

Clare Martorana

Managing Director
Wisdom Works

UNITED STATES



Wired Wellness: Making it Personal

When Challengers become Defenders...
Innovation is lost

Trends

Personalized and
Digitized...
the **Quantified Self**



Wearable technology is a fast growing market with the potential for tenfold growth over the next several years



Wearable technology from head to toe

FROM HEAD TO TOE WEARABLE TECHNOLOGY

SHIRT

Conductive thread means a computer is literally built into the fabric of the shirt, providing the processing power for all the other wearable gadgets.

WRISTBAND

A sensor that tracks movement to determine the number of steps taken through the day – 10,000 is ideal – and how much sleep the wearer gets at night.

TROUSERS

Also made with conductive thread, the trousers take the energy generated by movement and use it to power the other gadgets.

GLASSES

Overlays navigation directions and information about points of interest directly on to the wearer's field of vision.

WRISTWATCH

Vibrates when a message arrives and displays it on the watch face. Tells the time too.

HAND

Embedded under the skin is a chip containing medical records, passport data and credit records. Information is transferred by waving the hand over a suitable scanner.

SHOES

GPS chip provides directions using LED lights in each shoe: the left shoe indicates direction, while the right shows distance.

GRAPHIC: JOHN BRADLEY



Diet, Sports and
Fitness App
Market to
Expand by More
Than 60 Percent
in Five Years

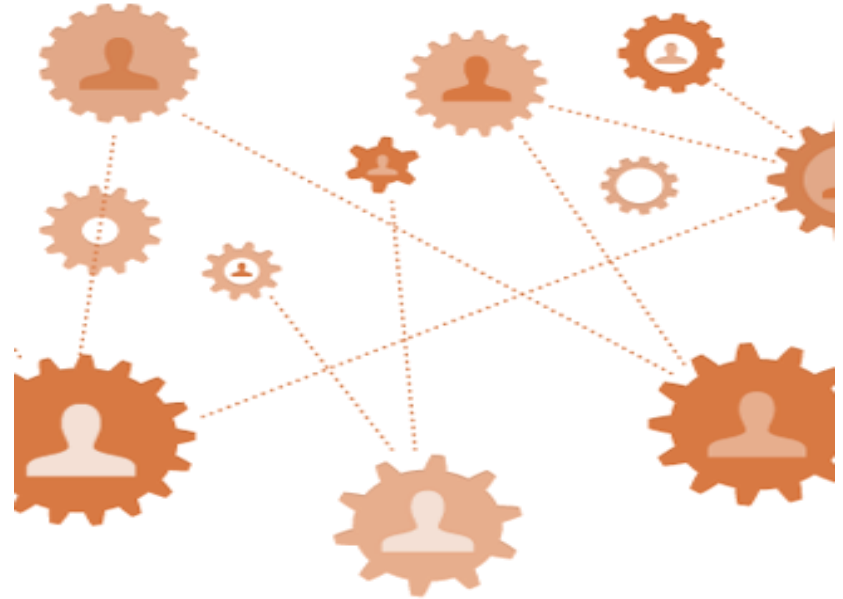


Augmented reality



Big Data

Data about me is trapped in apps, websites and wearable devices

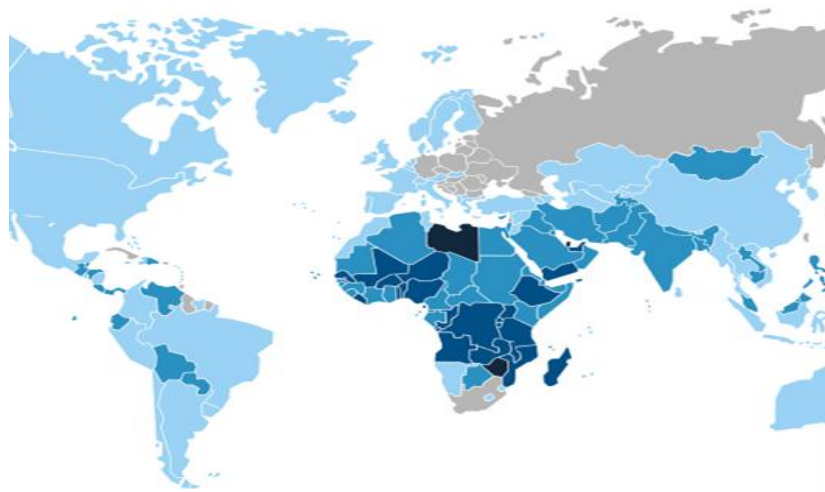


The Internet of
everything (IoE)...

needs a universal
language



Future



%

1.23% - 2.40%

2.44% - 3.32%

available

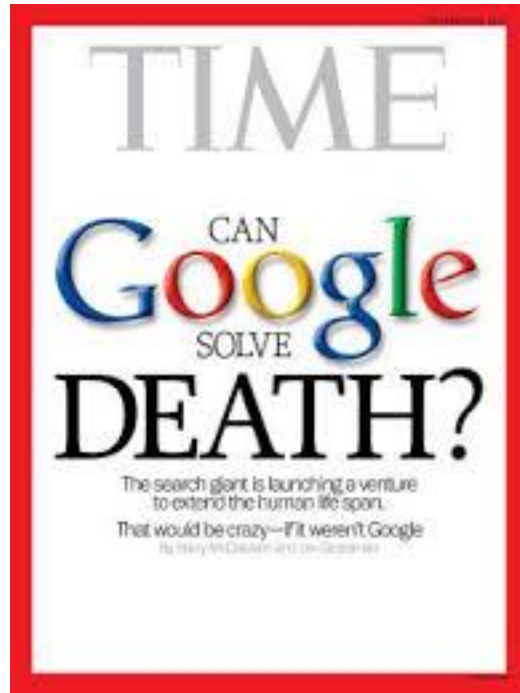
According to the UN, global life expectancy could rise to more than 75 in 2050. In the least developed countries, life expectancy will likely rise by more than 10 years to 69, while in more developed regions it could exceed 82 years.



So how exactly are we planning on advancing our personal wellness utilizing technology?



Moon shot
projects



Calico, the “California Life Company,” which aims to extend life by tackling aging and disease.



Prescribing
wellness...

personalized
medicine



Thoughts for the
future



Thank You