



<p>Industry:</p> <ul style="list-style-type: none"> Medical Device, IoT, Digital Health <p>Management:</p> <ul style="list-style-type: none"> Chang Hun Lee: CEO Daeho Lee: CTO Soonae Lee: CFO Sungmin Park: Advisor <p>Competition:</p> <ul style="list-style-type: none"> Inbody, Tanita, Omron <p>Competitive Advantage:</p> <ul style="list-style-type: none"> Portable (pocket-size) Low Cost (among similar device) Accuracy (98.8%) 7 Biometric Data (all in one device) Customize Digital Contents (Android & iOS) <p>Legal:</p> <ul style="list-style-type: none"> C-Corp, Delaware Patent: <ul style="list-style-type: none"> Registered: 6 Pending: 3 Foreign PCT: 3 Trademark: <ul style="list-style-type: none"> OneSmartdiet Fitrus Product Certification: <ul style="list-style-type: none"> CE, FCC, KC, TELEC <p>Investment:</p> <ul style="list-style-type: none"> Raised: \$800,000 <ul style="list-style-type: none"> Postech Holdings Enlight Venture Capital SP&G <p>Funding Sought:</p> <ul style="list-style-type: none"> Series-A Investment (\$4M) <ul style="list-style-type: none"> Production, R&D, Fixed Expenses, Digital Contents

<p>Company History:</p> <p>Foundation: 2017 Raised: \$800,000 (-pre-seed) Government Grants: \$2M (R&D grants) Employees: 16 (full-time) Office Location: US, Korea, Netherland Solutions: OneSmartdiet, Fitrus Plus, and Fitrus</p> <hr/> <p>Market Opportunity / Unmet Need:</p> <ul style="list-style-type: none"> Obesity has a 3.5 times higher chance of developing chronic diseases. Customers still rely on weight and BMI to evaluate their current health. the body composition analyzer is only available in clinics and medical devices are too big and expensive to afford for the regular household. <hr/> <p>Products/Services – Launched & Pipeline:</p> <p>OSD develops pocket-sized IoT devices that use Bioelectrical Impedance Analysis (BIA) along with IR and PPG sensors to measure, analyze and report timely and accurate biometric data, and various digital health contents to help people find a healthier lifestyle.</p> <ul style="list-style-type: none"> Biometric Data includes: Body Fat%, Skeletal Muscle Mass, Basal Metabolic Rate, BMI, Body Water, Heart Rate, Temperature, Stress index, Calories intake, and Step Counts App: iOS, Android Demo URL: https://youtu.be/69ypPbRrgBs <hr/> <p>Commercial / Technical Milestones:</p> <p>[B2C]</p> <ul style="list-style-type: none"> 2020 revenue projection: \$2.5M 2021: launch subscription contents via mobile app >> \$4.99/ month >> \$5M+ in revenue (projection) <p>[B2B]</p> <ul style="list-style-type: none"> 2019: Launched B2B Health Dashboard 2020: conducted two pilots using B2B Health Dashboard <ul style="list-style-type: none"> Employee Wellness pilot with Priority Life Care LLC. >> 80+ staffs Fitness Center pilot with Crossfit: Land Warrior <p>[Product Development]</p> <ul style="list-style-type: none"> 2017: developed/ launched OneSmartdiet device & mobile app 2018: developed/ launched Fitrus Plus device & mobile app 2019: developed/launched Fitrus Kiosk & Web dashboard 2020: develop Fitrus Blood Pressure Monitor (PPG) 2021: develop Fitrus Sleep Monitor (UWB)
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	2017	2018	2019	2020	2021	2022	2023
Sales	\$301,00	\$665,000	\$1,050,000	\$2,018,000	\$5,938,000	\$11,938,000	\$23,818,000
Gross Profit	\$101,000	\$275,500	\$607,350	\$1,026,000	\$3,398,000	\$6,908,000	\$15,748,000
Net Income	33%	42%	60%	51%	57%	58%	66%