

# ÖURA

STRATEGY 2019

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RESEARCH AND ANALYSIS

The  
Challenge

Create a brand that stands out among the emerging landscape of wearable technology and position Oura as a leader in both wellness and sleep.

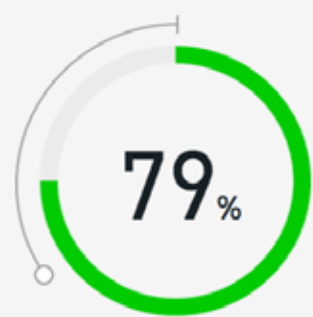
## Positioning Objectives

- 1 Create an ownable, recognizable and memorable brand identity.
- 2 Stand out amongst competitors in the emerging landscape of wearable tech.
- 3 Educate the masses on the importance and power of sleep as the #1 health priority.
- 4 Help consumers understand the power of internal control over external band-aid solutions.
- 5 Position Oura as the ultimate leader in sleep and wellness.
- 6 Become the leading data collector on sleep trends.
- 7 Recruit like-minded influencers and partners in the wellness space.
- 8 Build a loyal following of bio-curious consumers.

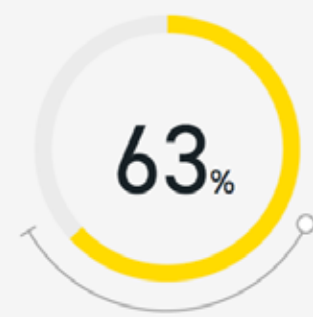
# WHOOOP™



## PERFORMANCE HACKING HAS NO LIMITS



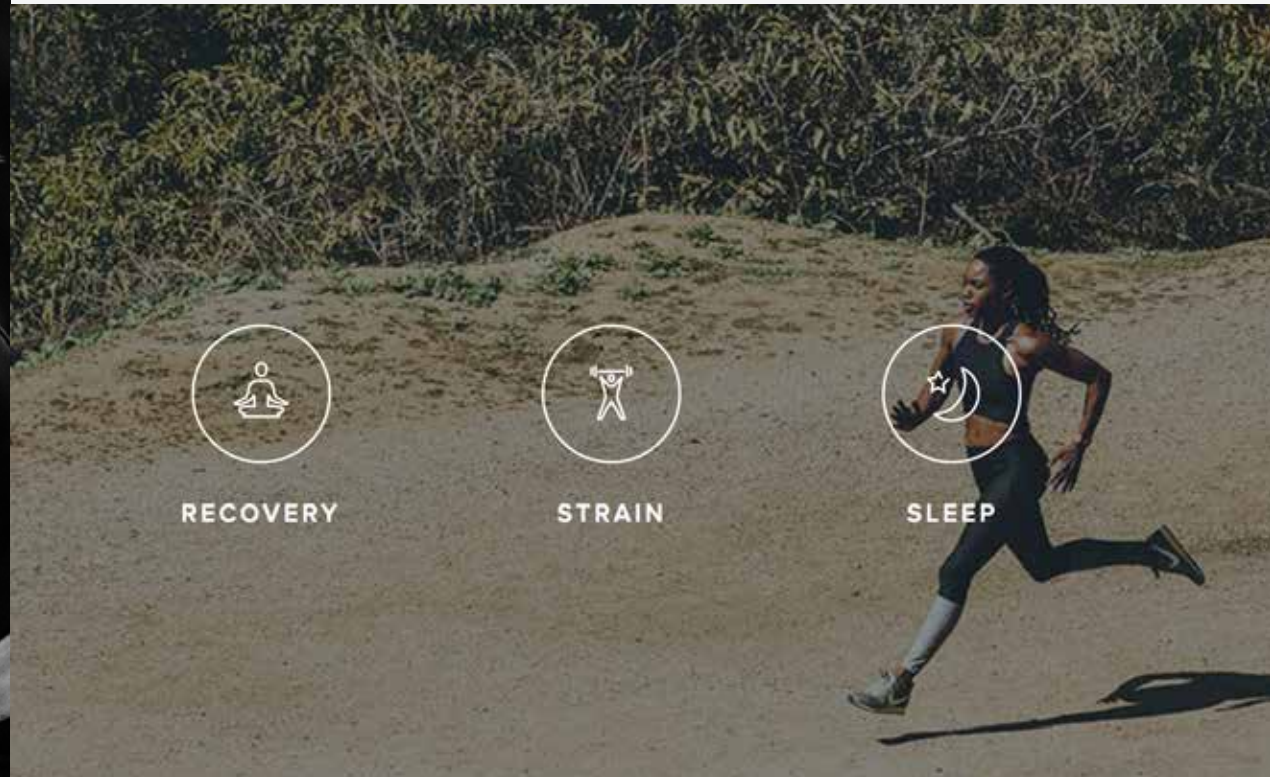
GREEN ZONE



YELLOW ZONE



RED ZONE



**BETTER SLEEP**  
Dedicated an additional 41 minutes to sleep per night

**SMOOTHER TRAVEL**  
Minimized the symptoms of exhausting travel



### TAGLINE / POSITION

The World's Most Powerful Fitness Membership.

### MISSION / STORY

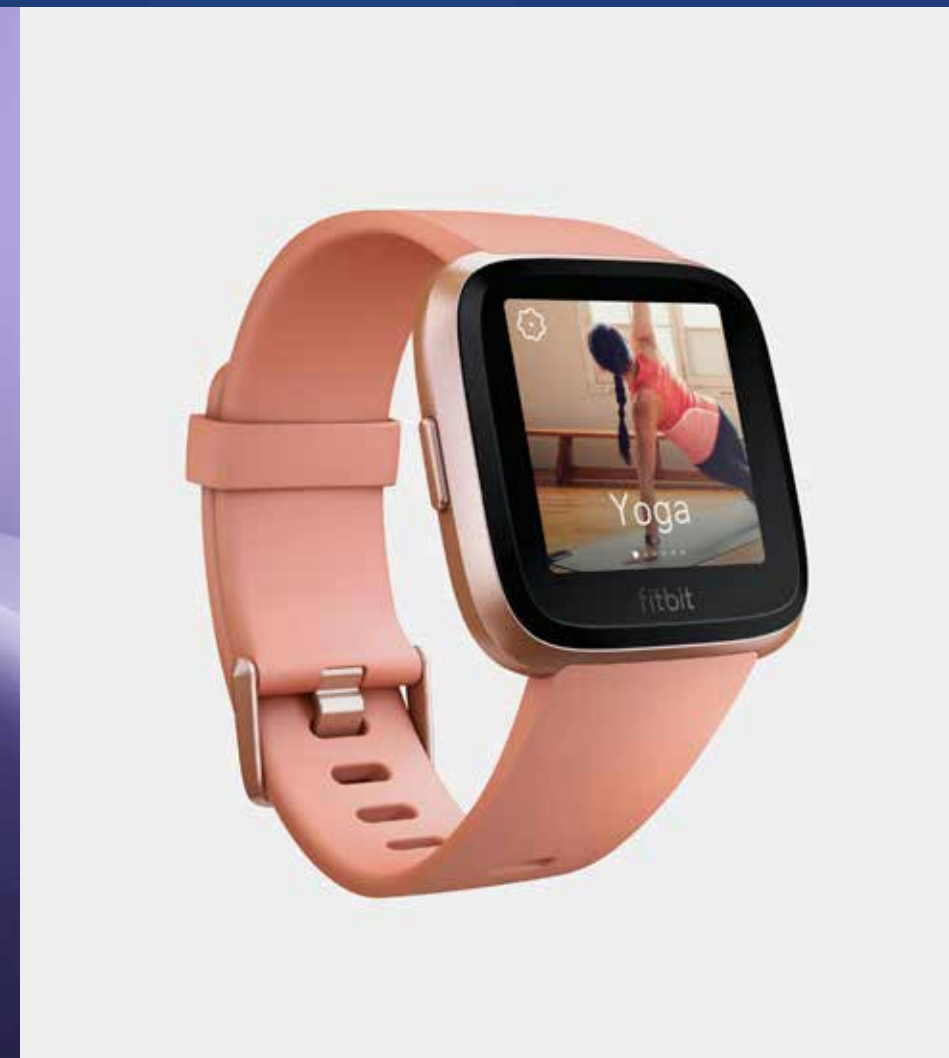
Make choices that improve your body's recovery. The most accurate and granular understanding of your body. Professional quality analysis of your recovery, strain and sleep with monthly reports.

### EXPRESSION

Visually consistent with graphics featured on the app, providing a seamless and continuous user experience. Dynamic images. Interactive site and compelling data throughout.

### KEY LANGUAGE

Strain, Recovery, Sleep, Community, Measure, Monitor, Results, Build



TAGLINE / POSITION

Fit For Everybody.

MISSION / STORY

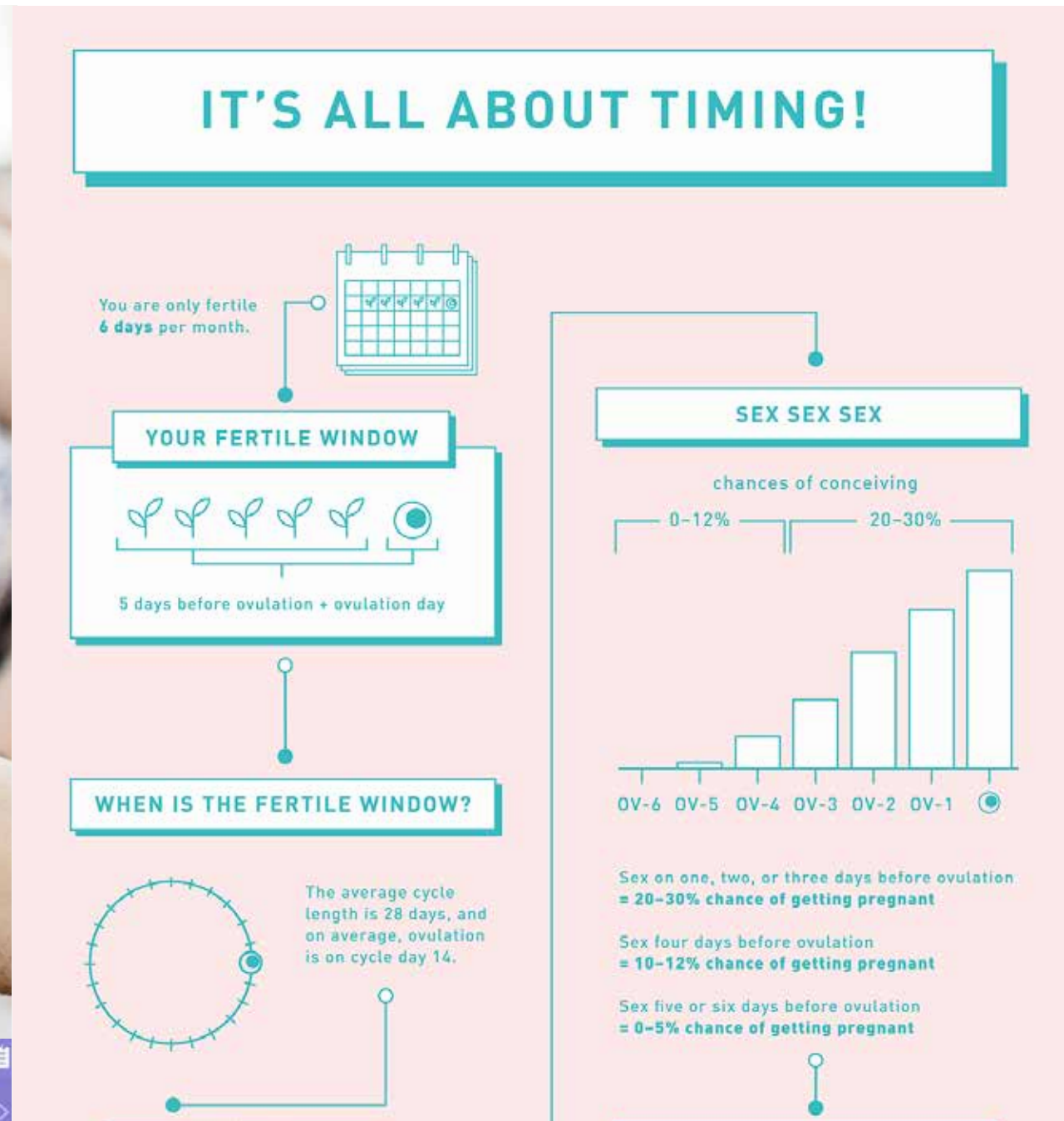
Fitbit motivates you to reach your health and fitness goals by tracking your activity, exercise, sleep, weight and more.

EXPRESSION

Colorful, vibrant, more humanity.

KEY LANGUAGE

Motivating, Fitness, Inspiration, Sleep, Weight



COMPLICATIONS & MISCARRIAGE

**Can Unhealthy Sperm Cause Miscarriage? (A New Study Says Yes.)**



**TAGLINE / POSITION**

The clinically proven way to track your cycle.

**MISSION / STORY**

Finally understand your body. Wear the Ava bracelet at night for effortless insight about your fertility, pregnancy, and your health.

**EXPRESSION**

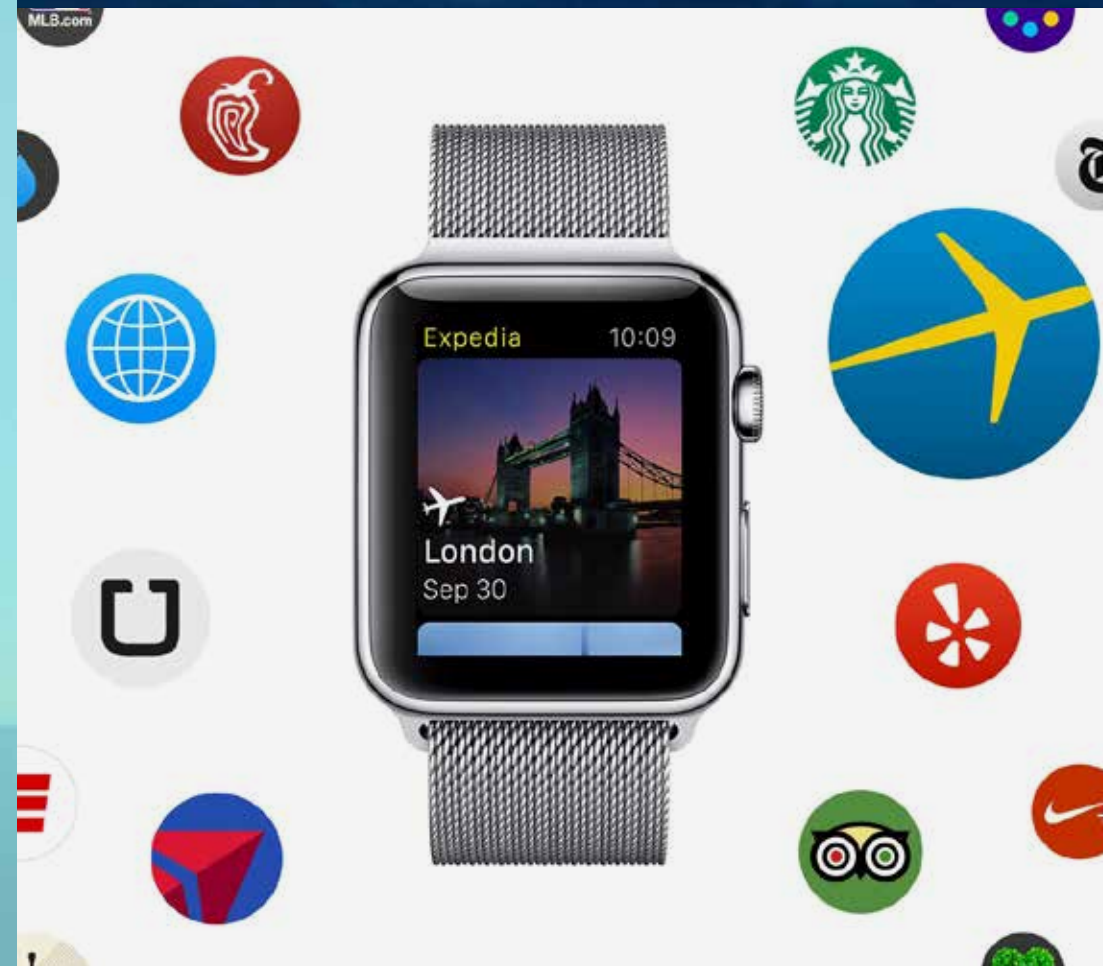
Completely stock photos that feel posed and overly polished, lacking authenticity. Very feminine palette.

**KEY LANGUAGE**

Clinically-proven, Cycle, Fertility, Pregnancy, Insight, Tracking, Natural, Effortless, Understand, Real-time, Health



# Apple WATCH



**TAGLINE / POSITION**

Change Starts Within.

**MISSION / STORY**

Apple Watch Series 4. Fundamentally redesigned and re-engineered to help you be even more active, healthy, and connected.

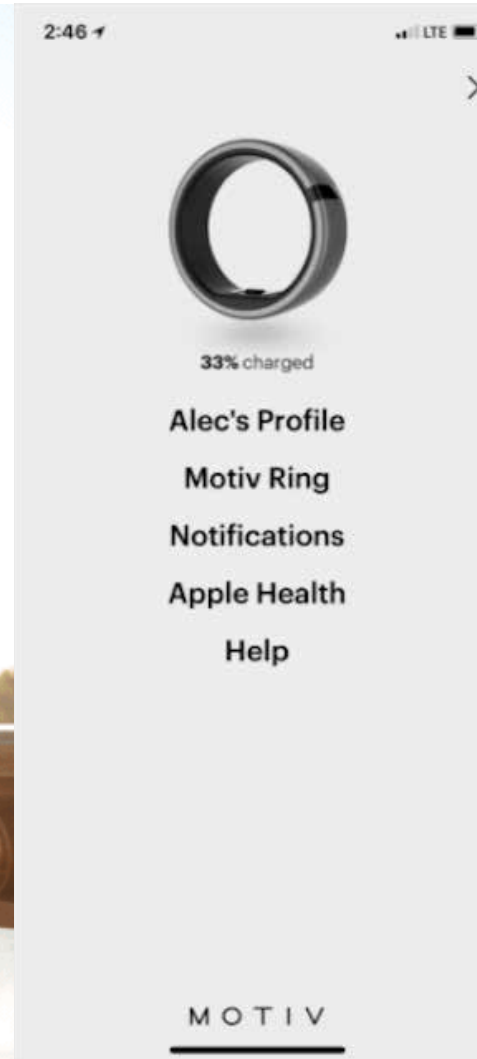
**EXPRESSION**

Sleek, tech-focused, dynamic, human, video and movement, powerful words.

**KEY LANGUAGE**

Change, Active, Fitness, Transformed, Evolved

MOTIV



TAGLINE / POSITION

24/7 Wear. Fitness.  
Online security.

MISSION / STORY

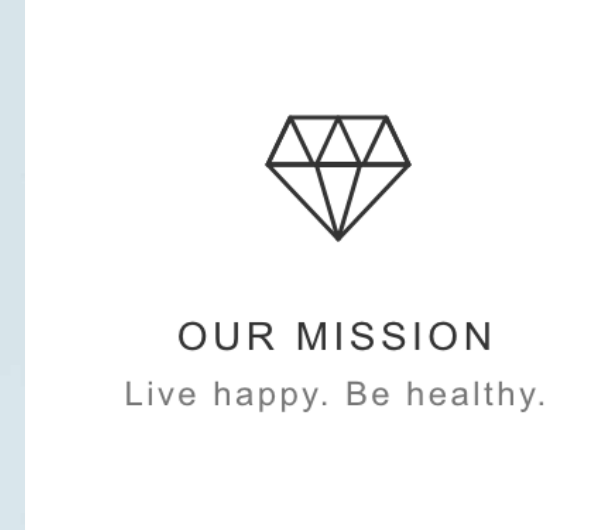
With its subtle design, comprehensive fitness tracking, and new online security features, Motiv Ring now delivers even more convenience and information to you 24/7.

EXPRESSION

Highly technical. Clean and minimalist branding. Nearly no humanity, aside from hands. Imagery is completely product close-ups and hands.

KEY LANGUAGE

Comprehensive, Fitness, Security, 24/7, Metrics



**TAGLINE / POSITION**

Jewelry, Meet Technology.

**MISSION / STORY**

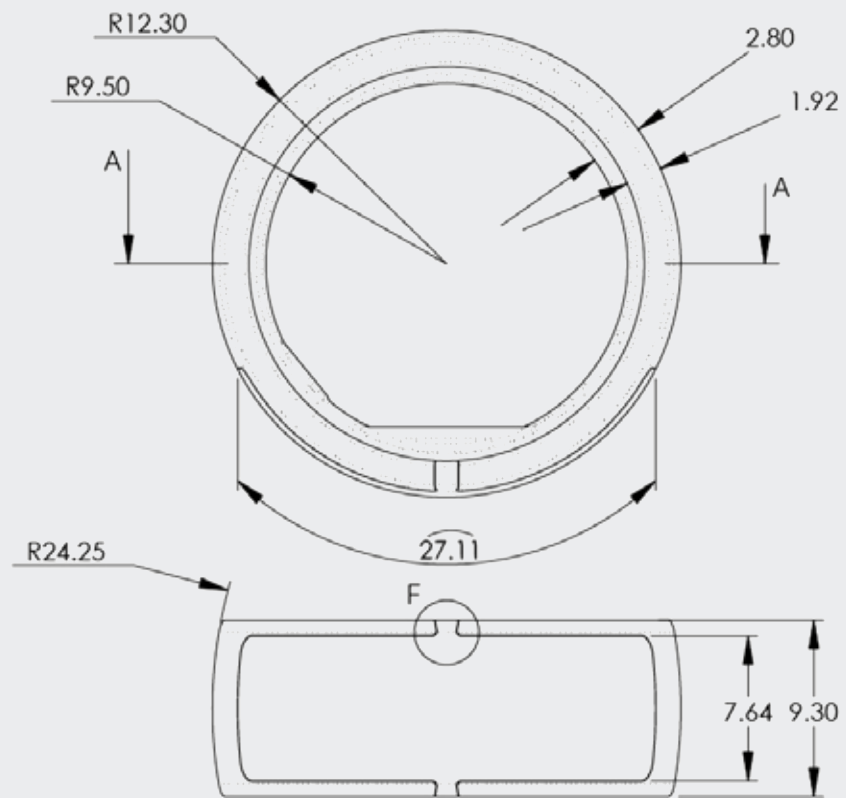
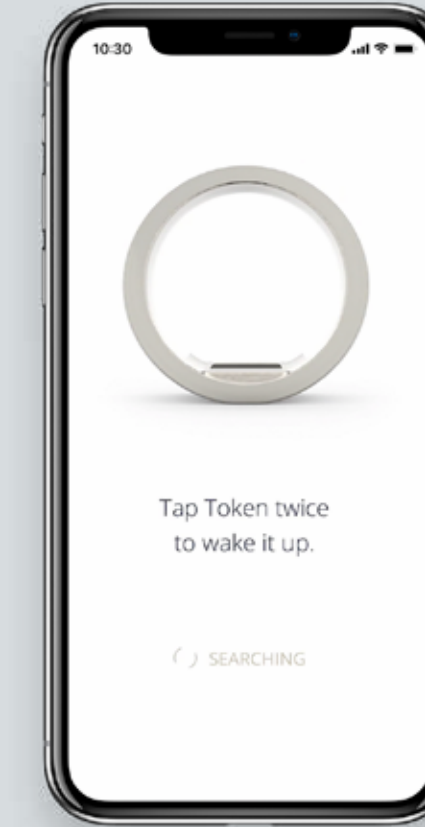
Live Happy, Be Healthy. Smart jewelry that keeps you active, mindful and in the moment.

**EXPRESSION**

Fashion-focused, colorful, sleek, feminine.

**KEY LANGUAGE**

Active, Mindful, Jewelry, Healthy, Balanced



**TAGLINE / POSITION**

Unlock your world with Token.

Unify the way you prove your identity to the world.

**MISSION / STORY**

All your keys, cards, badges and passwords stored on a biometrically-secured ring. Your identity in the palm of your hand.

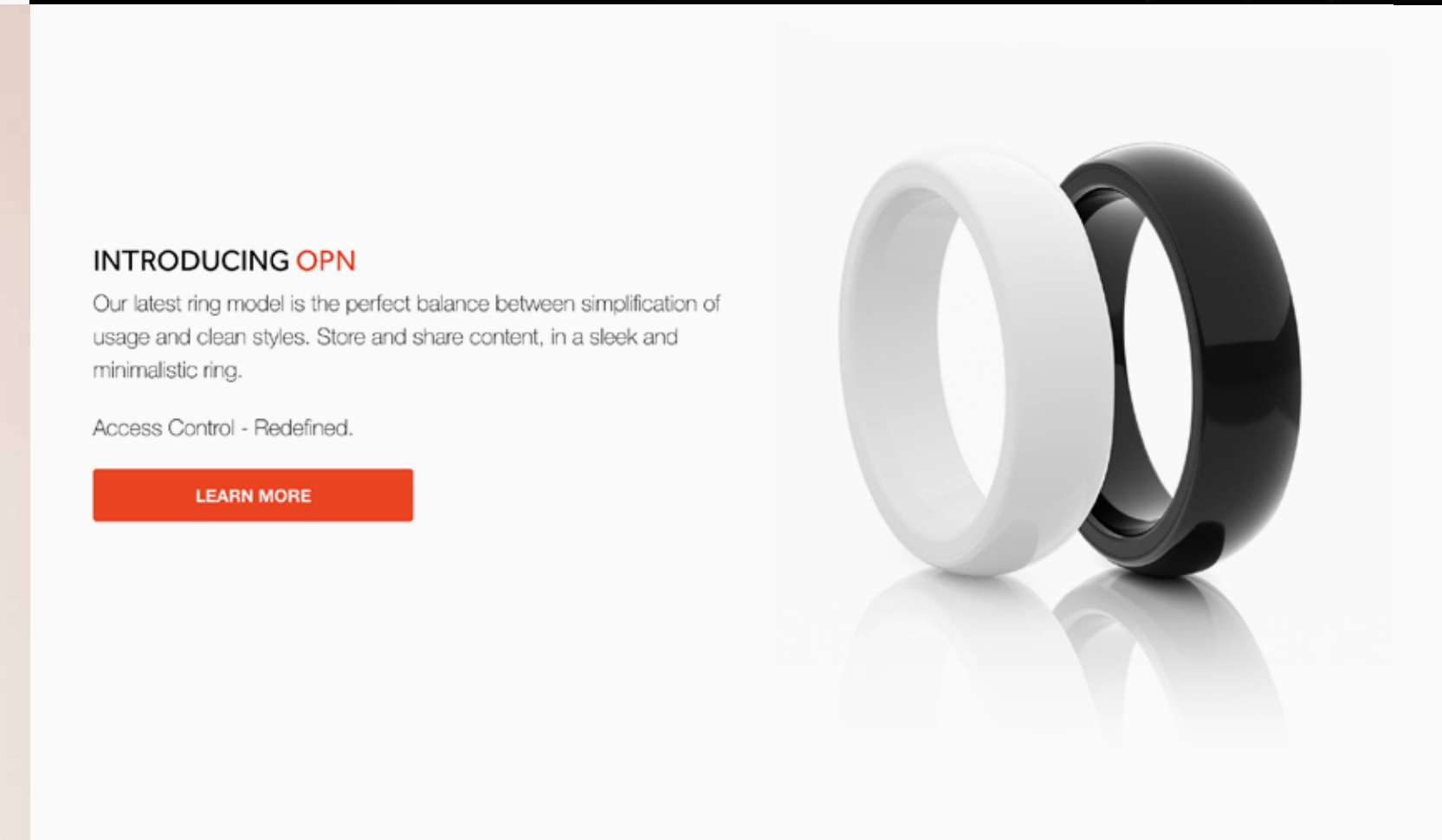
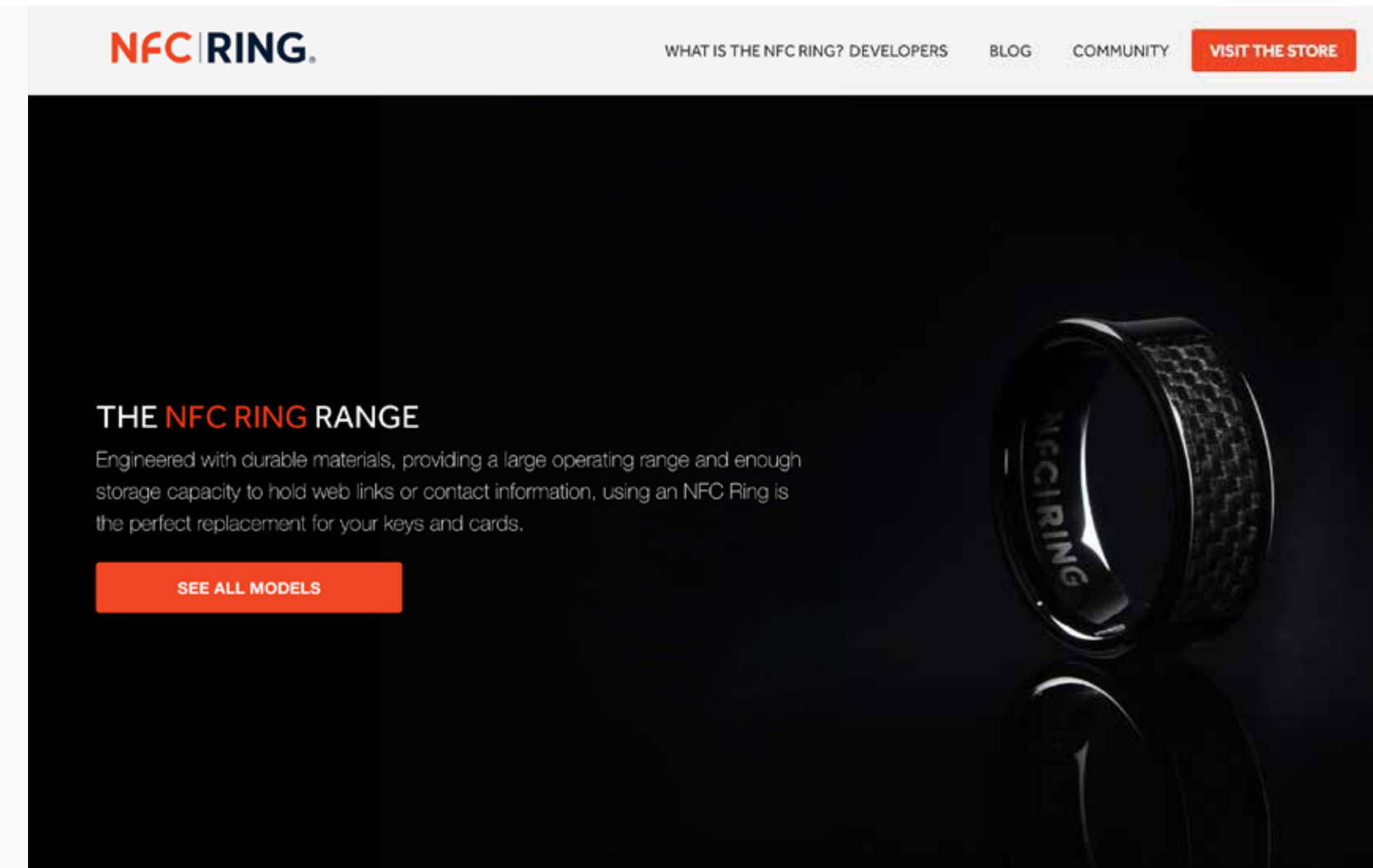
**EXPRESSION**

Clean but faceless. Lacking humanity or expressions of more human stories. Highly focused on the functional aspect of device.

**KEY LANGUAGE**

Style, Freedom, Identity, Magic, Luxury, Metals

# NFC RING®



**TAGLINE / POSITION**

Access Control—  
Redefined.

**MISSION / STORY**

The perfect balance between simplification of usage and clean styles. Store and share content, in a sleek and minimalist ring.

**EXPRESSION**

Possibly made by a junior designer using a platform like Wix. Consistency only in the colors (black, white, and orange). More hands everywhere.

**KEY LANGUAGE**

Simplification, Sharing Content, “Minimalistic” (not a word)



**TAGLINE / POSITION**

Simplify your payment experience.

**MISSION / STORY**

Using your ring to pay is much faster than using a credit or debit card, or even taking out and unlocking your phone. It's always right there on your finger, ready to go.

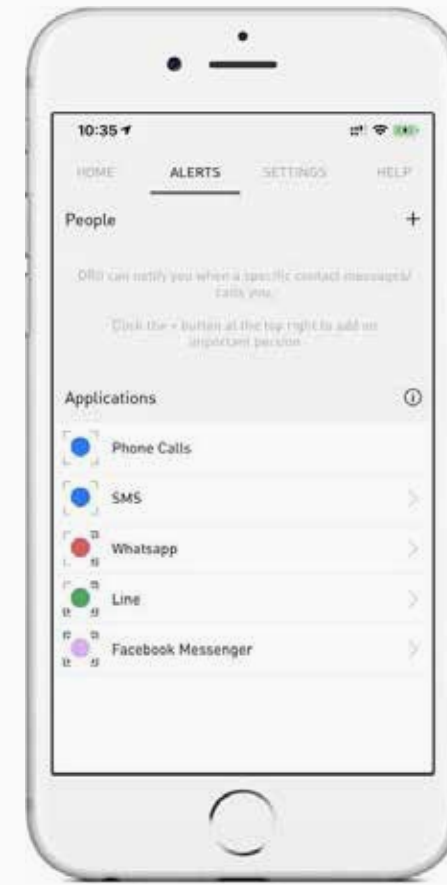
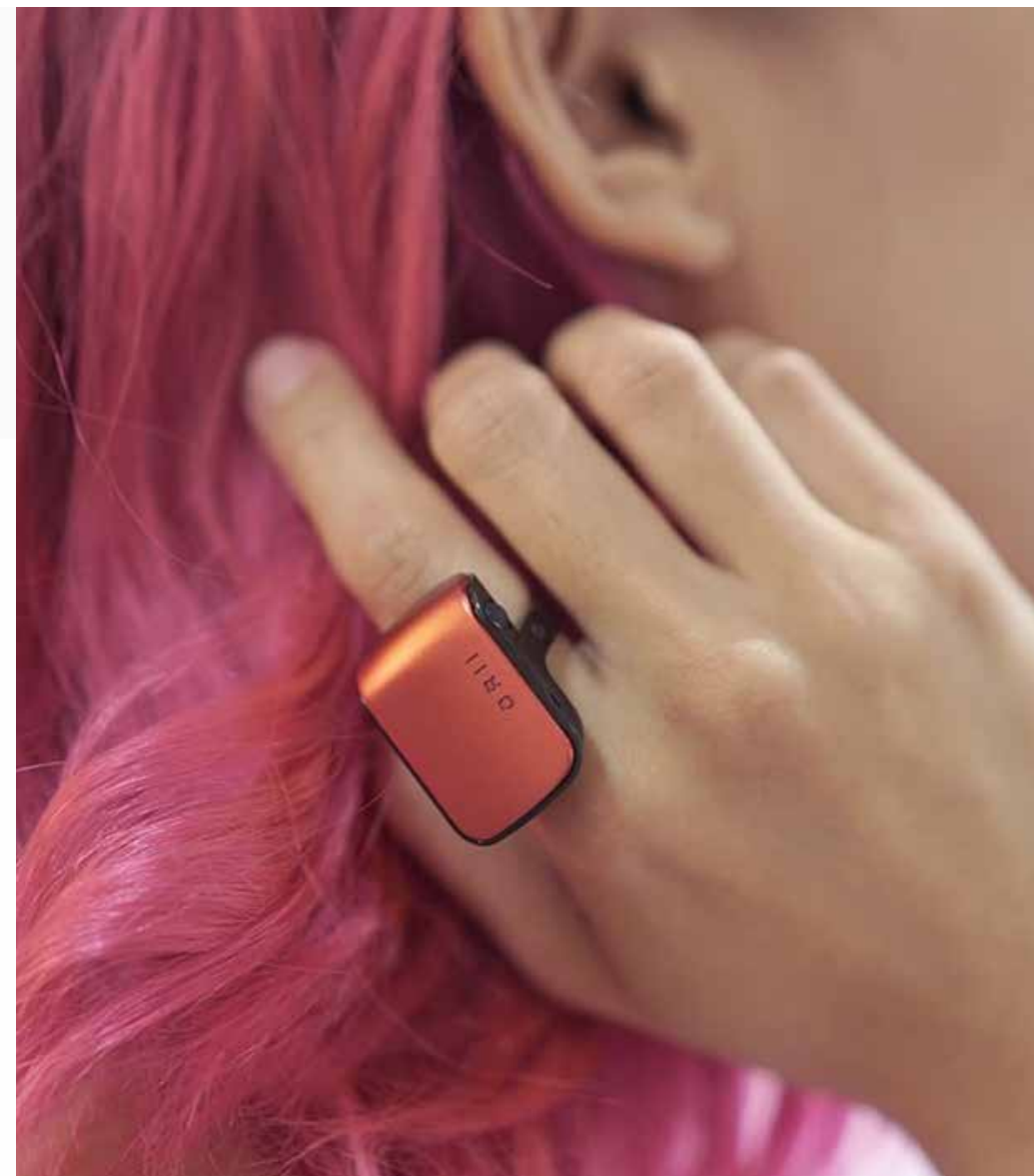
**EXPRESSION**

More sea of sameness. Clinical. Hands.

**KEY LANGUAGE**

Speed, Precision, Payment

# ORII



**TAGLINE / POSITION**

The world's first voice-powered ring.

**MISSION / STORY**

Instantly send messages, make calls, and use your voice assistant with just a touch of the ear, all completely screen-free.

**EXPRESSION**

Stock photos, tech-oriented and cold.

**KEY LANGUAGE**

Voice-powered, On-the-go, "Minimalistic" (not a word)

# SLEEPON



- Blood Oxygen
- Sleep Monitor
- Alert
- Heart Rate
- Waterproof

**TAGLINE / POSITION**

A new generation of AI device to track sleep, screen sleep apnea and improve sleep health.

**MISSION / STORY**

Exquisite ring shape, weighs only 6 grams. There are abundant capillaries on fingers which make the signal more accurate compared to conventional wrist band devices. The proprietary SleepFit™ algorithm for more precise data.

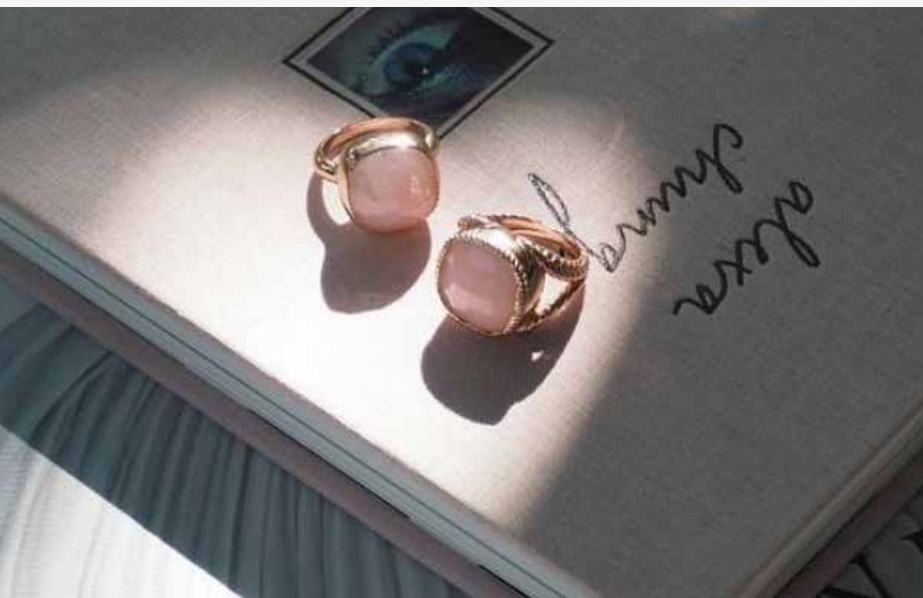
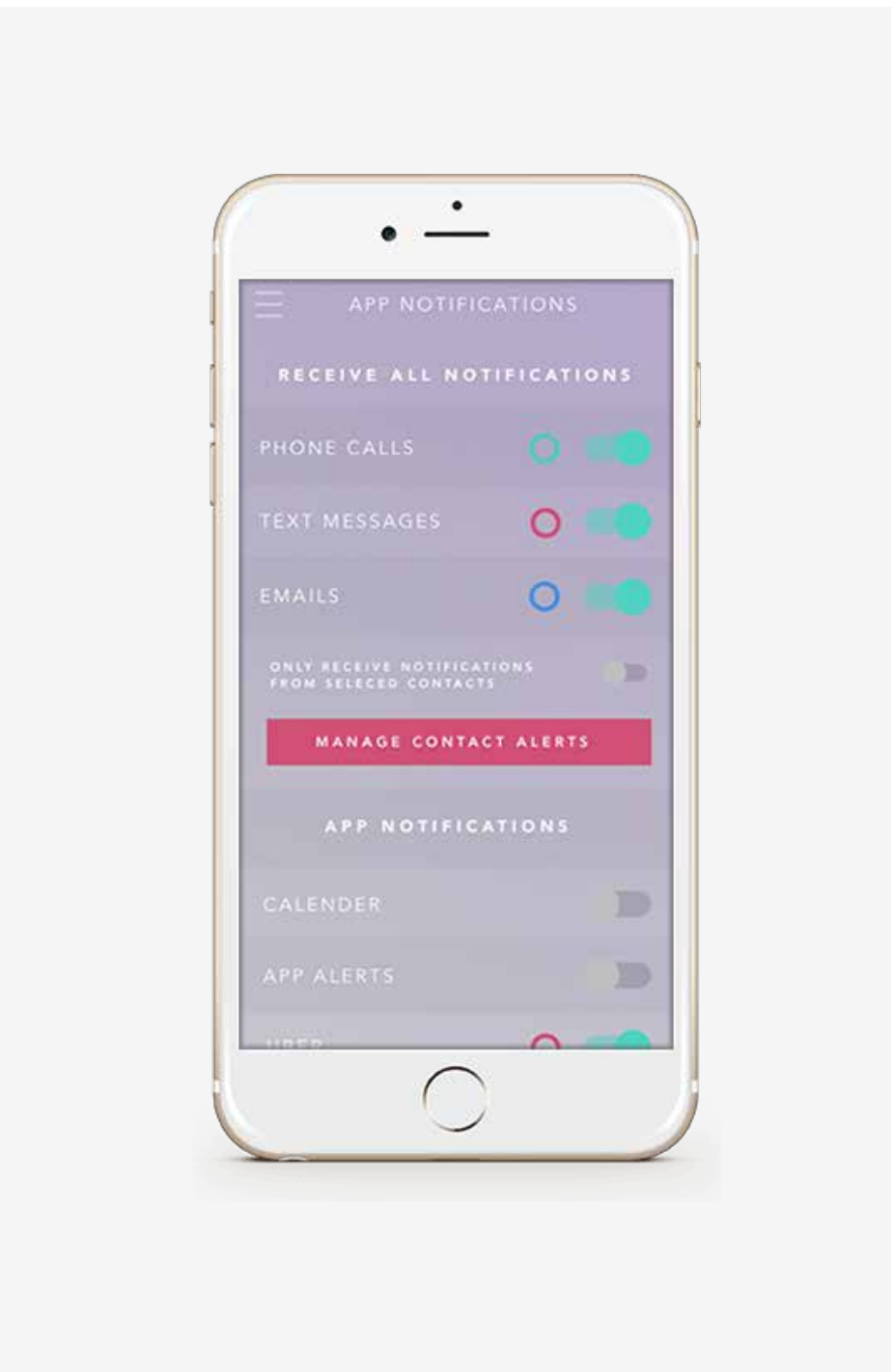
**EXPRESSION**

Similar to a health insurance company site, cold, sleek, very minimalist palette, stock photos that look like crime scene photos.

**KEY LANGUAGE**

Integrated, Sleep





TAGLINE / POSITION

(None)

MISSION / STORY

A simplistic, smart and fashionable way to be present in the moment, without distraction, while discreetly notified of what really matters.

EXPRESSION

Sterile and colorful at the same time in an unfortunate and cluttered way. Immature palette that looks like it's for a 14-year old girl.

KEY LANGUAGE

Fashionable, Simplistic (negative connotation), Smart, S.O.S., Discreet, Alerts

INSIGHTS

## Key Learning

While the current market for wearable technology is in a growth phase, none of the current brands in this space are specializing in sleep alone—and are speaking to the consumer through visual identities that lack human stories and images.

On the other end of the spectrum, there are many other natural sleep remedies available, but none of them are empowering the consumer with total independent control over their body, and none are providing solutions through a technological foundation.

The result is a powerful whitespace that only Oura is positioned to own. We'll do this by elevating stories of humanity while empowering through precise metrics and knowledge that can only come from today's highest tech standards.



TECHNOLOGY



MOTIV

CBD-VAPE



SLEEPON



WELLNESS

PERFORMANCE

DIRTYLEMON

CBD-EDIBLE

ACUPUNCTURE

YOGA

SUPPLEMENTS

MEDITATION

NUTRACEUTICALS

BIOLOGY



While there are many other wearable tech brands in the market, and many other natural sleep aids available, only Oura has the potential to fill the whitespace of wearable tech that specifically focuses on sleep, providing an all-natural solution and empowering users with knowledge. We'll do this in a way that elevates stories of humanity, where all others are more tech-centric.

## Transformation Agenda

### FROM

“Humanity” captured in an overly posed and polished light.

A focus on bed.

Difficult to see actual product.

Language that feels redundant and overly focused on sleep, without providing new “aha” moments that help the consumer really understand why sleep is so important.

### TO

Humanity captured with rawness, depth, and emotional connection.

Inspirational shots of people thriving in their best moments of the day.

Purposeful language that empowers, excites and uplifts, while providing striking facts that educate and enlighten.

TARGET MARKET AND PERSONAS

## The Bio-Curious Consumer

The Bio-Curious\* consumer goes beyond the current bio-hacker loyalist to include a range of other personas who are either highly involved in the wellness space, or on the periphery with a desire to get more involved. It includes the aspirational performers who want to discover their unique optimal self, as well as chronic sufferers who are looking for a way to address their sleep problems head on.

\* Internal phrase and umbrella terminology we have coined to cover the entirety of our target in their varying forms, personas and motivations.

## Busy Betty

PRODUCTIVITY / INCREASED PERFORMANCE / ENERGY  
MENTAL DISPOSITION

AGE: 31

LIVES IN: San Francisco

EDUCATION: Computer Engineering

PROFESSION: PM at a large tech company

INCOME: Dual HH Income, \$280K

FAMILY STRUCTURE: Recently married, no children, cat owner.

MOTIVATION: Focused on career growth—but making any sacrifices needed to get there and often burning the candles at both ends.

FITNESS REGIMEN: Hiking and yoga when she can, which is likely only twice a week.

SLEEP: Often the first thing she will sacrifice to accommodate her busy schedule and ambitious career goals.

DIET: Tries to eat healthy but is often eating on the go with little planning or thought.

FAVORITE PASTIME: Planning her next travel getaway.

TECH: Open to trying out new technology that makes her life easier or more productive.

SOCIAL MEDIA: Finds some time for social media but is too busy to be heavily engaging on a daily basis. Mostly uses it to research brands before a high-value purchase.

### GOALS AND CHALLENGES

1. I want to live a healthy and balanced life routine but I'm constantly overwhelmed and exhausted to follow through.
2. I want to be an over-achiever at work but I have to deal with anxiety and other side effects of stimulants.
3. I want to learn how to wake up feeling refreshed and how to maintain that on a regular basis.

### WHAT CAN WE DO?


1. Help her understand which activities have an impact on how much restorative sleep she gets so she can make better choices and have more vital energy to go about her day.
2. Provide an accurate way to allow her to see the impact that different substances/habits can have on her body and sleep, so she can choose wisely and rely more on her mental disposition.
3. Make it easy and convenient for her to track lifestyle-related data and understand how it affects her readiness.

### COMMON OBJECTIONS

1. I need to understand Oura's legitimacy and accuracy compared to my Fitbit.
2. I had a terrible night of sleep, I feel like crap, and the data says the same... so now what? Accurate to track how far I've ran during my outdoorsy sprints?

### REAL LIFE MOTIVATORS:

Jeff Bezos, Sophia Amoruso, Anna Wintour, Mark Zuckerberg, Lady Gaga



“I like living a very active life but often feel wiped out, and my work performance takes the toll.”



# Mindful Martin

WELLNESS / RESTFULNESS / RECOVERY / RELAXATION  
MINDFULNESS / BALANCED LIFESTYLE

AGE: 37

LIVES IN: San Diego

EDUCATION: College

PROFESSION: Freelance Strategy Consultant,  
works from home.

INCOME: Dual HH Income, \$220K

FAMILY STRUCTURE: Married with two children, one of which  
is a newborn, dog owner.

MOTIVATION: On a journey of personal evolution.  
Self-aware and working on healing the parts of himself  
that need to be healed. Part of a more spiritual comm-  
unity, spending time with people on a similar path.  
Eco-conscious.

FITNESS REGIMEN: Practicing yoga and cardio at the gym.

SLEEP: Respects the importance of sleep as a means to  
being more present with the ones he loves.

DIET: Enjoys cooking at home. Is likely following a vegan  
or vegetarian diet.

FAVORITE PASTIME: Meditation.

TECH: Interested in home technology and upgrading to  
the newest and latest.

SOCIAL MEDIA: Not a heavy social media user. Mostly  
follows accounts on mindfulness and plant-based diets.

## GOALS AND CHALLENGES

1. I want to keep track of my habits and routines so I can see how each of them are contributing to a more balanced life and they aren't just a fad.
2. I go above and beyond to find stress-related solutions that are tailored for me based on personal data, RWE, or genetics.
3. I want to go deeper in learning how to relax and live mindfully while being on the road for work.

## WHAT CAN WE DO?

1. Explain how the tag feature can help him keep track of life events and allow him to see his sleep metrics on recovery.
2. Describe how Oura offers insights that are tailored based on one's own baseline.
3. Introduce the new Relax feature and inspire him to make mindful moments a part of his daily routine and analyze his metrics collected during each meditation.

## COMMON OBJECTIONS

1. I would like the Oura app to be integrated with my go-to apps for meditation and bed-time stories.
2. I wish there was an easier way to explore tests/iterations you can do in your daily habits to impact your sleep.
3. I want to understand more about the science of sleep but the material available is too complex and boring.

## REAL LIFE MOTIVATORS:

Dave Asprey, Deepak Chopra, Harry Massey,  
Dr. Marcola



**“I believe every being is unique and attuned to their own needs—not to a generic stereotype. Knowing your body is knowing yourself.”**

## Beautiful Bianca

BODY AND MIND REPAIR / REJUVENATION / RECOVERY  
SKINCARE SOLUTIONS / ANTI-AGING SOLUTIONS

AGE: 43

LIVES IN: New York City

EDUCATION: College

PROFESSION: Editor in Chief at Refinery29

INCOME: Single income, \$300K

FAMILY STRUCTURE: Divorced, one daughter living abroad.  
Owns a dog.

MOTIVATION: Considers herself an expert in beauty and highly in-the-know when it comes to the latest trends.

FITNESS REGIMEN: 3x/week with a personal trainer, outdoor runs in between.

SLEEP: Well aware of the importance of “beauty sleep” and believes sleep is crucial to success and happiness.

DIET: Follows a meal plan organized by her nutritionist but always open to trying the latest diet trends. May subscribe to a meal delivery service. Does not cook often. Enjoys wine with her friends twice a week.

FAVORITE PASTIME: Interested in fashion, with minimal chic style and quality products. Enjoys skiing in the Alps in winter. Passionate about women’s empowerment.

TECH: Tapped into the latest beauty tech, both for professional and personal relevance. She’s highly educated in the current and latest, and is among the first to try new beauty solutions—acting as a leader and a source of information in both her industry and friend circle.

SOCIAL MEDIA: Highly connected across all channels.

### GOALS AND CHALLENGES

1. I struggle with stress and, because of that, have insomnia. Or just plain bad sleep on the regular.
2. Sleep is usually my enemy. Time is money, babe. I need to feel great, look great, in the least amount of time and least amount of work possible. I need less sleep and more good quality sleep.
3. I’m trying to maintain healthy habits that enhance my skin cell repair. I’ve been using creams, Botox, but I’m looking for more functional and personalized solutions that are more effective longterm.

### WHAT CAN WE DO?

1. Offer personalized recovery insights based on her data and allow her to learn how that affects her body.
2. Help her understand what factors in her life are impacting the quality of her sleep and how she can optimize her sleep.
3. Help her understand what type of sleep habits will boost her skin repair process so she can value the effort put into the process.

### COMMON OBJECTIONS

1. Got the ring, but will return it because it’s too bulky and it doesn’t match my jewelry.
2. I don’t understand how to change my life so I can be less stressed and improve my sleep.
3. Not aware of the correlation between beauty and sleep: what do I have to improve and measure? And why?

### REAL LIFE MOTIVATORS:

Gwyneth Paltrow, Megan Markle, Jessica Alba, Gisele Bündchen, Kendall Jenner



“My doctor said that in order to get fabulous skin I need to sleep better. But how can I sleep better when I’m often a stress-ball?”

## Strong Sam

FITNESS AND PHYSICAL STRENGTH / BIOHACKING INNOVATION  
SPORTS RELATED TOOLS / PERFORMANCE BOOSTER  
BODY IMAGE SOLUTIONS

AGE: 26

LIVES IN: Miami

EDUCATION: Was a college football player.

PROFESSION: Owns a vitamins and supplements shop.

INCOME: Single income, \$100K

FAMILY STRUCTURE: Single

MOTIVATION: Highly competitive with himself. Wants to be stronger, faster and more fit than he was yesterday. Welcomes challenges, passionate about fine-tuning his body.

FITNESS REGIMEN: Works out 6x/week at a gym. Loves high-intensity classes, marathons and Spartan races.

SLEEP: Knows sleep is crucial to his workout and muscle recovery, but is unaware of the importance of REM in rejuvenating his mind.

DIET: Well-versed in nutrition and calculates his macros daily with the use of an app like MyFitnessPal.

FAVORITE PASTIME: Watching/playing football with friends, reading up on bio-hacking information.

TECH: Uses apps and a range of bio-hacking products to further his fitness level.

SOCIAL MEDIA: Follows fitness and bio-hacking accounts. Regularly posts inspirational content that showcases his dedication. Would likely post screenshots of his sleep score (when high enough to brag about).

### GOALS AND CHALLENGES

1. I want to push myself to break new personal records but I'm not sure when is best.
2. I'm constantly overtraining and injuring myself, which makes me need recovery more than the average person.
3. I have been trying to optimize my HRV and deep sleep for quite a while to enhance my athletic performance, but haven't been impressed with the accuracy of the devices I've tried before.

### WHAT CAN WE DO?

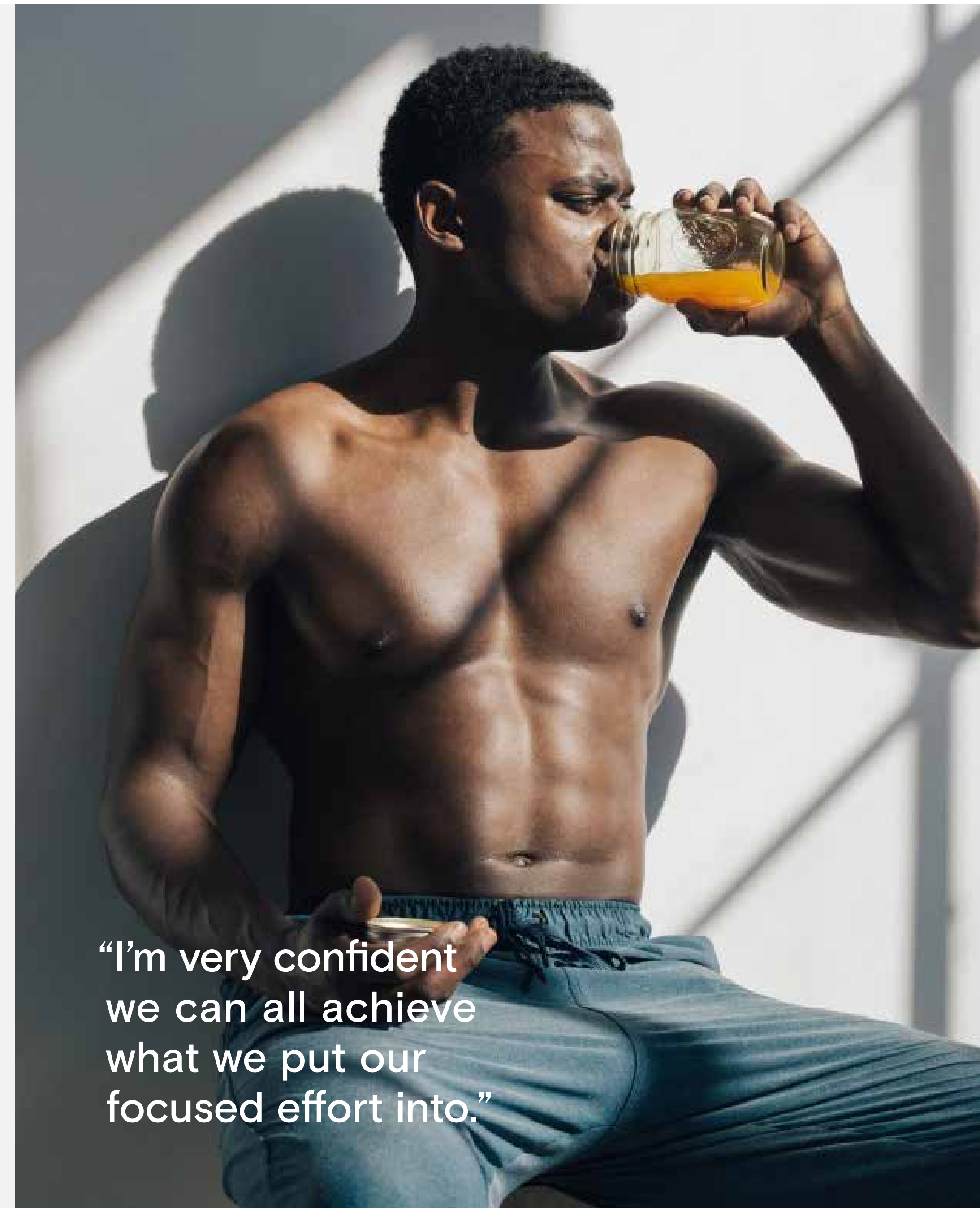
1. Help him understand his readiness score and guide his training plan: know when is a good day to push himself, and when is a good day to rest.
2. Allow him to understand his recovery patterns and know if anything is on his way to getting a restful night of sleep.
3. Monitor his HRV and deep sleep on a nightly basis with high accuracy. Show that it is more accurate than a wrist wearable.

### COMMON OBJECTIONS

1. What does it track during the day?  
Will it track when I lift weight?
2. I wish it was made of rubber so it wouldn't get damaged when I work out.
3. Sleep tracking is great but it's a shame I still need to wear my Whoop, or use another app like Strava to measure my HRV and vitals during workout.

### REAL LIFE MOTIVATORS:

Ben Greenfield, NFL strength and condition athletes



“I’m very confident  
we can all achieve  
what we put our  
focused effort into.”

## Happy Hannah

WOMEN'S HEALTH INNOVATION / MOOD BOOSTER / SELF-KNOWLEDGE  
BALANCED LIFE / FEEL GOOD / FEEL PEACEFUL / FEEL HAPPY

AGE: 24

LIVES IN: Los Angeles (originally from New Orleans)

EDUCATION: UCLA

PROFESSION: News Reporter

INCOME: Single income, \$90K

FAMILY STRUCTURE: Single

**MOTIVATION:** She loves to be a source of inspiration for her friends, family and followers. Often the one providing new information on health and wellness to those less in-the-know. Her ultimate dream is to write a best-seller that empowers women.

**FITNESS REGIMEN:** Goes to a Barre studio near her home.

**SLEEP:** Follows a good sleep routine, but thinks her sleep could be better.

**DIET:** Follows a strict vegan and paleo diet. Rarely drinks alcohol. Always buys organic.

**FAVORITE PASTIME:** Finding new content for her blog on paleo and vegan nutrition. Spends the weekends getting brunch with girlfriends or shooting for her blog. Loves finding new restaurants that adhere to her diet.

**TECH:** Expert blogger. Uses a period tracking app.

**SOCIAL MEDIA:** Instagram and Snapchat are her favorite way to connect with her friends and family and promote her blog. Follows health and fitness influencers like Kayla Itsines, who inspire her on a professional level.

### GOALS AND CHALLENGES

1. I deal with anxiety and mood swings and I'm trying to find natural solutions.
2. I want to track my activity during the day without needing to commit to wearing an ugly fitness tracker.
3. I struggle with PMS and started getting into functional nutrition years ago that improves female health. Now I'm trying to understand what other areas of my life I can optimize to be constantly feeling good.

### WHAT CAN WE DO?

1. Help her understand the effect of good sleep on her body, mood and mental functions.
2. Launch features that go beyond step-tracking so she can wear the ring for activity tracking.
3. Launch a new feature to track her menstrual cycle and let her analyze her sleep data with tags associated with PMS so she can understand what choices she's making in her waking life that are making a difference.
4. Help her to shift habits by understanding the data through her different period stages.

### COMMON OBJECTIONS

1. Can I share it with my doctor?
2. Why do I need to wear it during the day?
3. Why should I buy it now, since the features I want are yet to be launched?
4. How does this change my life? I love that you're changing your behavior—but how do you know to do that?

### REAL LIFE MOTIVATORS:

Sheryl Sandberg, Kayla Itsines, Boss Babe, Serena Williams, Gal Gaddot, Arianna Huffington, Rihanna, Michelle Obama, Emma Watson, Paleo Mom, Beyoncé



“My day is like a rollercoaster with mood and energy ups-and-downs. It's scary to see how much that can impact my success and happiness.”

MESSAGING AND TONALITY

## Messaging Hierarchy

- 1 Sleep is the most important element of your life/health (benefits story).
- 2 There is no magic pill—to achieve truly great sleep, you need awareness.
- 3 Oura provides the knowledge you need about your nights to take control of your days.

## Tone of Voice Pillars

### 1 Vibrant

ENERGETIC, SPIRITED, VIVACIOUS, LIVELY, EXCITING

Our voice is energetic and full of life. Just reading our words gives you the feeling that you're already hitting that 95 mark. We have a "get up and go" attitude that's ready to take on the world. We elevate stories of humanity with truth and soul, never leaning too cold and tech-oriented.

### 2 Optimistic

POSITIVE, CONFIDENT, INSPIRING, HAPPY

We are optimistic and exude a feeling of positivity. Our outlook on the world is bright and never jaded. We are here to uplift and inspire in everything we say and do.

### 3 Wise

SMART, EXPERT, ASSERTIVE, MASTERFUL, DETERMINED

We are highly knowledgeable and trustworthy. Our words are that of a seasoned expert and it's clear that simply no one knows sleep better than us. But more than knowledgeable, we are wise. We speak from a place of life experience and universal knowing.

### 4 Down-to-Earth

LIGHT-HEARTED, EFFORTLESS, HUMBLE, RELATABLE

Balancing our energetic and expert tonality, is an aspect of humbleness. Our language is down-to-earth, friendly, and even a little playful. We steer clear of any air of superiority or exclusivity in our communications, and never take ourselves too seriously.

### 5 Kind

COMPASSIONATE, WARM-HEARTED, EMPATHETIC, SUPPORTIVE, INCLUSIVE

We are kind, supportive and compassionate. We exude the tonality of a healer who truly has your best interest in mind—providing a tool to help you heal yourself, and never become dependent on something outside of yourself for your own well-being.

### 6 Mindful

AWAKE, AWARE, MEDITATIVE, SPIRITUAL, CONNECTED, CONSCIOUS

We are tapped into a larger global community of mindfulness and awareness. We aim to evolve the human experience as a whole by letting people realize and awaken the very best version of themselves. We want you to feel truly connected to yourself—and connected to the world around you. There is an air of spirituality in what we say and do, but always in an agnostic and inclusive way.

Messaging  
Tonality

We ARE

Knowing

Self-motivated

Mindful

Ambitious

Wise

Inspirational

Empowering

We ARE NOT

Authoritative

Self-sacrificing

Preachy

Perfectionist

Clever

Over-the-top

Powerful



Visual  
Tonality

We ARE

Humanity

Youthful

Day-focused

Sleek

Wellness-minded

Active

Premium

We ARE NOT

Technology

Young

Night-centric

Elegant

Performance-based

Health-obsessed

Luxury

BRAND DNA

## Company Beliefs

- 1 We all deserve to feel our best.
  - 2 Sleep is the most important determining factor of health and performance.
  - 3 We are here to connect to ourselves and each other, and spend more time doing the things we love most.
- 
- 2 Great sleep starts within—it's yours to control.  
Knowledge is power.
  - 3 True healers give you tools to heal yourself, never dependent on something outside yourself.

Brand Vision

To create a world in which people can improve their health and well-being by connecting with themselves and others.

Brand Vision

To be the number one tool for world-wide wellness, connecting people to their body and the world around them, while improving sleep for all.

Brand Vision

To empower the world with the #1 resource in sleep wellness, connecting people to their body and mind in a way never achieved before.

Brand Vision

To become the world's #1 wellness empowerment tool, helping people reach their fullest potential while connecting to themselves and others.

Brand Mission

To help people reach their highest potential and have more time for the things they love.



## Values

### 1 Innovation

We're committed to making strides in the world of wellness and beyond. We're here to innovate, push boundaries and be the absolute leaders in sleep. We are always evolving and looking for ways to improve on our product—and the lives of our customers.

### 2 Connectivity

We're committed to building a community of believers and wellness enthusiasts who uplift and support one another in the journey to better sleep and better wakefulness. Above all, we want to foster an even greater connection between you and yourself.

### 3 Consciousness

We're committed to improving our world by helping you be the best version of yourself. We're working towards a greater cause, helping our customers be more awake, evolved and mindful.

### 4 Humanity

We're people-centric, not tech-focused. We're here to celebrate and uplift our potential, and the greatness within us all. We're committed to giving our customers more time doing the things that matter to them most.

## Functional Benefits

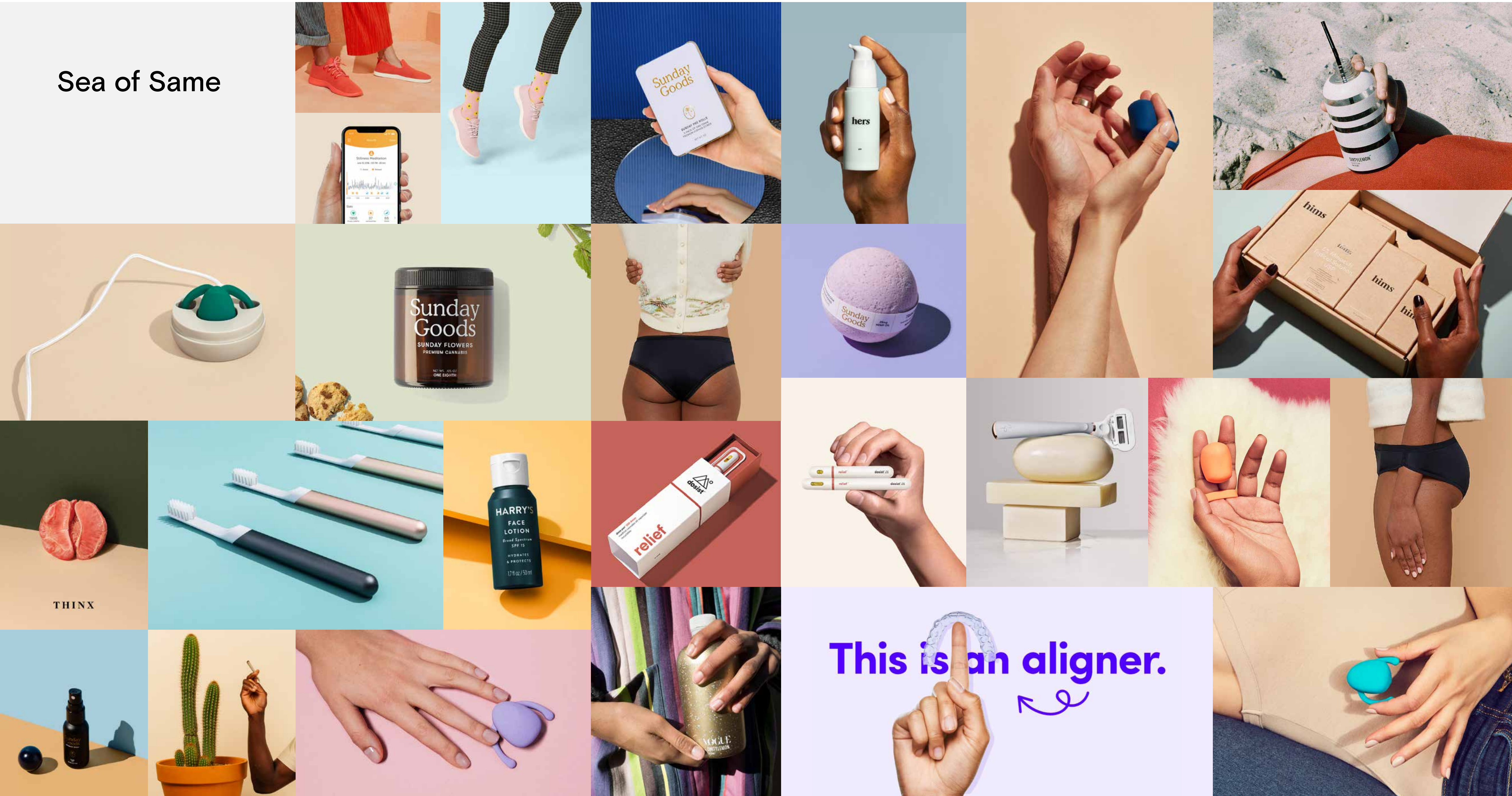
- 1 Empowering through knowledge.
- 2 Aesthetically sleek and styled.
- 3 Accurate metrics that help you understand your body better.
- 4 Providing the most natural way to better sleep.
- 5 Inspiring connection with the Oura community and your own body.

## Emotional Benefits

- 1 Encouraging the ultimate commitment to yourself.
- 2 Having more time for the things that matter most.
- 3 Achieving your best self and truest potential.

# APPENDIX

# Sea of Same



THANK YOU