



How did we make Teddy the Guardian, and what next?

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Student with an idea →
supplier for Fortune 500
Companies on 6
continents



First smart teddy bear on the market with embedded medical sensors.



Problem:
Kids don't understand medical devices.
They get stressed out and that skews the data.



But what makes you put sensors into toys, in the first place?



Listening to feedback and doing the work!



Seed investment

What do you do next?





More toys!



The Guardian Animals



The Tall Giraffe



Special Power: Measuring body posture and activity level

Our Tall Giraffe teaches your child how to keep a good posture and live a healthy life from early age



Teddy the Guardian



Special Power: Measuring body and ambient temperature

Teddy's paw seamlessly measures your little one's temperature within seconds



The Brave Lion



Special Power: Measuring heart rate, heart rate variability and blood oxygen saturation

Our Lion with the brave heart will help you to check up heart rate and oxygen saturation

Each new toy – different, new superpower!



The Tall Giraffe

€99.00

PRE-ORDER



Teddy the Guardian

€129.00

BUY NOW



The Brave Lion

€149.00

PRE-ORDER



If I can do it, they can do it.



the GUARDIAN BUTTONS



Turn any object into a biosensing device, within minutes

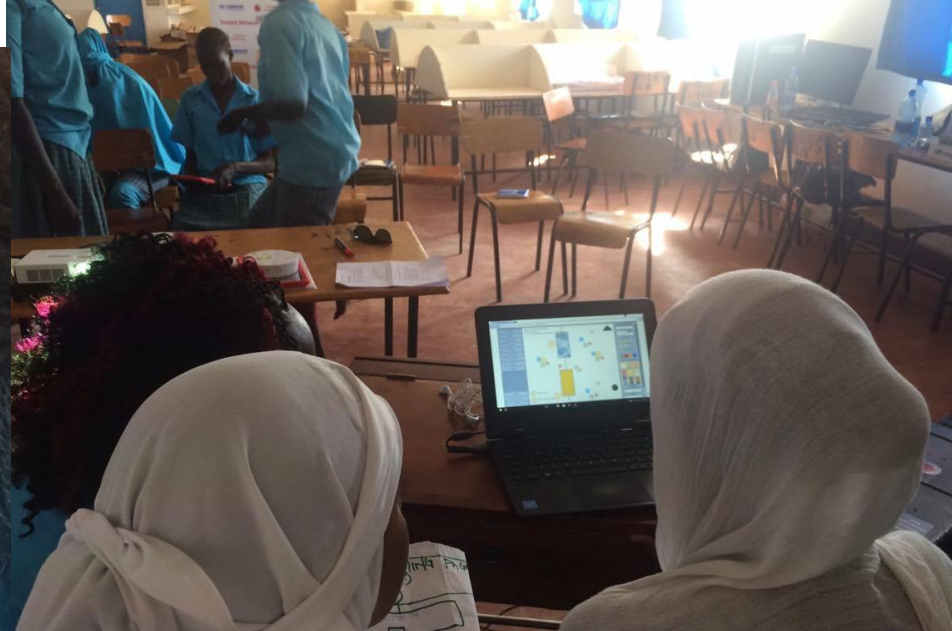
No embedded systems knowledge required. No coding needed.



Could kids build their own toys?

Could kids build their own Solutions?



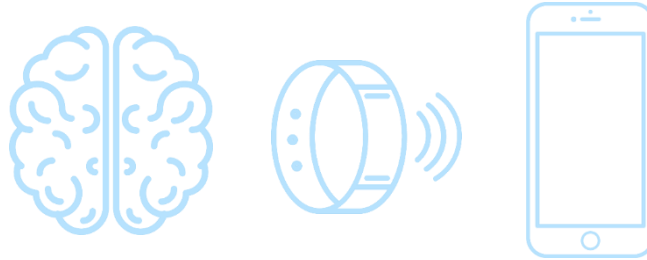


UNITED NATIONS



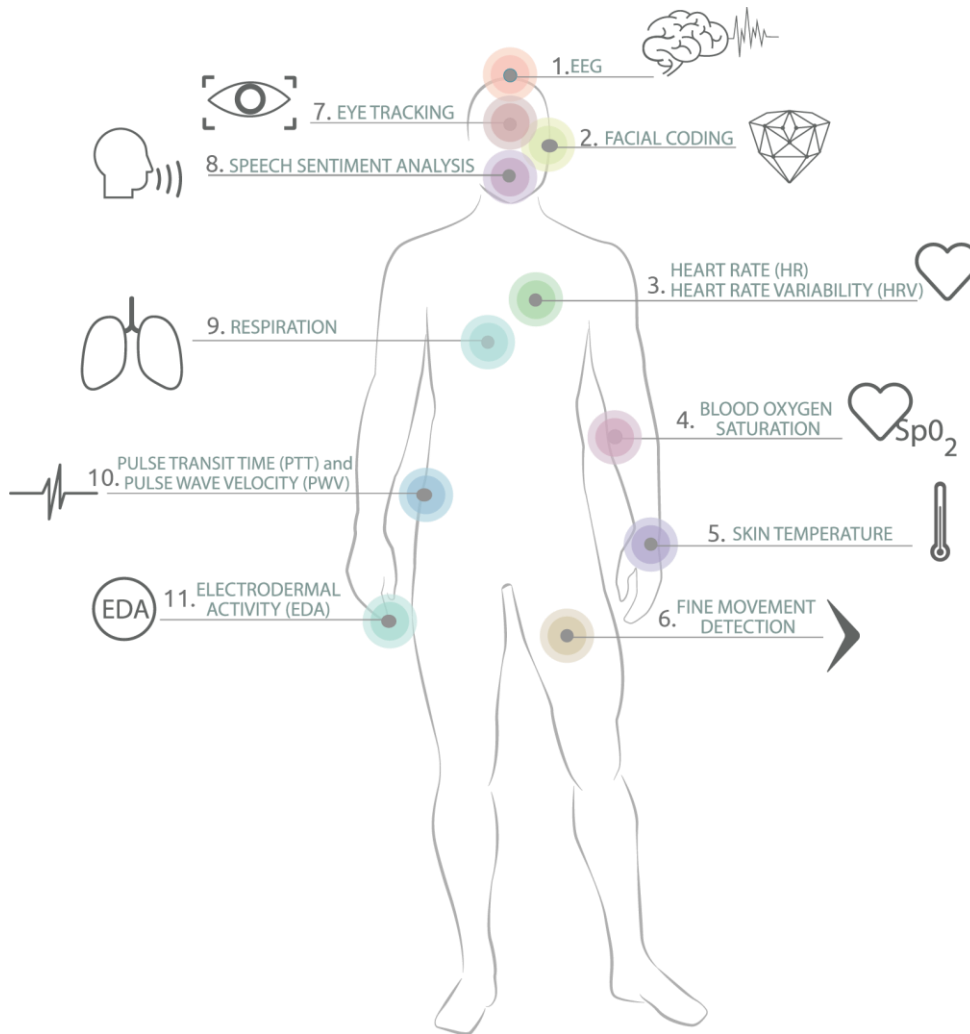
vodafone

Going after corporate customers



We quantify emotional reactions using medical quality, scientifically proven neurometric and cardio implicit research.
Proprietary and partner devices on our own algorithms.





Biometric data collected:

We collect **11** different implicit data sets, all wrapped in a simple and easy-to-use tool giving you complete transparency and real-time results.

How are we different?



Our system is made as a sleek wearable + mobile app – easy to be worn in everyday situations, with no hassle for the respondent.





What are our unique benefits?

Our system is scalable, available in any home, under 72hours and – at a fraction of competitor's cost.





Results on live dashboard



The tablet displays the IDInsights dashboard with a selection screen. The main screen features a "MENU" on the left with the same options as the first tablet. The central area is titled "IDINSIGHTS" and contains two sections: "CHOOSE BRAND" and "CHOOSE TESTING PHASE". Both sections have a "ALL" option with a checkmark. Under "CHOOSE BRAND", there are radio buttons for DOVE DEEP MOISTURE, DOVE GO FRESH, OLAY ULTRA MOISTURE, and CARESS SHEER TWILIGHT. Under "CHOOSE TESTING PHASE", there are radio buttons for PRE PHASE (selected), DURING SHOWER PHASE, and POST SHOWER PHASE. The PRE PHASE section has sub-options: ALL, SCENT, TEXTURE, and PACKAGING. A "DONE" button is located at the bottom right. A "REPORT" section on the right shows a smaller version of the pie chart.

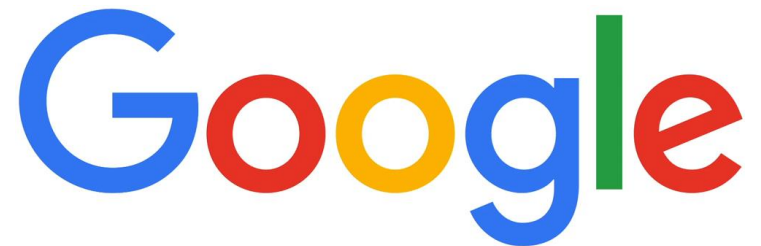


Largest independent database of
neuroscience research on
consumer sentiment

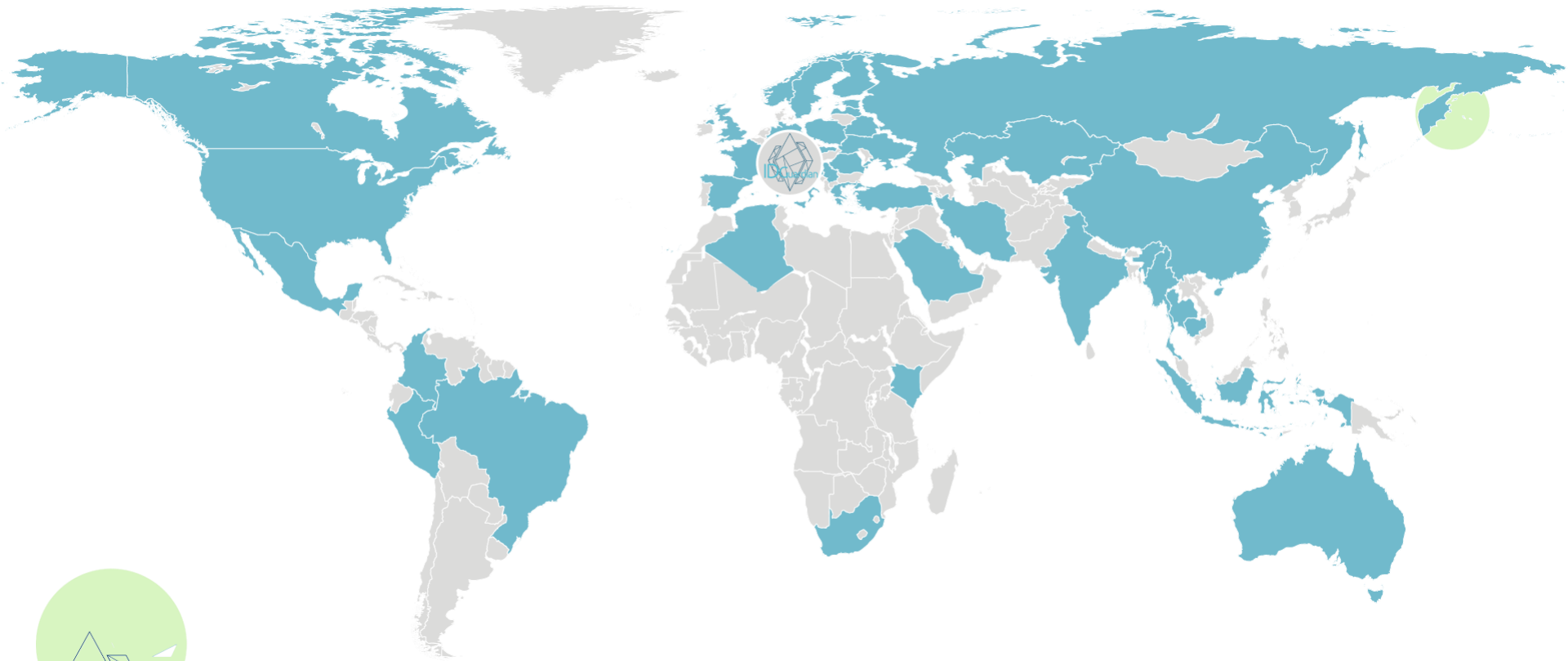
Customers



Fortune 500 Companies on 6 continents:



ID Guardian- Global Presence:





Profitable, diversified
company with
proprietary IP



Summary:

1. No need for capital and infrastructure to start
2. Be agile and open to implement customer feedback
3. Find a niche and master it!



Thank you!

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Questions?