VULPINE ANALYTICS

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Pivot

- Shifting from wellness program to specialized Software as a Service

- Focused on how fitness and performance data come together for a productivity score

- Goal to partner with established wellness programs

Infrastructure

Backend: Amazon Web Services
- Big data
- Business applications
- Machine learning
- Content delivery network

Data integrator: Boomi
- API management
- Integration

Pricing and Financials

Cost structure
- Utilize cloud service providers
  - AWS
  - Boomi
  - Front end

Revenue structure
- Subscription model per user
- Priced above costs, premium based on estimate company value

Prototype + Project Site

Any feedback?