

## A Multivariate Data-Driven Biotechnology Project - Partnership Summary

### Introduction

Taylorred Health & Performance is currently embarking on a research project to quantify and optimize human performance through the effective combination of innovative biotechnology and clinical diagnostics.

Over the course of this project, we will focus on the aggregation and contextualization of multivariate data sets and through advanced data science methodologies, provide high performers with real-time individualized tools and strategies to optimize their lives, with heavy consideration of user experience and compliance.

We are currently in the process of hand-selecting a set of world-leading IoT and clinical technologies to provide us with the tools and technologies we need to begin an in-depth analysis of these performance indicators.

The research will be broken down into two primary phases which are outlined below.

### The Opportunity

Based on our initial market analysis, your organization has been identified in owning technology we believe would add value to this research. As such, we are reaching out to prompt discussion around a technology partnership.

Not only would participating in this research as a technology partner provide an opportunity for your company to glean insight into how your product is being used by a lucrative niche demographic of high-performers, but there is also potential to capitalize on global brand exposure through social media co-marketing and via our book publication into the mainstream health and lifestyle market in 2021.

Lastly, if the results from your technology (in combination with others) are promising, your technology will likely be considered for exclusive use within our Taylorred "Level Up" Program, creating additional revenue streams through white-labeling/OEM or technology collaboration.

### The Ask

We are currently preparing for Phase 1 of this research and shortlisting our preferred technology partners. Before making our final selection, we are working to deepen our discussions with each potential partner regarding their appetite to collaborate as well as assess their technical support/SDK maturity.

Due to the high human capital overhead of this research, part of the selection criteria for our technology partners for Phase 1 includes an appetite to comp or loan appropriate technology for use. In exchange, each organisation will have full access to our two pilot subjects for additional product development/marketing activities as well as a report of the overall findings, and how your technology contributed to key performance outcomes once Phase 1 is complete. Additionally, we will be showcasing your technology through various social media channels as we progress the research.

## Phase 1

**Time Period:** 6 months

**Estimated Completion Date:** Q3 - 2021

**Subject Group Size:** N = 2 (1 x Male, Age 28, Entrepreneur and Business Owner; 1 x Female, Age 38, C-Suite Executive)

**Purpose:** Through select high-quality IoT technology wearables and clinical diagnostics aggregate as many data points as possible for our data scientists to clean, collate and assess correlation and relevance. Additionally, our UX team will review users' experience, including overall compliance and work with our broader team to determine overall value.

**Outcomes:** At the end of Phase 1, we will distil the most basic of diagnostic: performance discoveries into a set of simple, practical techniques to improve executive health and performance. These techniques and a summary of our research will be documented in a book for the mainstream health and fitness market, expected to be published in Q2 2021. Based on the success of the technologies we utilize, this could lead to significant global sales for our technology partners.

## Phase 2

**Time Period:** 6 months

**Estimated Completion Date:** Q1 - 2022

**Subject Group Size:** N = 6 (3 x Males; 3 x Females; All Executives or C-Suite Level)

**Purpose:** Take key learnings from Phase 1 and apply to a larger data set to validate the initial hypothesis and streamline the user experience.

**Outcomes:** At the end of Phase 2, we will distil learnings and build a data science model within a selected technology platform that optimises human performance while ensuring a seamless and symbiotic user experience. The business model will be defined for global commercialisation activities.

## Timelines

We are currently accepting applications to be considered for our technology partnership pool. There is an online form to express interest [here](#).

**Expression of Interest** Applications close on 30th June 2020.

**Shortlisting interviews** will start on the week beginning 6th July 2020.

**Final selection** will be made and partners notified by 17th July 2020.

## About Us

Taylorred Health & Performance has been pioneering new health and performance modalities since 2011. Through their 4,300 ft<sup>2</sup> Taylorred Hub based in Hamilton, New Zealand they combine a network of advisors and specialists with powerful technology to empower and encourage data-driven health and wellness decisions for maximized performance.

Taylorred and the team believe that improvement is necessary, change is possible and innovation is essential; when it comes to wellness, people need ongoing and multifaceted education and support.



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