

Vail Industries  
Presents the VAIL Monitor  
Executive Summary

**The Why:**

The concept for the Vail Monitor was born in mid-September 2019 after the founders, Steve and Candice Nelson lost their 16 month old daughter, Vail, to sudden explained death in children (SUDC). Vail, who had recently outgrown the Owlet baby monitor she had worn every day of her life, passed away peacefully in her sleep. No known cause of death could be determined, therefore her death was classified as SUDC. After countless hours of research and the harsh reality that little research, and therefore answers were available, the Nelsons started looking for a solutions to protect their surviving child, Aspen, age 4. Looking for a wearable device that would alert them if their child had a life threatening change in vitals proved to be difficult. It was then that Steve decided to design a wearable to meet their personal needs. It was then that the Vail Monitor began to come to life.

**The VAIL Monitor :**

The monitor will act as a comprehensive child well-being device intended to be worn by children ages 1-17. Providing a wholistic view of the wearers health status as well as added security features. Unlike any other monitoring device on the market, the Vail Monitor is designed to be worn up to 24 hours a day, providing constant observation ability for the parent.

**Key Features:**

1. Vitals Measurement: The VAIL is comprised of a 4 tiered vitals monitor system, including: heart rate, pulse oximetry, thermal state, and sleep monitoring. These four health measures combine to create an overall view of the child's well-being, in any given moment.
2. Alert System: Should there be a change in vitals, either minor or life-threatening, the device will provide multiple colored coded alerts on the band itself. The LED lights implanted in the band, will flash, alerting anyone in the vicinity of the child of a status change. These lights will be accompanied by a loud high-pitched alarm as well. The second component of the alert system is provided to the device of the parent or owner of the bracelet. This will be a combination of text alerts and visual/sound alerts in app.
3. Base Station: The accompanying base station will also provide similar alerts when activated. This station will also provide magnetic lock disengagement, charging ability, and data upload integration.
4. Software system: One of the key components to this device, the software system will be designed for the parent or adult user, not for child access. The app will allow the user to access and store long-term data and generate health reports that can be shared with physicians or other medical providers at the owners discretion. Another feature of the data management system will be that the user can opt into sharing their data with Vail Industries, allow it to be used for further research not only in SUDC but other childhood illnesses.
5. It will have GPS location capability. This will be paired with a band that implements two security features:
  1. a magnetic locking system-preventing the child or anyone else from removing the device without a compatible magnet to release the lock.
  2. A light-weight but high tensile metal mesh inside the band, that prevents the device from being cut off easily.
6. A version of the device will also have a fitness tracking feature, like other such devices, utilizing pedometer metrics to allow the user to track activity.

**Summary of Objectives:**

The primary objective of the Vail Monitor is to bring to market a child well-being device that offers the user peace of mind when it comes to the health status of their child. The device can be worn when the child is away from home, ensuring the parent that their child is stable and in the location where they intend them to be. This is important for both children with known medical conditions and those without any. When the child goes to sleep at night, the VAIL will continue to track their vitals, as well as monitor their sleep through movement detection. A secondary objective of the device is to ensure that the user has full access to their data history in a useable format

that enables the parent to communicate with medical providers about the significance of any changes their child may experience. It is our primary goal to ensure that children are safe and protected.

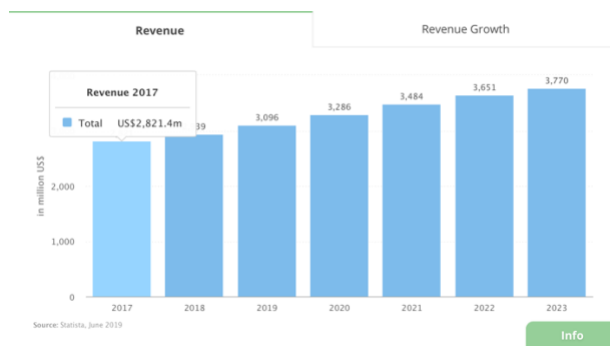
**Market Description and viability:**

The current child wearable market in the U.S. and Europe is completely untapped. In China, over 25 million wearables were sold for children in 2018. The potential to be the first to market in the U.S. and European market with this device is very high. There are multiple companies producing fitness tracking wearables for children, but they do not provide the vitals monitoring or security features of our product. The closest competitor for our product is called the Neebo and is made by British manufacturer. This device is designed to monitor a child’s heart rate, pulse ox, and thermal state. It is designed only to be worn at night when inside the home and connected to wifi. The Neebo is only designed for children up to age 5. Our patent attorney assures us that Neebo hasn’t applied for U.S. Patent protection and that the Vail Bracelet’s features are not considered in competition with it. The Vail Bracelets main competitive advantage in the market is combination of health monitoring and security features. The fact that the device can be worn 24 hours a day and works on Wifi-LTE-M networks, means that it can provide emergency alerts when a child is away from home.

**Growth Potential:**

The growth potential of the VAIL Monitor is immeasurable. Current sales of wearables to children are limited due to child online protection acts. This is because these devices are intended to be utilized and app managed by the child only. Our device app design is for parental use only, therefore eliminating the conflict with child online protection acts in the U.S. and Europe. It is believed by industry experts that the first device for children that can overcome this limitation will lead to dramatic growth in the market, similar to what has been seen in China, where no such laws exist. Below is a graph of projected growth in the U.S. market.

Projected Wearable Growth in U.S.



**Funding Requirements:**

In the initial round of funding, we are looking to secure \$250,000 to push the product into the initial phases of development. Additional funding will be required in additional funding rounds to push the product to beta testing and to market. We believe that additional funding will need to be in the neighborhood of \$2-3 million each of those two rounds. Strategic financial partnerships will allow the VAIL Monitor to reach the market as the first device of its kind, a key component to long term success in the tech sector.