



FocusMotion

Advanced movement tracking intelligence

focusmotion.io | [@Focus_Motion](https://twitter.com/Focus_Motion)



The Customer



The Customer



The Customer



The Customer



GO SPORT







Welcome

lifestylefitness.co.uk

lifestylefitness.co.uk

lifestylefitness.co.uk





Welcome

lifestylefitness.co.uk

lifestylefitness.co.uk

lifestylefitness.co.uk



HOPE



HOPE

What are you going to do with it?

Opportunity

Evolve:



Opportunity

Evolve:



Opportunity

Evolve:

A Brick & Mortar container for
treadmills and weights

Opportunity

Evolve:

Not a place.

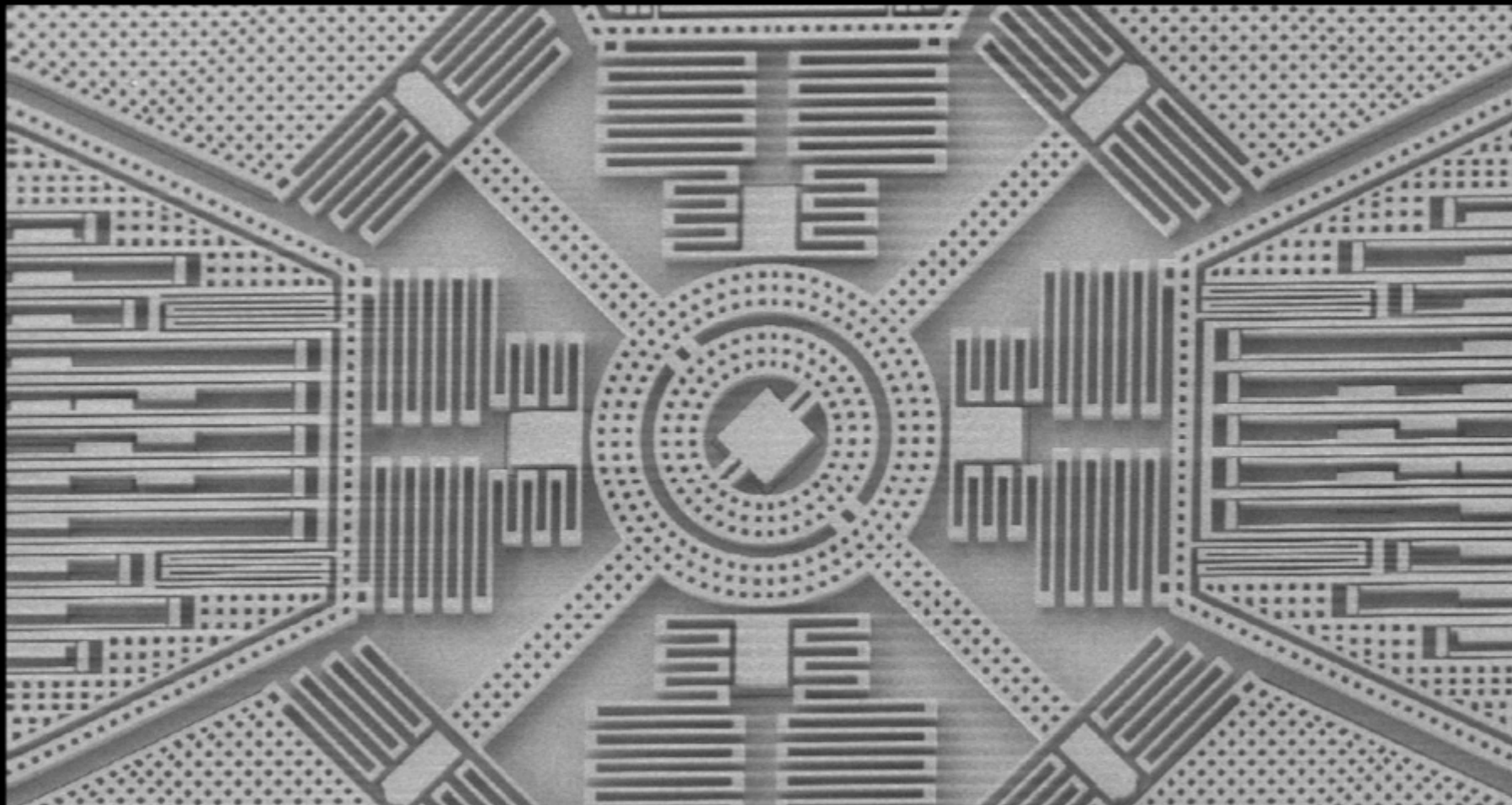
But a part of the process

Opportunity

Evolve:

Understand users
Foster this Hope

SENSORS





Sensors build ecosystems

Sensors enable insight

WHEN



WHERE







WHAT



steps

Step tracking isn't a feature – it's table stakes

steps

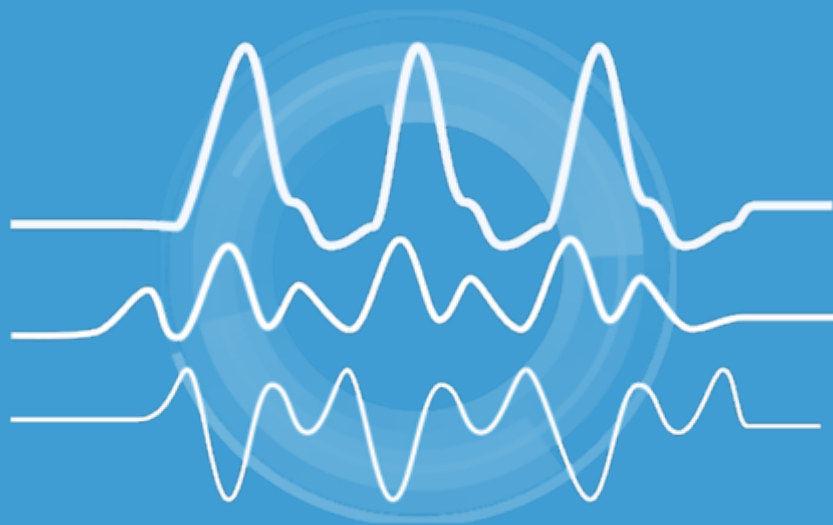
There is **MORE** to human movement than steps.

Step tracking isn't a feature – it's table stakes

steps

There is **MORE** to human movement than steps.
There is **MORE** to fitness and activity than steps.

FocusMotion: The Algorithm





Training

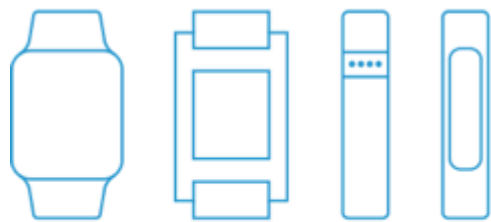


Balance and Pose



Coaching & Guidance

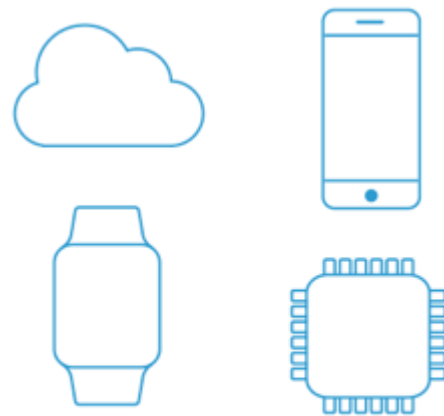
Our mission:



Any Wearable



Any Movement



Anywhere

What can we track:



Motion

Precise Detection



Consistency

Personal Improvement



Tempo

Speed and Form Insight

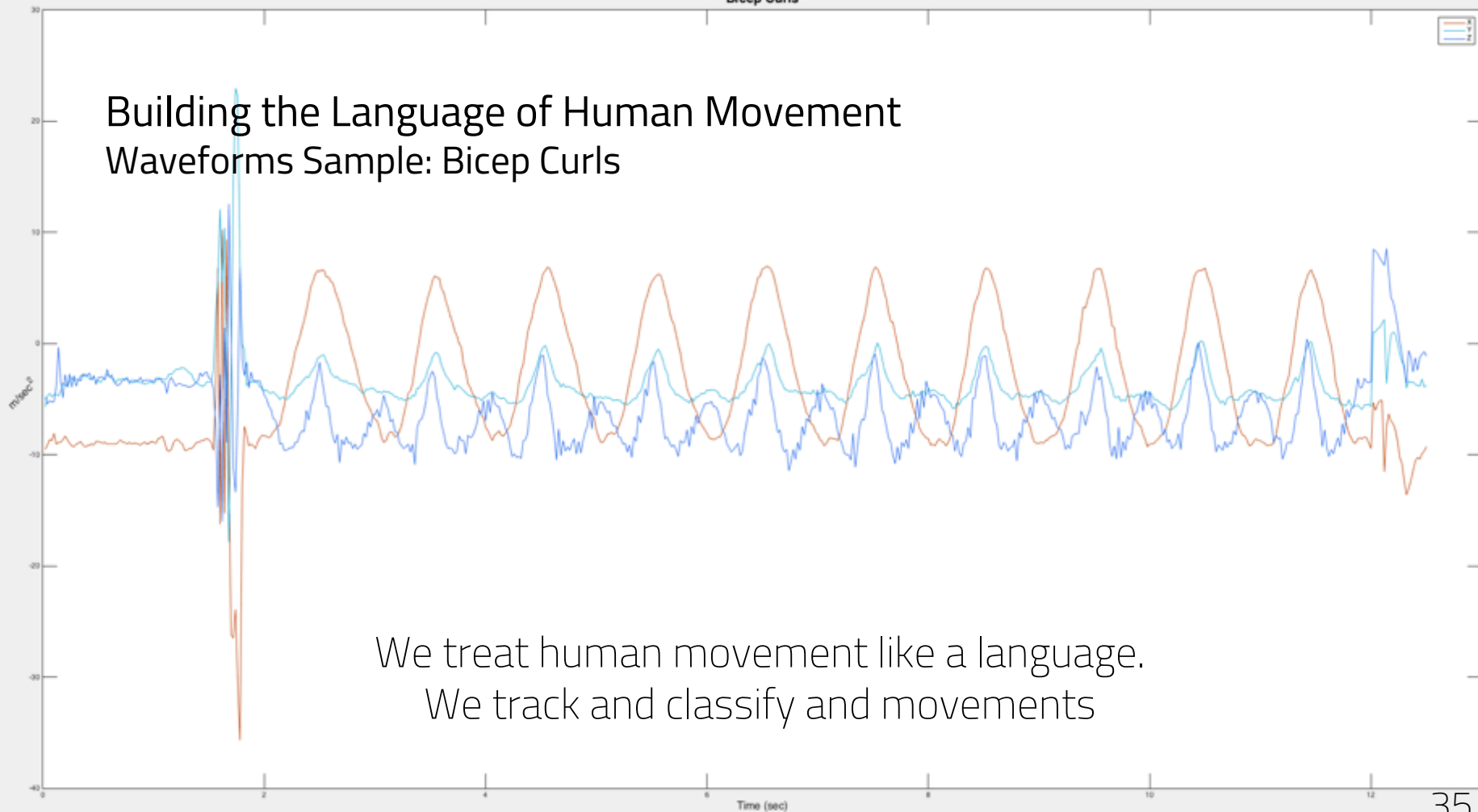


Range of Motion

Angle

Building the Language of Human Movement

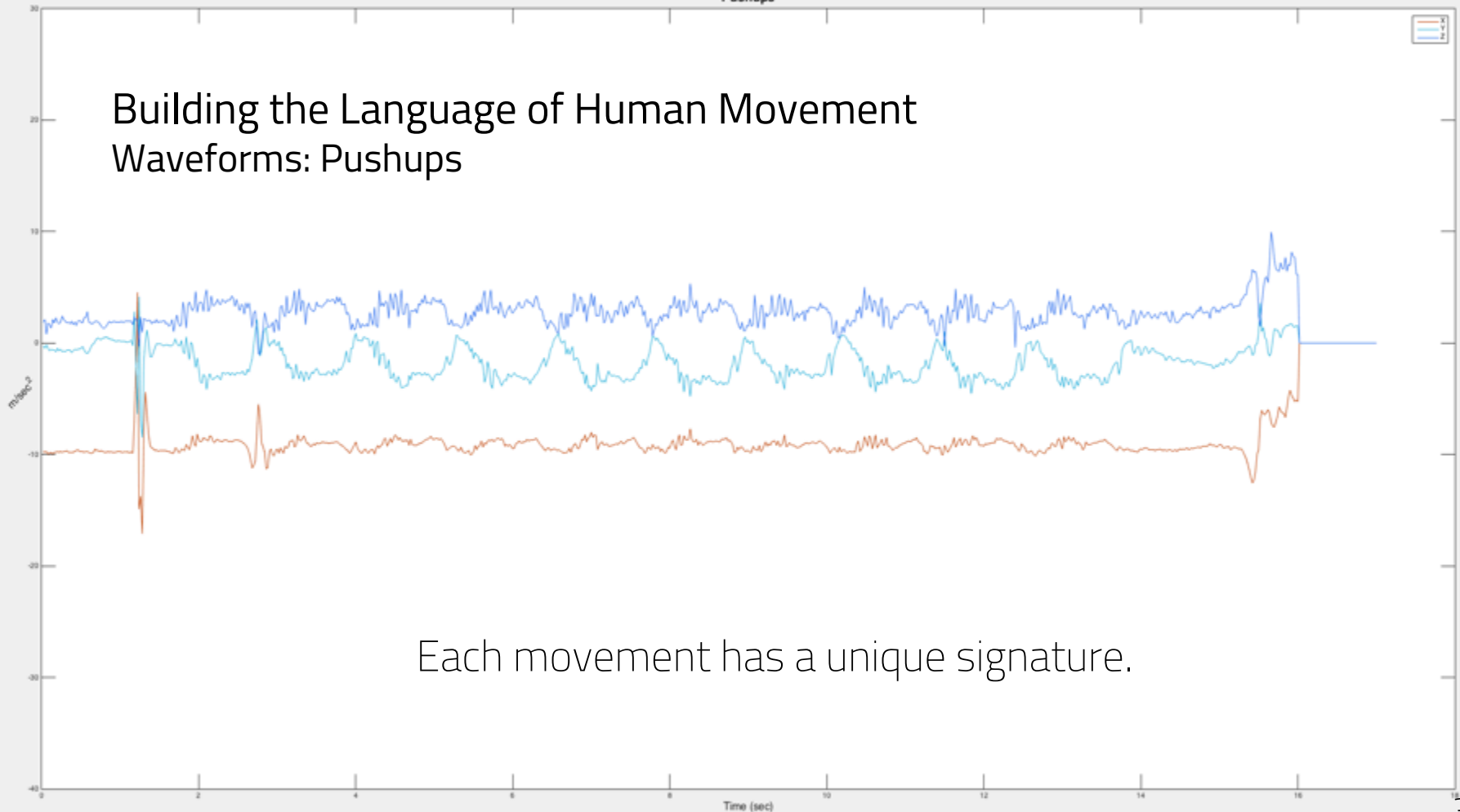
Waveforms Sample: Bicep Curls



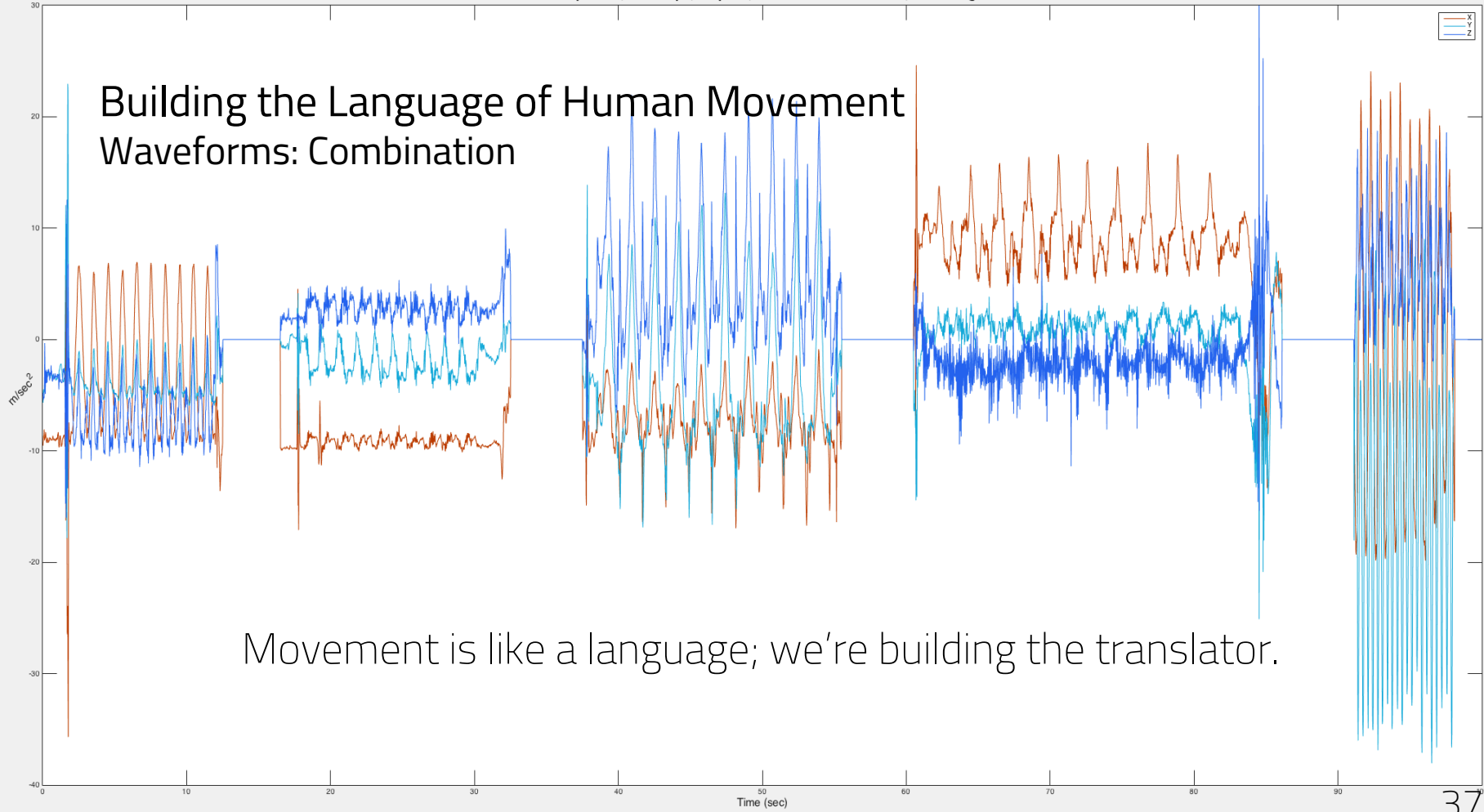
We treat human movement like a language.
We track and classify and movements

Building the Language of Human Movement

Waveforms: Pushups



Each movement has a unique signature.

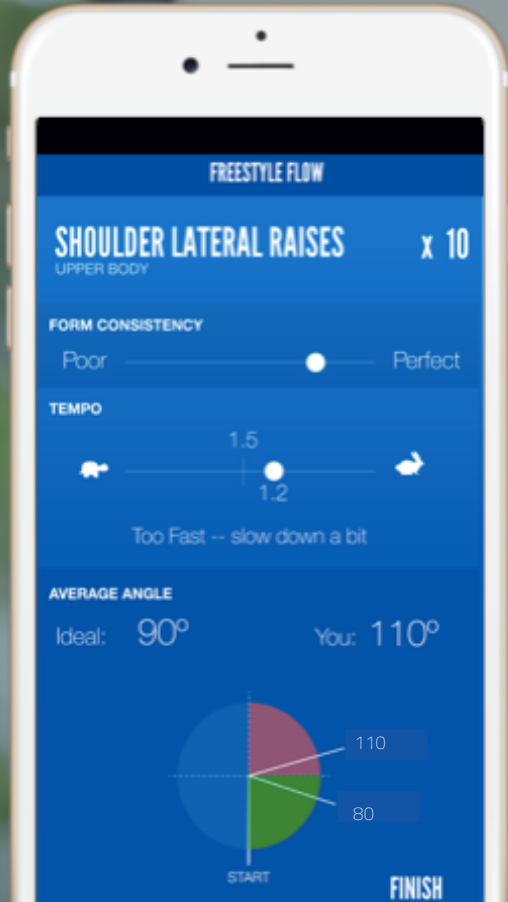


Building the Language of Human Movement Waveforms: Combination

Movement is like a language; we're building the translator.

DEMO

Example:



Deeper Insights

- Consistency
- Tempo
- Range of Motion



So what



Easy

FocusMotion replaces tedious and expensive alternatives




Tedious Manual Entry
Notepads, Excel, Google Docs



Human Observation
Therapists, Coaches, Trainers



Computer Vision
Kinect, etc.



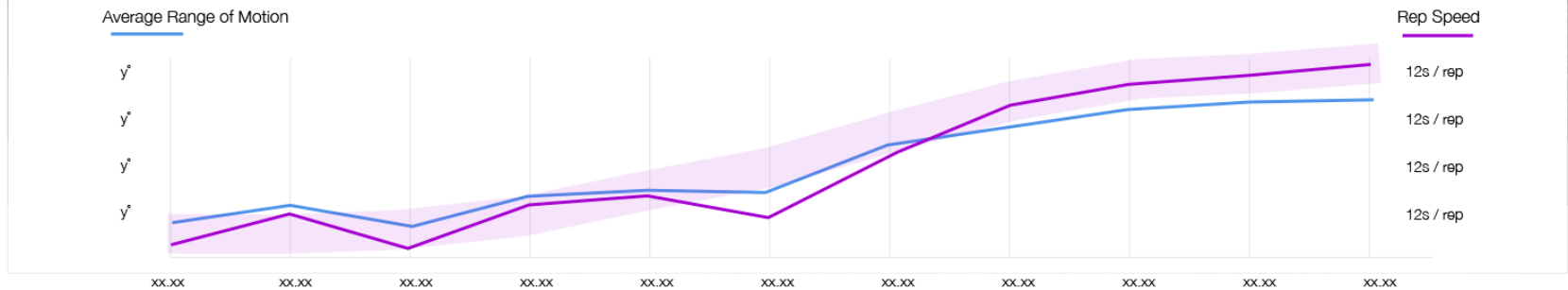
Passive Insight – Tele Training

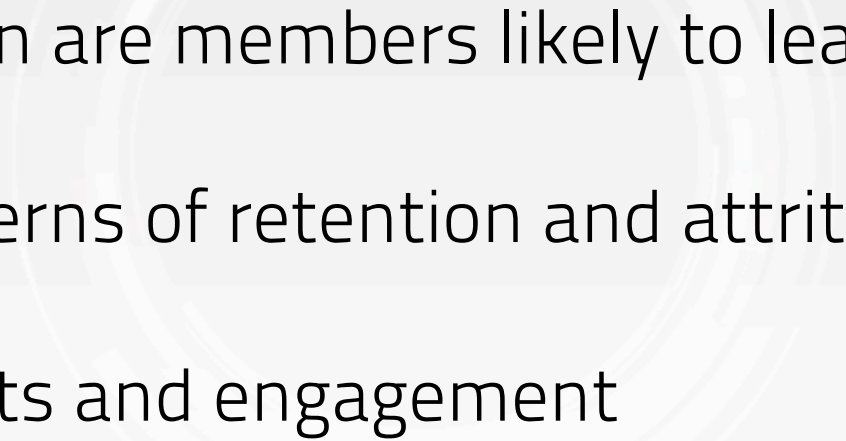


Athlete: John Smith Workout: Pushups

March

Day	Date	Athlete	Reps (Reported / Required)	Rep Time (ave s/rep)	Range of Motion (ave °)
18	10/10/2015	John Smith	● 20 / 20	● 1.2 s/rep	● 43°
17	10/09/2015	John Smith	● 20 / 20	● 1.2 s/rep	● 43°
15	10/07/2015	John Smith	● 15 / 20	● 1.5 s/rep	● 35°
14	10/06/2015	John Smith	● 10 / 20	● 2.0 s/rep	● 30°
13	10/05/2015	John Smith	● 20 / 20	● 1.2 s/rep	● 35°

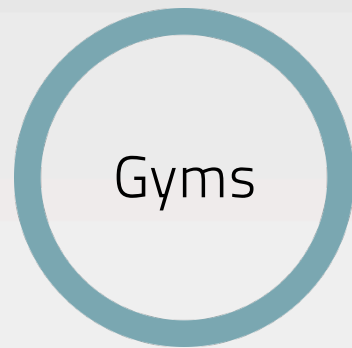


- 
- When are members likely to leave
 - Patterns of retention and attrition
 - Habits and engagement

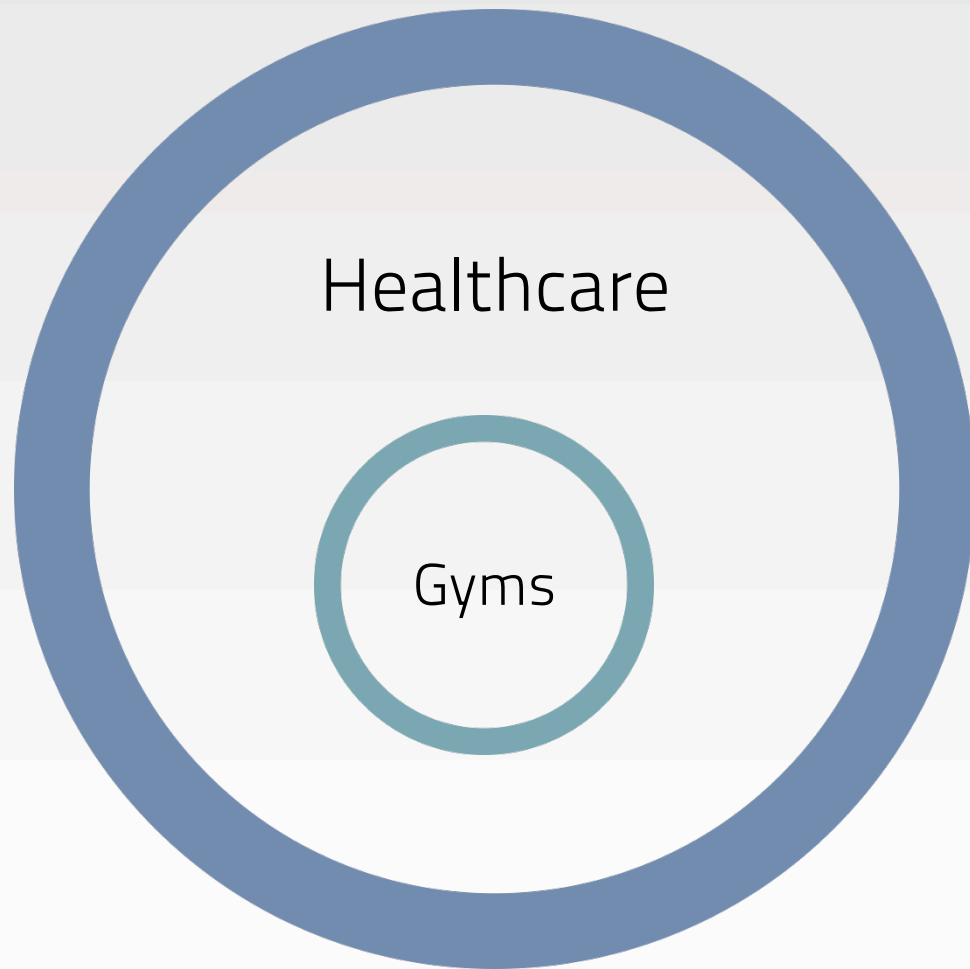


Healthcare

Fitness and Healthcare



Fitness and Healthcare



Fitness and Healthcare

- VBR
- Capitated Care
- Reduced readmissions
- Preventative Medicine



bmchp.org | 888-566-0010

MassHealth Fitness Reimbursement Form

T

When To Submit This Form:

- After you've been a member of a health or fitness club and BMC HealthNet Plan's MassHealth plan at the same time for at least three months in a calendar year. You must be a member of BMC HealthNet Plan at the time you are submitting the reimbursement form. Reimbursement is up to \$200 of your fitness costs per family per year.
- Once per calendar year, filed no later than March 31 of the following year. Since you can only submit for reimbursement once per year, we recommend that you wait until you have paid as much of your fees as possible in order to receive the maximum reimbursement amount you're entitled to.

Member Information (Please print information clearly)			
YOUR MEMBER ID NUMBER (FOUND ON YOUR BMC HEALTHNET PLAN ID CARD)			
MEMBER'S LAST NAME			
FIRST NAME		MIDDLE INITIAL	
ADDRESS	CITY	STATE	ZIP CODE
PHONE			

Health Club Information (Required)
Attach 8 1/2" x 11" photocopies of dated, paid health club receipts, bank/credit card statements, or paycheck stub along with a copy of your

Fitness and Healthcare

Kaiser Partnership



Misfit Shine
\$99.99 → \$69.99



Misfit Flash
\$49.99 → \$29.99



FocusMotion evolves with you and with the market



Today

wrist



Tomorrow

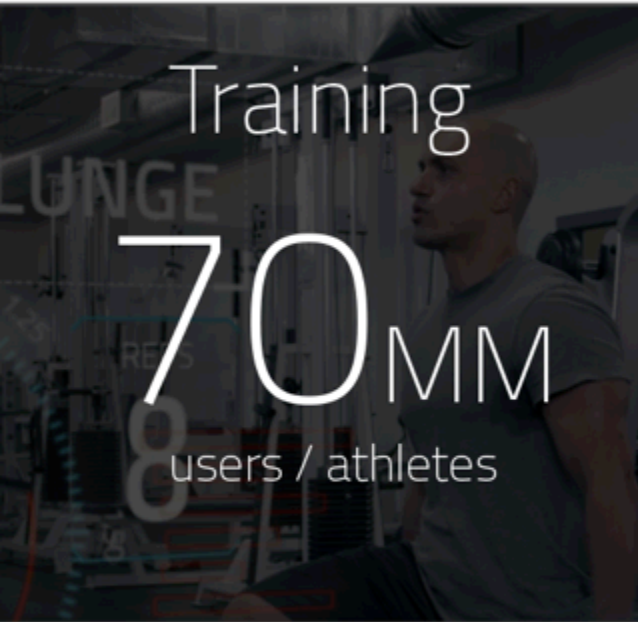
wrist + chest



The Future

sensor suit
implant
ARVR

FocusMotion opens opportunities into new markets



Multi-billion dollar markets remain under serviced by body sensing and wearables.

Long term impact

In 5 Years

- Every user will receive a personal workout designed for them based on
 - Specific goals
 - Specific physiologies
 - Fatigue and injury points

In 10 Years

- Track every athlete workout from high school to pro
- Evolved efficiency correlations of the physical movement patterns for users
- Personal recovery plan for every rehabilitation based on their physiology
- Capture pre-recorded movement personalities for anyone needing prosthetics and recovery





Better shoes



Better shirts



Better water



Welcome

lifestylefitness.co.uk

lifestylefitness.co.uk

lifestylefitness.co.uk

BETTER PEOPLE





FocusMotion

The movement intelligence wearables have been waiting for

focusmotion.io | [@Focus_Motion](https://twitter.com/Focus_Motion)