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A Multivariate Data-Driven Biotechnology Project - Partnership Summary

Introduction

Taylor Health & Performance and Taylor Technologies are 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 finalizing the world-leading IoT and clinical technologies we will use over the next 24 months to provide us with the data sets we are looking for to begin in-depth analysis of biochemical, genetic and bioprocess 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 large number of global users, but there is also potential to capitalize on global brand exposure through social media co-marketing and via our book publication and TV docu-series released into the market in 2023.

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

The Research - Phase 1 - COMPLETE

Time Period: 6 months

Estimated Completion Date: Q3 - 2021

Subject Group Size: N = 2 (1 x Male, Age 29, 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.

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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. Based on the success of the technologies we utilize, this could lead to significant global sales for our technology partners.

Phase 2

Time Period: 24 months

First 12 months: data collection, inference and algorithm creation

Second 12 months: data subject intervention and precision nudging, with algorithm refinement

Estimated Completion Date: Q3 - 2023

Subject Group Size: N = 230 (mixed biodiversity, global selection)

Estimated Project Budget: US \$10,000,000

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 polish several data science models through the development or partnership of a select technology platform that optimises human performance while ensuring a seamless and symbiotic user experience. The business model will be defined for global commercialisation activities.

About Us

Taylored Technologies Limited is the parent company of Taylored Health & Performance, which has been pioneering new health and performance modalities since 2011. Through their 4,300 ft² Taylored Hub based in 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.

With an informal advisory board comprising some of New Zealand's most successful tech entrepreneurs and venture capitalists, Taylored Technologies will be coming out of stealth mode in July 2021 with the launch of Project OTTO, their large multi-variate biotechnology research study commencing next year.



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