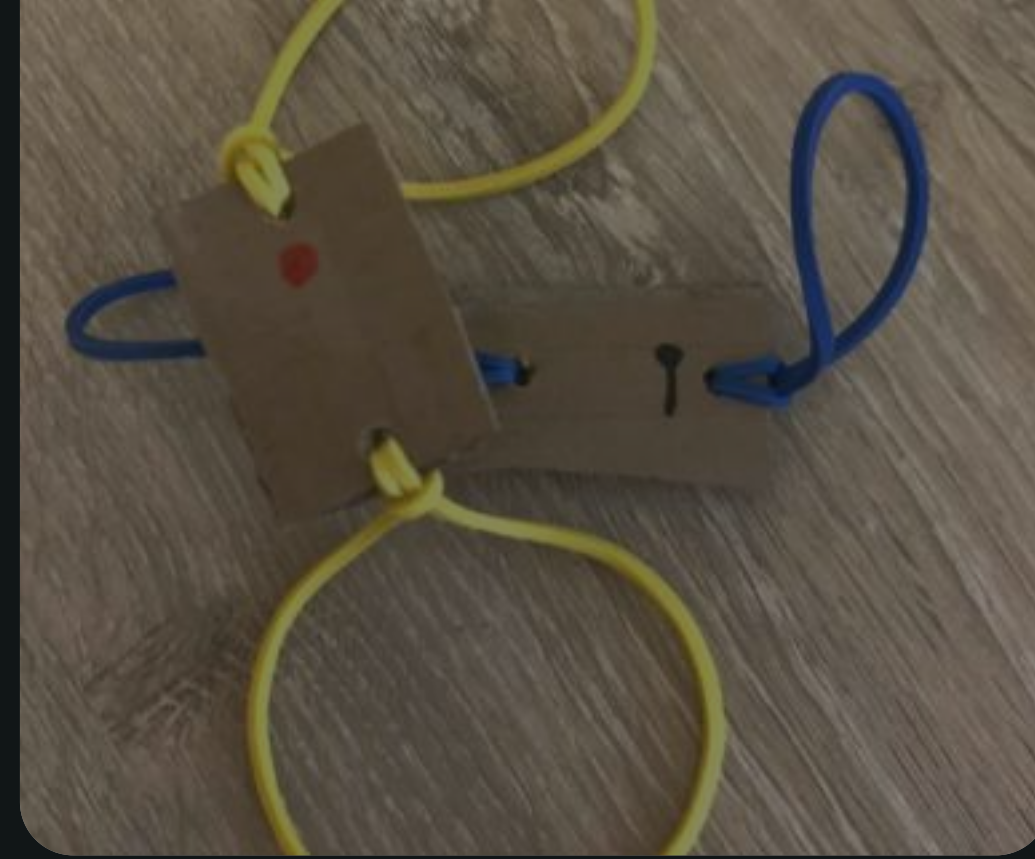
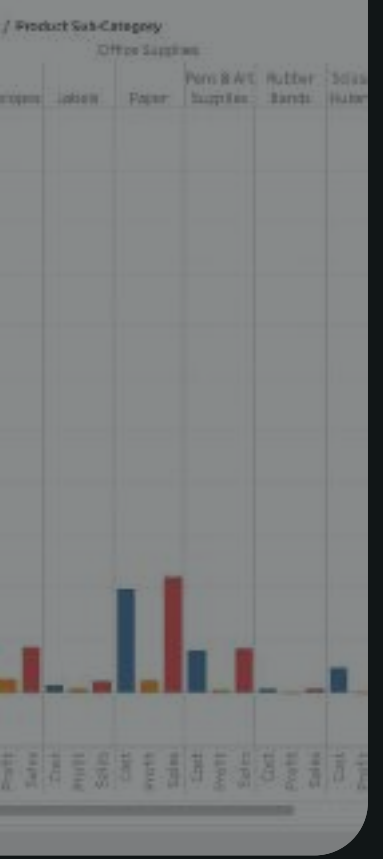
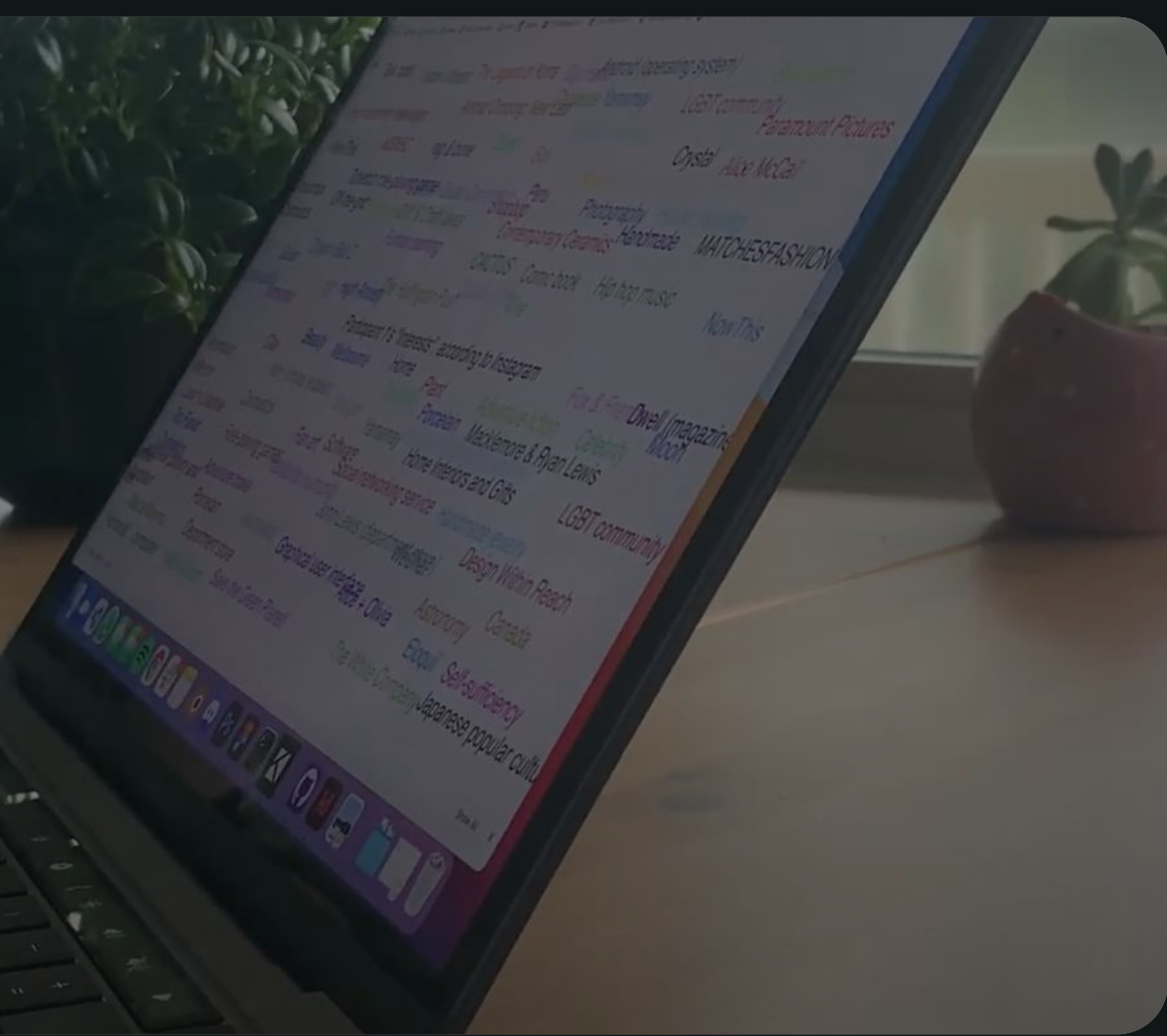
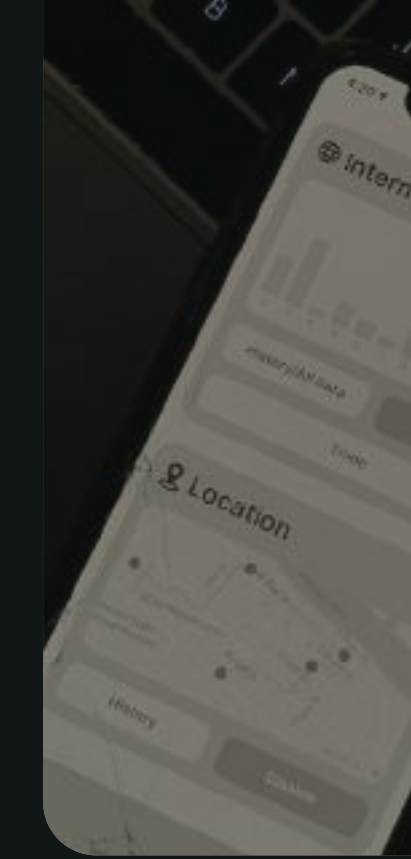


**We don't have ownership or control  
over what belongs to us.**

**We want to reimagine the way individuals  
interact with their personal data.**



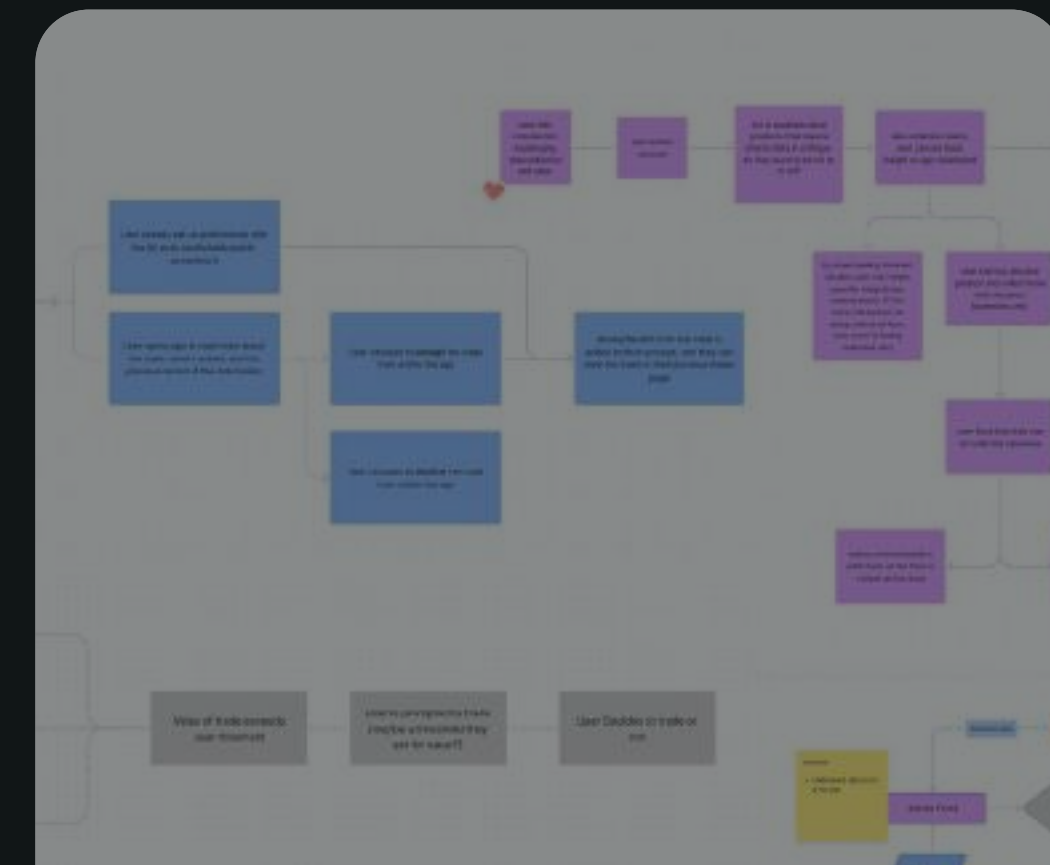
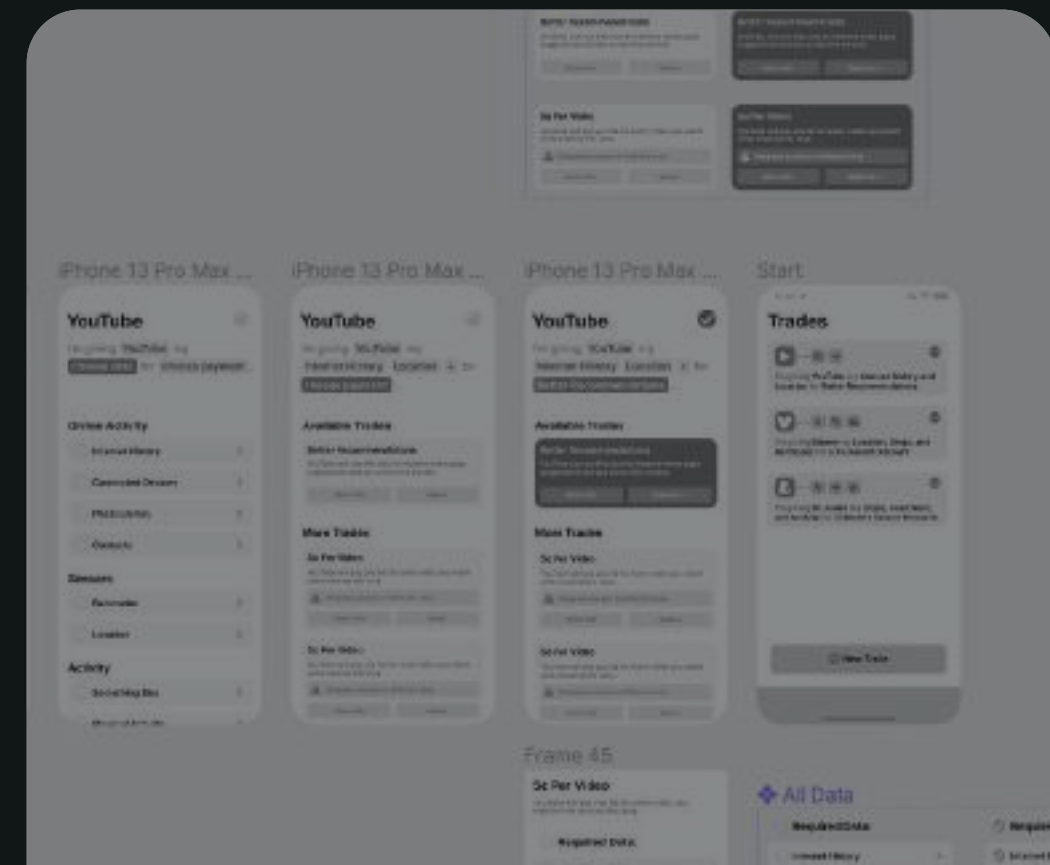
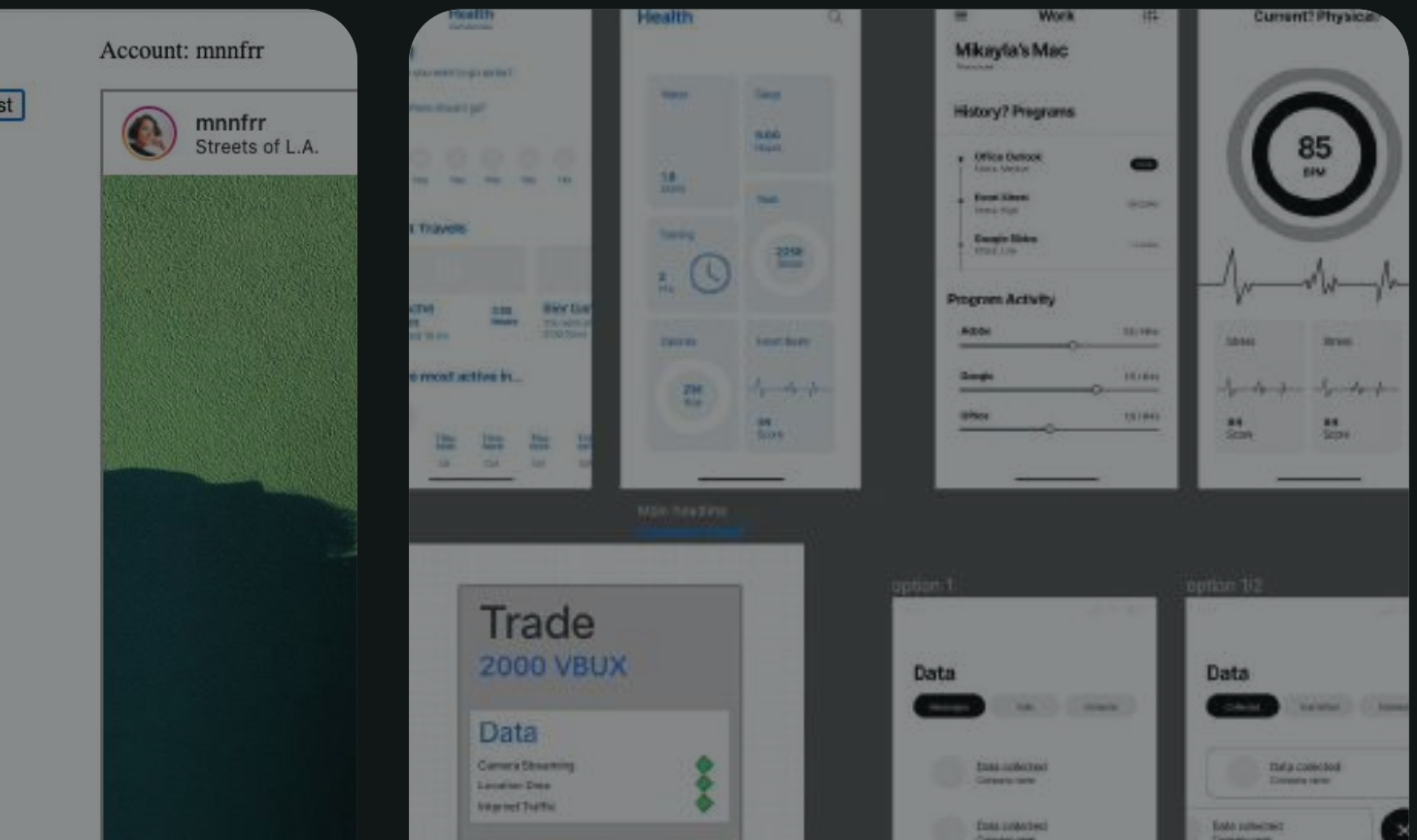
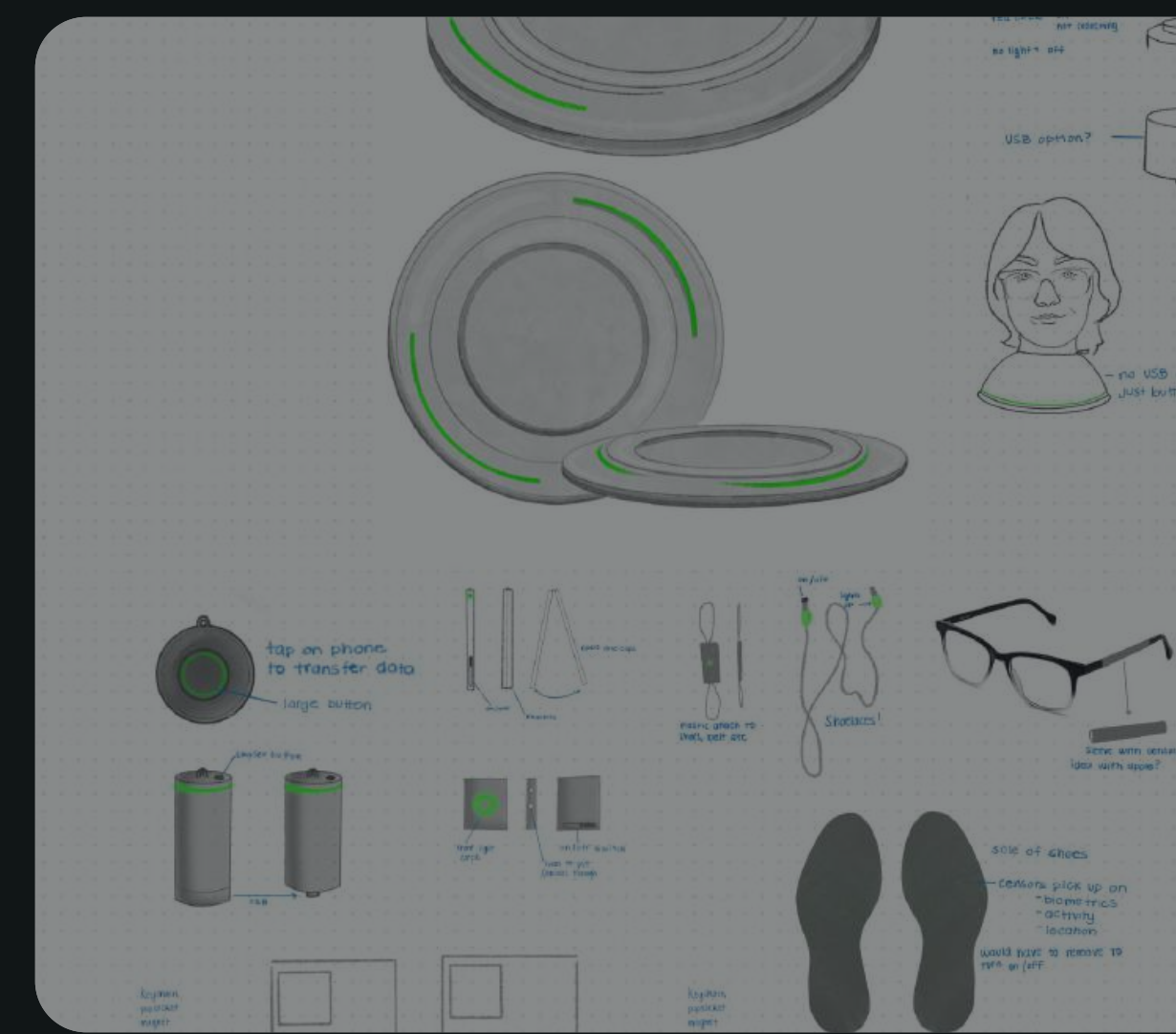
Frank Ocean Michael Jackson  
Flash animation Yoga Pink  
art Kamala Harris  
Pitchfork Lighting Skill  
music  
Andrews "Interests", according to  
realism Sustainable transport  
(business) Content strategy  
Hair care Education Drawing  
anpage New media Golden State Wa  
te Britain Tiger Woods



# Process

## 3 Testing Methods

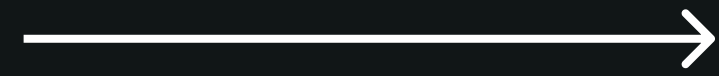
## 17 Participants



Gender Stratocas  
music  
ive industries  
Thriller movi  
ner  
Audio m  
Usher (  
Andrew's Inte  
Architecture  
Sports enter

# Test Format

Explore



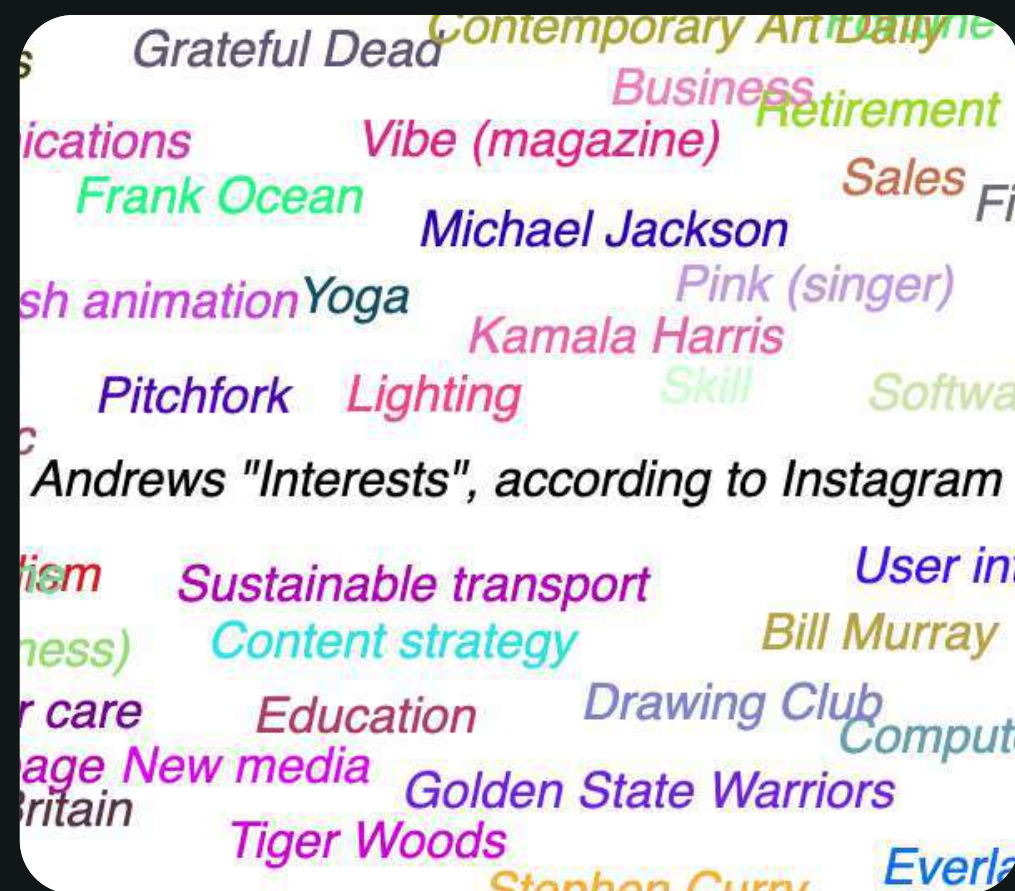
Test



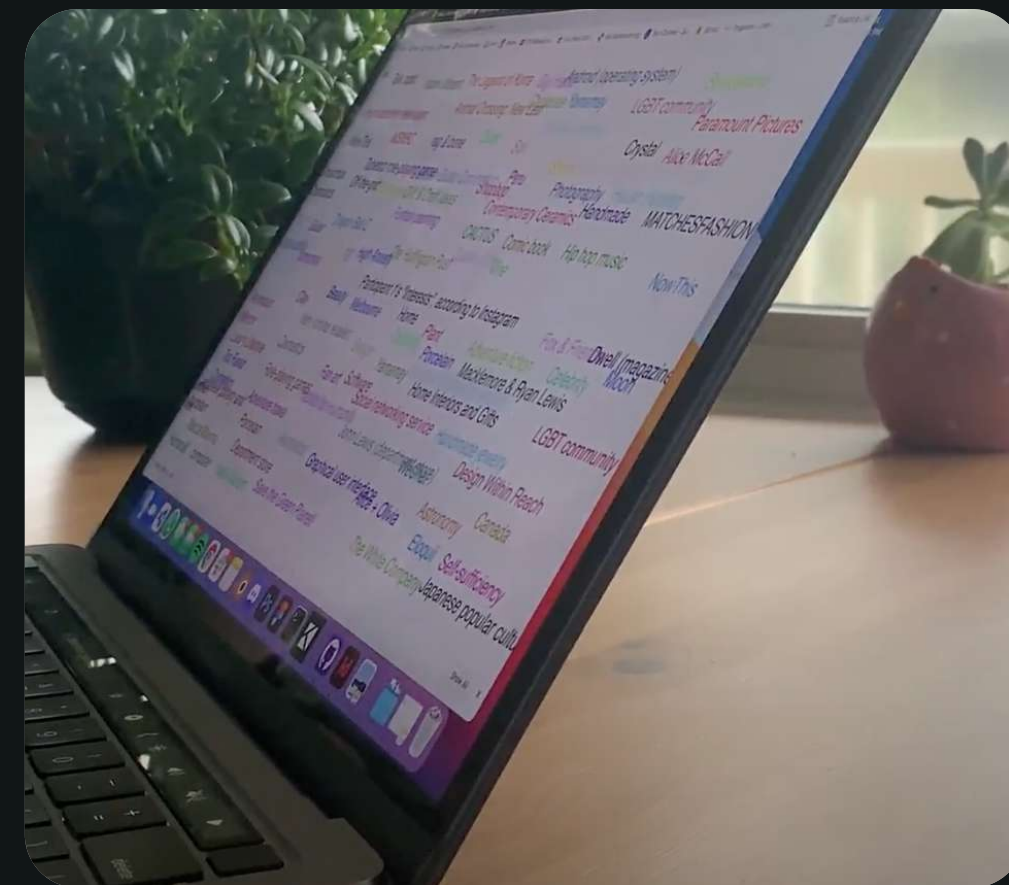
Refine

# Test Format: Data Collection

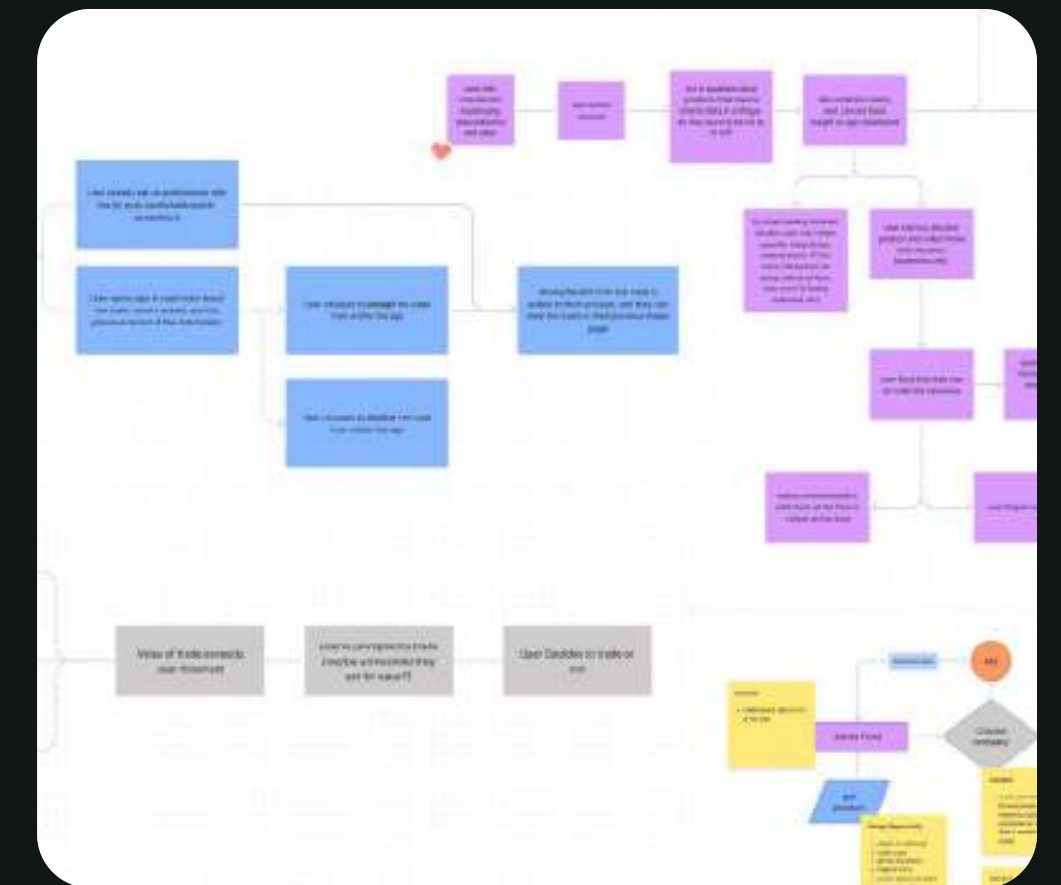
Explore



Test



Refine



# Test Format: Physical Product

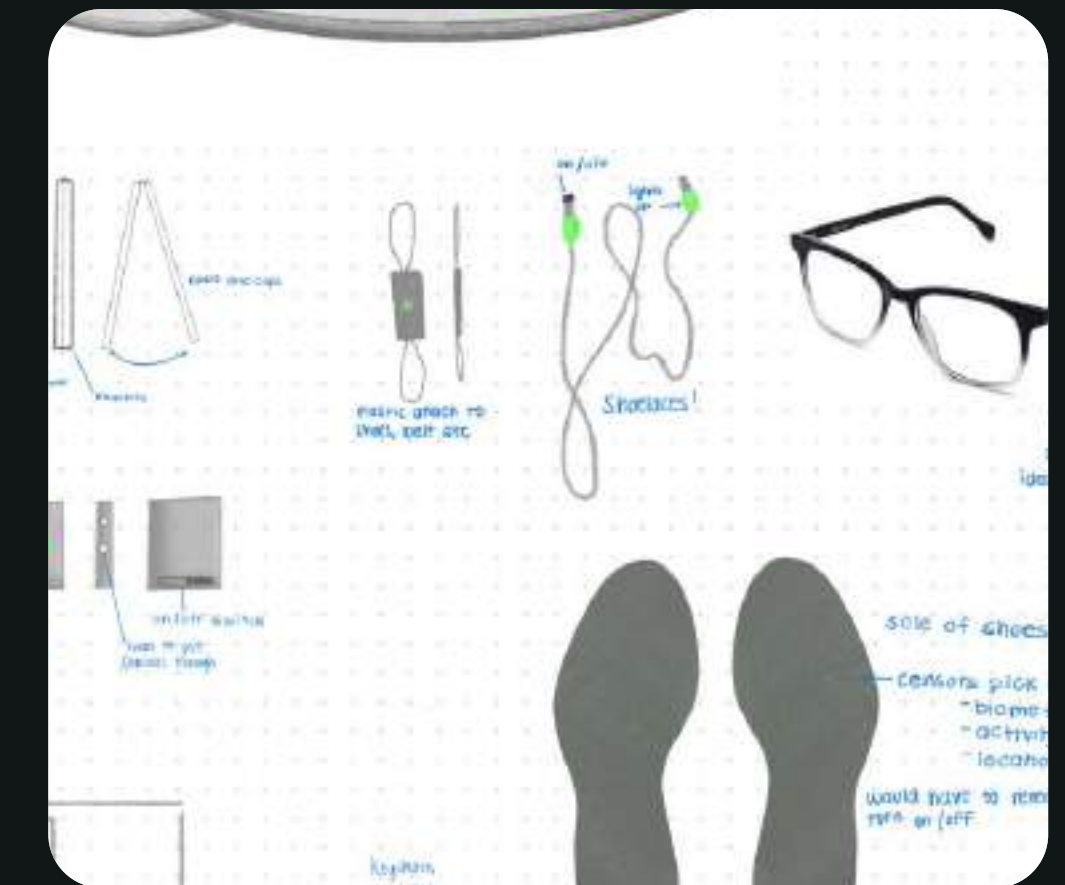
Explore



Test

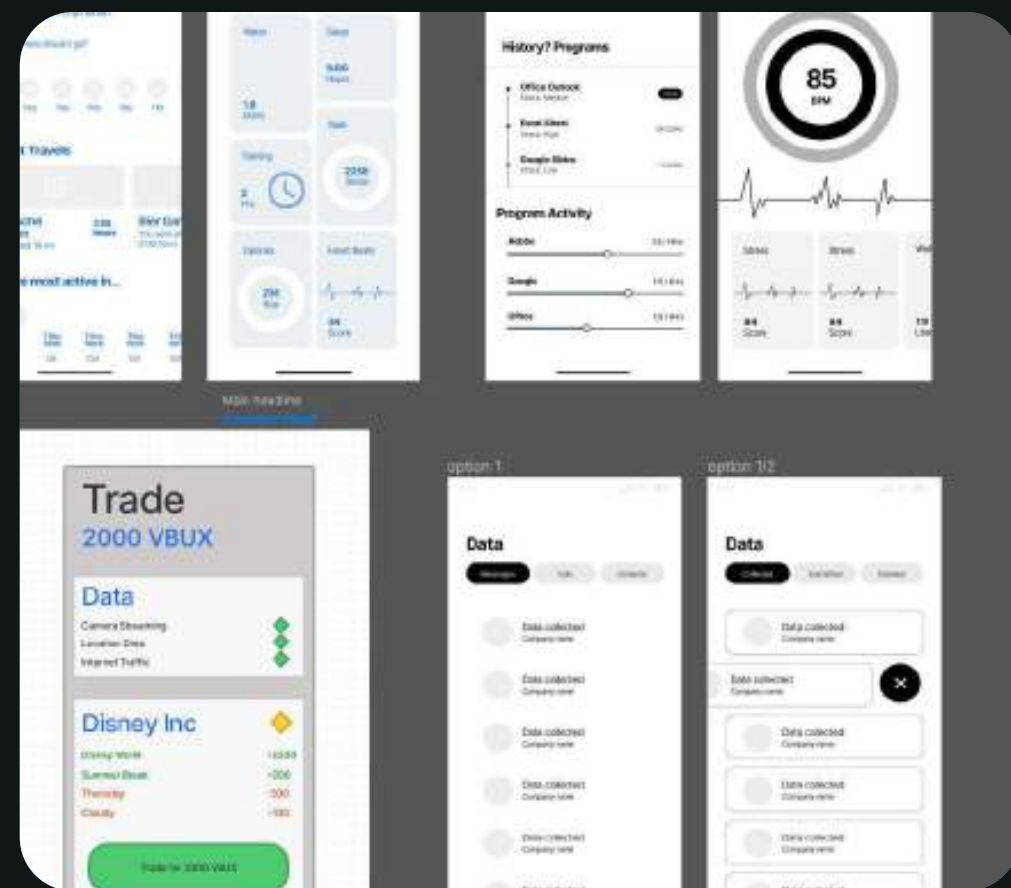


Refine



# Test Format: Digital Product

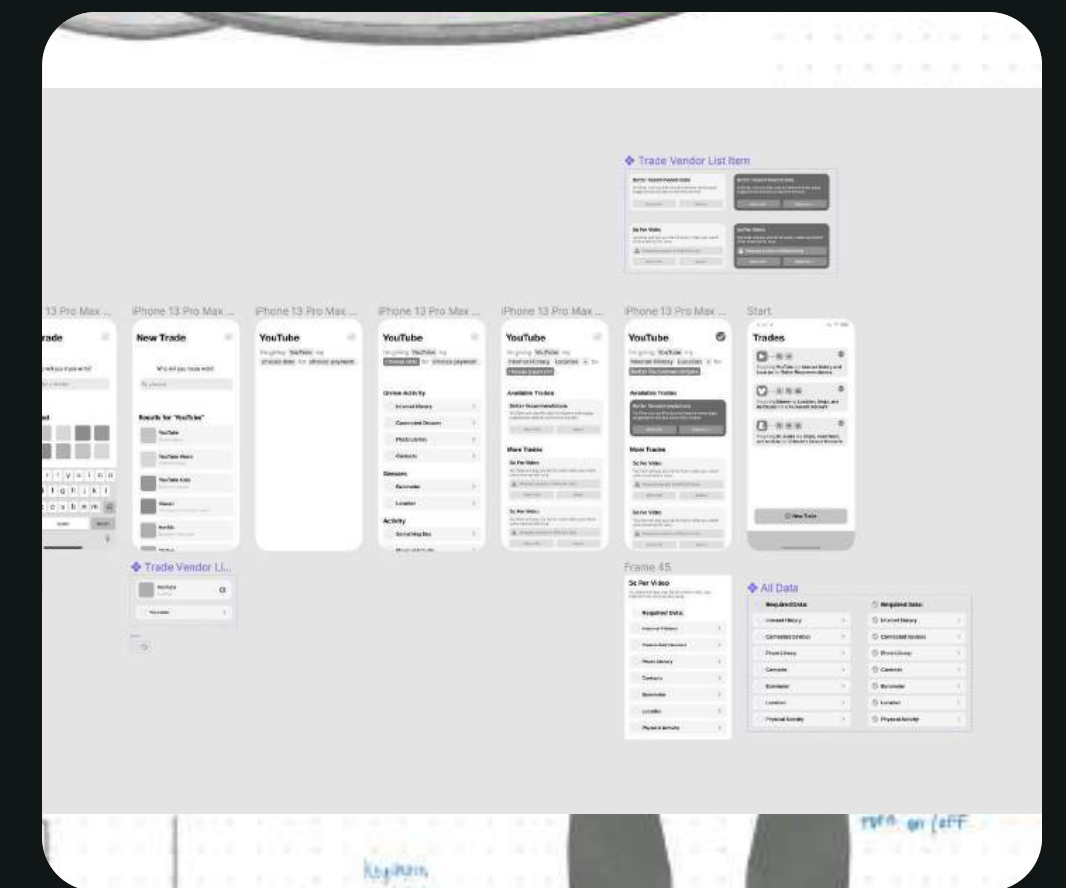
Explore



Test

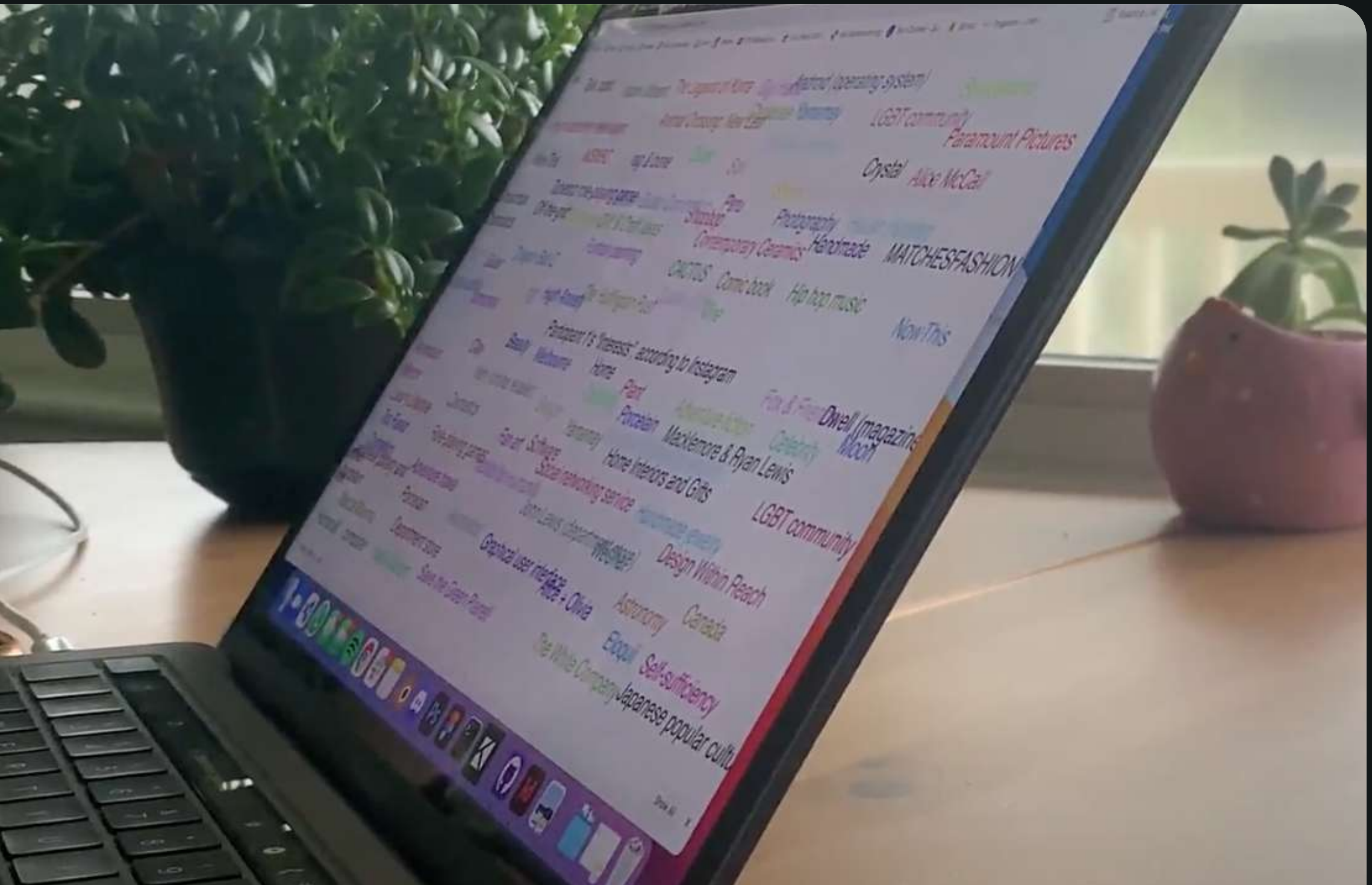


Refine





People aren't necessarily afraid of their data being collected..



They just want to benefit from it.



# Product Refinement



**Focus**

Collects productivity and wellbeing data

**Play**

Collects social and entertainment data

**Health**

Collects biometric and movement data

# Product Refinement



**Focus**

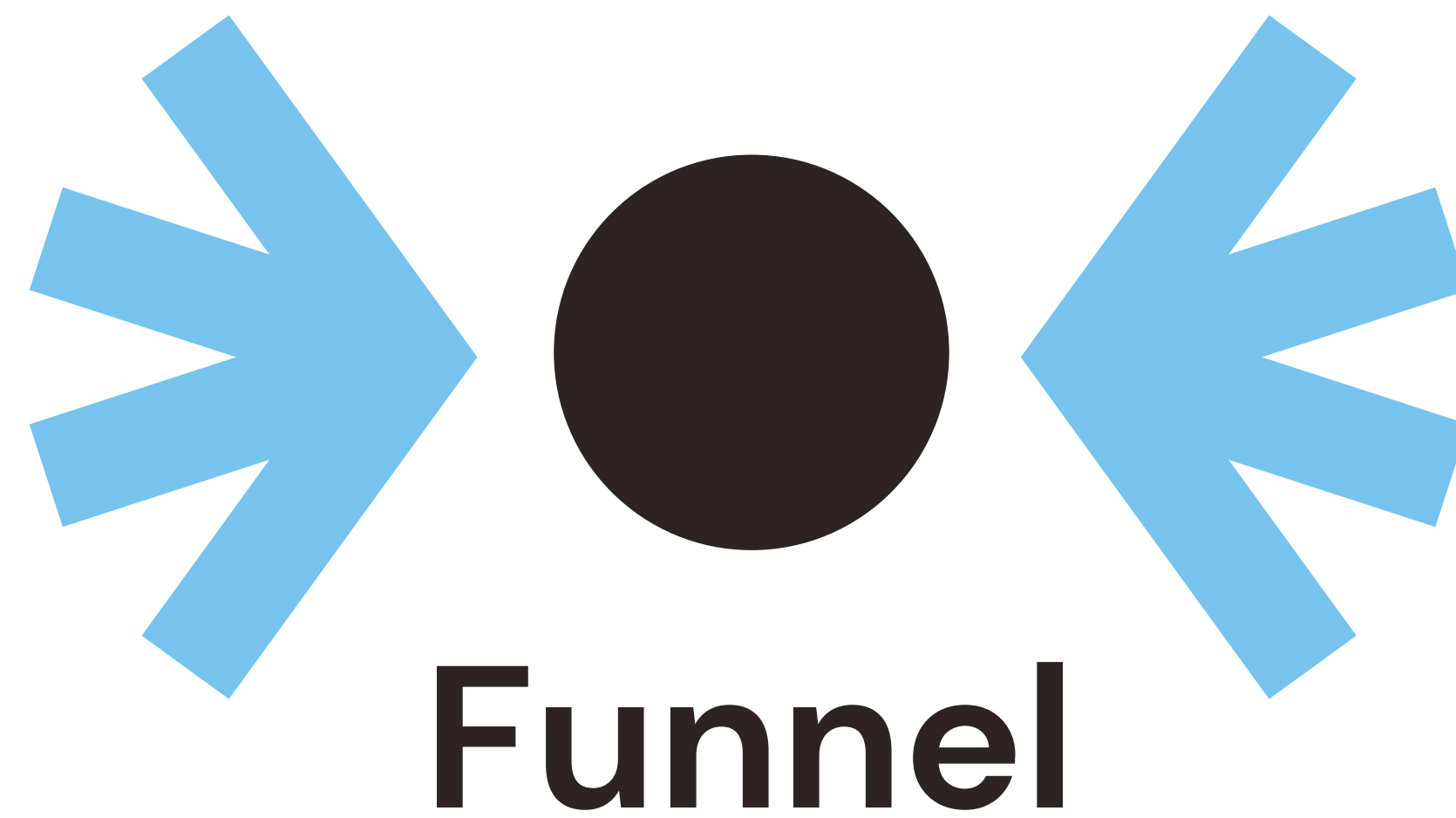
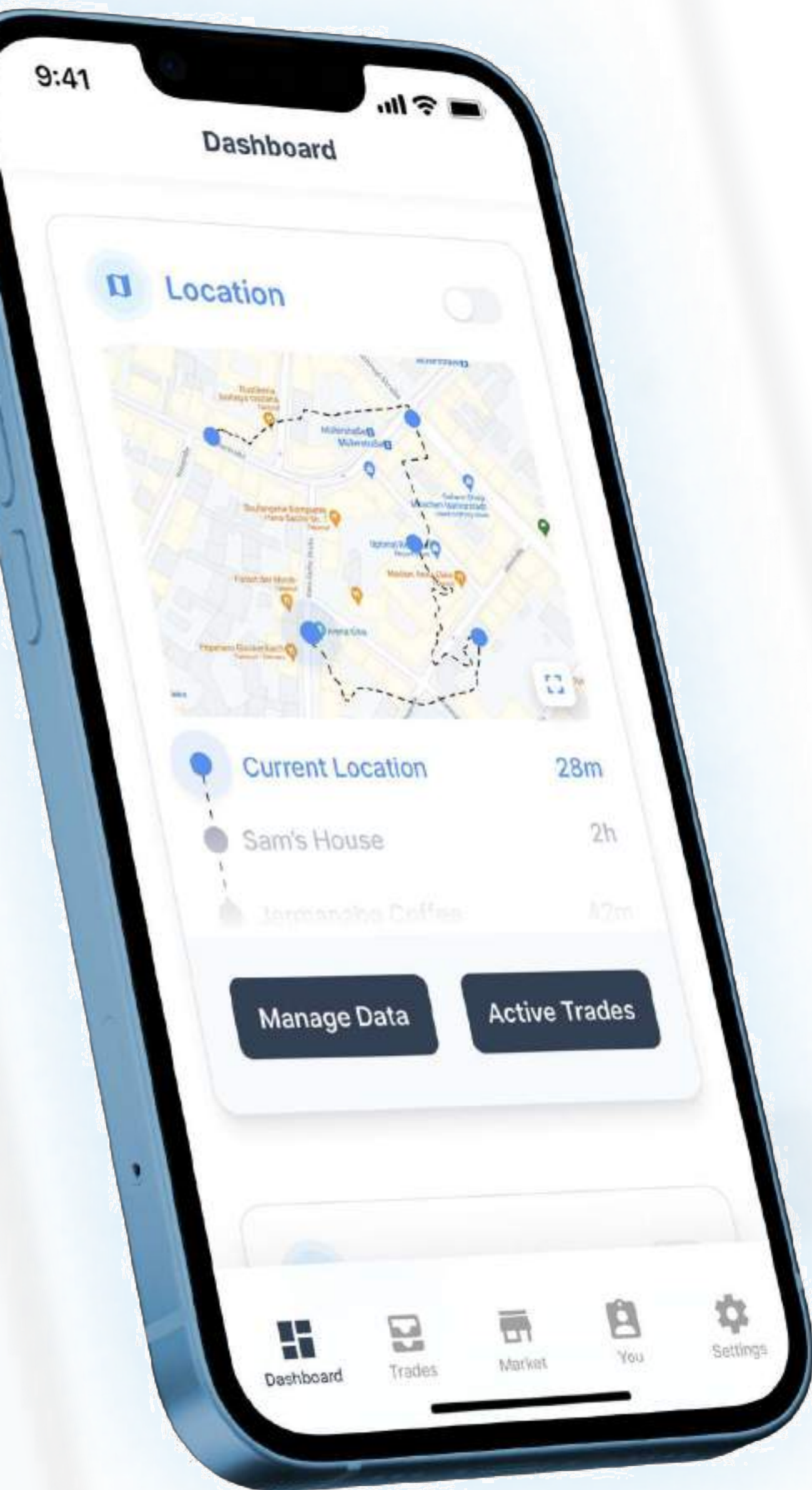
Collects productivity and wellbeing data

**Play**

Collects social and entertainment data

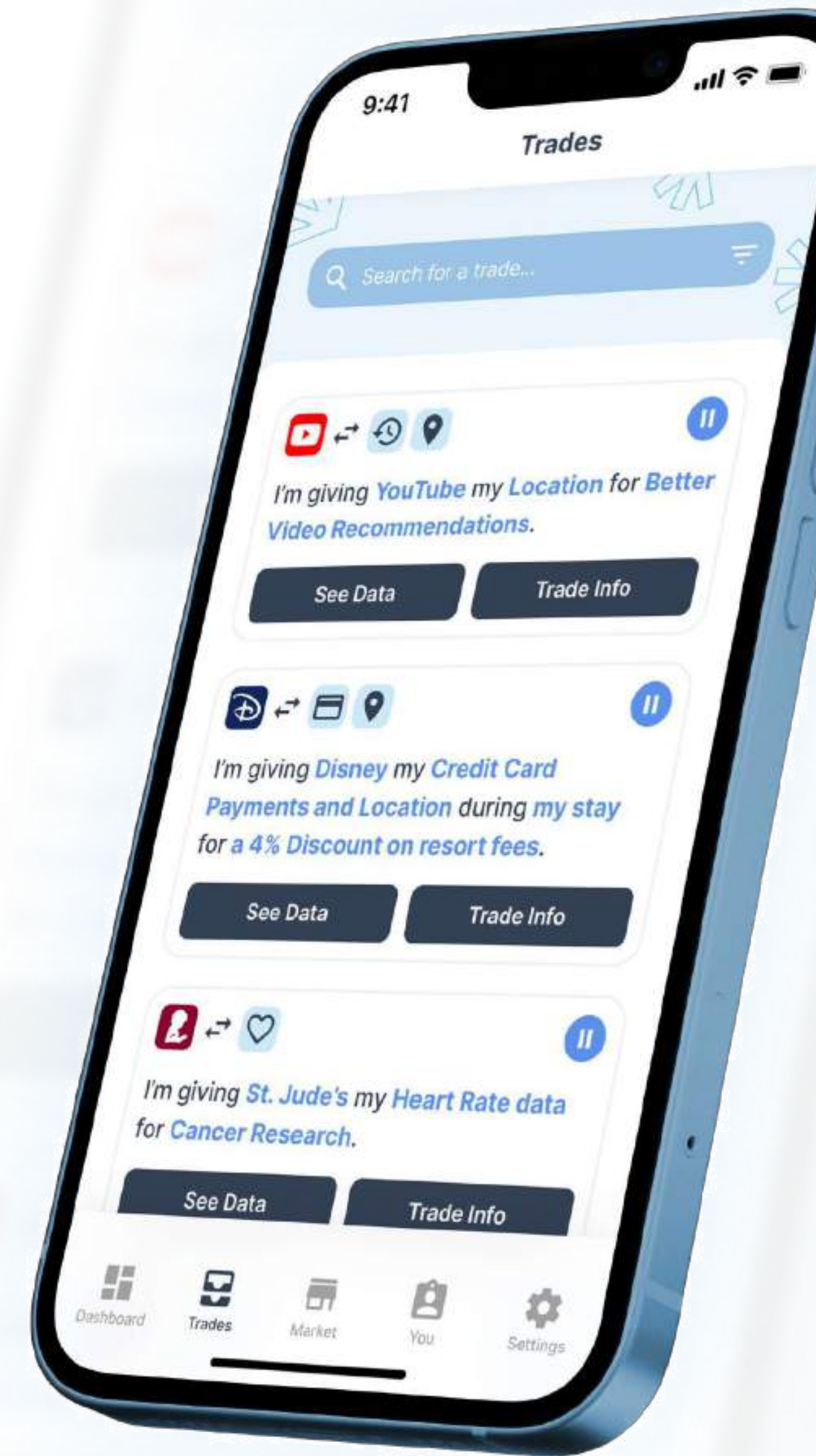
**Health**

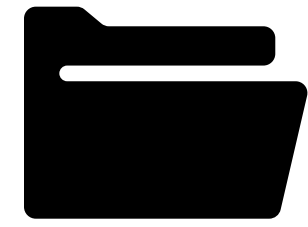
Collects biometric and movement data



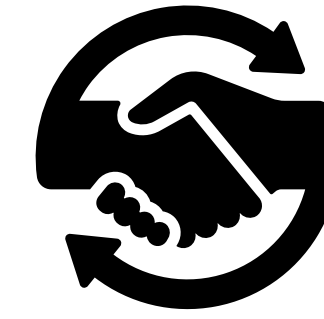
# Funnel

Use your data on **your own** terms and conditions.

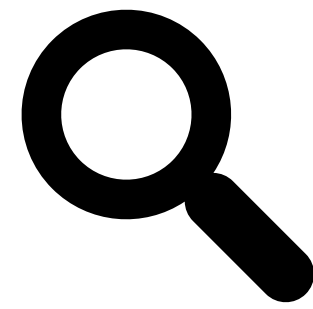




**Collect**



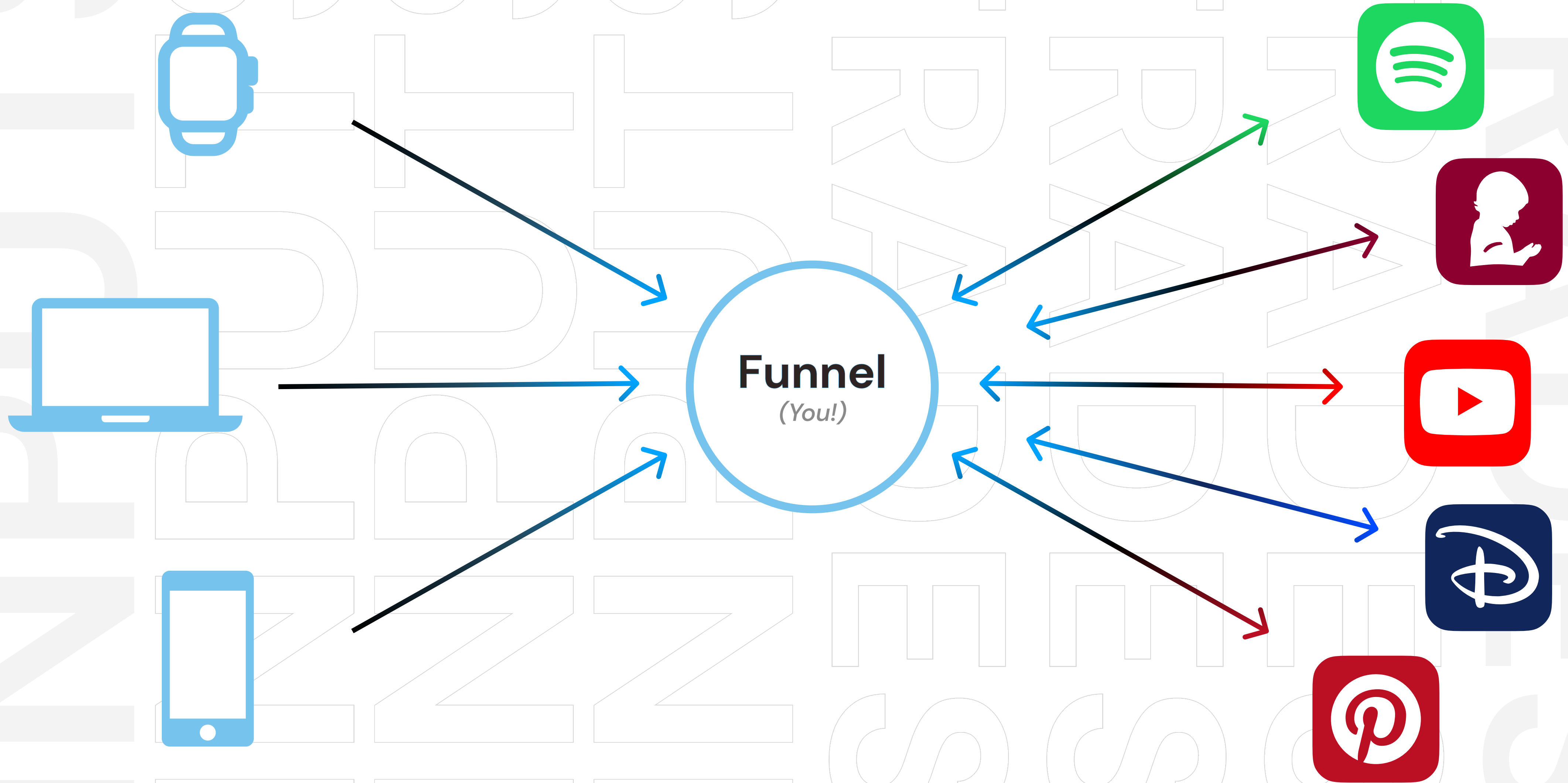
**Trade**



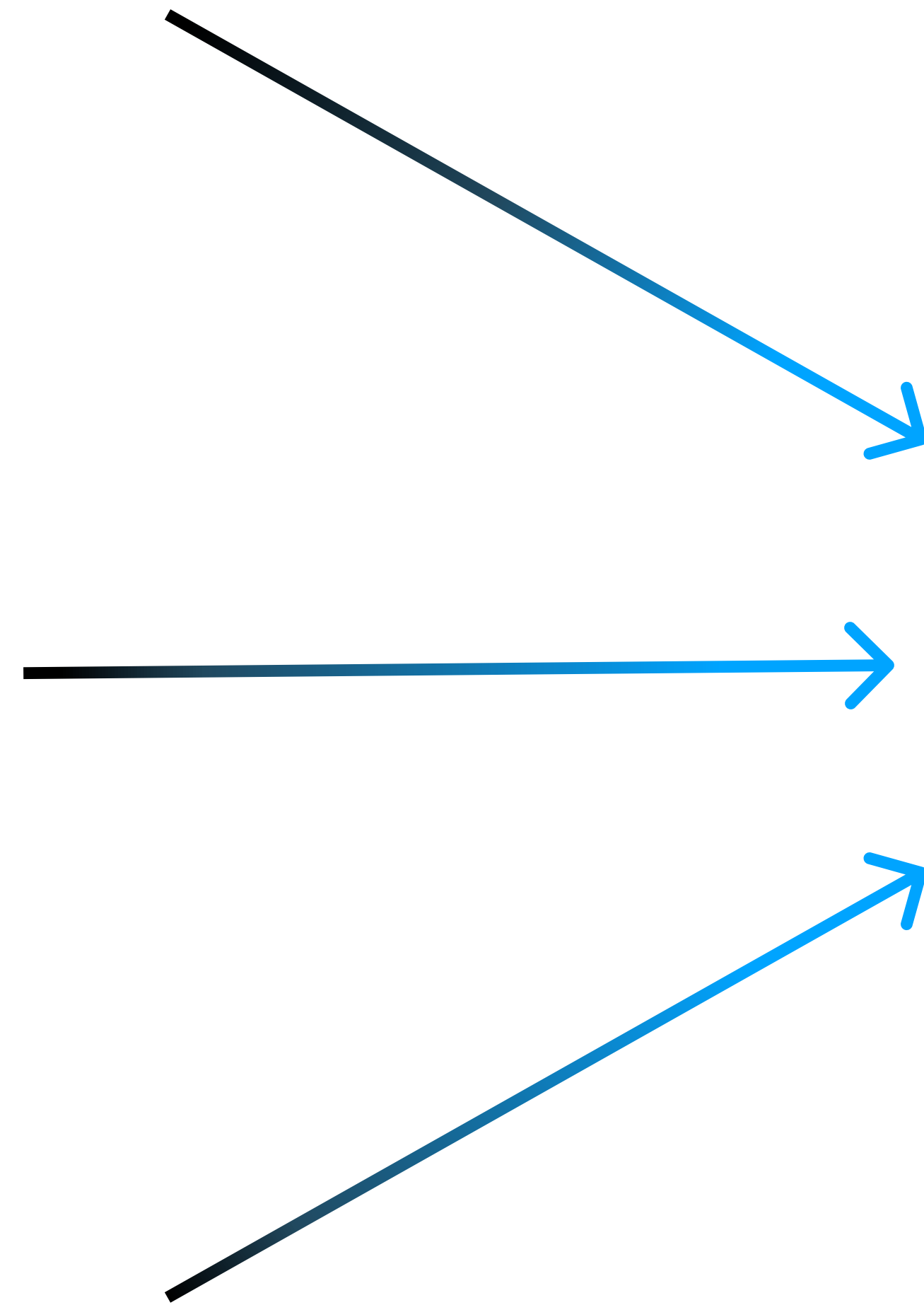
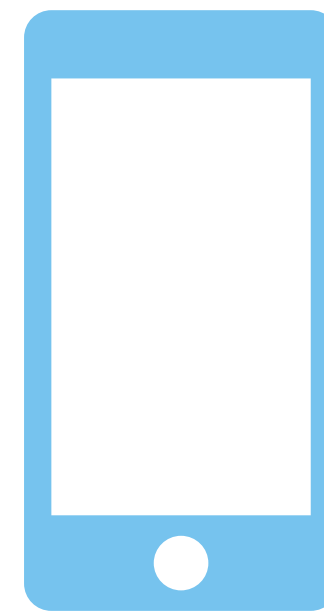
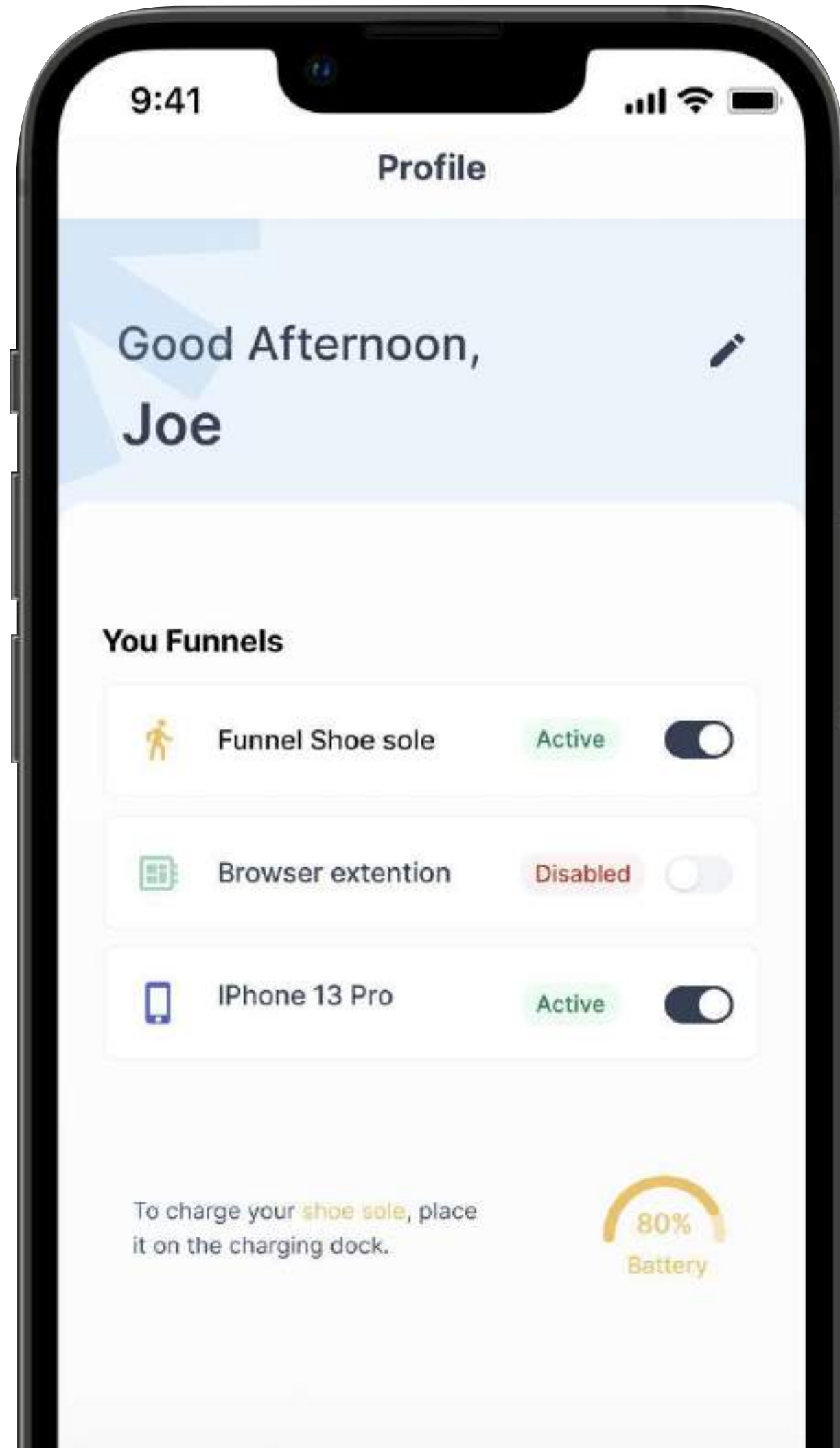
**Insights**

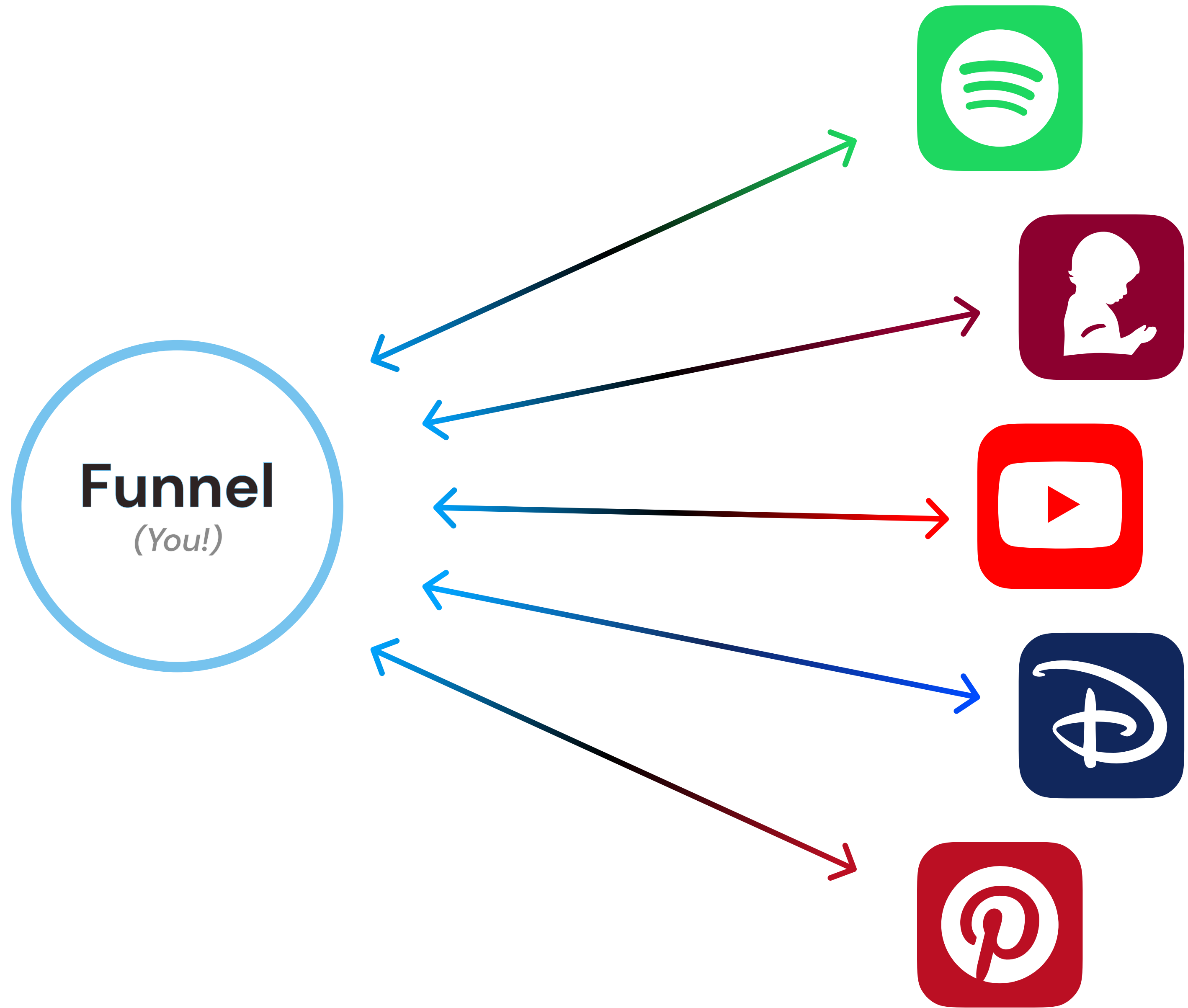


**Benefits**

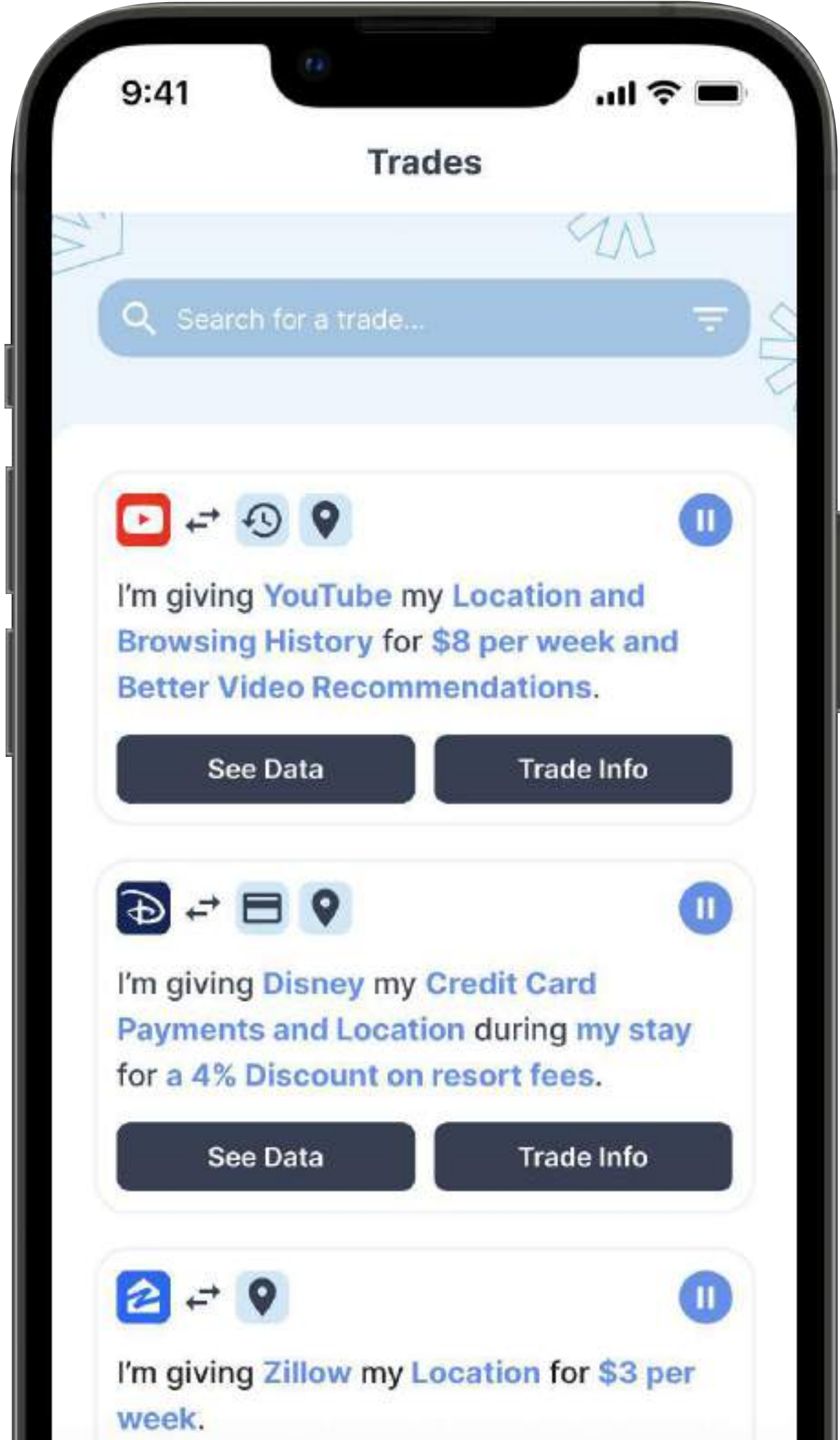


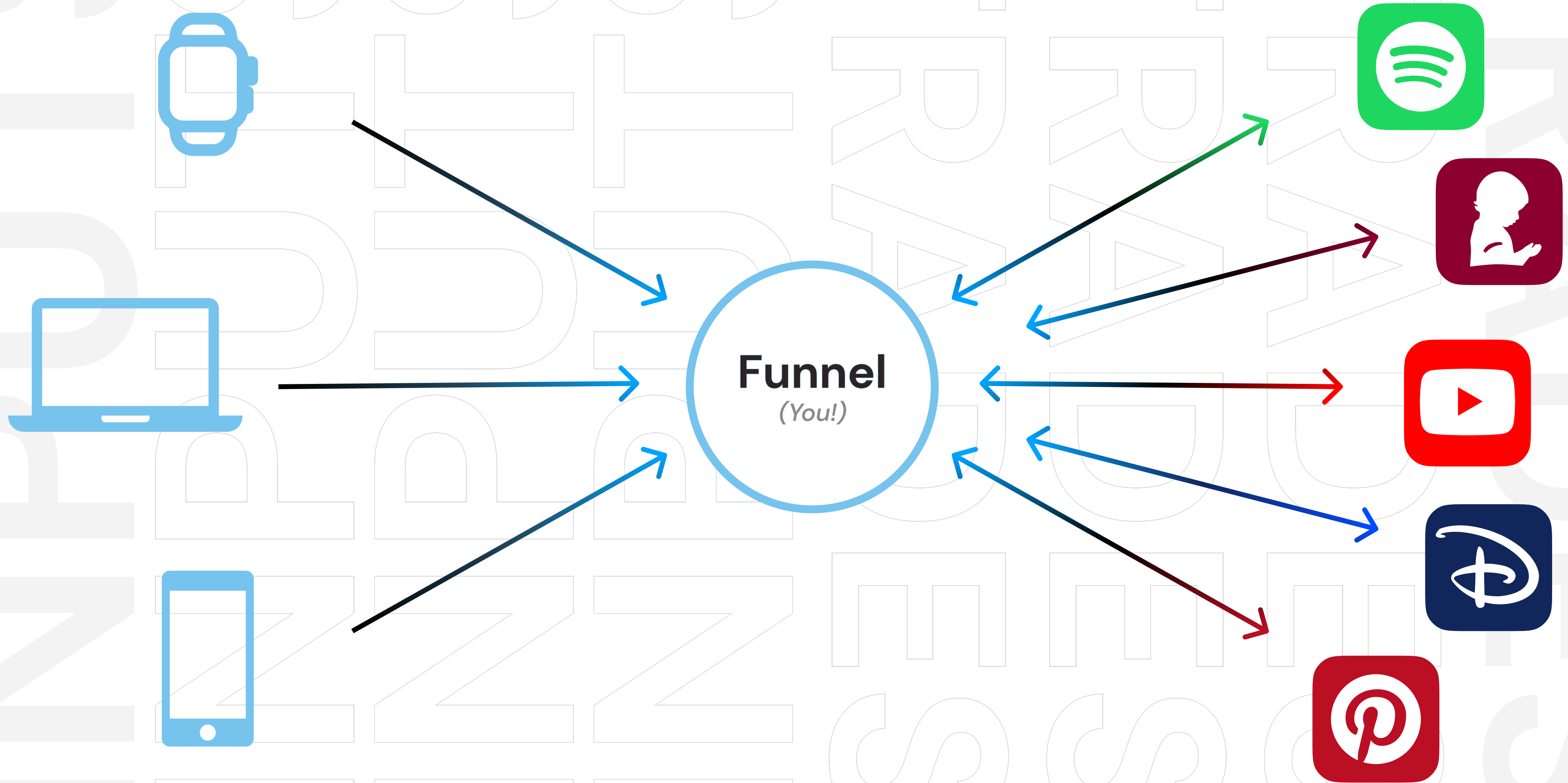
# Collect data from any of your devices





**Make transparent trades with vendors you trust.**







# Source

**Type**

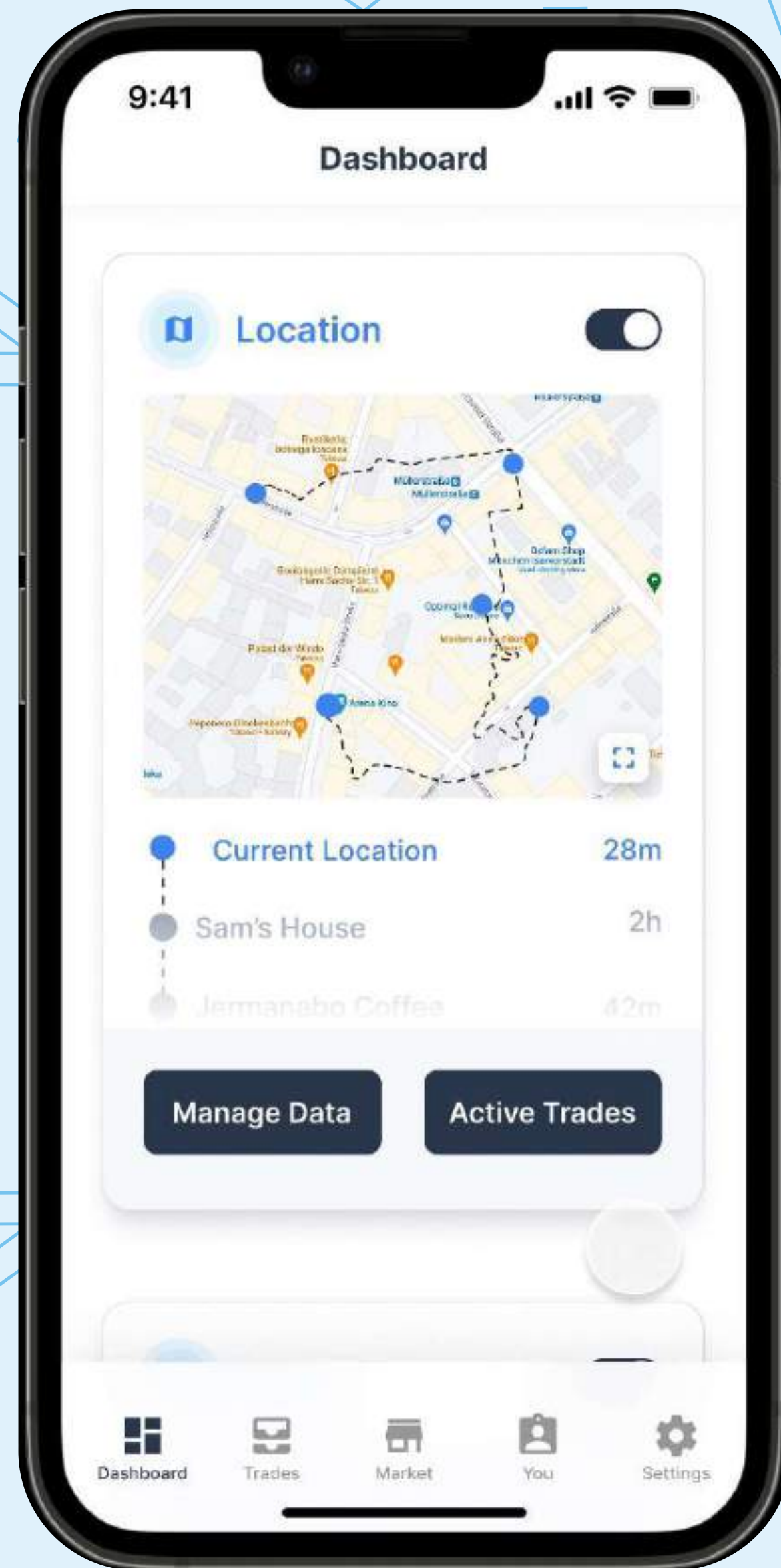
Type

Type

Piece Piece  
Piece Piece  
Piece **Piece**  
Piece Piece

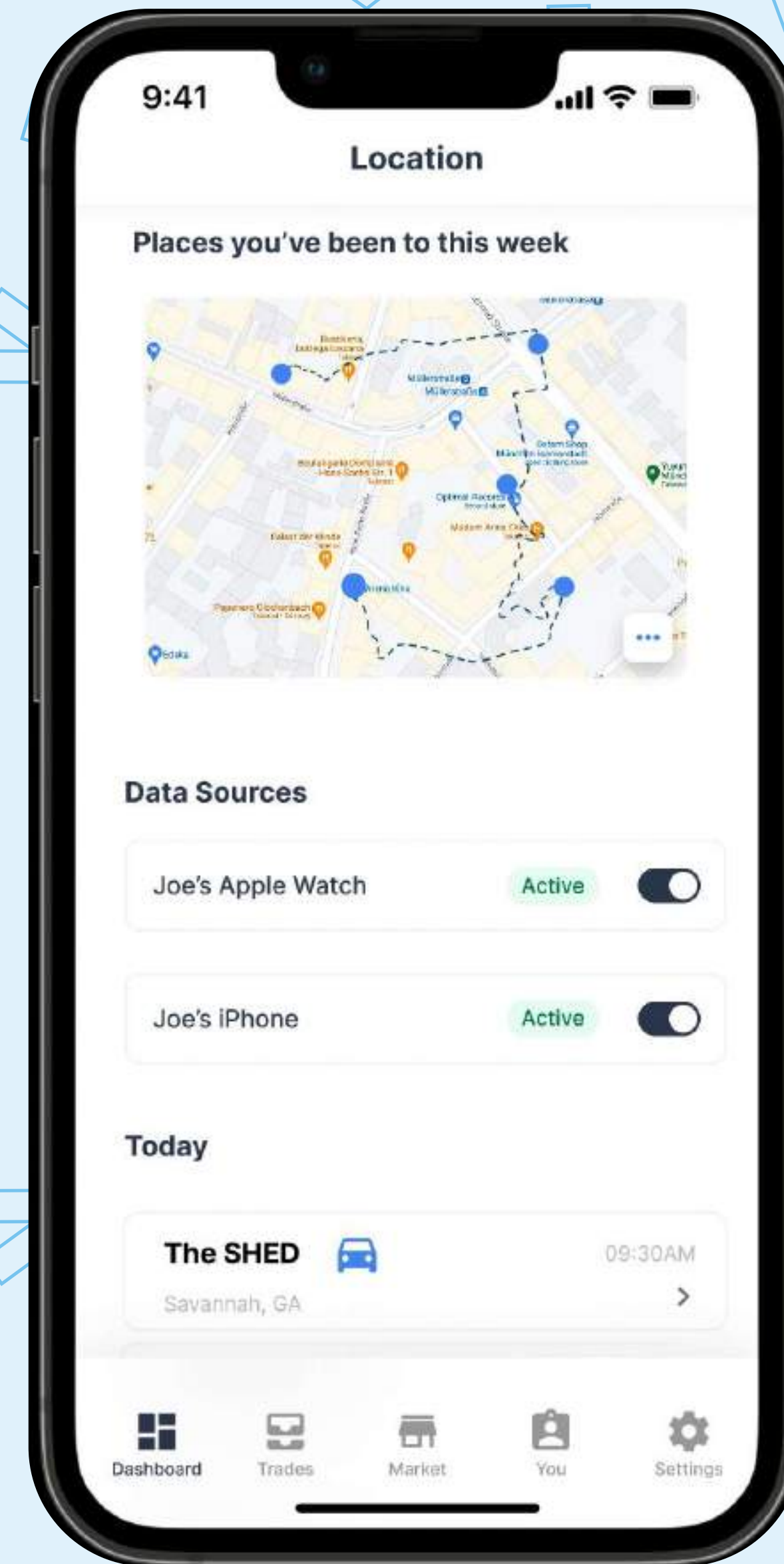
Piece Piece  
Piece Piece  
Piece Piece  
Piece Piece

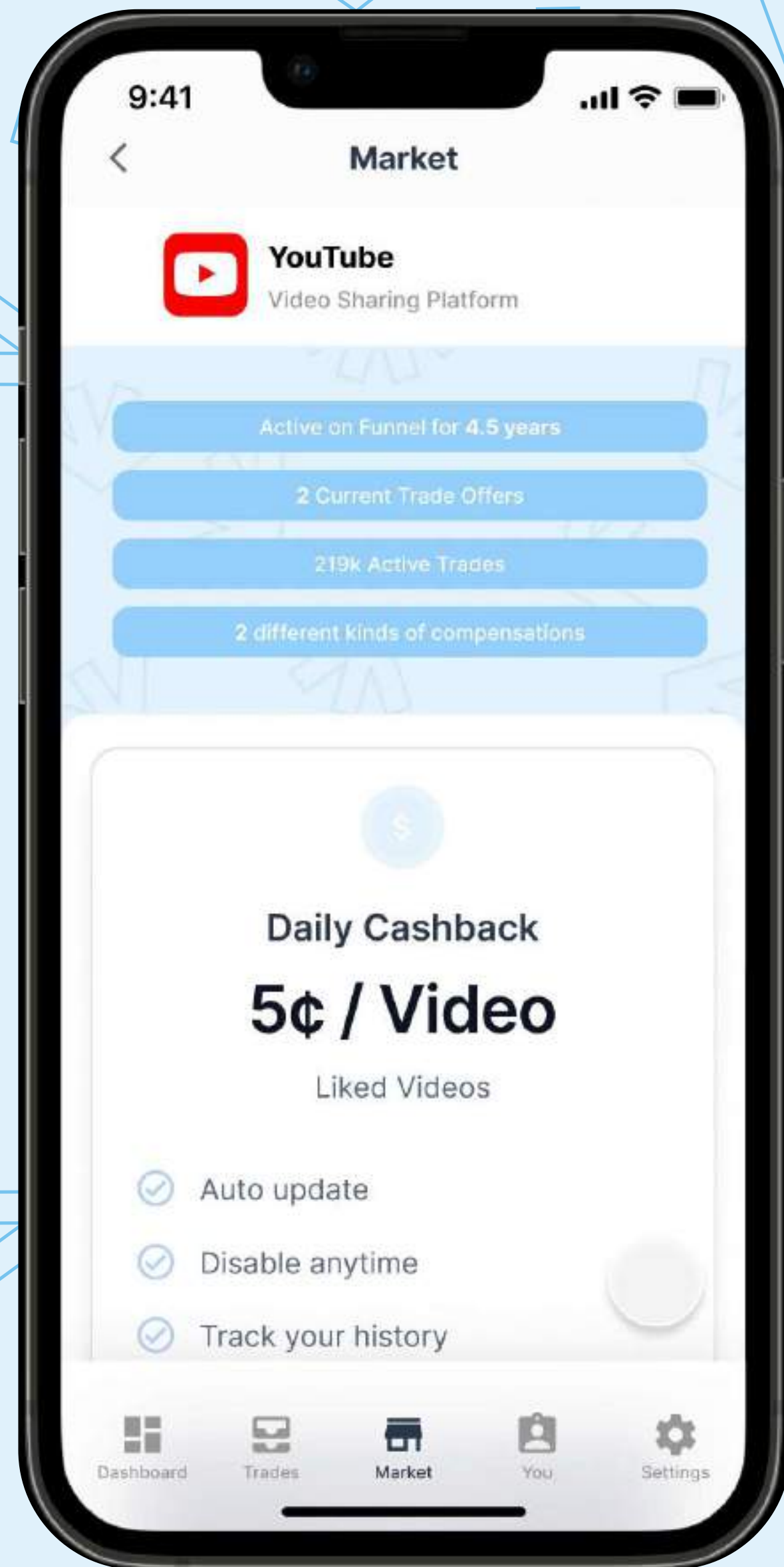
Piece Piece  
Piece Piece  
Piece Piece  
Piece Piece



**Control and own the data  
that's collected about you**

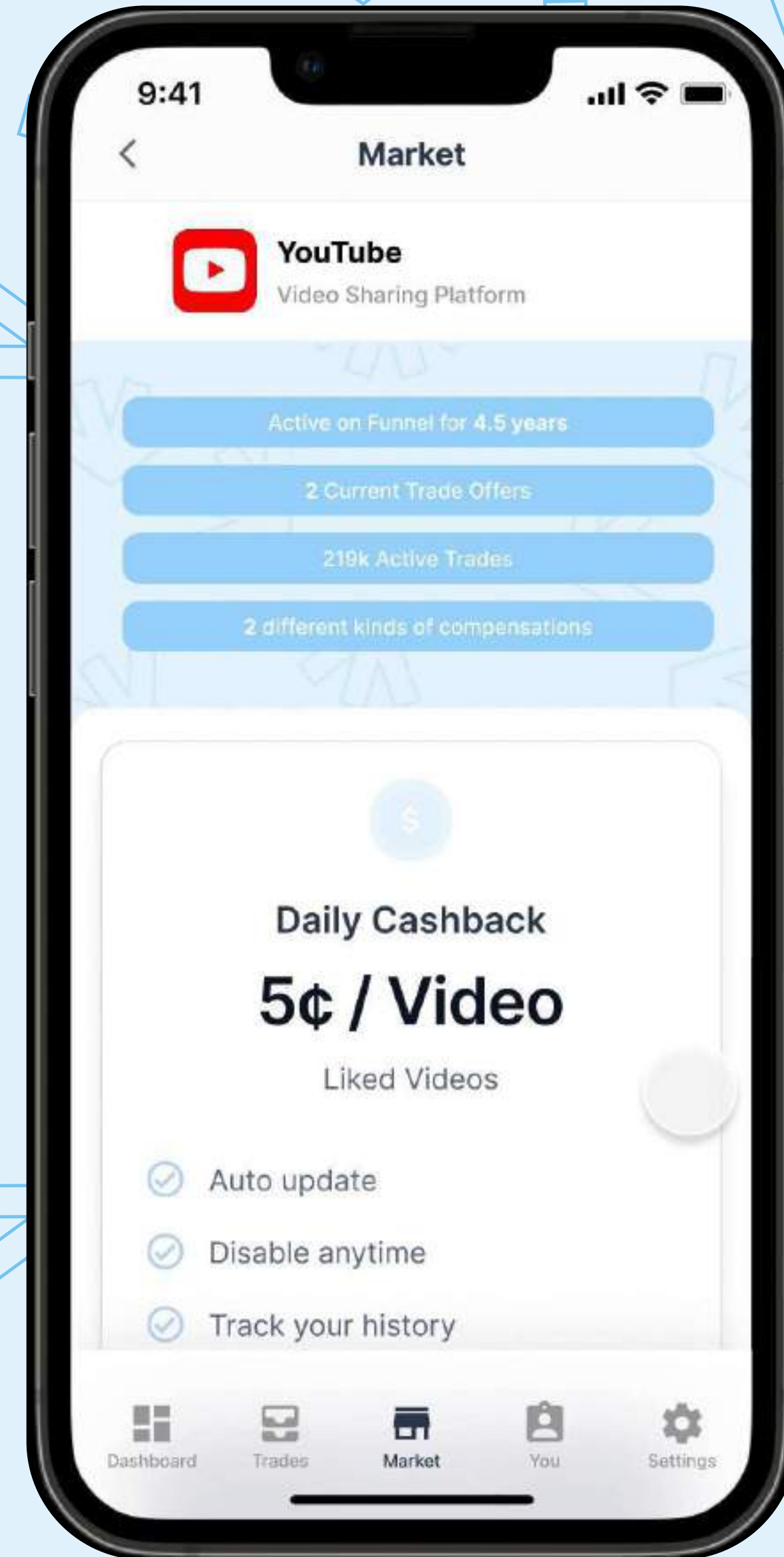
Understand more about yourself with insights

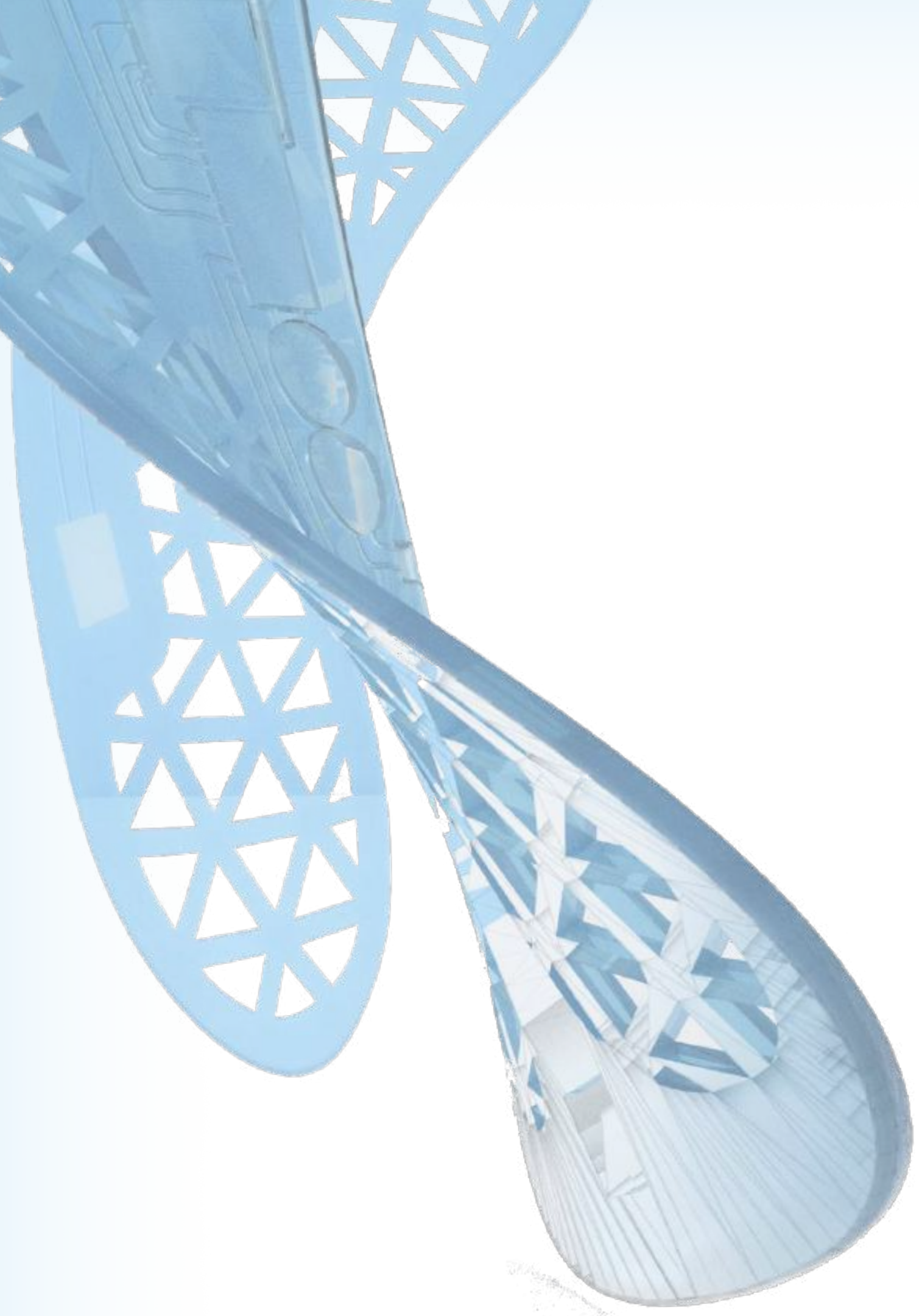




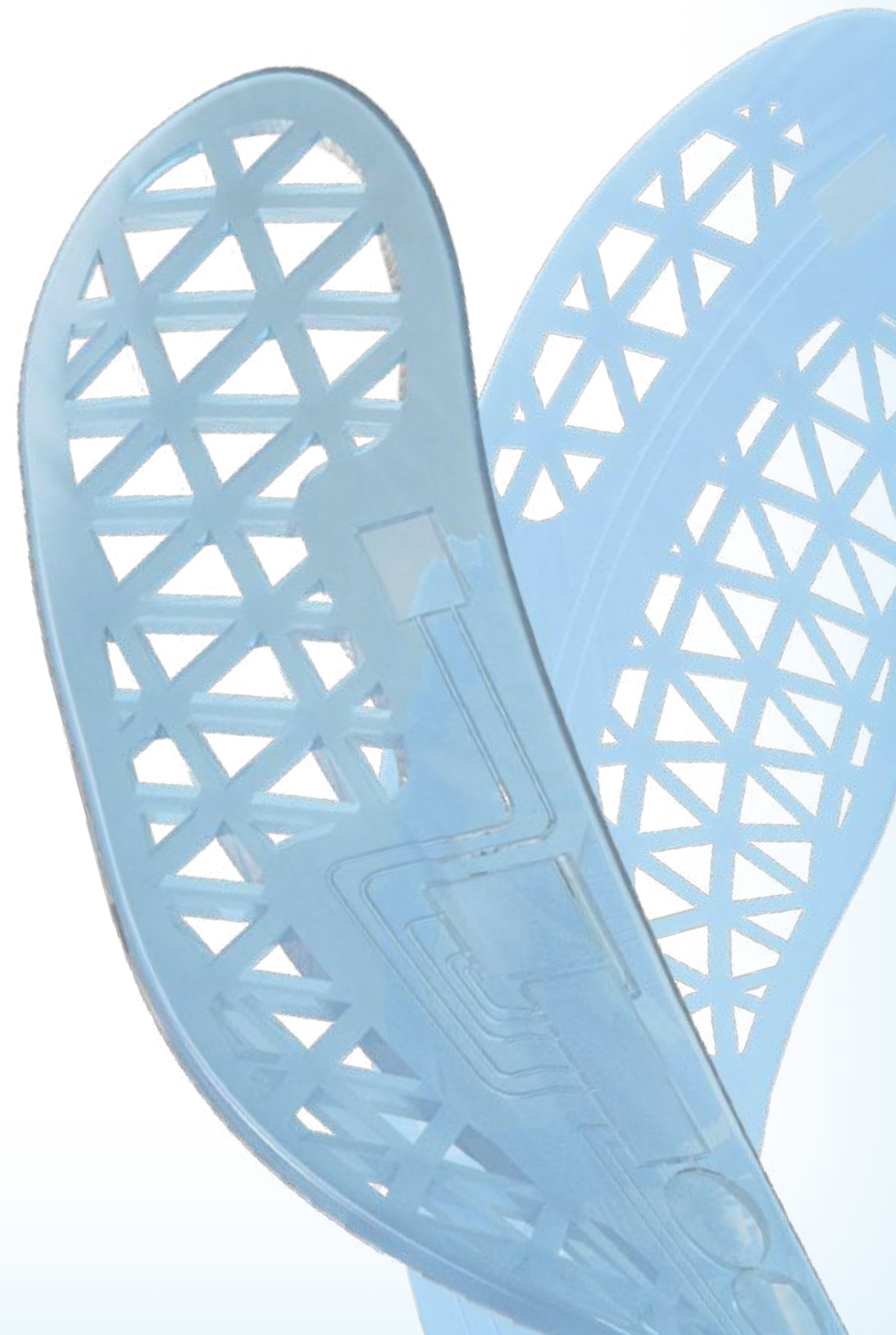
**Choose trades from vendors in exchange for your data**

# Collect benefits from vendor trades





**Funnel**  
Health





Funnel Smart Sole™ provides a safe and reliable way to collect your biometric data.

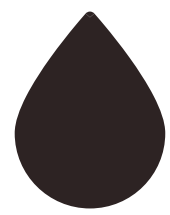




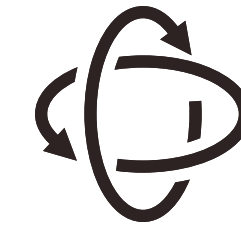
**Weight Lifting**



**Blood Pressure**



**Hydration Level**



**Movement**



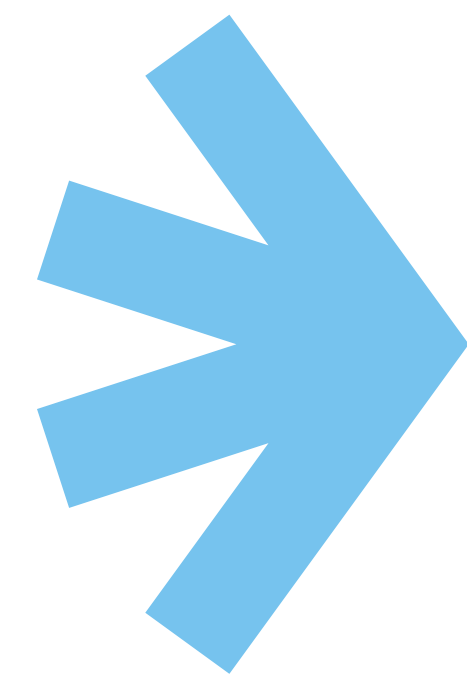
**Heart Rate**



**Walk Pressure  
Analysis**







**Thank you!**

