



Julian Gautier and Colleen McCormick

OVERVIEW



1 The problem

2 Competition

3 Our solution

4 How it works

5 Growth opportunities

6 Questions





WATCHING THEIR BACKS

Children should carry no more than 15% of their body weight.



STEPPING INTO YOUR POTENTIAL

Hiking bags should weigh between
 $\frac{1}{5}$ and $\frac{1}{3}$ of your weight.



Backpack with built-in battery
for charging devices



Luggage scales



Luggage with
built-in scales





Device transmits data

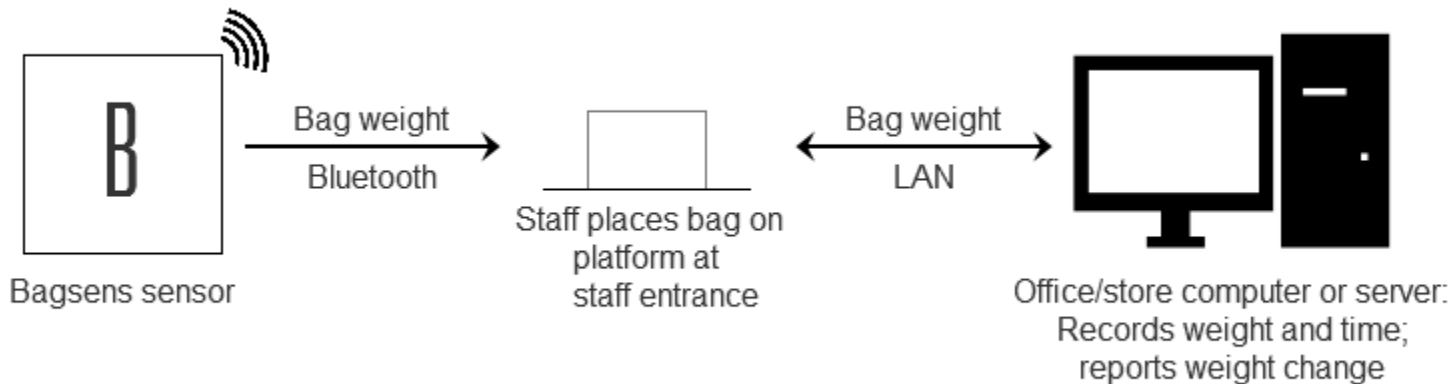
Recommends weights

Adapts to multiple types of bags

Accounts for bag weight



Improving Employee Loss Prevention





HUMANIZING LOSS PREVENTION



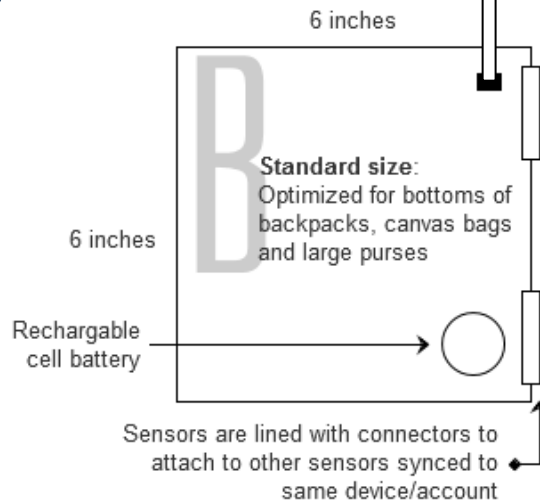
A photograph of an airport terminal with a high, blue-truss ceiling. In the foreground, several people are walking, some with luggage. To the left, there are large flight information display screens. In the background, there are signs for 'THAI' and 'AirAsia.com'. The text 'SAVING YOUR TIME' is overlaid in the center in a large, white, sans-serif font, flanked by two horizontal white lines.

SAVING YOUR TIME

IMPROVING BAG DESIGN



HOW IT WORKS



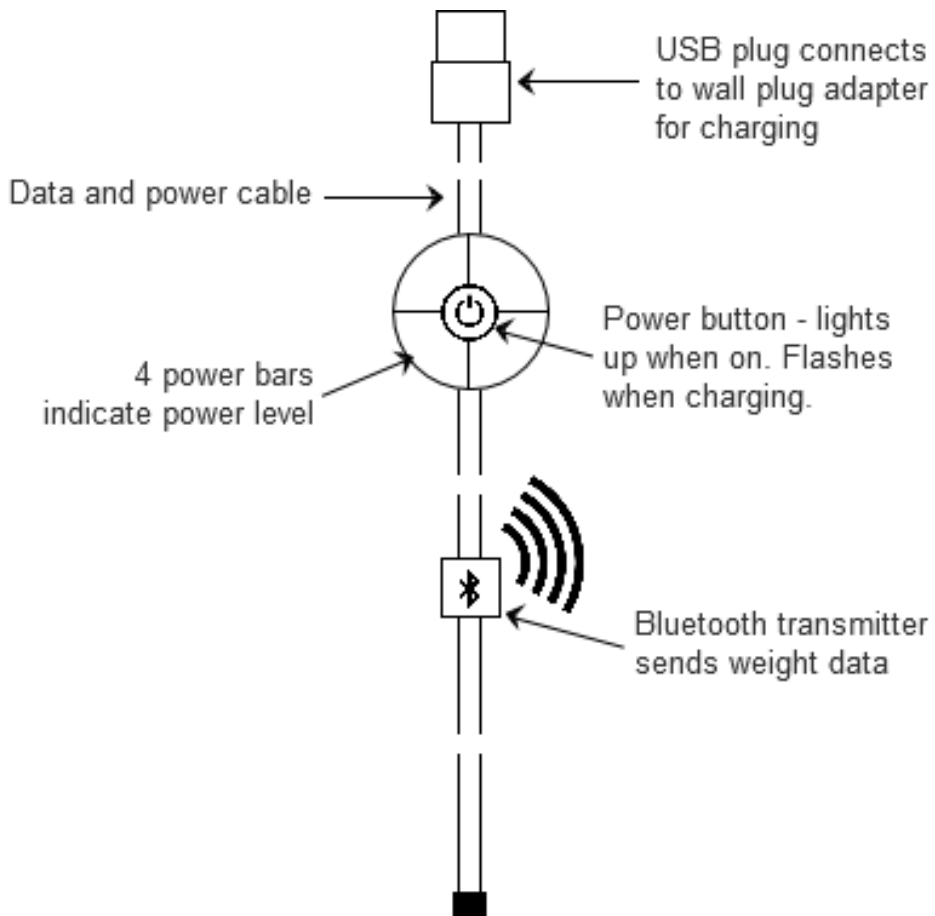
Force-sensitive
polymer films

Lightweight

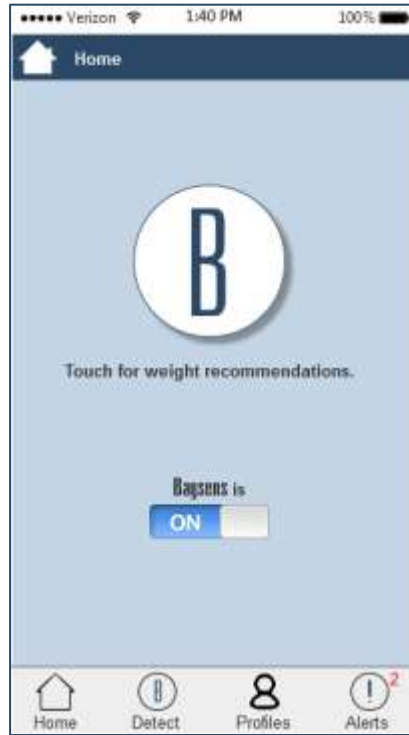
Flexible

Durable

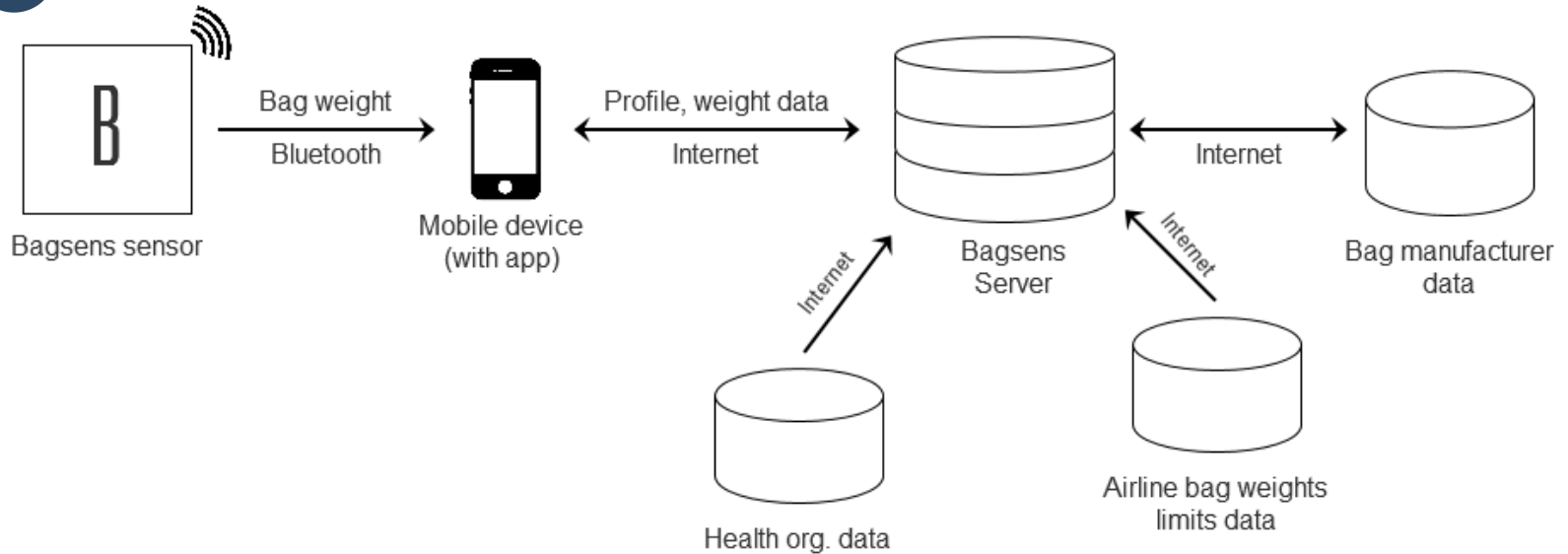




Mobile app - Home page



Server Topology





GROWTH OPPORTUNITIES

One size doesn't fit all

Doesn't work well for bags with multiple compartments

Target makers of bags with just one compartment





**WITH BIG DATA COMES
BIG RESPONSIBILITY**



Sensbag:

Only collects weight data

Gracefully balances security
and privacy





Boosting your bag's IQ



THANK YOU!

