



Zikto[®]
Every movement matters

Arki **Product Introduction**

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Problem

Remembering about a good walking posture is so hard.
And we just simply forget about it....

Solution

ARKI will bring a good walking postures and body balance back into your lives



The Arki logo is centered in a white square. It features the word "Arki" in a bold, black, sans-serif font, with a registered trademark symbol (®) to its upper right. The background of the entire advertisement is a collection of various smartwatches with different straps, including leather, fabric, and metal, arranged on a white surface.

Arki®

**WALKING POSTURE
ADJUSTMENT**



**BODY BALANCE
ANALYSIS**



**BIOMETRIC
AUTHENTICATION**



**ACTIVITY & FITNESS
TRACKER**



Analyzes your unique walking patterns to walk right with confidence

Historical Evolution:

Steady needs but inefficient solutions



POSTURE ADJUSTMENT



Recent Trends:

Rising demand & awareness of posture adjustments and fitness trackers.

But still lack of quality information..



1st GEN WEARABLES



DOs:

Sound Walking



- Look ahead
- Stretch your spine
- Bend your arms
- Take measured steps

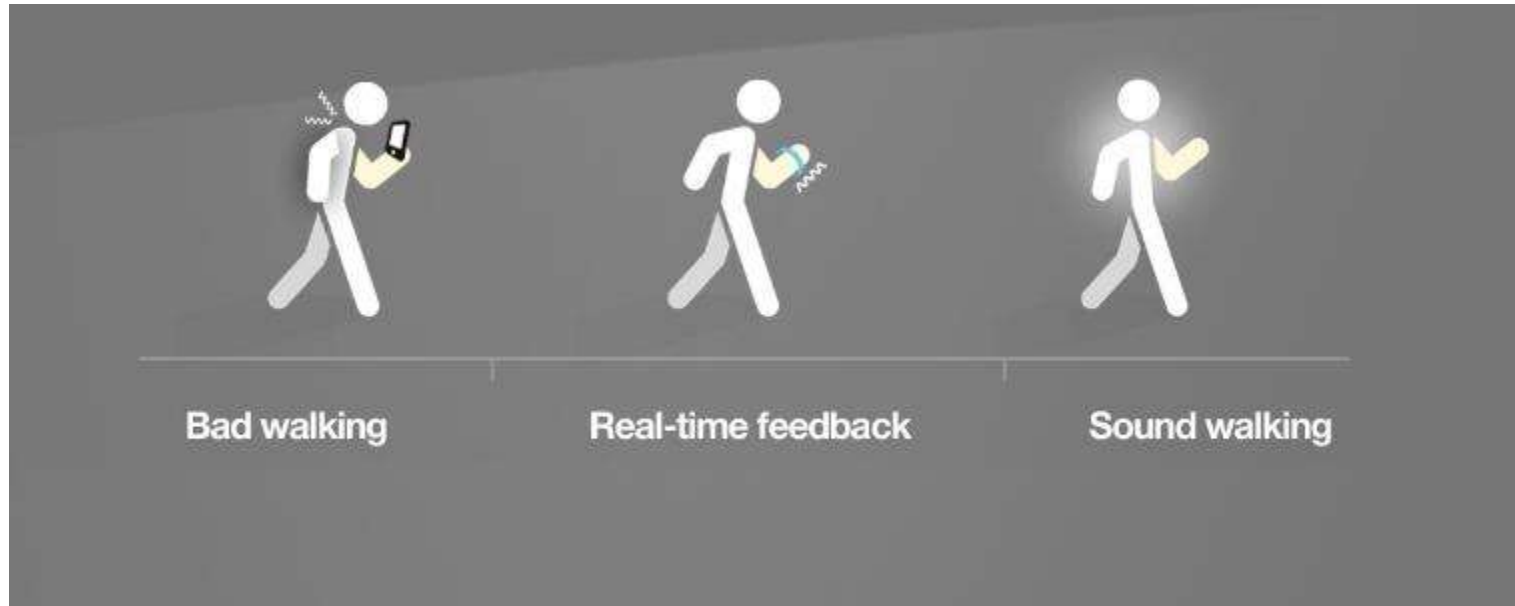
DON'Ts:

Bad Walking

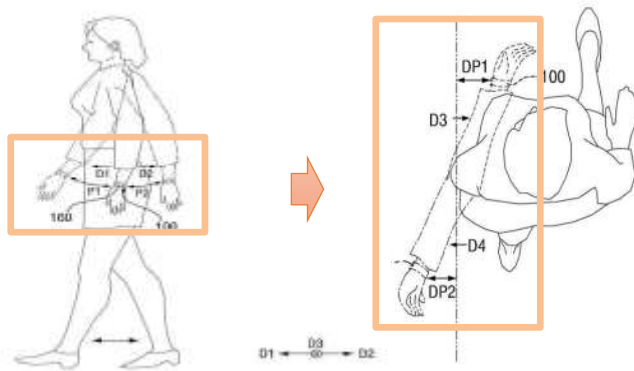


- Look down
- Crouch your back
- Watch smartphones
- Take hard strides
- Make small/no arm swings

* Harvard Health Letter(Feb. 2009) – Fix bad walking habits before you injure your self.

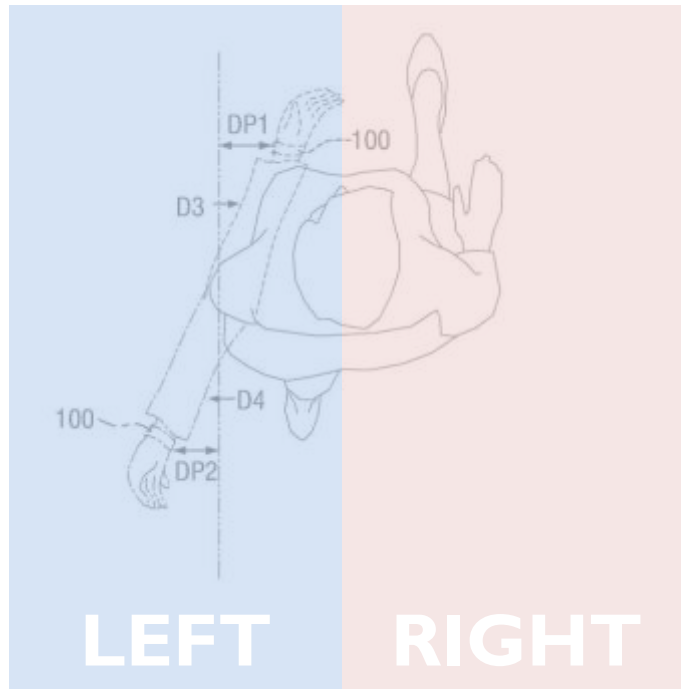


Arki analyzes user's arm swing with **machine learning** technology.



Arki can detect good and bad habits in real-time and give **haptic feedback** to users when they are in bad habits.

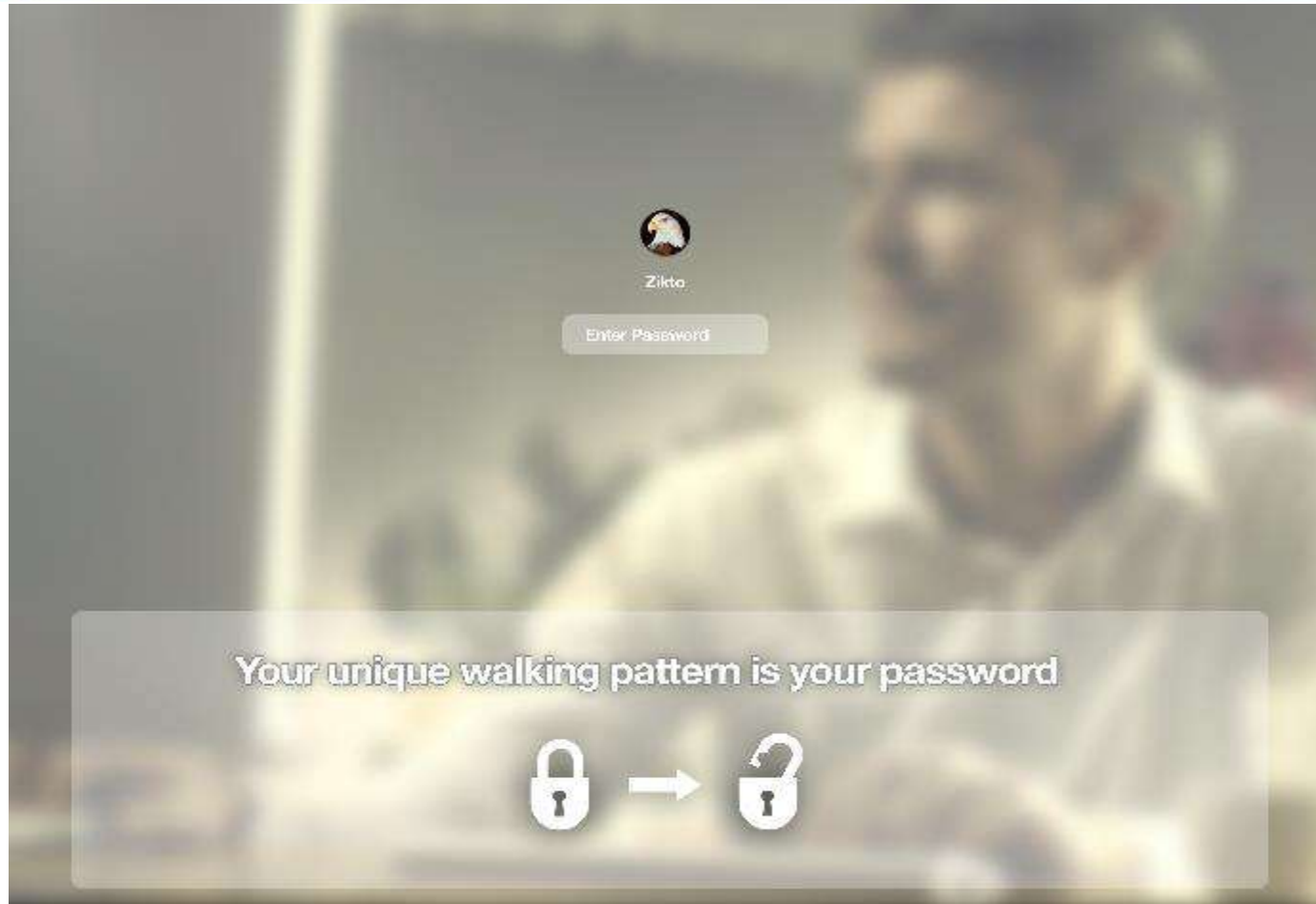
It measures how fast you're swinging, your rotation angle respect to the gravity, transferred vibration from the feet and etc.



Arki compares your left and right arm swings, and analyze your body.

Wear Arki on the other hand once in a week or month, Arki compares your left and right swings to find out how much your body is imbalanced.

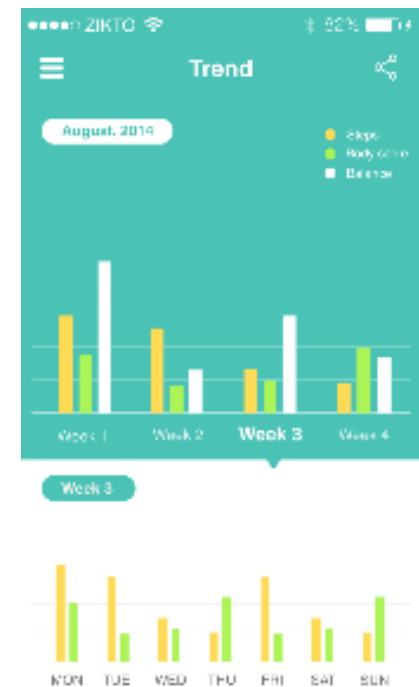
Application recommends you a personal workout routine to be more balanced.



A walking pattern is unique and can be used a **biometrics** method, just like fingerprints.

Your swinging size, average tempo, rotation angles, frequencies and so many other features are used to characterize your walk.

4. Product Details: We Measure Quality



Quality over Quantity

Arki analyzes not only how many steps you made, but also how well you've walked.

Arki provides much more detailed about your days.

“Know yourself better and unlock the world of possibilities with your movement” - Zikto

	Zikto Arki	Fitbit Flex	Nymi	Lumo Lift	Jawbone Up24
Product					
Price	\$99.99	\$99.99	\$79.99	\$99.99	\$129.99
Walking/Posture Adjustment	○			○	
Body Balance Analysis	○				
Biometrics	○		○		
Google Nest	○				
Advanced Pedometer (Steps, Distance & Etc.)	○	○	○	○	○
Sleeping Pattern Analysis	○	○	○	○	○
Interchangeable Straps	○	○			
Sensors	6 Axis Motion Sensor	3 Axis Motion Sensor	6 Axis Motion Sensor	LUMOBack Sensor	3 Axis Motion Sensor
Embedded Display	○	○			

Perfect Team Chemistry with different specialties



Ted Kim
CEO

David Suh
CFO

Shawn Kim
CTO

Henry Lee
Head Designer

Brian Kim
PM

Thomas Choi
Principal Engineer

MACHINE LEARNING
SPECIALIST

LG Electronics
- Future Device Lab
Research Engineer

CORPORATE FINANCE
EXPERT

Shinhan Investment
- Institutional Sales &
Trading

BIO-MECHANICS
ENGINEER

SK Telecom
- Healthcare Business
Development Group

INDUSTRIAL DESIGNER

Team Design
- Design consulting firm

PRODUCT MANAGER

Samsung Electro-
Mechanics America
- Account Manager for
Apple, Jawbone, etc.

DATA SCIENTIST

Sentence Inc.
- Co-founder

Purdue University

M.S : Computer Engineering
B.S : Electrical Engineering

Purdue University

B.S. Management / Finance

KAIST

B.S. Mechanical Engineering

Northumbria
University

B.S Industrial Design

University of Illinois
Urbana Champaign

B.S Accounting & Finance

Virginia Tech

B.S: Electrical Engineering

Corporate Structure



- Zikto Corp. Registered in the **USA**
- Delaware C-Corp & Registered in CA

100% owned by Zikto USA
(In progress...)



- Zikto Registered in **Korea**
- **6 Patents**
- 1 Design Patent & Trademark Registration

Key Highlights 2014

- Nov.** - Launching on **Kickstarter**: 40 days campaign
- Sept.** - Venture Certification by Govt. (SMBA)
- Aug.** - Creative Business Cup: **National Winner** (S. Korea)
- 2015 South by Southwest Participants (SXSW)
- Co-researching with Asan Medical Center (IRB Approved)
- Govt Employment Creation Fund **\$20,000**
- Jul.** - KOCCA Contest Competition Winner
- Born2Global Govt. Fund: **\$30,000**
- Foreign Tech Venture Fund: **\$39,000**
- Jun.** - D. Camp: Selected Tenant Company
- D. Camp: D-Match Fund: **\$1,000**
- May.** - NIPA Venture Fund: **\$10,000**
- Incorporated in S. Korea
- NIPA: Selected Tenant Company

Thank You



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