

LIFESENSE GROUP

a spin-off of



Designing Wearable Systems for consumer health

www.lifesense-group.com

LifeSense Group Confidential

A close-up photograph of a woman with long, wavy blonde hair, smiling warmly as she looks down at a baby. The baby is lying on its back on a white surface, looking up towards the camera with a slight smile. The woman's hands are gently resting on the baby's chest. The lighting is soft and natural, creating a warm and intimate atmosphere.

► LIFESENSE GROUP

LifeSense is a consumer health company focused on building communication platforms and technology to promote healthier lifestyles

▶ THE FIRST PRODUCT

Designing an elegant Wearable System to Solve Urinary Incontinence



LifeSense Group Confidential

www.carinwear.com

▶ THE LARGE PROBLEM

1/3 post pregnancy

Experience incontinence

€8 Billion

Adult incontinence products /yr.

70%

Could be cured

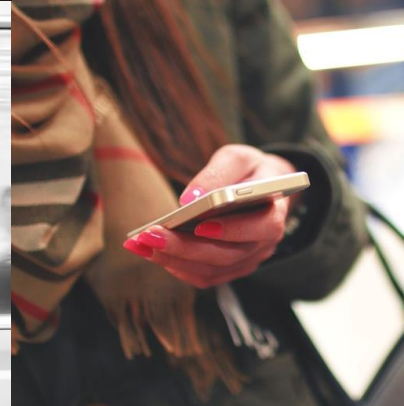
With Targeted exercise.

Better results in younger people.

► THE CUSTOMER

Understanding the medical, physical AND emotional needs.

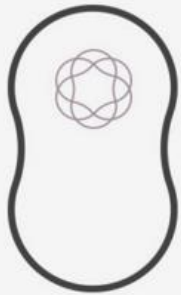
We spoke to hundreds of women who experience daily leakages. About how they manage the issues and what is important in their lives.



► THE BIG UNIQUE IDEA

To tackle the problem holistically the proposed solution was a system that addressed the symptoms and the root cause.

Therapy innovation: fill the gap between current products and solutions customers really need



sensor

+



absorbent
underwear

+



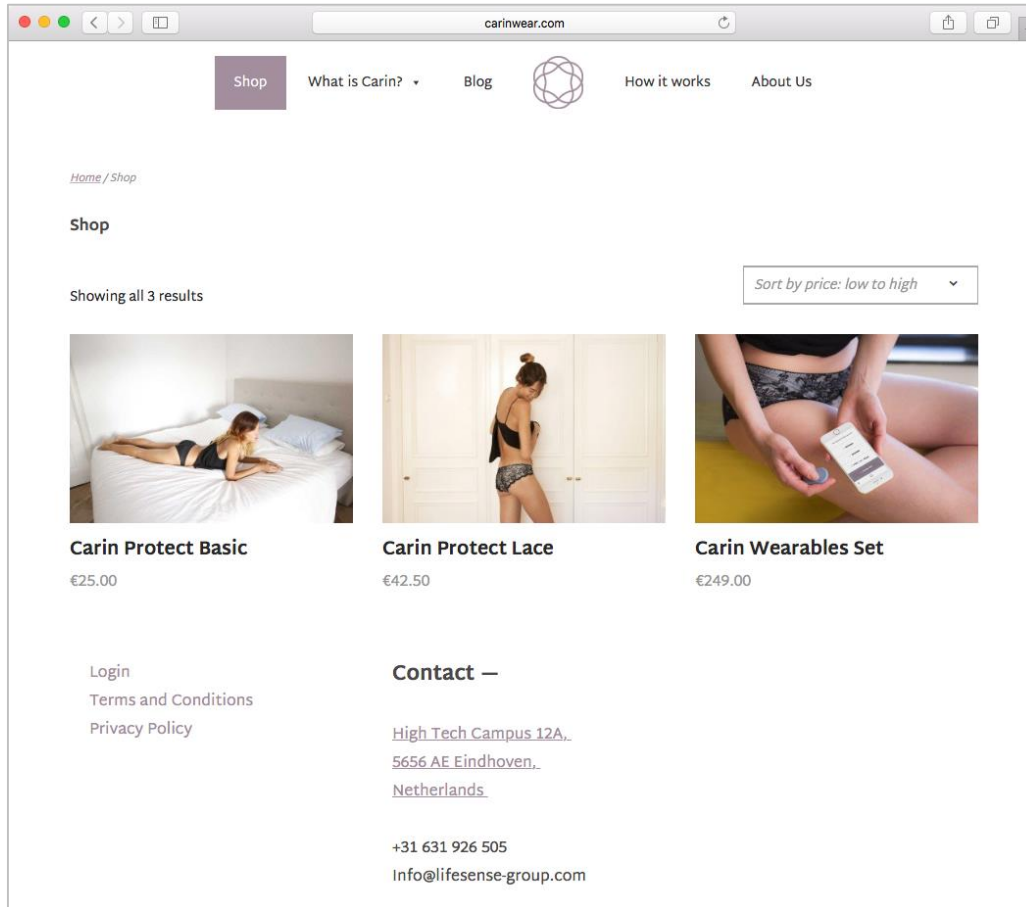
tracking app

+



training
program

► CARIN AVAILABLE NOW!



50M women

Focus entry market post pregnancy

€249

/Carin Wearables set

70%

Profit margin

► GLOBALIZATION: CREATIVE BUSINESS MODEL

'12

Spin-off idea

Business
Prototypes
Trials
IP filing

'15

imec→LSG

Finalize Carin
Certification
Supply Chain
Production

'16

Sales EU&JP

Carinwear
Amazon
Series B 1M€
IoT platform

'17

Go Global

Franchise
Entry fee:
€250,000
Royalty 20%

'20

**Global
women
empowering
brand**