Heart Strings

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Our Idea

- Create a line of jewelry that monitors the wearer’s vital signs.
- This information is then saved to an app that the wearer, their doctors, and other authorized individuals have access to.
- If the monitor detects any concerning data, the app would call the wearer to confirm that they are okay.
- If the wearer does not reply, the app automatically sends for an ambulance with an exact condition and location of the patient.
Irregular Bodily Event

Text or call the owner

Owner responds he/she is okay.

Sends information recorded to the doctor for further analysis.

No response from owner.

Alert doctor and call paramedics with condition and location.

How our product works for our customers.
Customer Base and Feasibility

- People with health concern, especially heart issues.
- There are already similar products on the market.
  - Medic Alert bracelets
  - Life Alert
- Currently available but all options lack visual appeal and discreetness.
- Owners of this product will pay a one time fee for their product and then a yearly subscription to the app/data recording.
Cost Structure

- **Jewelry:**
  - Cost varies based on quality of metal, size, and type of pendant. Roughly $100.
  - Use website to estimate.

- **Heart Rate Monitor with Blue Tooth Capabilities**
  - Polar Wearlink+: $44.50

- **Yearly Subscription for App Upkeep and Data Storage.**
  - $50.00 per year
    - Comparable to MedAlert and other similar business plans.

To Summarize-
- 1 time fee of about $165 for the jewelry and heart monitor.
- $50.00 yearly submission
# Potential Issues and their Solutions

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<thead>
<tr>
<th>Initial Problem</th>
<th>Why it’s an Issue?</th>
<th>Proposed Solution</th>
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<tbody>
<tr>
<td>Security</td>
<td>Medical info is being transmitted electronically; possibility of leakage.</td>
<td>All information is kept completely private, except to those who have authorization from the wearer.</td>
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<tr>
<td>Mobility</td>
<td>Cellular data is being used, areas with low cell coverage could mean the app does not work fast enough or is unable to transmit the data.</td>
<td>User will receive a text message that will warn them that they are in an area of poor coverage and the device may not be working perfectly.</td>
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<td>Battery Life</td>
<td>Jewelry needs a battery life of at least 15-20 hours and would need to be recharged each night.</td>
<td>Kinetic energy gained through movement throughout the day will be stored and used through the night.</td>
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<td>Lost or Stolen Device</td>
<td>If lost or stolen, the owner’s medical history is now public.</td>
<td>Only authorized people have access to the medical information. Users can report a missing device and have it deactivated.</td>
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Users will be required to sign a liability waiver that acknowledges that this device is meant to aid in a quick response to heart issues, but CANNOT ensure survival. Heart Strings is not legally responsible for the death of any users.
Our Product

**STYLE**
Customers can choose from previously designed jewelry, or use online jewelry design websites to make their own piece and then send it to use implement the heart monitoring system.

**TECHNOLOGY**
Heart monitor that has blue tooth technology built into it, so communication between monitor and cell phone is easy. Monitor has a compact design that can be worked into many jewelry designs discretely.