

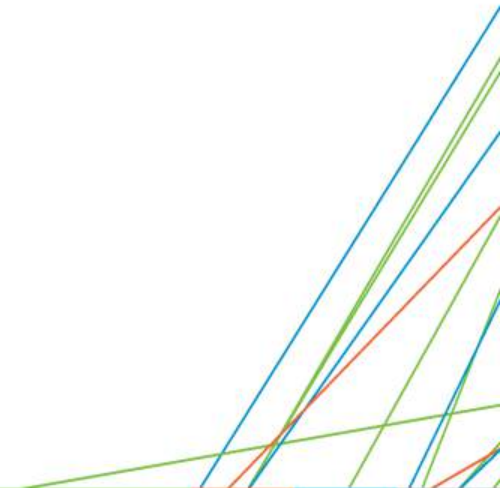


StartSmart Greece

Produced by MIT Enterprise Forum

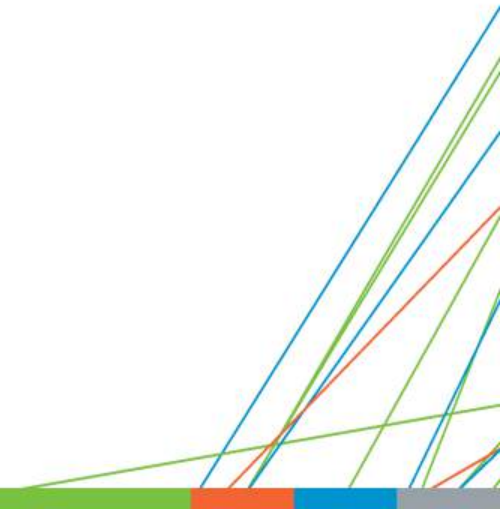
Idea-to-Market Process
October 21, 2014

Hind Hobeika
Roosbeh Ghaffari, PhD

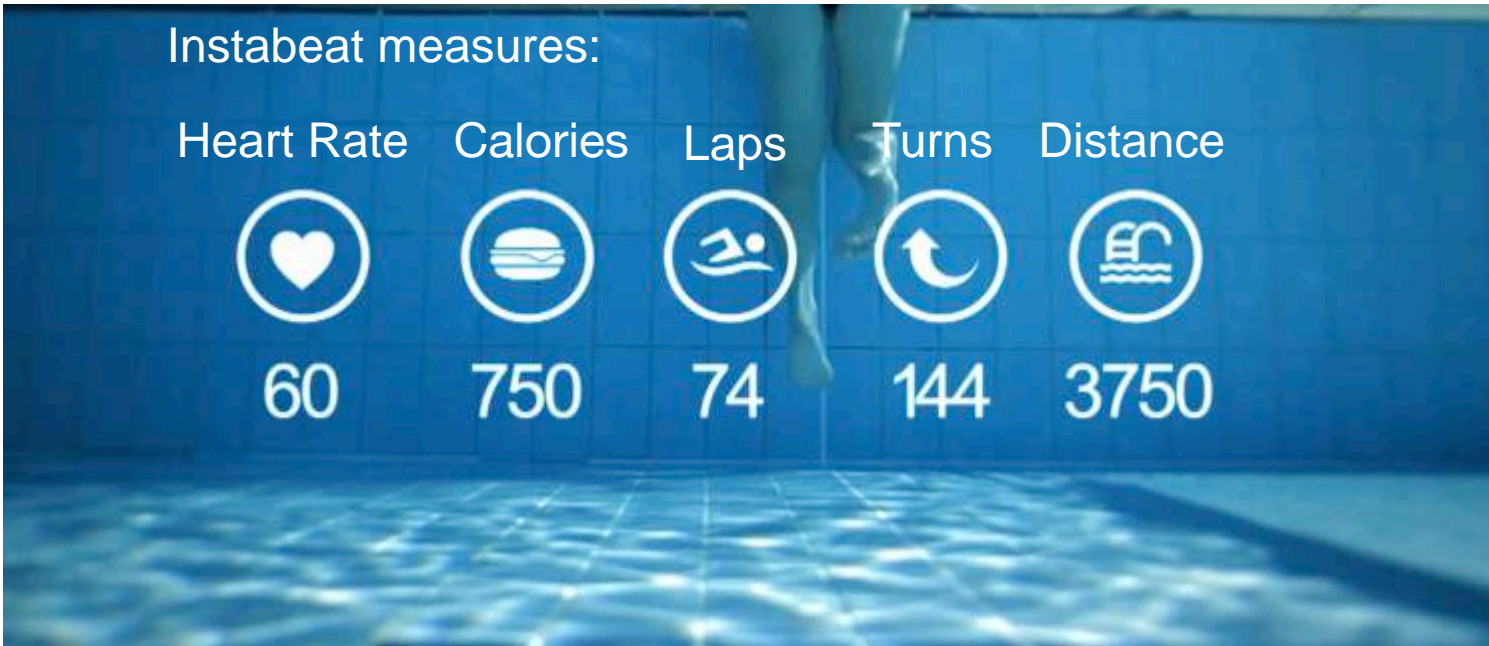


Agenda

- **Instabeat Business Model**
- MC10 Business Model 101
- Case Studies
- Lessons learned



The market: swimming



Instabeat is specifically designed for swimmers

Flexible nose bridge

Reflective optical HR sensor to measure from the temples without a chest belt to reduce friction

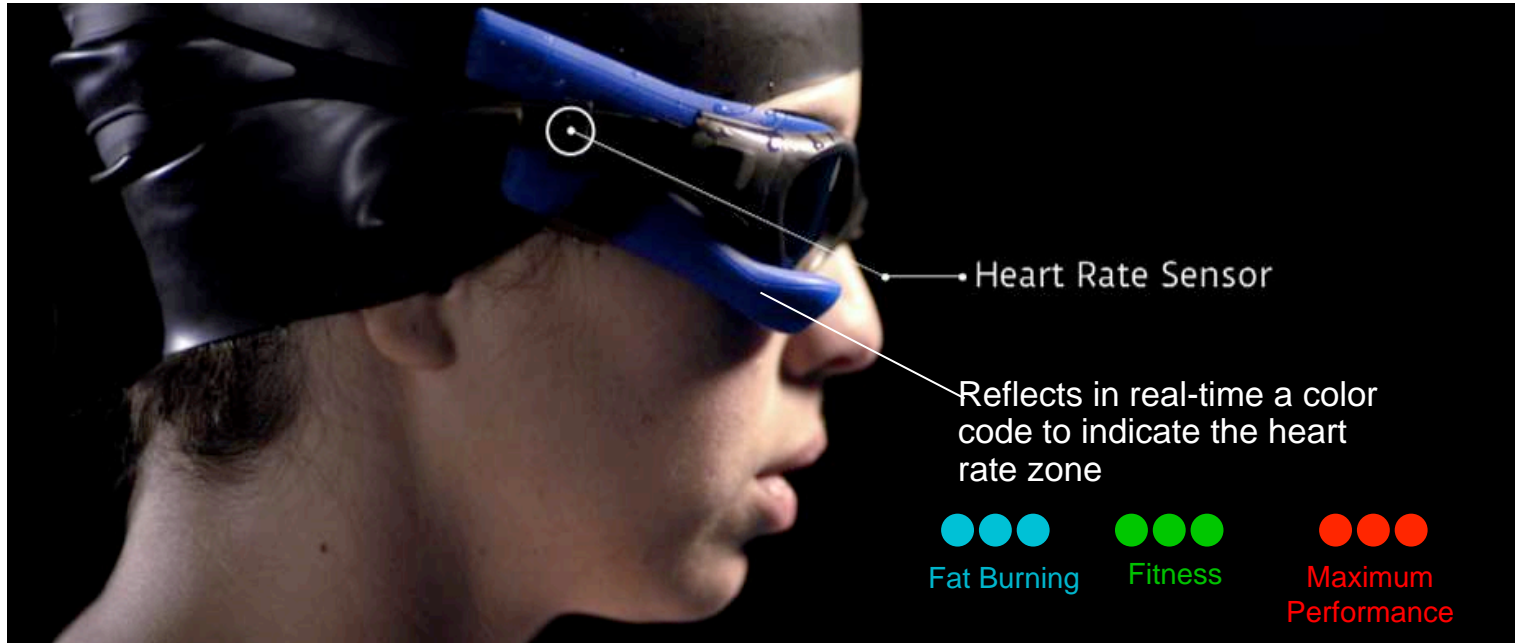
Waterproof Cap to cover the USB port

LEDs display that reflects a color on the goggles' lens

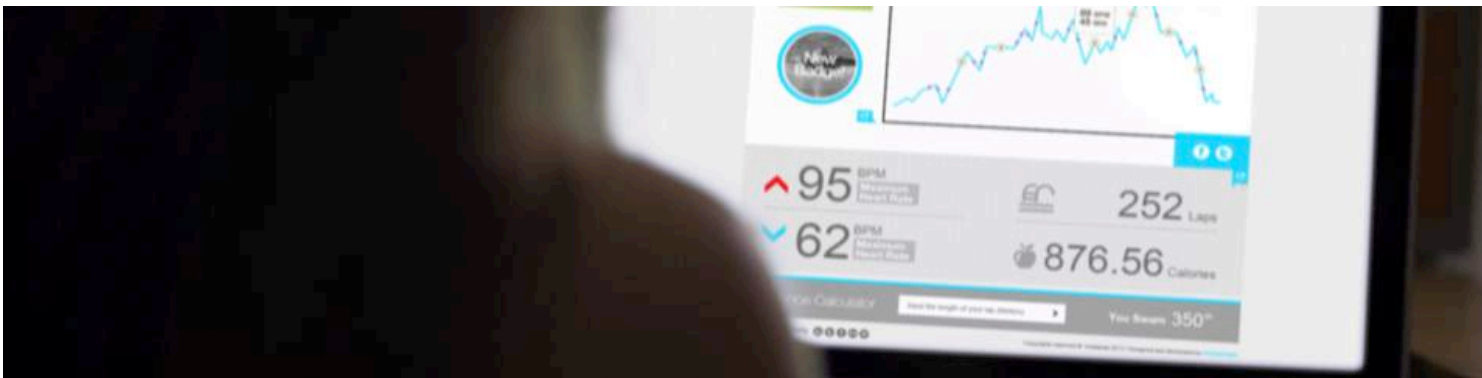


Mushrooms designed to hold the clip in place to avoid using screws for maximum waterproofing

Instabeat provides real-time visual feedback

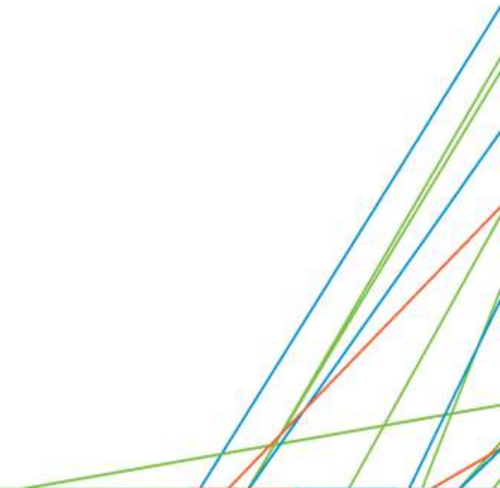


Instabeat syncs with an online dashboard for data analysis



Agenda

- Instabeat Business Model
- **MC10 Business Model 101**
- Case Studies
- Lessons learned

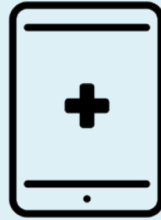


Strategic Partnerships Across Verticals

**SPORTS &
FITNESS**



**CONSUMER
HEALTH**



**MEDICAL
PRODUCTS**



MC10 Wearable Devices Across Verticals



Sensors



Microprocessor



Flash Memory



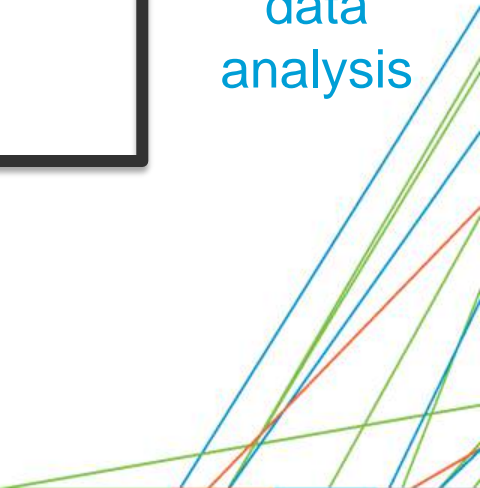
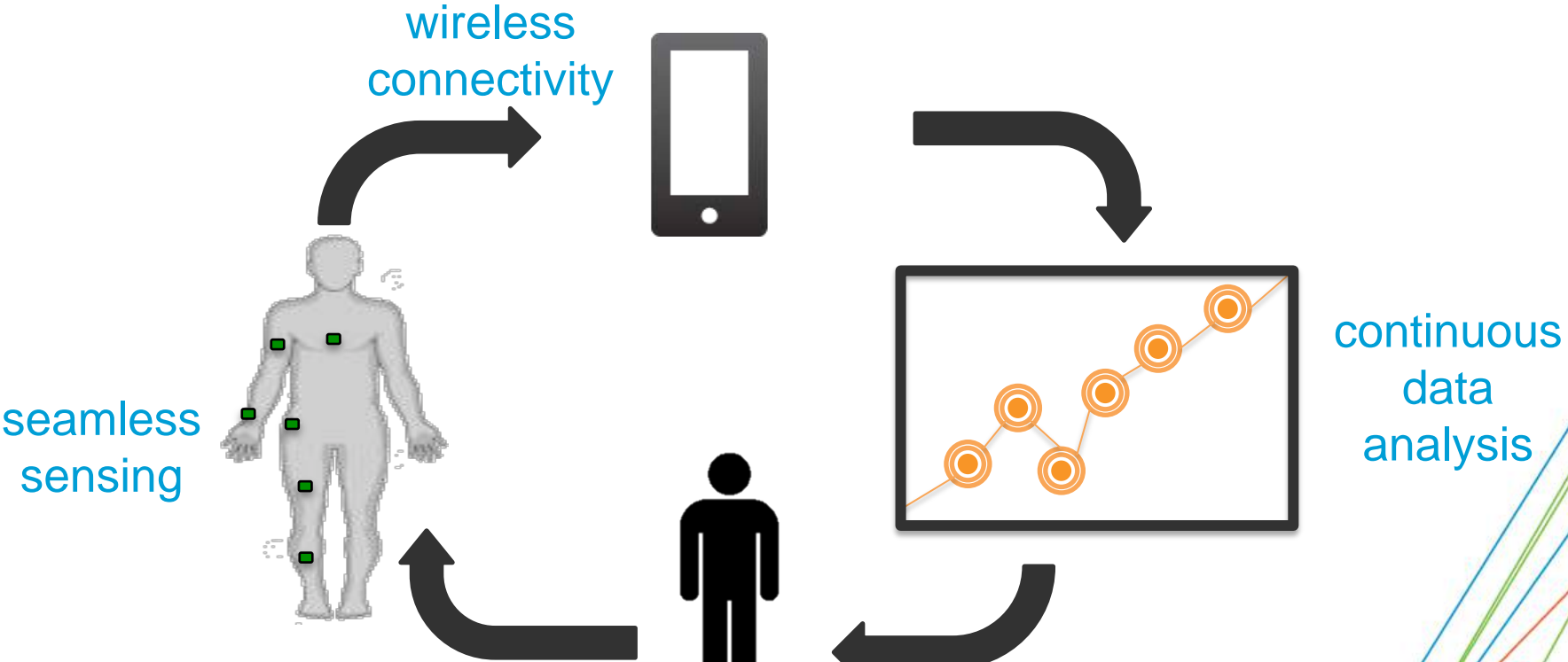
Wireless Connectivity (BTLE)



Battery (Rechargeable)

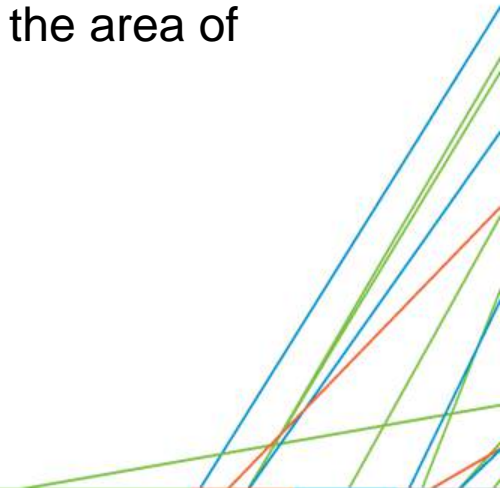


Development Ecosystem

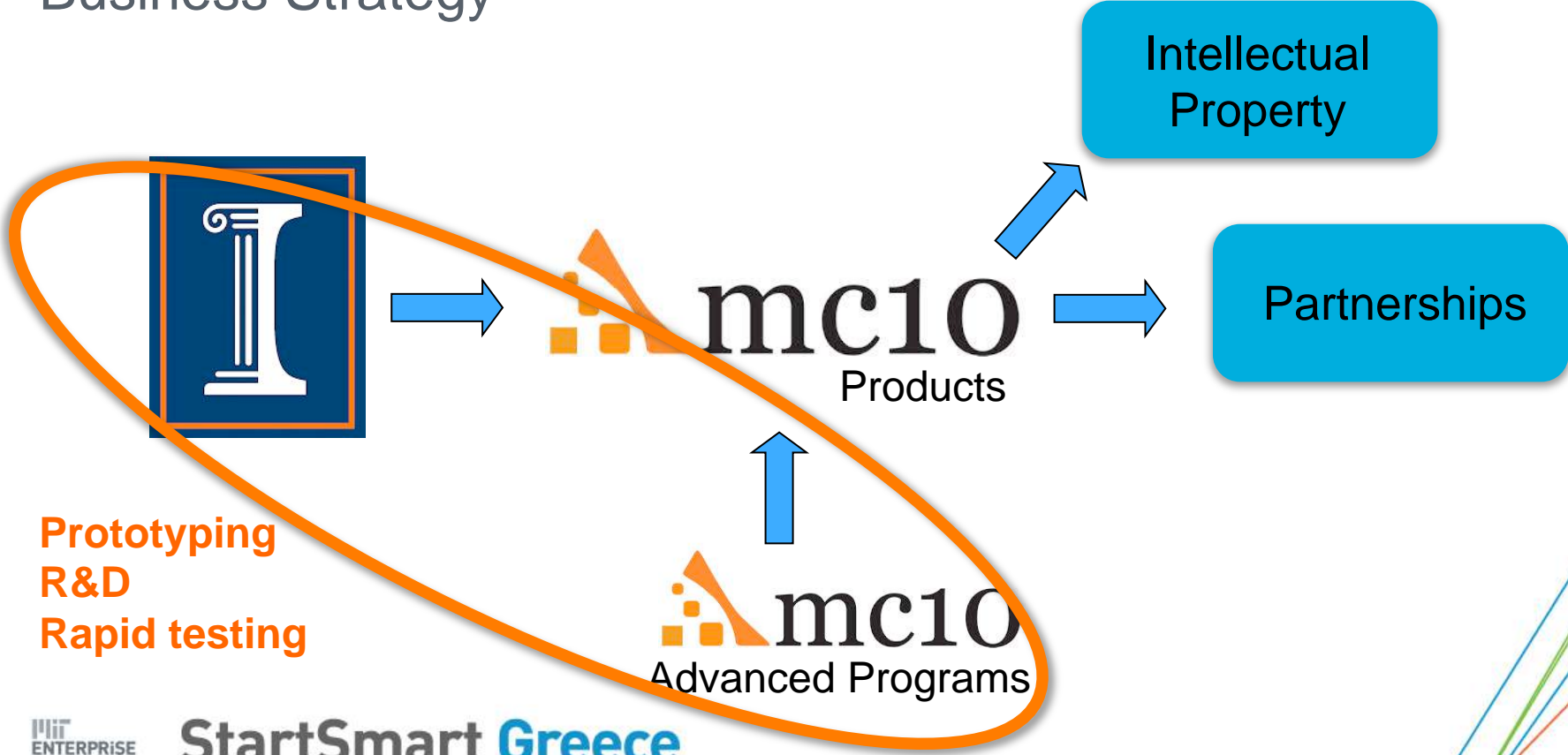


Strategic Partnerships: Intellectual Property

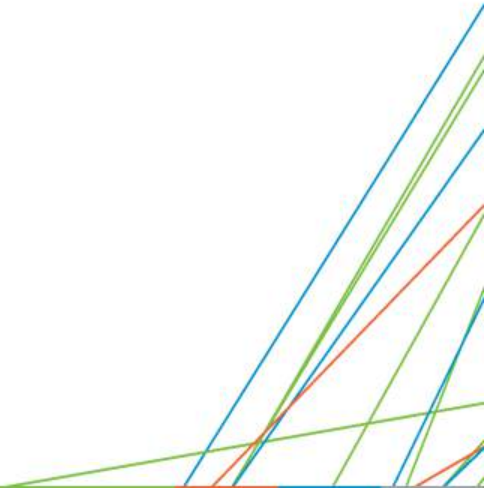
- Core IP: generates a significant amount of intellectual property in the area of stretchable and conformal electronics
- Core technology and its applications include sports and fitness equipment, cosmetic, communications, digital health, and medical-related industries
- Exclusive license rights to over 150 US and foreign patents in the area of conformal electronics core technologies and applications



Business Strategy



Prototyping
R&D
Rapid testing



Co-Development Partnerships



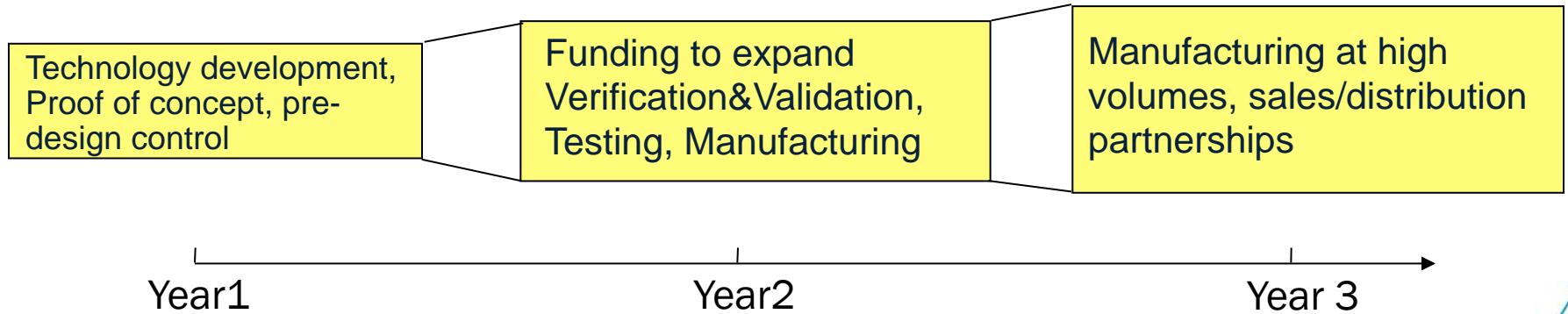
Go-To Market



Co-Branded Products

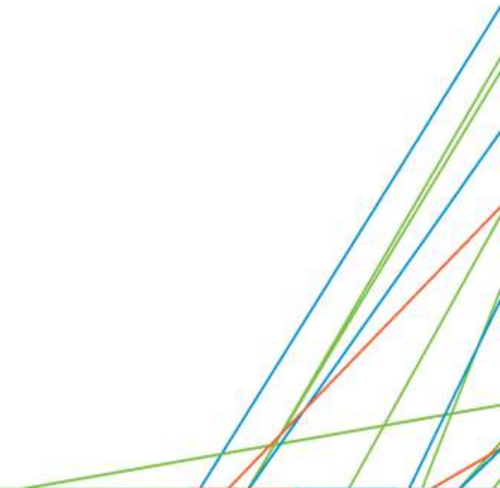
Partners Provide Sales/Distribution Channels, Clinical Dev

Consumer Health Vertical

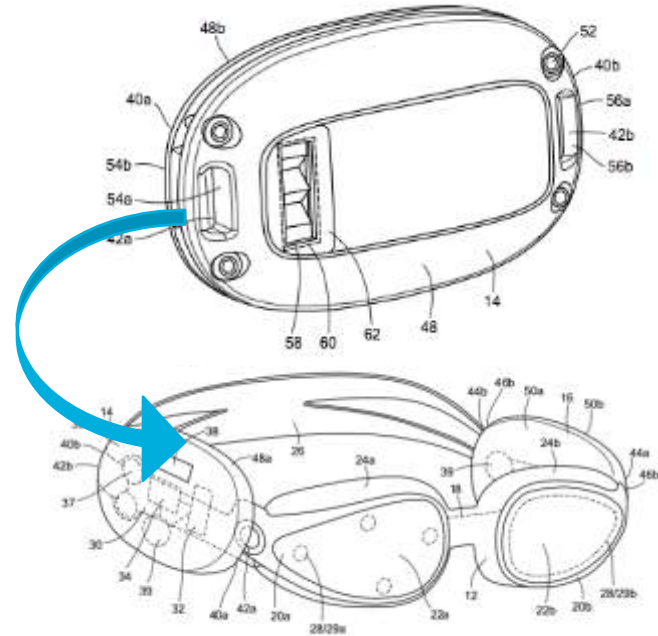
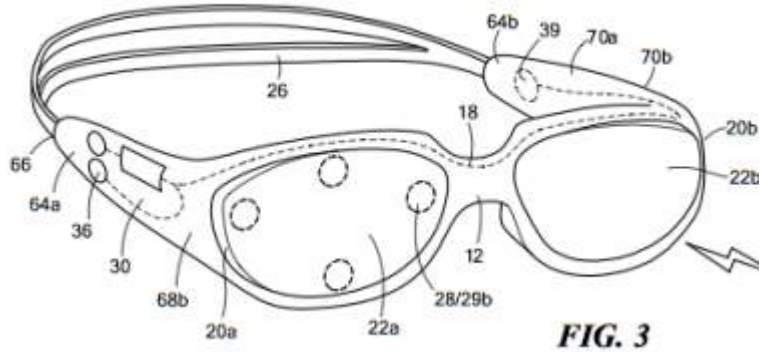


Agenda

- Instabeat Business Model
- MC10 Business Model 101
- **Case Studies**
- Lessons learned



Instabeat Case: Designing smart goggles vs standalone module

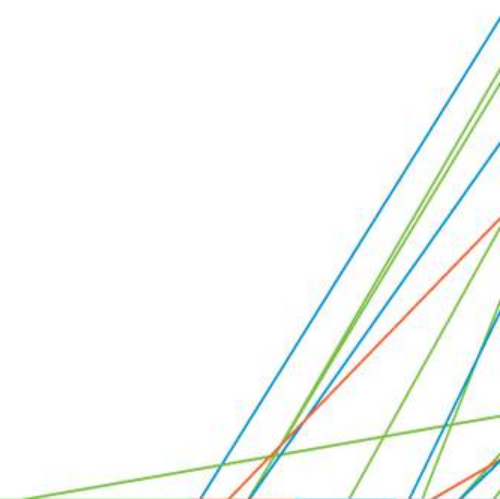


MC10 Case: Working with Big Pharma vs Big Med Tech



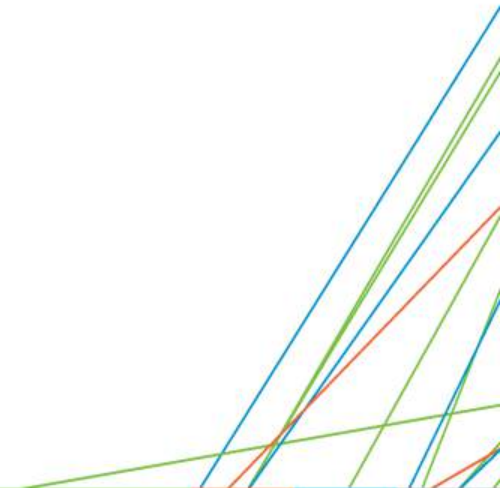
Agenda

- Instabeat Business Model
- MC10 Business Model 101
- Case Studies
- **Lessons learned**



Instabeat and MC10: Lessons Learned

- Product: Failing quickly to get to the right product/market fit
- Team: Hiring the right people at the right time
- Money: When to raise it and from whom



Idea-to-Market Process

October 21, 2014

Hind Hobeika

Instabeat
Founder & Chief Swimmer

 www.facebook.com/myinstabeat

 [@myinstabeat](https://twitter.com/myinstabeat)

Roozbeh Ghaffari, PhD

MC10 Inc.
Co-Founder & Director of Advanced Technology

 www.facebook.com/MC10inc

 [@MC10inc](https://twitter.com/MC10inc)