

A decorative graphic featuring a large, light blue dashed circle that frames the central text. Various solid-colored circles in shades of teal, green, yellow, orange, and pink are scattered around the perimeter. Some circles are solid, while others are dashed outlines. The overall style is modern and clean.

VULPINE ANALYTICS

Erika, Eric, Derek, David

A decorative graphic consisting of various colored circles and rings. On the left, there is a large yellow ring with a white center and a dashed green inner circle. Above it is a pink circle with a white center, and to its right is a smaller orange circle. Below the yellow ring is a green circle and a larger blue circle. On the right side, there is a green circle with a white center, a yellow circle, a green ring, an orange circle, and a pink circle with a dashed red outer ring.

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

A decorative graphic featuring a large, light blue dashed circle that frames the central text. Various colorful circles and arcs are scattered around the page. At the top center, a large teal arc is partially visible. Below it, a teal circle contains the white text "66". To the left, there is a large lime green circle, a smaller green circle with a white center, and a small blue circle. To the right, there is a yellow circle, a small pink circle, and a large orange arc. At the bottom left, there is an orange circle, a small pink circle, and a yellow arc. At the bottom right, there is a lime green circle with a white center and a small teal circle.

66

Prototype + Project Site



Any feedback?