



Göbie

BUSINESS PLAN

Panasonic

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Healthcare wearables passively track data

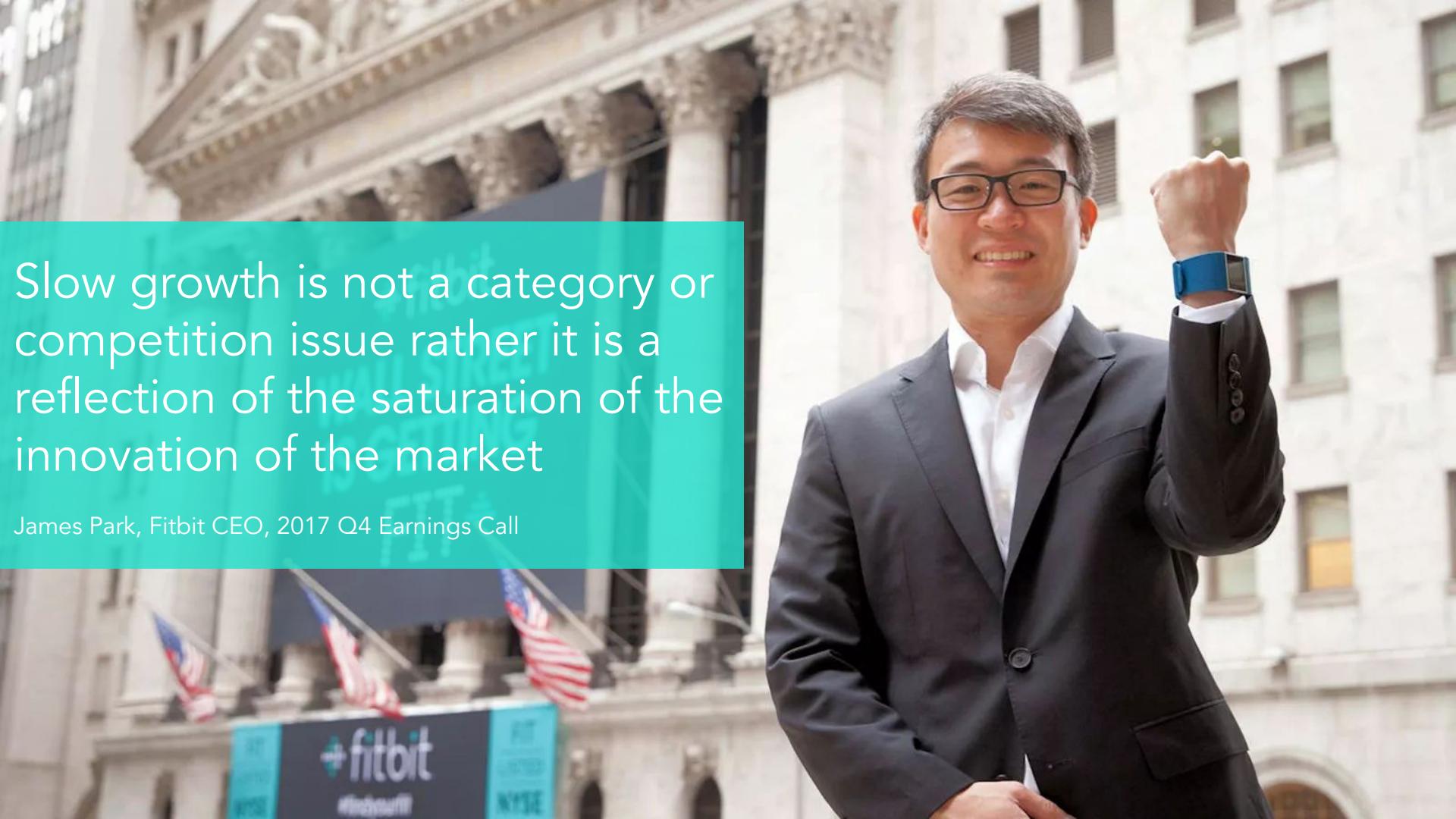


Only concerned with physical wellness

A close-up photograph of a woman's face and upper body. She is wearing a purple Fitbit smartwatch on her left wrist. Her right hand is resting against her forehead, with her fingers partially hidden in her hair. She is looking upwards and to the side with a thoughtful expression. The background is blurred green foliage, suggesting an outdoor setting.

Only 50% of Fitbit's nearly 20 million registered users **remained active** users of their devices"

Garber, 2015. [The Atlantic](#)



Slow growth is not a category or competition issue rather it is a reflection of the saturation of the innovation of the market

James Park, Fitbit CEO, 2017 Q4 Earnings Call

Rethinking the healthcare wearable

CONCEPT

Göbie is a healthcare wearable focused on improving social wellness through play

Göbie catalyzes spontaneous and connected play experiences that help users create a sense of community wherever and whenever.

Industry Overview



US\$59 - US\$149

physical wellness

smart watch



US\$114.99



US\$99 - US\$195



US\$179



US\$129.95

mental wellness

wearable game controller



NINTENDO
SWITCH

US\$299.99



GESTURE CONTROL ARMBAND

US\$199.99



US\$499.99

Industry Overview



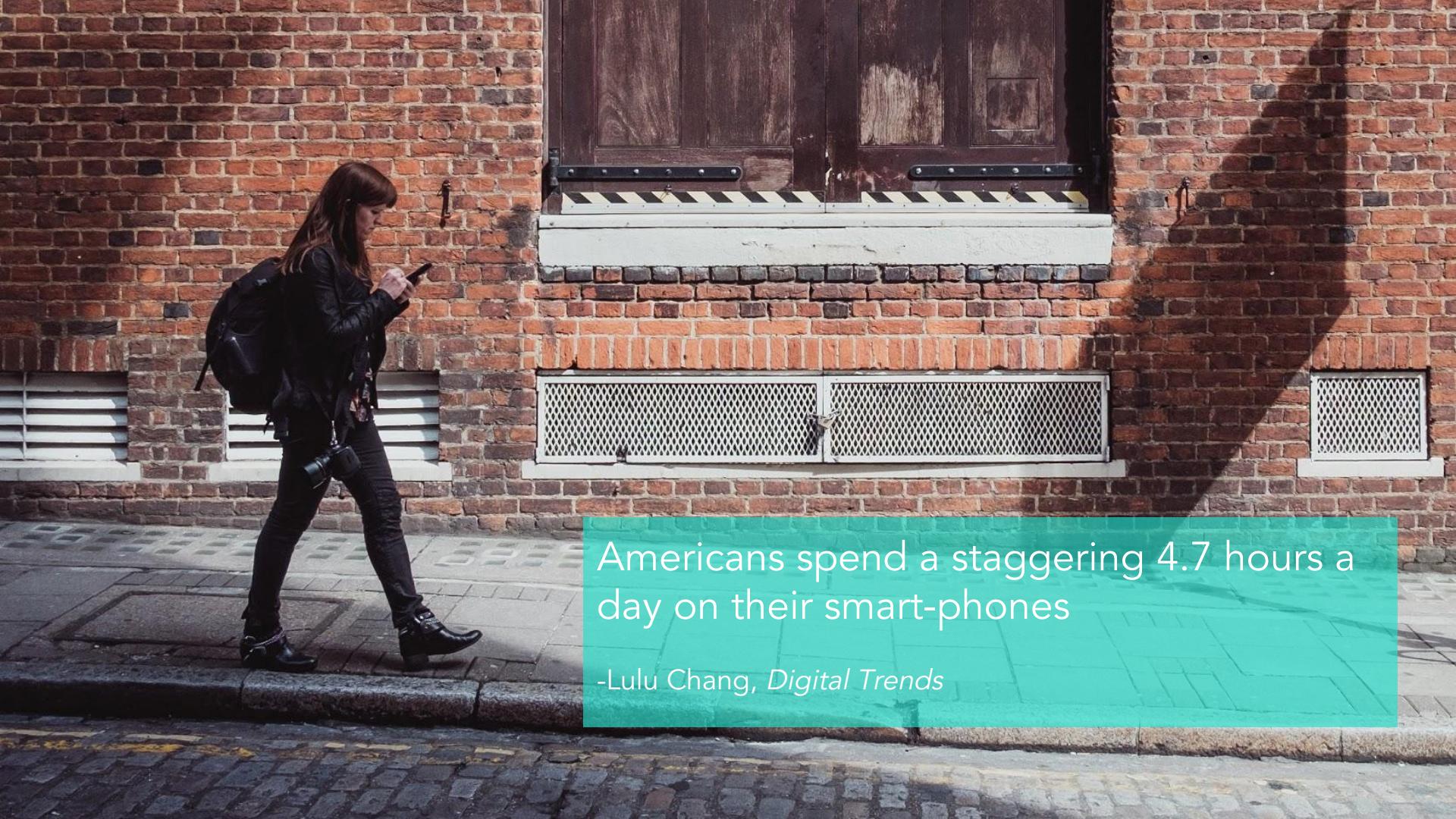
Pokemon Go

Location based
interesting social product

\$1 billion in 6 months



Screen-mediated connections



Americans spend a staggering 4.7 hours a day on their smart-phones

-Lulu Chang, *Digital Trends*

Relentless connection
leads to a new solitude.
We turn to new
technology to fill the
void, but as technology
ramps up, our emotional
lives ramp down.

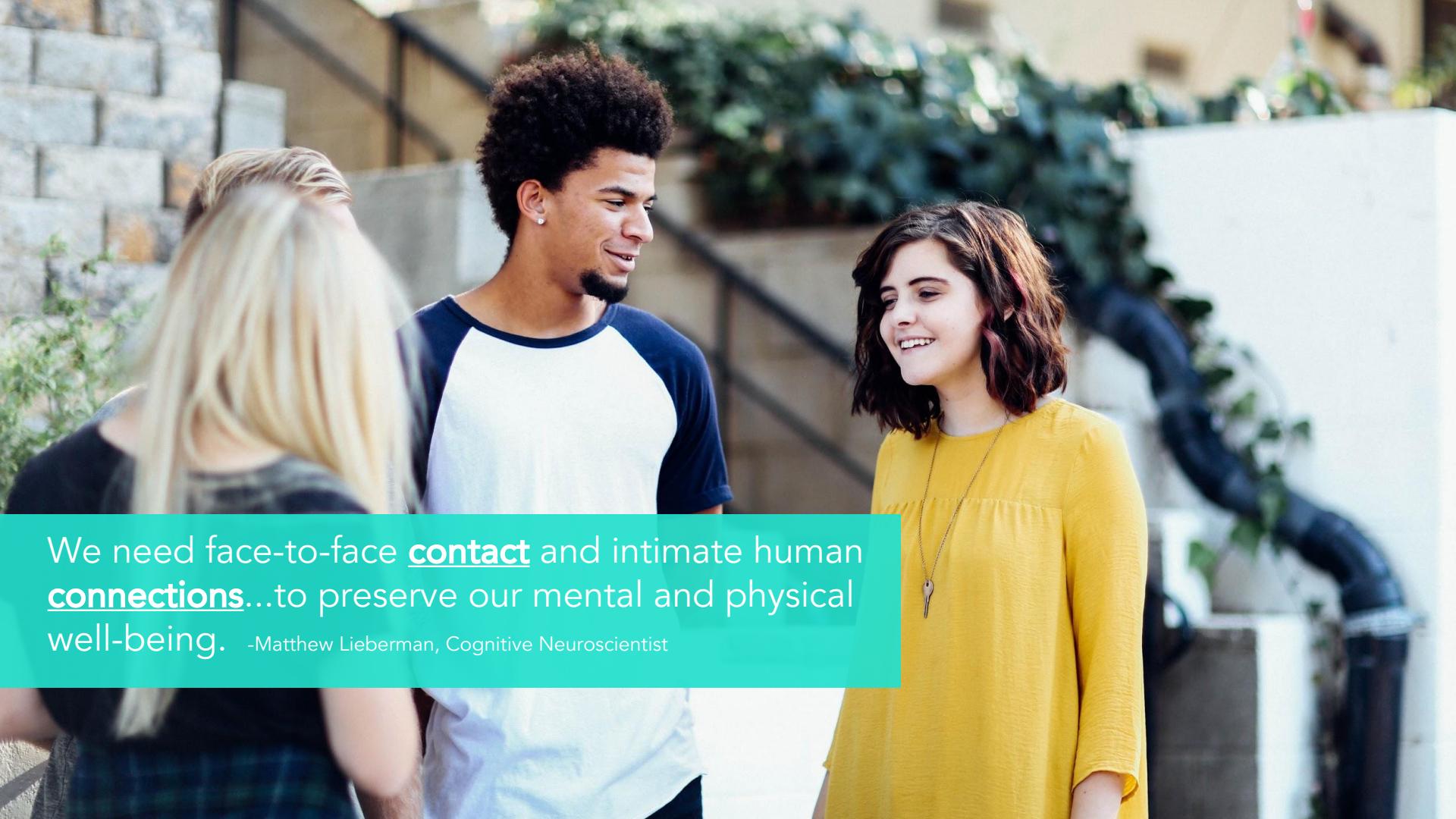
-Sherry Turkle, Professor of the Social Studies of
Science and Technology



**Phones can leave us feeling
ALONE TOGETHER**



Urbanites in particular are
not getting **enough**
face to face interaction



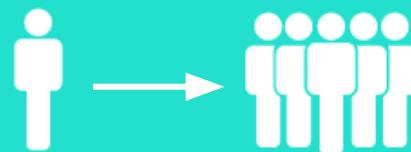
We need face-to-face **contact** and intimate human **connections**...to preserve our mental and physical well-being.

-Matthew Lieberman, Cognitive Neuroscientist

social
wellness

contact

connection



Face-to-Face

In-Person

Verbal (dialogue)

Non-Verbal (gestures)

Interaction

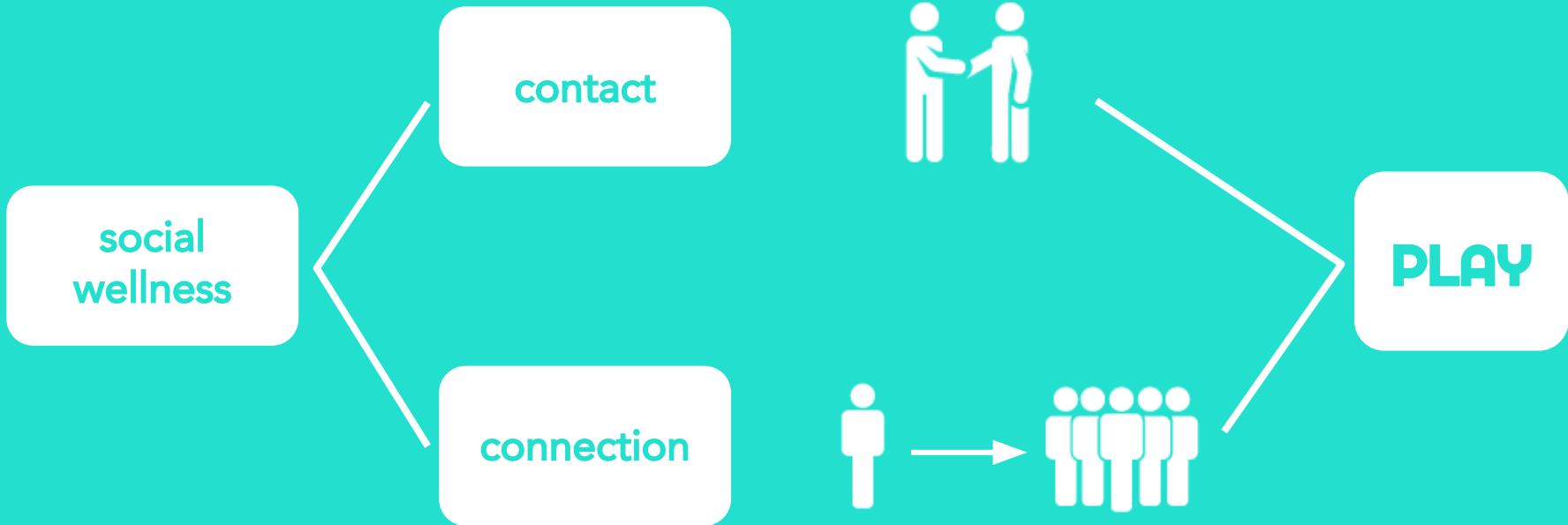
Connection

Understanding

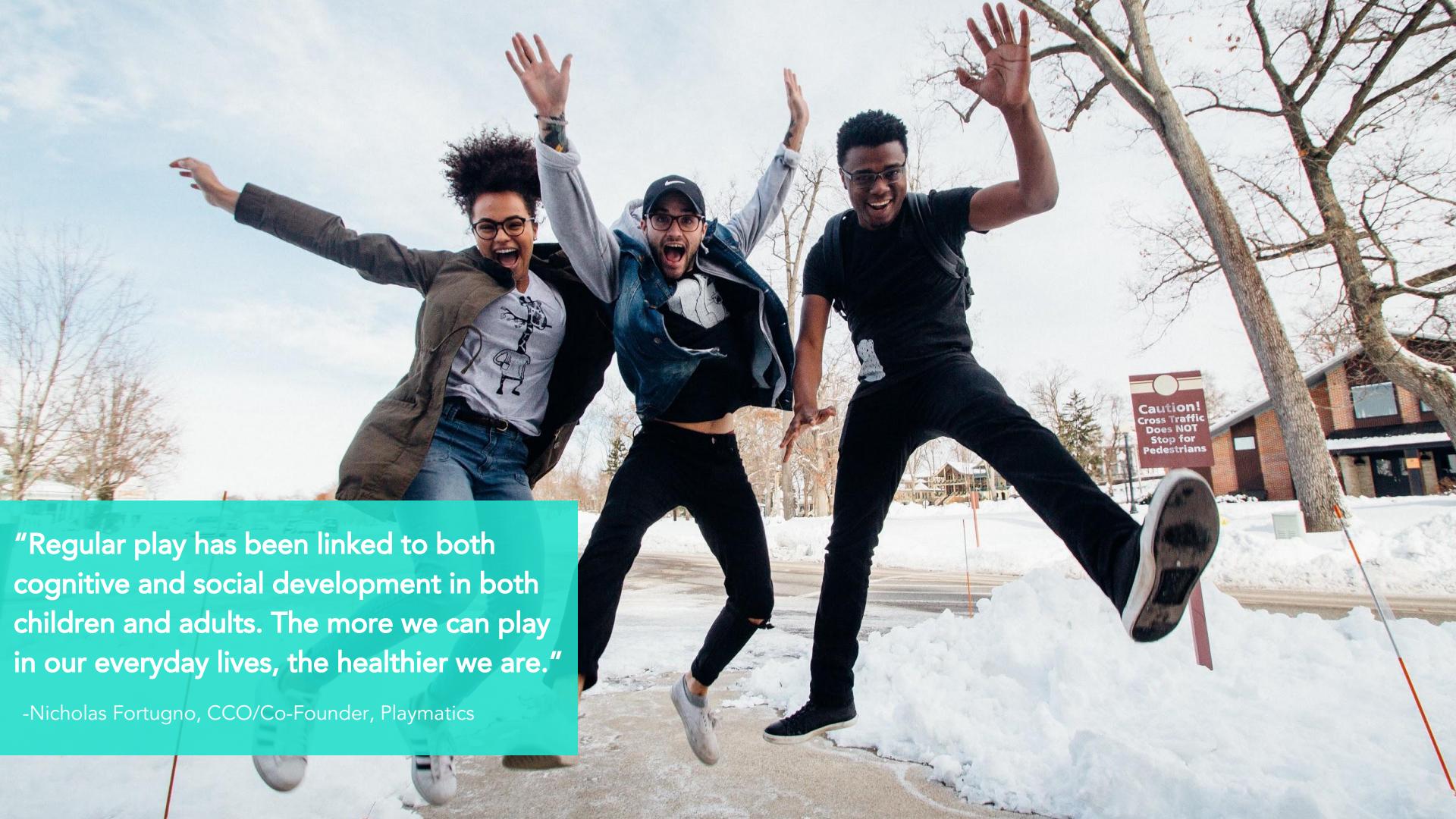
Mutual reciprocation

This is where Göbie fits in!

Hardware design allows users to interact without the mediation of a screen, encouraging them to be more present and aware of their surroundings



Göbie utilizes PLAY as the catalyst for social interaction. PLAY provides a fun, non-committal shared goal or purpose.



"Regular play has been linked to both cognitive and social development in both children and adults. The more we can play in our everyday lives, the healthier we are."

-Nicholas Fortugno, CCO/Co-Founder, Playmatics

TARGET MARKETS

CORPORATE PARTNERSHIPS





"Gobie would really fit into our environment. There's a lot of diversity and inclusion initiatives. We try to create a fun playful culture."

-Google Recruiter

Organizational wellness trends are progressing towards social-emotional well-being.



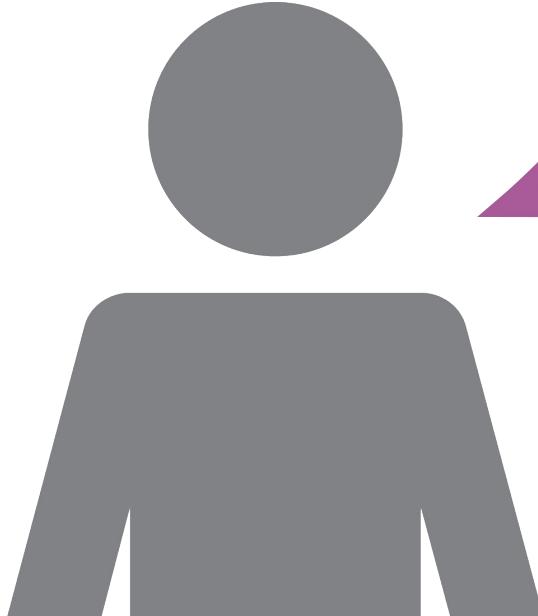


"2017 corporate wellness programs are all about moving beyond physical wellness to consider employee's holistic wellbeing."

-Michael d'Amato, Wellness Advocate

"Going beyond physical health in wellness programs" is an important benchmark for evaluating wellness programs.

-2016, HERO Health (national leader in the advancement of organizational health and well-being)



“If this were on kickstarter, I would buy it. It’s a great way for my employees to have fun and build community.”

-Marketing/Photography Network Firm Owner
in San Francisco

Profitability for Corporate wellness

B-to-B

Strengths

Companies can spend upwards of \$150 for corporate wellness programs

If becomes popular in trendier companies, more likely to be adopted

Weaknesses

Social wellness not yet an established component of wellness programs

Partners

Corporate Businesses

Wellness program coordinators

Costs

Manufacturing

Hardware and app development

Wellness researching

Revenues

Wristband

Wearable sales
\$25-\$30 wearable sold

Content

Upwards of \$100 per employee for customizable content

App development fees specific to company

Potential workplaces

Successful adoption into one company can lead to traction for other companies

A black and white photograph showing a massive crowd of people from behind, all facing towards the same direction. They appear to be seated in rows, possibly at a concert, festival, or conference. The perspective is from a high vantage point, looking down at the sea of heads.

FESTIVALS AND CONFERENCES

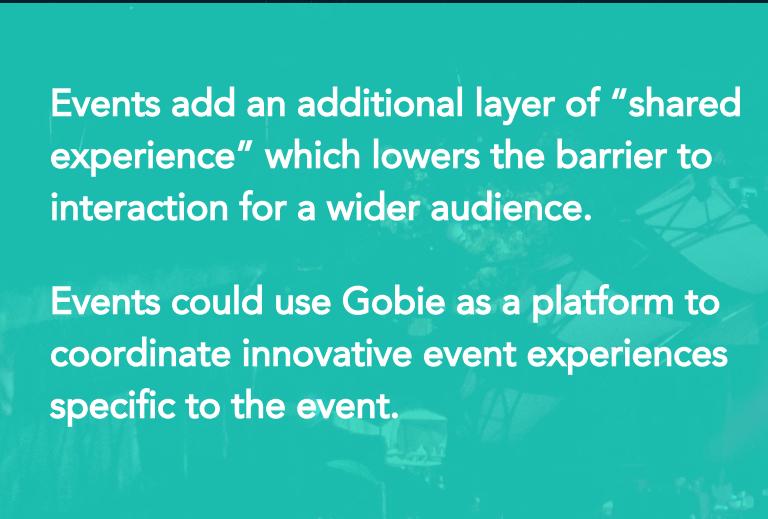


"Interested in this product for weeklong Microsoft events. Lots of people come from all over the world for conferences and don't get outside of their clique. This product could be a great platform to help people interact with people they don't know."

-Marty Choate, Event Planner for Microsoft



Events add an additional layer of “shared experience” which lowers the barrier to interaction for a wider audience.



Events could use Gobie as a platform to coordinate innovative event experiences specific to the event.



A black and white photograph showing a large, dense crowd of people from behind, looking towards a stage or speaker. The perspective is from a low angle, looking up at the backs of many heads.

This could be impromptu dance parties and flash mobs for music festivals or exchanging business cards for a professional conference.

Events could use Gobie to encourage interaction with point-based incentives users accumulate throughout the event duration.

Profitability for

Events

B-to-B

Strengths

No loss to Panasonic

Large, organized, saturated market of users

Public nature of events generates opportunity to gain traction

Weaknesses

Difficult to establish partnerships

Partners

Professional conferences

Entertainment festivals

Costs

Manufacturing

Hardware and app development

Context specific content

Revenues

Wristband rentals

Event pays flat fee to rent wearables in bulk

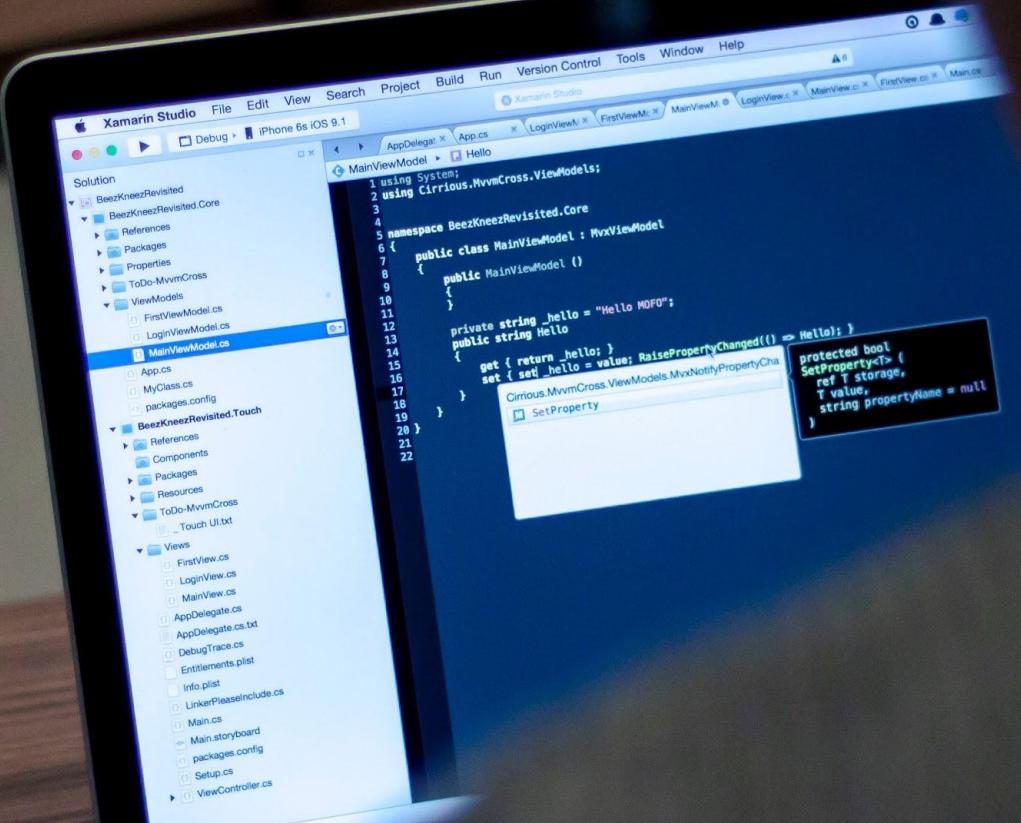
Individual event goers pay \$15-20 to rent wearable for duration of event

Replacement fees for wearables not returned

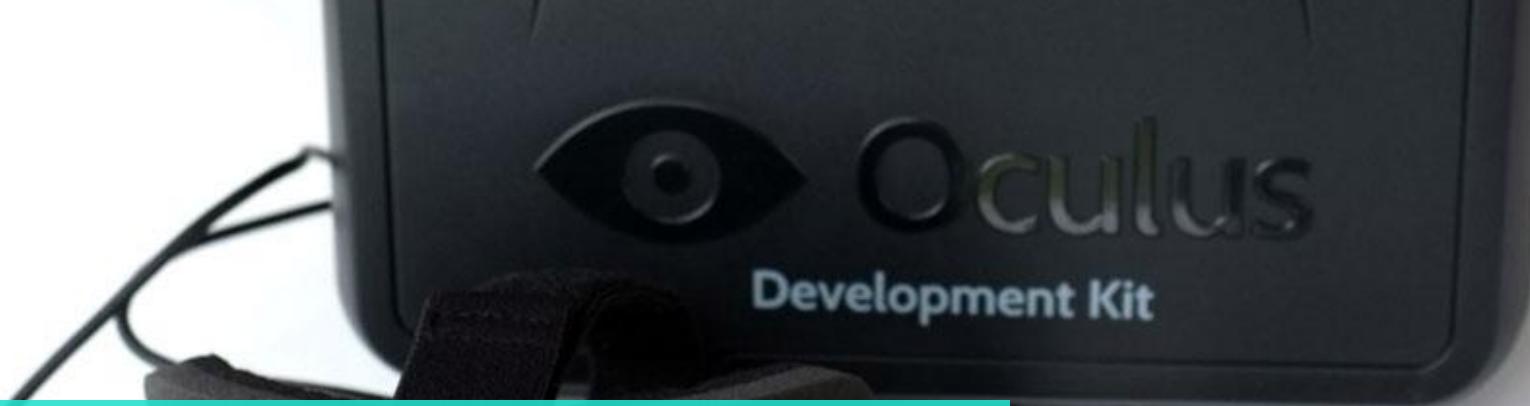
Content

Fee for Panasonic designed content

Licensing fee for event hiring outside content developers



DEVELOPER KITS



Capitalizing on the early adopter market, Oculus rift sold over 175,000 of its DK1 and DK2 development kits

-Oculus E3 press event



Profitability for Developer Kits B-to-B or B-to-C

Strengths

More content for wearable
Panasonic not responsible
for continuously developing
content
New technology has big
appeal for developers

Weaknesses

Difficult to gain traction
within the community

Partners

Game
designers

Interaction
designers

Costs

Manufacturing

Hardware
development

Platform
regulation fees

Revenues

Kit sales

Individual sales of hardware
and software specific to
development purposes

Bulk sales to Universities,
media, or game companies

Developer fees

Developer license to use software
(Apple is \$100/year for iOS)

Fees to host content on the Göbie
app
(Google play is one time \$25 fee
Apple is \$99/year)

URBAN CENTERS





Due to its transient nature, Urban Centers are the perfect setting for easy, noncommittal interactions. Dense populations create a greater probability for reaching a critical mass of users.

Profitability for Urban Centers

B-to-C

Strengths

Low manufacturing costs

Utilize existing retailers

First mover advantage in social wellness

Weaknesses

User density

Low barrier of entry to wearable industry

Partners

Retailers

Advertisers

Developers

Social media

Costs

Manufacturing

Retail costs

Hardware and

App development

Revenues

Consumer

Wearable sales

\$30-\$40 wearable sold

In-app purchases

\$1-5 for unlocking content

Customizable wristbands

Partners

Advertising sales

Social media partnerships
develop content for platforms

Licensing fees for developers

Next steps

Develop the screenless notification hardware (haptic feedback, LED's and gestures)

Focus on social interaction and wellness aspects;
partner with interaction designers to develop content

Beta test internally at Panasonic

A vibrant photograph of a diverse group of young adults sitting on a concrete balcony railing. They are all smiling and waving their hands towards the camera. The setting is an urban environment with modern buildings and glass railings in the background.

Göbie

SXSW Recap

~200
per day over 4 days wanted to
learn more about Göbie

“HOW DOES IT WORK?”

What is a social wellness wearable?

ENGAGEMENT

Super shy and
hesitant to
interact with
Göbie

Tried on Göbie
but didn't want
to do the dance

Found the dance
fun, but didn't
try it for more
than one cycle

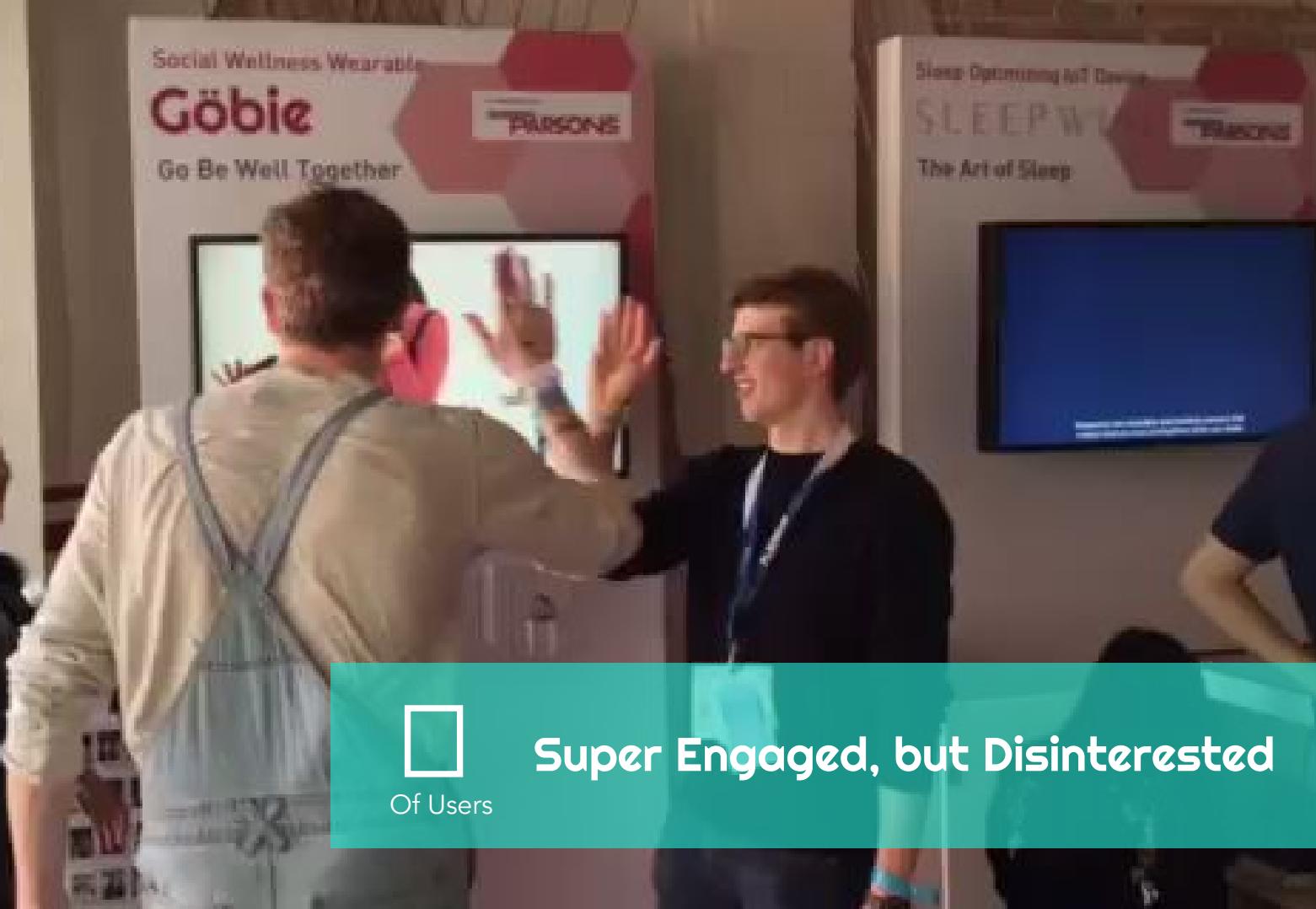
Extroverted
and willing to
participate in
playtest



INTEREST

- Disengaged and disinterested Super engaged, but disinterested $\frac{1}{3}$ Not very engaged, but super interested $\frac{1}{3}$ Engaged and interested





Of Users

Super Engaged, but Disinterested



Good for social events, team building, Not for me but knows people who would love it



$\frac{1}{3}$

Of Users

Engaged and Interested



Coolest project at
Panasonic. It's a Kickstarter
waiting to happen, perfect
for group activities at
work, or short little dances
for everyone

-Media Marketing at a Tech Company



$\frac{1}{3}$
Of Users

Not Engaged, but
Super Interested

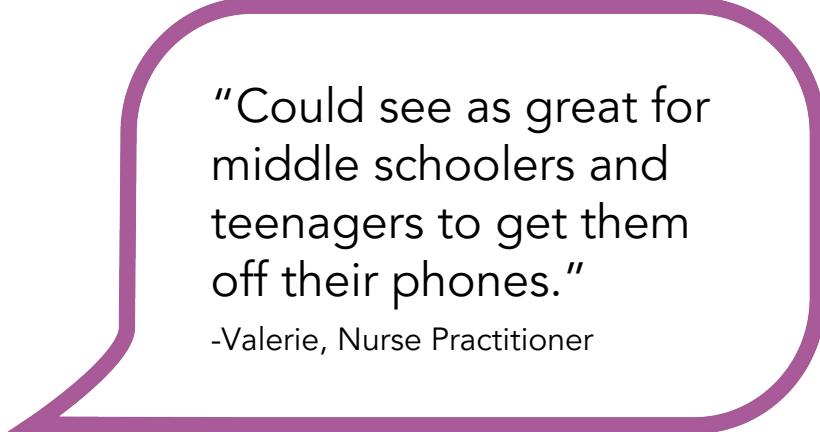
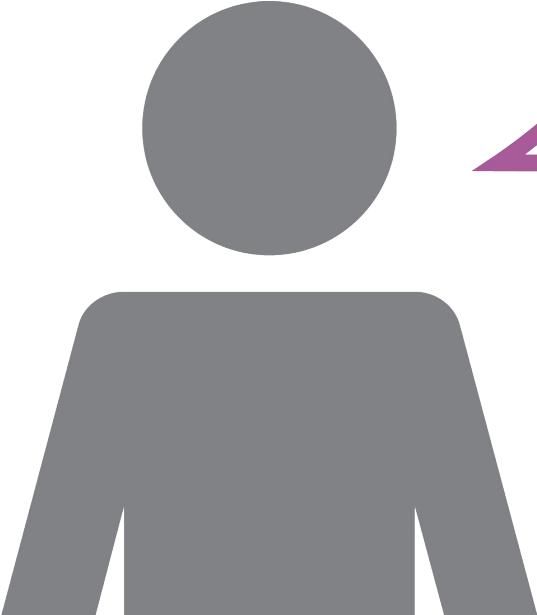


Would like to buy it
now. Likes the idea as a
way to meet people

BUSINESS OPPORTUNITIES



Schools



"Could see as great for middle schoolers and teenagers to get them off their phones."

-Valerie, Nurse Practitioner

Offices



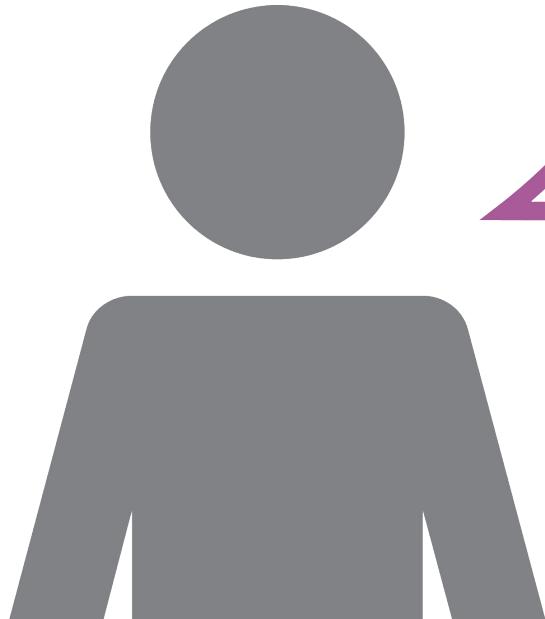


"Gobie would really fit into our environment. There's a lot of diversity and inclusion initiatives. We try to create a fun playful culture."

-Google Recruiter

A close-up, profile shot of a young girl with long dark hair, wearing a light blue school uniform with a green collar. She is resting her chin on her hand, looking thoughtfully out of a window. The background is blurred, showing an urban environment.

Social
Therapy



“See use in medical field - mental health & physical health connection”

-Jacqueline Gilford, Texas Medical Center Innovation Institute



Conferences and Festivals



Interested in this product for weeklong Microsoft events. Lots of people come from all over the world for conferences and don't get outside of their clique. This product could be a great platform to help people interact with people they don't know.

-Marty Choate, Event Planner for Microsoft

FITNESS CLASS



USER FEEDBACK



- Enjoyed the fun aspect and silliness
- Liked the idea of mini Flash-mobs
- Novelty of interacting with a stranger





Like the idea. Wants to disconnect from the phone.
But needs the form factor to be smaller. Thinks it should be almost invisible

-Designer at Honda

**Why isn't it incorporated into an
existing wearable?**

SOLUTION

- Price point – Want it to be more affordable
- UNIQUE – Different band designs + added features
- Modular - with you all the time but not necessarily wearing it

What if there are not enough users?

SOLUTION

Launch at organized events - College campus or return to SXSW

Try it internally at Panasonic

**I would never wear/do this
out in public**

SOLUTION

Developing a wider range of content

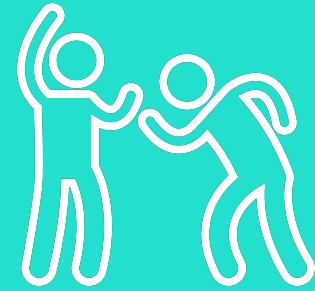
KEY PERFORMANCE INDICATORS



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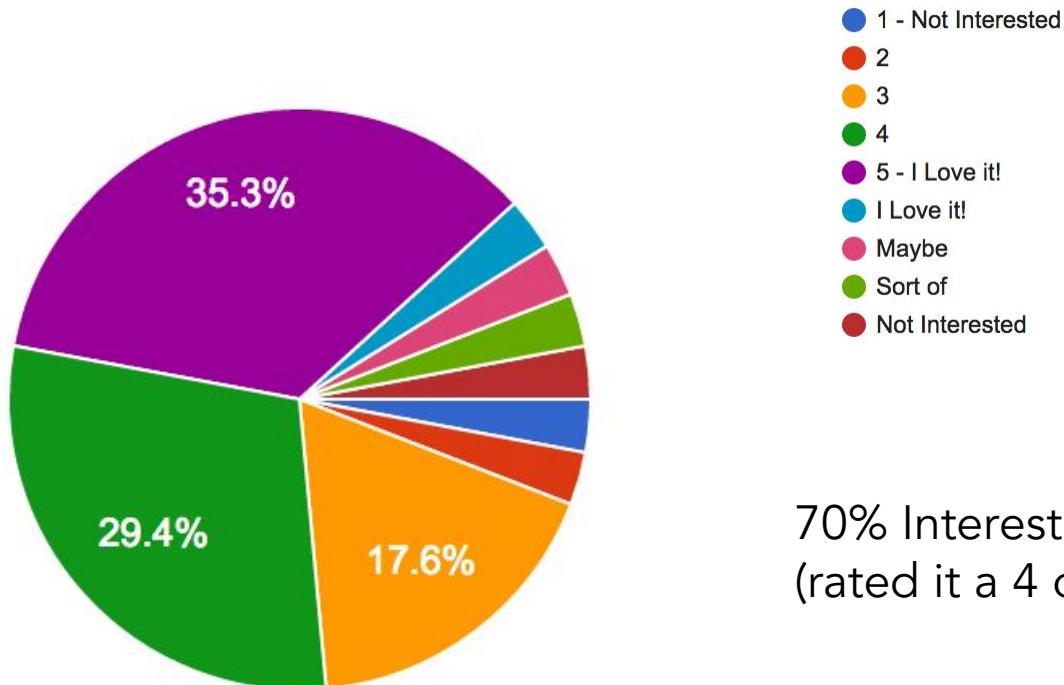
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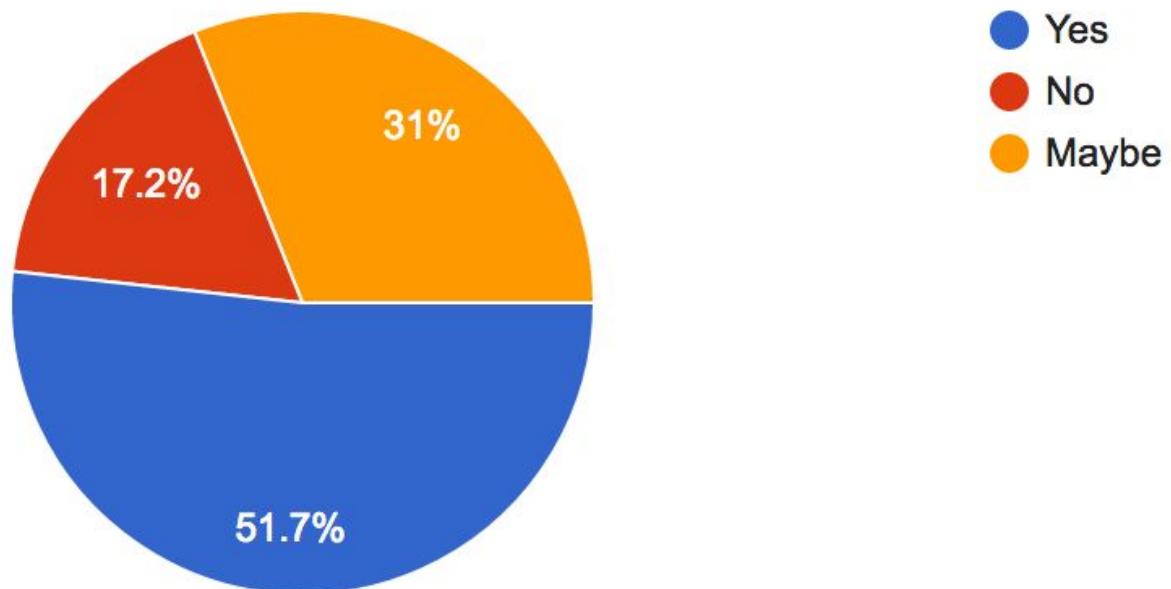
~130/200

People interacted with Göbie on Day One

Interest Level (34 responses)



Would you invest in Göbie? (29 responses)



Moving Forward

- Developing different types of content
 - Partnerships (specific content depending on partner)
- Rethinking the look and feel
- New Areas – Corporations, Tourism, Schools, etc
- Reconsider age range