

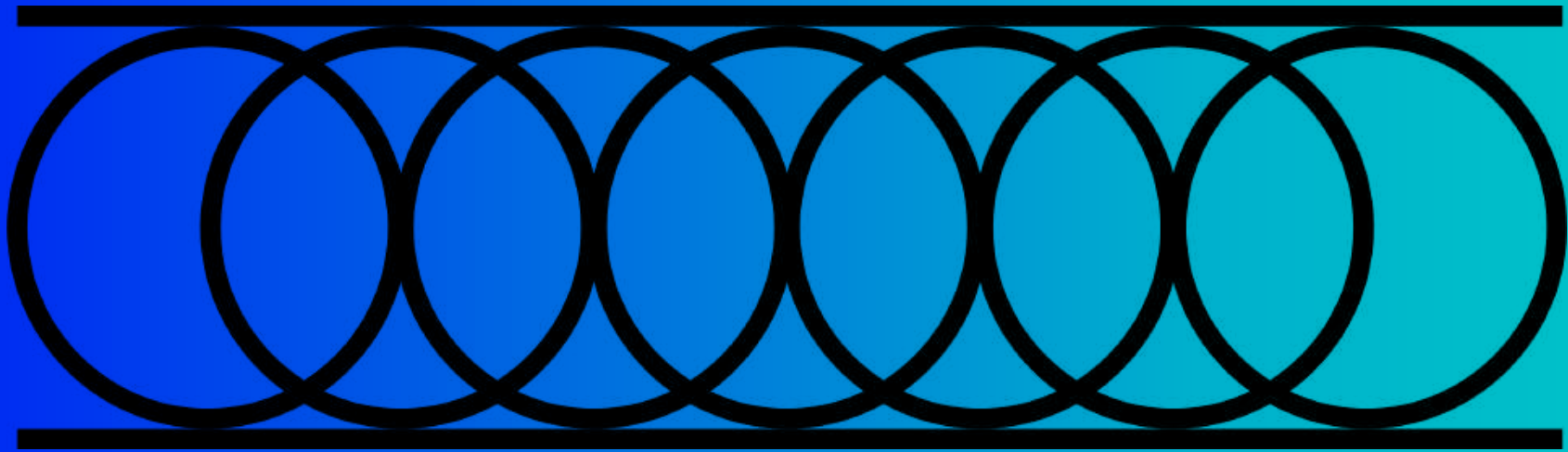
loaracoda

Hello we are **Baracoda**,  
we are **entrepreneurs**,  
we are **Tech and Data experts** passionate about health and  
willing to contribute to **improving health globally**.

We are a team of 3 cofounders and **220 people**,  
across **4 regions worldwide**, an active task force mixed **of  
tech, data, marketing, designers and industry experts** with  
strong experience, and a common vision.

Baracoda boasts a unique profile across **the connected health** value chain, combining all necessary expertise to **design, develop, manufacture and distribute IoT ecosystems** (from hardware to software).

We are working to open a new era.



**Where health is a daily practice.**

And Tech its enabler. For everybody. Everyday.

We **build**



**daily healthtech**



We are *(not only)* smart objects designers.

We introduce **new health practices.**

We design smart daily objects able to **enhance your health in the long run.**



We **bloom ideas** and **incubate them for our clients** and sometimes for **ourselves**.

We believe  
in the power of **simple things to change deeply our lives.**

First **matscale** with **footprint recognition**.  
Record your **weight** and **posture** everyday. Consult anyday.

BBALANCE



## **Themis**, your personal wellness companion

BMIRROR



**Bathroom  
is our  
playground.**

We are a B2B2C company,  
driven by the will to **improve health globally** by **empowering**  
people through **daily objects**.

# **Business case : The Colgate partnership**

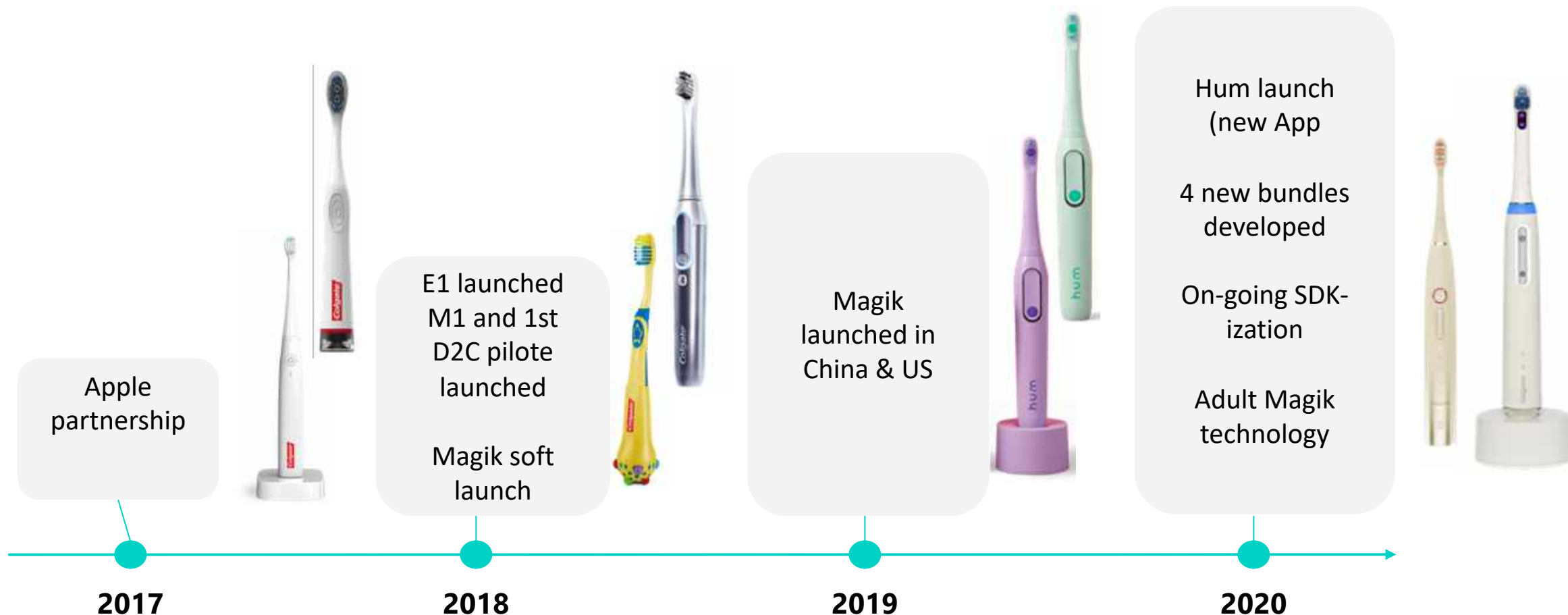
## Our technology in the hands of million users



### **4 years of ongoing R&D collaboration.**

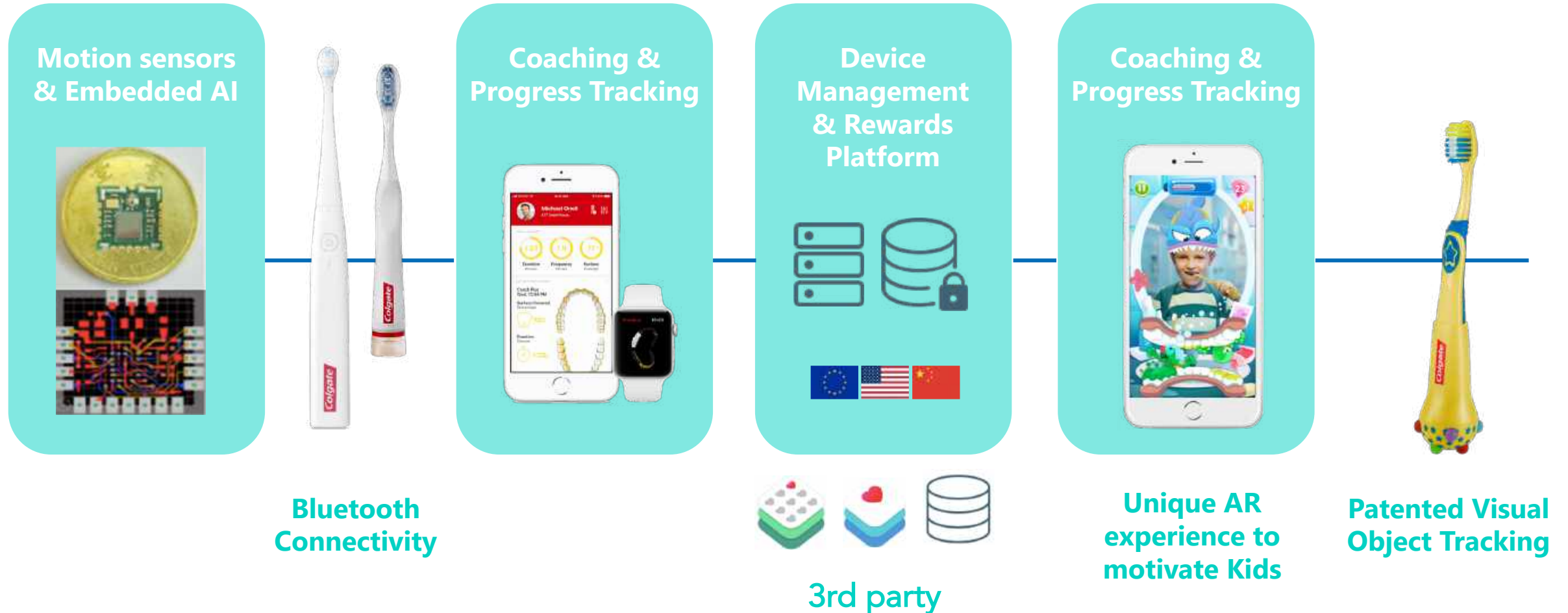
Baracoda technology powers 8 connected bundles, 5 experiences x 3 mobile platforms on 3 continents, connecting to a secured and scalable back-end software.

We first proved the **product/market fit** with Kolibree.  
Colgate **operates** now globally and delivers it to millions of users.





# We built a **full stack IOT & AI** platform to scale **our vision of connected health.**





We created an **innovation framework** to **IDEATE**  
and **COCREATE** the future of daily healthcare.

## INSIGHTS

Identified user pain points,  
key cultural trends



## USERS

Specific socio-demo segments,  
behaviors or pathologies



## INDEX

Time series data collected  
through daily objects / sensors

The combination of **Insight x User x Index** defines a simple and scalable ideation framework to identify, vet and launch new projects for Baracoda own&operated startups and for our corporate partners.

# **Our Tech moves fast, thanks to our powerful inhouse labs.**

Our innovation is powered by a central ideation lab implementing our framework for both internal and corporate projects.

**We created**

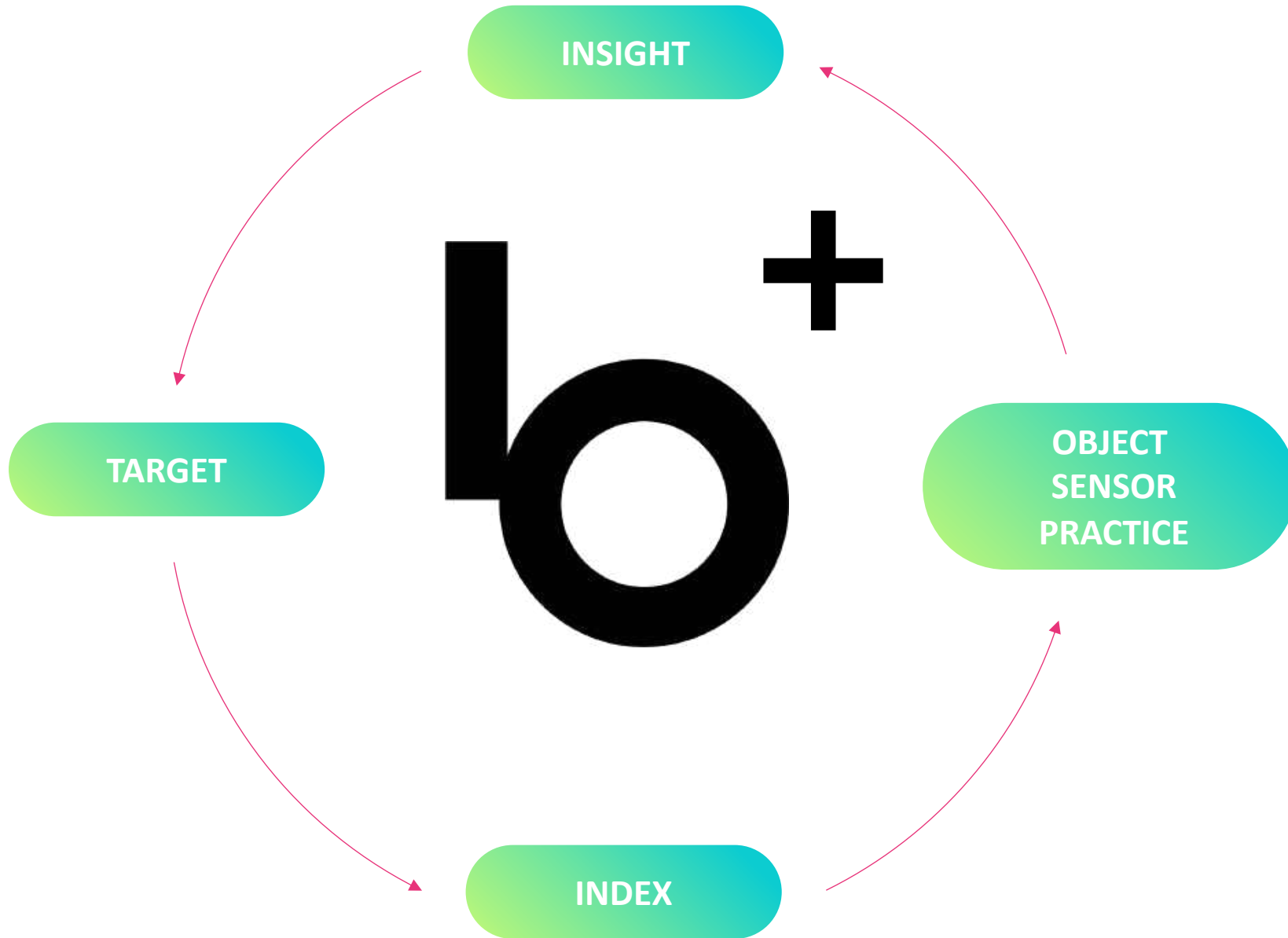
**lo +**

**B+**

Speeds up **time to product-market fit validation** from inception phase to V1 of a new product (= new Index)

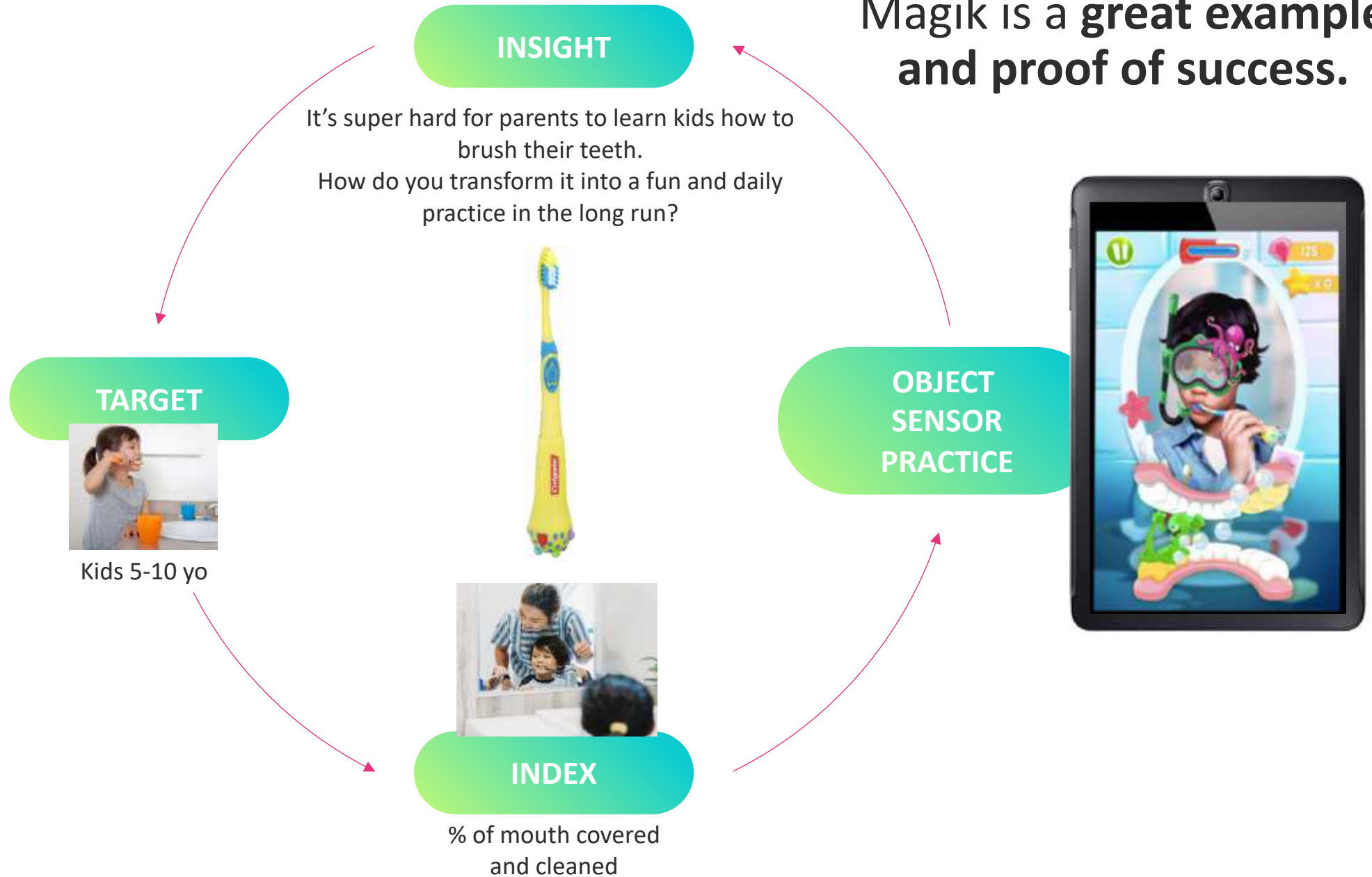


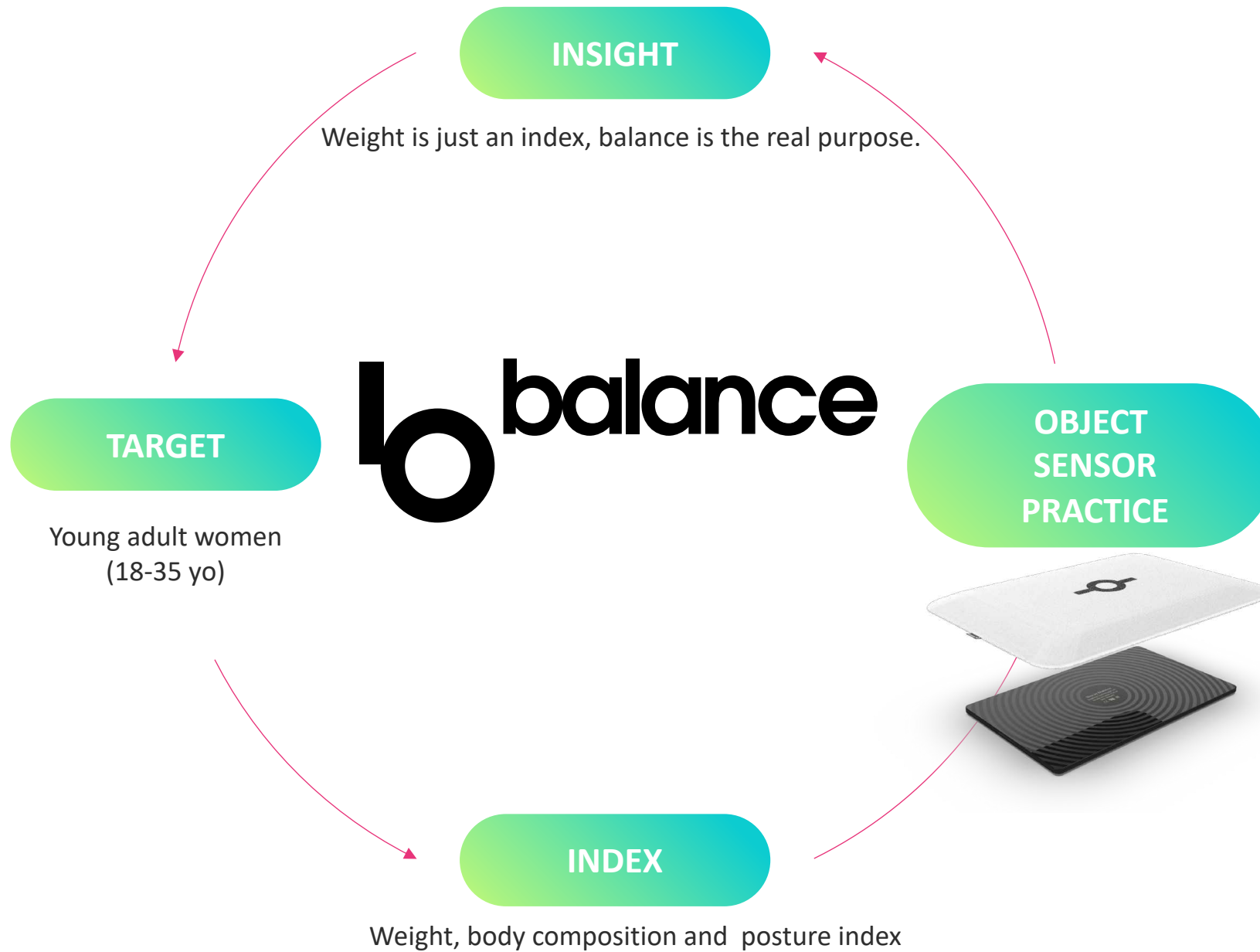
# IDEATE





Magik is a great example and proof of success.







LO



**lo**

**thank you**