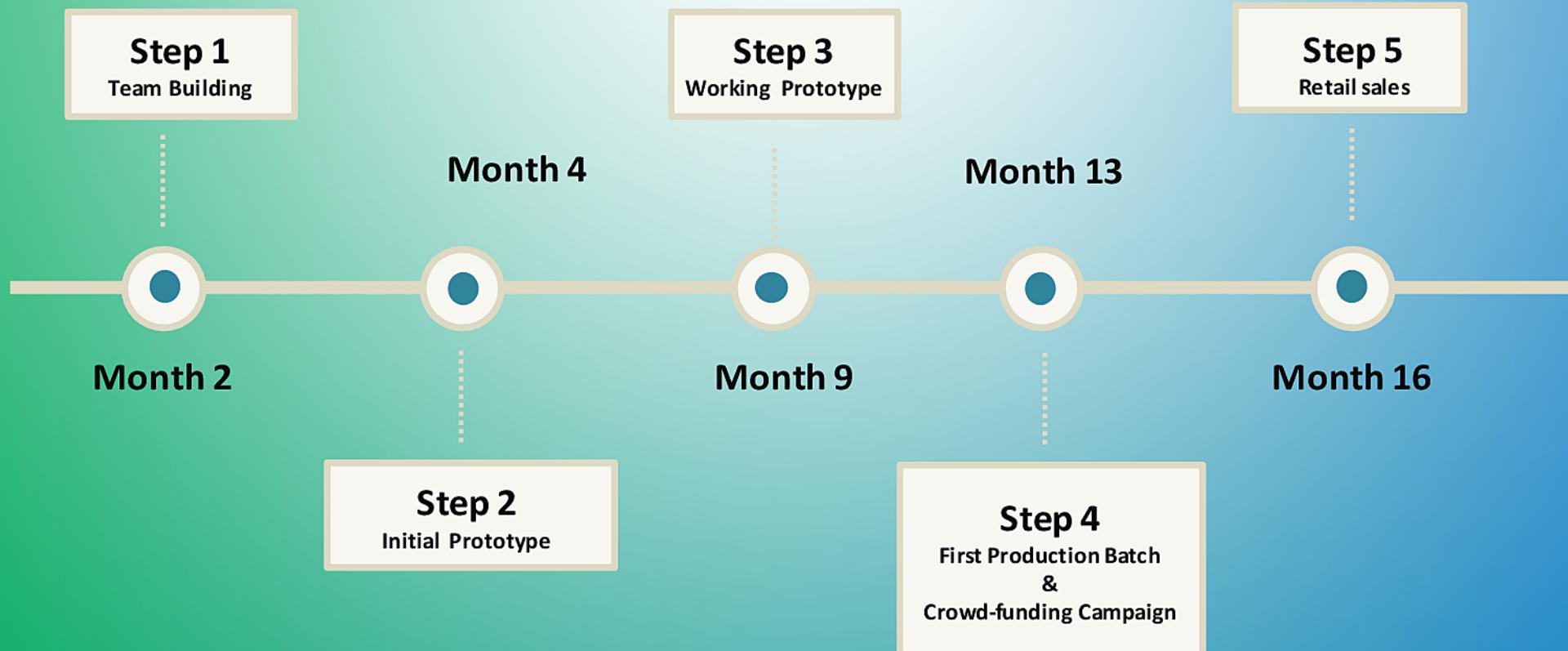
Specials Solution

Hardware & Software





Timeline Post Financing





YOPI

Your Personal Health & Fitness Companion

Thank You



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