



Hydration Tracking **azis** Armband

TYE Regionals 5/4

Simoni Tomar - CEO
Himanish Verma - CFO
Akshat Vashishtha - CIO
Arnav Bhairgond - CMO



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01

Problem Statement



Problem: Dehydration

Dehydration happens when the body loses more fluids than it takes in. If not treated, it can harm both physical and mental health.

Impact of Dehydration

15%

Of all football deaths are
due to **exertional heat
stroke** (NIH)



Impact of Dehydration



55%

High School Athletes that begin practices
mildly dehydrated (CDC)



31.9%

University Athletes that begin training
dehydrated (Human Kinetics)

43.6%

Athletes that remain **dehydrated after**
games



02

Solutions



What is Oasis?



Who we are

- ↳ Cutting-edge **hydration monitoring system**
- ↳ **Wearable armband** with **sweat-sensing technology**
- ↳ A companion **mobile app**
- ↳ **Real-time updates** on health



The goal

- ↳ **Preventing** dehydration-related injuries and deaths with early detection and intervention
- ↳ **Lead innovation** in wearable health monitoring



Core Infrastructure

Key Partners

- ↕ Material & sensor manufacturers
- ↕ Sports and fitness organizations
- ↕ Government agencies
- ↕ Research institutions
- ↕ Healthcare providers & athletic trainers

Key Activities

- ↕ R&D
- ↕ Product testing & quality assurance
- ↕ Marketing & distribution strategy
- ↕ Customer support & in-app feedback system

Key Resources

- ↕ Skilled tech & engineering team
- ↕ Mobile app development team
- ↕ Partnerships with scalable manufacturers
- ↕ Patent protection for core innovations

How It Works



Sensor Technology

Tracks hydration via skin conductivity

Detects sweat and resistance changes

Data Analysis

Processes data with microchip

Calculates hydration score

Sync & App

Connects via Bluetooth

Uploads data to app/cloud



TAM SAM SOM



Total Addressable Market

- ⇓ Global athletes ~2B
- ⇓ Blue-collar workers: ~1.5B
- ⇓ Military ~70M
- ⇓ Elderly (65+) ~800M
- ⇓ TAM Estimate: \$40-60B



Serviceable Available Market

- ⇓ U.S. athletes (HS, college, pro): ~15M
- ⇓ U.S. military: ~1.4M
- ⇓ Industrial workers: ~10M
- ⇓ At-risk elderly (U.S.): ~20M
- ⇓ SAM Estimate: \$5-8B



Serviceable Obtainable Market

- ⇒ Rollout target: 100k-250k users
- ⇒ Focus: school teams, athletes, early adopters
- ⇒ SOM Estimate: \$7.5M-\$18.75M

† Assumes \$80/device retail with optional \$15/month SaaS subscription.



03

Budget & Financials

Revenue Streams



Primary Revenue Streams

- ⇒ Device Sales
 - One time purchase of the Oazis armband
 - Priced at ~\$80 per units
- ⇒ App Subscriptions
 - \$15 per month



Secondary / Future Streams

- ⇒ B2B Contracts
- ⇒ Data Partnerships
- ⇒ Referrals and Upgrades
- ⇒ Sponsored Collaborations





Cost Structure per Unit

- Buy parts wholesale to lower costs
- Pre-order materials for ~5,000 units
- Keeps prices low without overstock risk
- Enough to save money but not lose it if sales are slow

Component	Cost Estimate PER UNIT
Sweat Sensors	~12 - 25 USD
Microcontroller	~ 8 USD
Battery	~ 3.50 USD
Casing	~ 2.45 USD
App Maintenance	~ \$800 - \$ 1300/month
Manufacturing	~ \$1.00 - \$2.50 per unit



Startup Budget Breakdown

Category	Details	Estimated Cost
Product Development	Prototype materials, fabrication, small-scale assembly	\$12,000
Research and Development	Sweat data calibration, signal testing, integration validation	\$10,000
App Development	UI/UX design, bluetooth syncing, hydration dashboard, backend/cloud setup	\$25,000
Marketing and Branding	Logo, website, TikTok and IG brands, influencer kits, printed materials	\$10,000
Legal and Operations	LLC filing, contracts, safety waivers, IP protection, early patent steps	\$10,000
Product Production	Manufacturing the product (covered earlier)	\$175,000

Total: \$242,000



Break Even Analysis

<u>Metric</u> 	<u>Value</u> 
Fixed Costs	\$242,000
Unit Selling Price	\$80
Unit Variable Cost	\$35
Profit per Unit	\$45 (56.25%)
Break-even Units	3,025 units

† Disregarding the subscription revenue

Subscription and Future Models



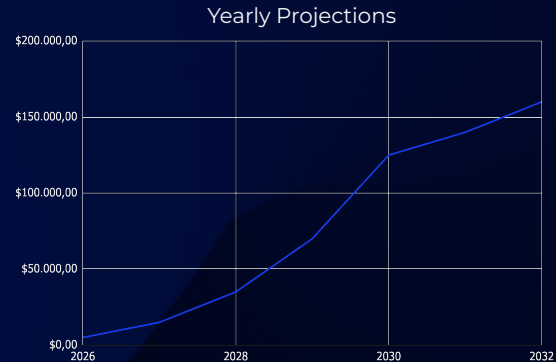
Premium App Subscription

- Hydration Score
- Family/Team Dashboard
- Hydration History
- Gamified Goals
- Priority Support and Updates



Future Hardware (LCD Version)

- Built-in Screen
- Color Alerts
- Touch Controls





04

Communication Plan

Channels of Distribution

Direct Sales

- ⇒ Website and app sales
- ⇒ Full control of branding



Brick-and-Mortar Retail

- ⇒ Partner with gyms/stores
- ⇒ In-store athlete visibility



Online Retail Presence

- ⇒ Sell on Amazon, Walmart
- ⇒ Reach wider audience



Partnerships

- ⇒ Bulk sales to schools/teams
- ⇒ Long-term B2B deals





Go-To-Market Strategy (GTM)

Pilot Launch

- ⇒ Begin with local organizations
- ⇒ Limited beta units for trial

Community Engagement

- ⇒ Attend tournaments and expos
- ⇒ Build trust with direct interaction

Digital Marketing

- ⇒ TikTok, Instagram, fitness influencers
- ⇒ Ads targeting athletes and parents

Ambassador Program

- ⇒ Athletes promote on socials and in person
- ⇒ Get free gear or exclusive perks

Competitors

	Gatorade GX Patch	Nix Biosensor	Oasis Armband
Real-time Monitoring	✗	✓	✓
Tracks Electrolyte Loss	✓	✓	✓
Continuous Use	✗	✗	✓
Mobile App Integration	✓	✓	✓
Wearable Comfort	✗	✗	✓
Affordable Price point	✓	✗	✓
Designed for Youth Use	✗	✗	✓



Gatorade GX Patch



Nix Biosensor





Customer Segments



Primary

- ⇒ Athletes
- ⇒ Sports Teams
- ⇒ Health conscious individuals



Secondary

- ⇒ Soldiers
- ⇒ Government workers
- ⇒ Blue collar workers



Additional

- ⇒ Elderly people
- ⇒ Hospitalized people

Real World Customer Validation



Irving Montgomery

**Panther Creek High
School Wrestling Coach**

“Real-time feedback
would help me train and
travel better.”



Aman Kaushik

**Air Force Squadron
Leader for Indian Air
Force**

“Manual tracking doesn't
work under pressure. This
would.”



Kevin Yang

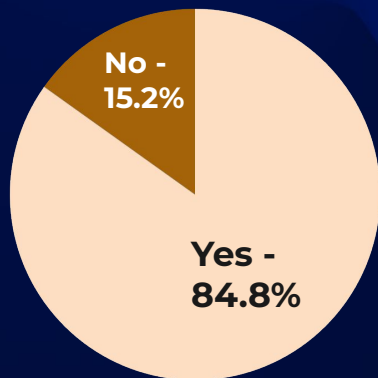
**Raleigh Charter High
School Head Track Coach**

“It'd help during long
practices and throughout
the school day.”

Survey

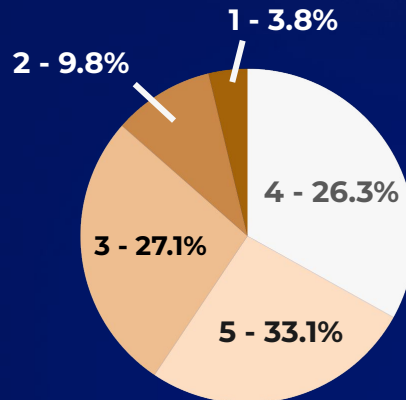


Have you ever experienced dehydration during exercise?



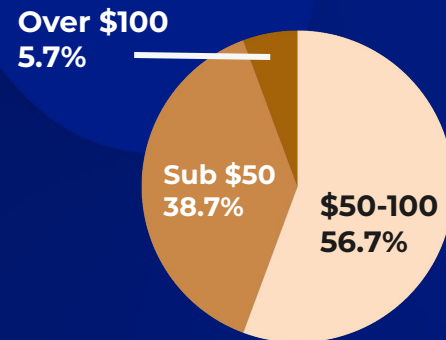
- 68% said it happens often or very often

How willing are you to wear wearable tech during your workouts?



- Most responders responded they were willing to wear wearable tech

What price range would you consider reasonable for a hydration-monitoring armband?

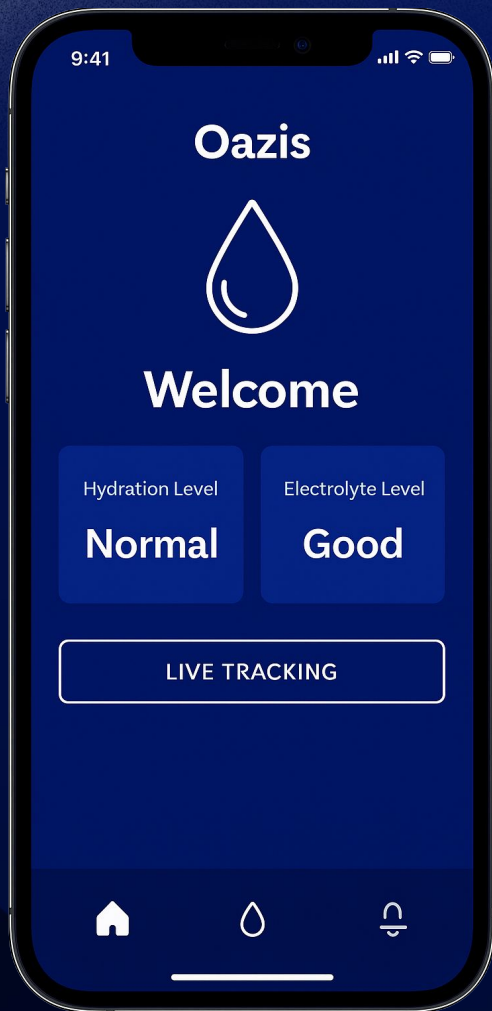


- \$80 price point is in the perfect spot for our target market

05

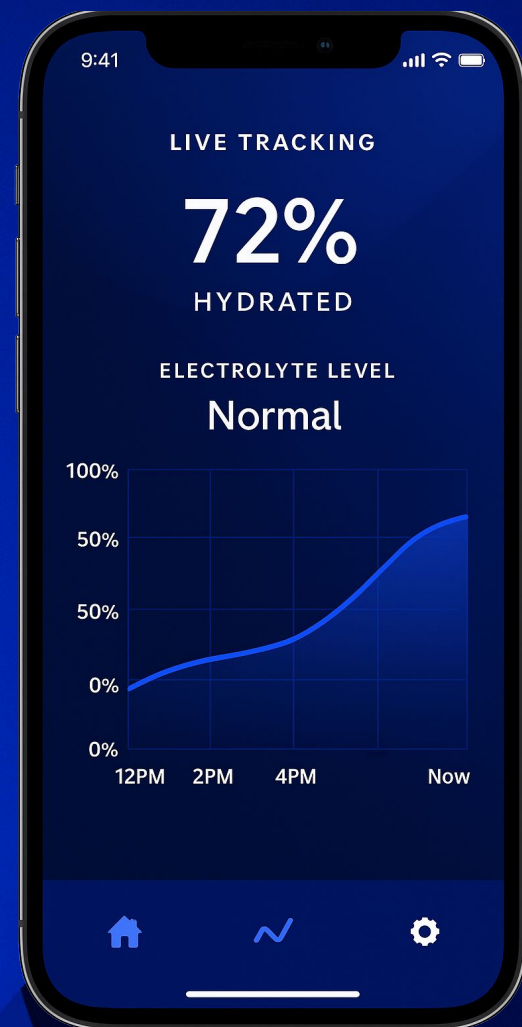


Product Demo



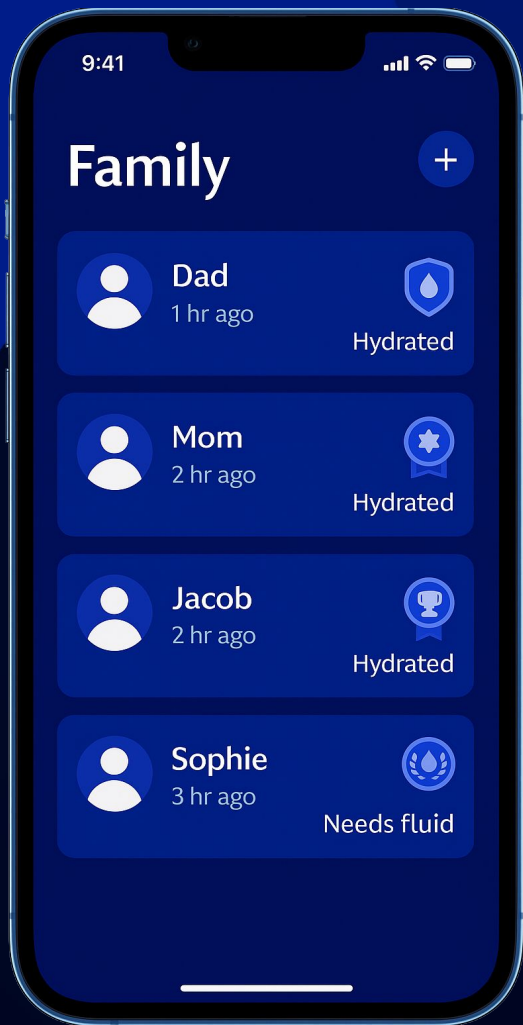
Mock Home Screen

Live Update Screen





Family Feature Screen





MVP Demo



Thank You

Questions?