



VITATEX

Zero-Load Digital Health Expert



Lighter
Zero
Burden



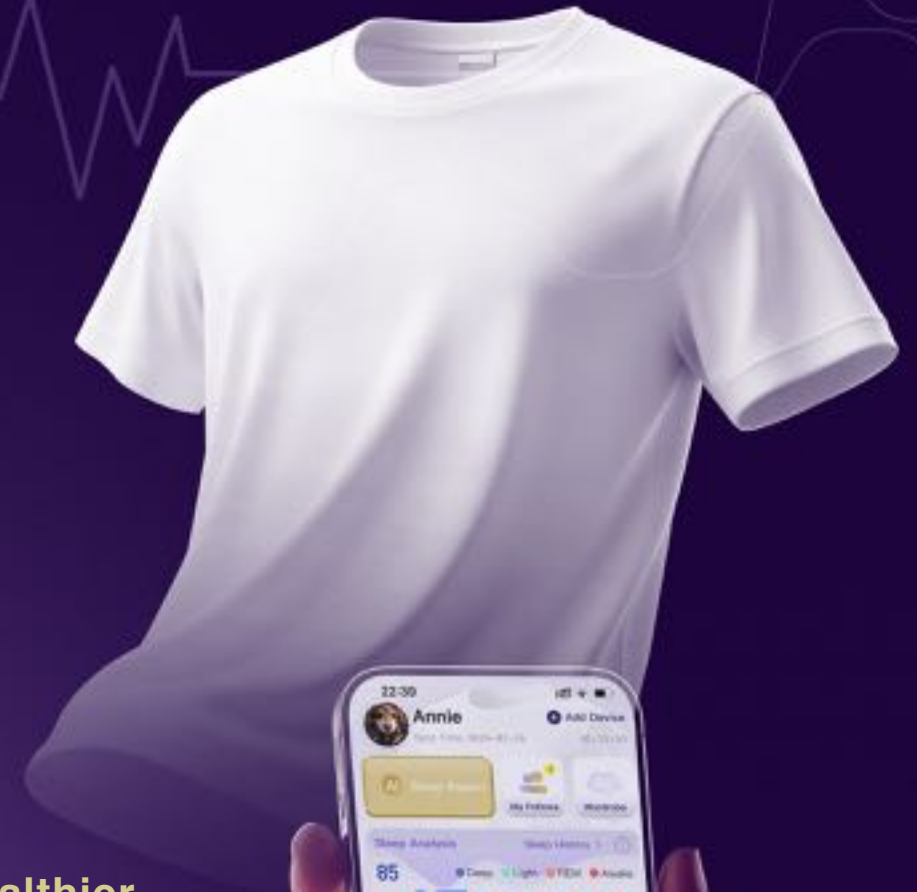
Smarter
AI-Powered



Longer
365 Days



Healthier
24/7 Monitor



Presented by

Annie Yan & Eric Yan

Project Background



Global Smart Apparel Market

\$93.76M → \$162M

2025 → 2032 | CAG 8.17%



China Wearables Market

\$20B

2026 Projection | YoY +12.5%



Sleep Disorder Sleep Economy

150M

111B

2030 Estimated Market Size



Aging Population

310M

Population 60+

22%

Of Total Population



Market Insight

90% of users require **non-intrusive health monitoring devices** to support uninterrupted use across all scenarios.

Pain points



**75% OF PEOPLE STOPPED WEARING
A FITNESS TRACKER AFTER JUST
FOUR WEEKS OF USE**

Why?



Intrusive

**Hard to
Adapt**



Inconvenient

**Limited
Scenarios**



Charging

Anxiety



Expensive

**Not
Accessible**

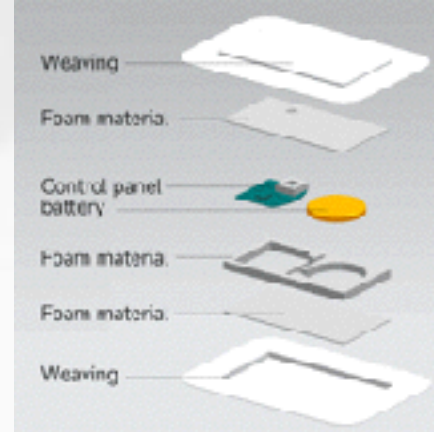


Complex

**Not User-
Friendly**

Product Introduction

Core Functions: Sensing + AI



Physical Sensing

Real-time biometric monitoring



Skin

Temperature

$\pm 0.15^{\circ}\text{C}$ accuracy



Movement Tracking

Activity & posture



Sleep Stages

Deep/Light/REM (86.3%)



Stress Index

HRV-based continuous monitoring



Sweat

Analysis

Hydration & electrolytes

Turn over

Detection

Sleep quality indicator

Fatigue

Index

0-100 scale



AI Smart Analysis



Daily & Weekly Reports



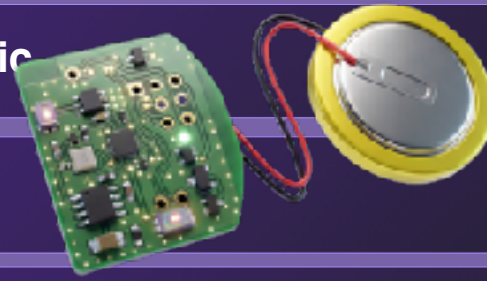
AI Generated Sleep Music



Fall Alerts



Historical Trends





Product Innovation

Zero-Load Philosophy

The Three Zeros



Physically 0

More comfortable, softer, and better breathability.



Mentally 0

365-day battery life eliminates charging anxiety



Economically 0

\$25 makes digital health accessible



Multiple Styles Colors & Designs



All Seasons



Unisex Fit



POSITIONING

"Entry-Level Personal Digital Health"

Product Innovation

Hardware: Ultra-Low Power & Cost Leadership
Engineering breakthroughs enabling mass adoption





365+
Days
Battery Life



<8
Hardware
BOM Cost



0.5
mm
Edge
Thickness



50x
Washable
@ 40°C



 **Power Consumption Analysis**

Daily Power Draw **0.17mAh**

Ultra-efficient on-chip ML

Calculated
Lifespan

150mAh ÷ 0.17mAh/day

✓ **1 year** of continuous operation on a single charge

Key Technologies

On-Chip ML
Machine Learning Core processes data locally, reducing transmission power

Intermittent Sensing
Smart duty cycling activates sensors only when needed

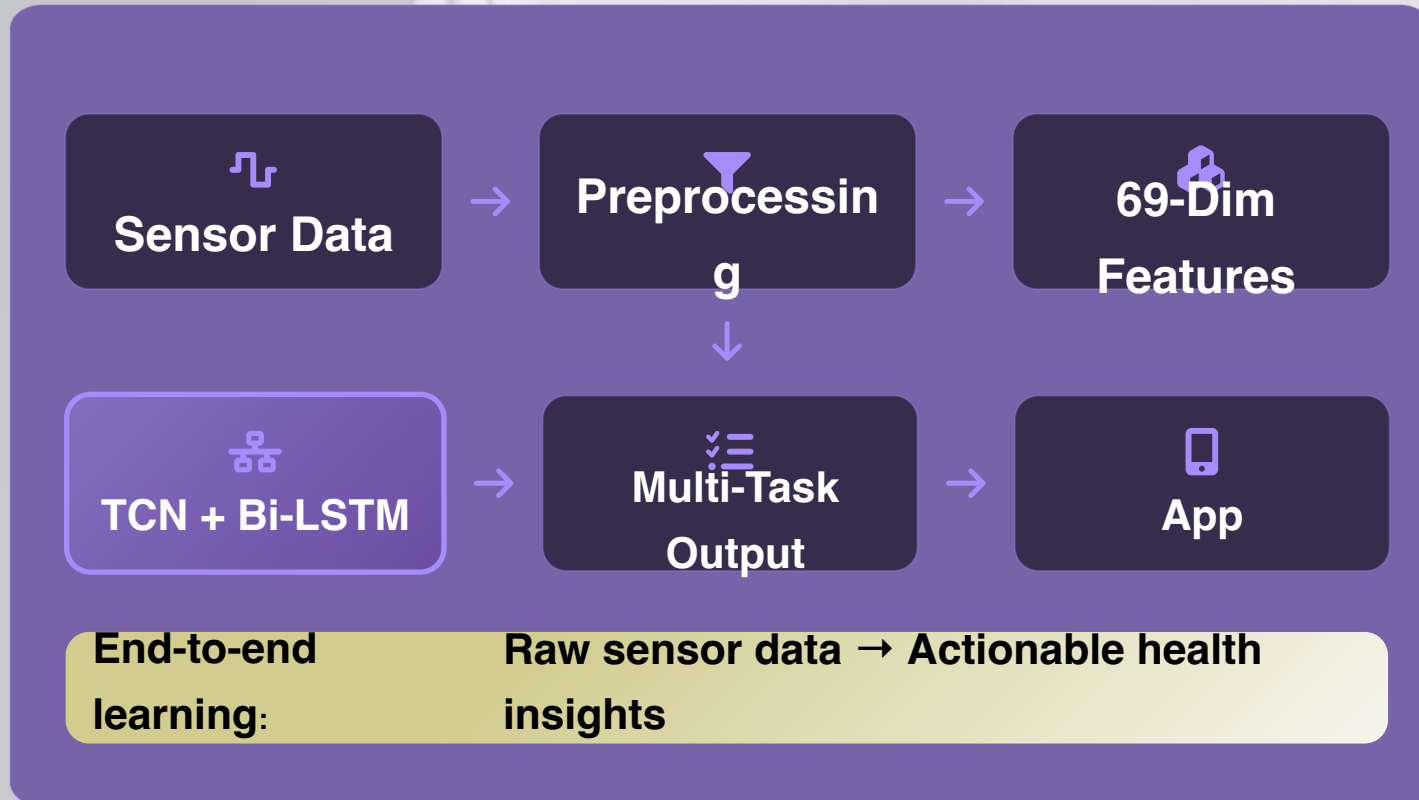
FIFO Buffer
First-in-first-out data management minimizes processing overhead

Optimized BLE
Bluetooth Low Energy with adaptive transmission power

Product Innovation

Algorithm: TCN + Bi-LSTM Architecture

Deep learning for precise health insights



★ Technical Highlights

- First-ever **dynamic heterogeneous graph neural network** in music recommendation
- Integrated **monitoring-intervention closed loop**
- Filling the gap of "**monitors without intervening**" or relies on "**laboratory equipment that cannot be commercialized.**"

86.3%
Sleep Staging
Accuracy


On-Sensor ML
Low Power

Feasibility analysis



Hardware Validation



Wash Testing

PASSE
D

Battery Life

VERIFIE
D

Comfort Test

94%



Data Accuracy

Sleep-Wake Detection

>92%

Skin Temperature

$\pm 0.15^{\circ}\text{C}$

Sleep Staging

86.3%



Competitor Analysis



Dimension	VITATEX Smart T-shirt	OURA Ring	Apple Watch
Product Form	Smart T-shirt(Apparel)	Ring	Smart Watch
Wearing Position	Torso(Back)	Finger	Wrist
Price	\$25	\$349-499	\$357-\$571
Battery Life	365 days	4-8 days	1-2 days
Charging Frequency	Once a year	Once a week	Once a day
Wearing Comfort	0.5mm edge,fused with clothing	Ring feels restrictive, uncomfortable for some during sleep	Noticeable presence
Convenience	Wear &go,machine washable,no need to remove	Must remove for charging	Must charge daily
Core Monitoring	Sleep staging,Fatigue index,Stress index,Skin temperature,Sweat index, Turn-over detection	Heart rate,HRV,Body temperature,Sleep, Activity,Stress	Heart rate,ECG,Blood oxygen,Sleep,Activity
Monitoring Position Advantage	Core body area—closer to true physiological signals	Finger—rich blood flow but affected by hand movements	Wrist—similar to bands
Core Positioning	Zero-load health guardian	Premium sleep/health data analysis	All-in-one smart life assistant



Core Advantages Comparison

Battery Life: 365 days — truly "forget charging"

Wearing Comfort: 0.5mm ultra-thin + flexible packaging

Affordability: \$25 — accessible to everyone, no hidden costs

Convenience: Wear & go + machine washable

Monitoring Position: Core body area — more accurate for breathing, turning, skin temp

Data Ownership: One-time purchase

Business model

Target Customers

people with
sleep anxiety

middle-aged
and elderly
groups

smart digital
enthusiasts

SENSOR · HARDWARE

\$25

ONE-TIME

67%

GROSS MARGIN (Y1)

\$8 COGS

3× MARKUP · UNIQLO
PRINCIPLE

Durable sensor. Sells to
every new user as
installed base grows.

COGS: \$8 → \$7 → \$6
with scale to 1M+ units

GARMENT · CONSUMABLE

\$10

ANNUAL
REFRESH

71%

GROSS MARGIN

~40%

ANNUAL REPURCHASE
RATE

Pure garment, no
sensor. High-margin
consumable that
rewards loyalty.

Y2: 80K units /\$0.8
Y3: 400K units /\$4

AI SUBSCRIPTION

\$3

MONTH /
OPTIONAL

20%

CONVERSION
TARGET

~\$0

MARGINAL COST TO
SERVE

Data flywheel: more
users → better AI →
higher conversion →
more data.

Y2: 260K subscribers
Y3: 920K subscribers

Market Strategy

Go-to-Market: Three-Phase Growth
From validation to global scale



1

Crowdfunding

0-3 Months

Target

10,000



Units

- ✓ Validate market demand
- ✓ Build seed user community
- ✓ Generate buzz & PR
- ✓ Gather user feedback

Platforms

Indiegogo

Kickstarter

2

Influencers

3+ Months

Target

100,000



Units

Mix Strategy

Tech (30%)

30K units

Lifestyle (40%)

40K units

Health (30%)

30K units

Commission

30%

3

Omni-Channel

6+ Months

Target

100,000



Units / Global Scale

Online

JD.com

Tmall

Douyin

Offline

Suning

Sam's Club

B2B

Nursing Homes

Corporate

Strategic Planning

Future Roadmap: Four Stages of Evolution



1 **Validate** Foundati on

- ✓ Build founding user base
- ✓ Validate product-market fit
- ✓ Establish brand recognition
- ✓ Iterate based on feedback

Key Metrics in 6

months

Users 10K+

Retention >80%

2 **Deepen** Expansio n

- Launch paid premium services
- Develop smart yarn technology
- Specialized versions
- Expand product line

New Revenue in 1

year

Subscriptions \$5-10/mo

Specialized Premium

3 **Integrate** Ecosyste m

- Digital health agent in robots
- Automotive health monitoring
- Smart home integration
- Cross-platform data sharing

Partnerships in 2 years

Auto

Robotic

IoT

4 **Expand** Platform

- Home diagnostics integration
- Health consulting services
- E-commerce platform
- Independent ecosystem

Vision

Complete health ecosystem with multiple revenue streams in 3 years



Strategic Philosophy

"Quick iterations, evolve while selling" — Learn from real users, adapt rapidly, scale what works

4

Growth Stages

Financial Forecast

Three-year trajectory modeled on OURA — at 1/10th the entry price.

Year 1

~\$5M

13.5% 200K units

EBITDA

Year 2

~\$29M+

21.3% 1.1M units

EBITDA

Year 3

~\$77M+

25.9% 3.3M units

EBITDA

04 · P&L PROJECTION — 3-Year Income Statement



	Year 1	Year 2	Year 3	Notes
Total Revenue (\$)	\$5,936,000	\$36,401,143	\$114,656,571	From Sheet 02
COGS — Hardware (\$)	(\$1,571,429)	(\$8,214,286)	(\$22,500,000)	COGS x units by year; Pro uses \$10.71 COGS
GROSS PROFIT(\$)	\$4,364,571	\$28,186,857	\$92,156,571	Subscription revenue has ~0 COGS
Gross Margin %	73.50%	77.40%	80.40%	
OPERATING EXPENSES				
Marketing & Sales (30% rev, \$)	(\$1,780,800)	(\$10,920,343)	(\$34,396,971)	Incl. KOL, influencer, paid media
Personnel (10% rev, \$)	(\$593,600)	(\$3,640,114)	(\$11,465,657)	Y1 ~10 staff avg \$42,857.14; Y2 ~50 staff; Y3 ~150
R&D (10% rev, \$)	(\$593,600)	(\$3,640,114)	(\$11,465,657)	Materials R&D, AI training, sensor dev
Platform Commission (10% rev, \$)	(\$593,600)	(\$3,640,114)	(\$11,465,657)	Tmall/JD/Douyin channel fees
Software / AI Maintenance (8% rev, \$)	(\$474,880)	(\$2,912,091)	(\$9,172,526)	Cloud infra, model retraining, API
Logistics (\$0.71/unit, \$)	(\$142,857)	(\$785,714)	(\$2,357,143)	\$0.71 blended courier cost per unit
G&A — Office, Legal, Admin (\$)	(\$71,429)	(\$285,714)	(\$857,143)	Residual overhead; \$71,429 / \$285,714/ \$857,143
TOTAL OPEX (\$)	(\$4,250,766)	(\$25,824,206)	(\$81,180,754)	
EBITDA (\$)	\$113,806	\$2,362,651	\$10,975,817	Operating profit before tax
EBITDA Margin %	22.90%	27.50%	30.60%	
Tax (12% blended rate, \$)	(\$13,657)	(\$283,518)	(\$1,317,098)	Blended VAT - input credits + 15% preferential CIT. No tax if loss.
NET PROFIT (\$)	\$100,149	\$2,079,133	\$9,658,719	Bottom line after tax

OURA RING — GROWTH TRAJECTORY vs VITATEX TARGET

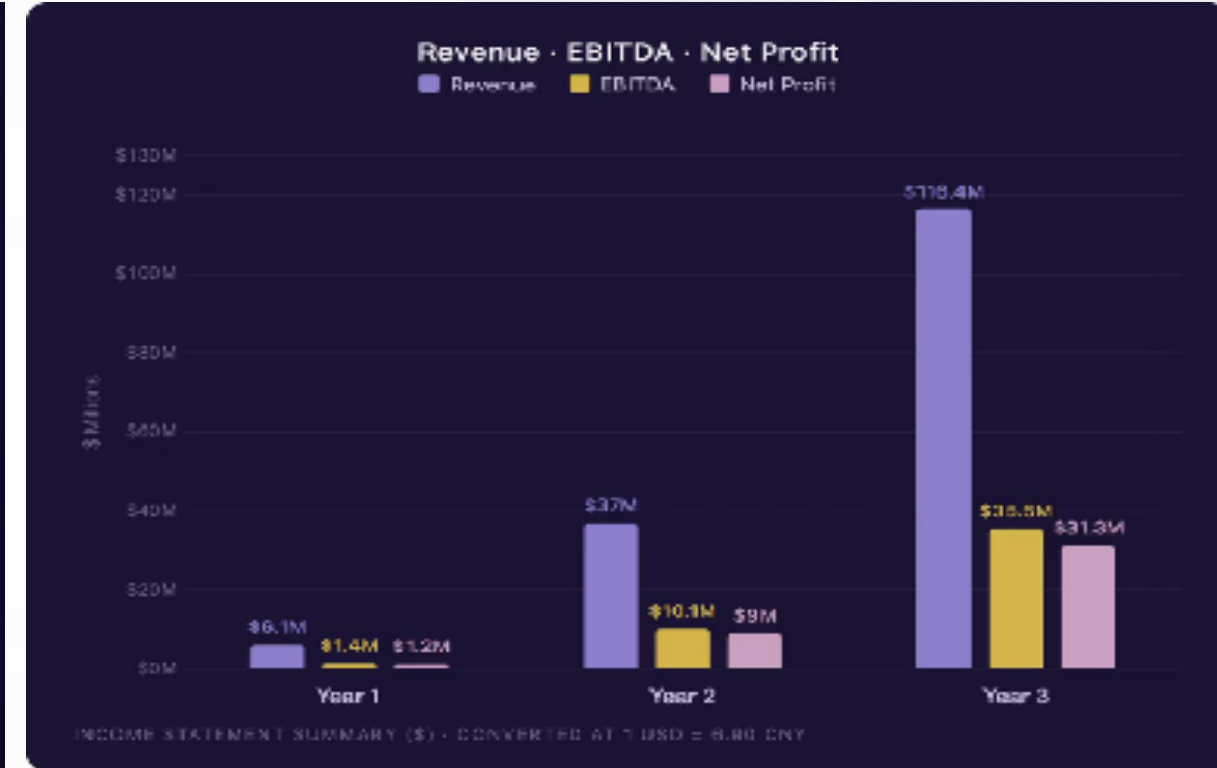
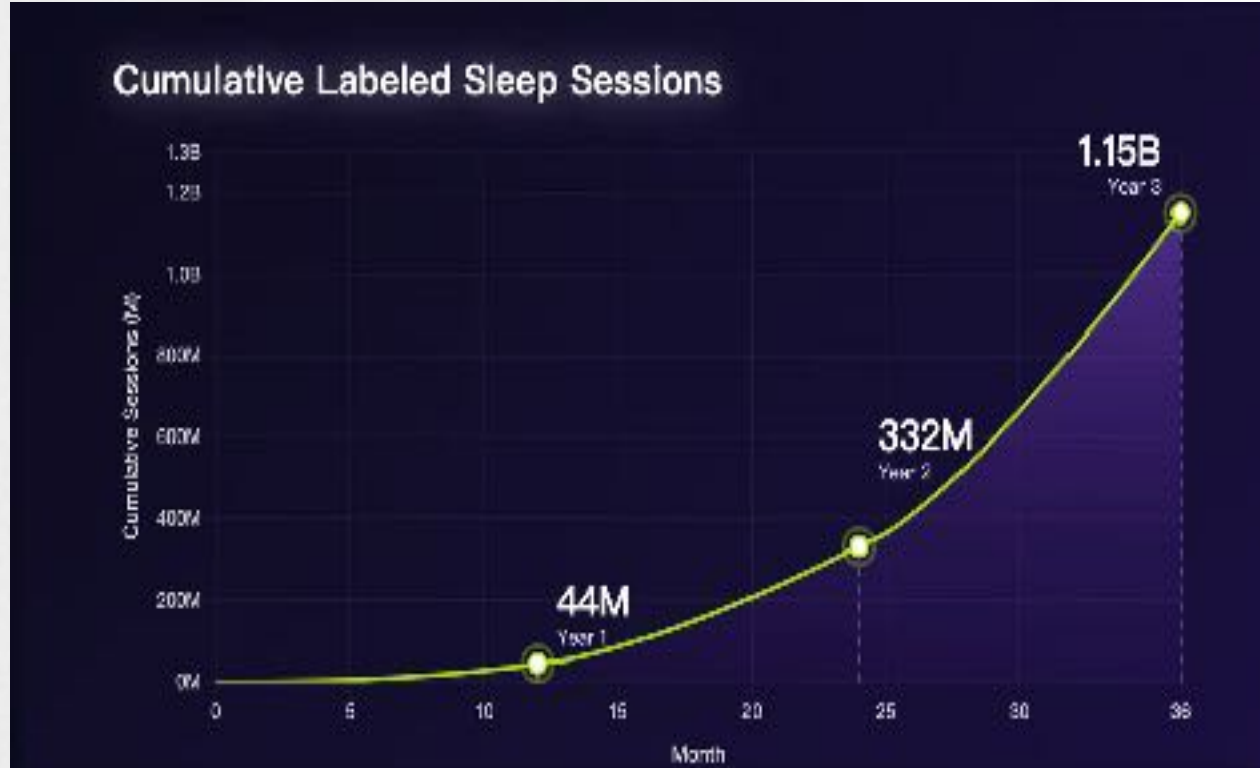
Metric	OURA 2021A	OURA 2022A	OURA 2023A	OURA 2024A	OURA 2025	VITATEX Y1 (2026E)
Revenue (USD M)	~\$50M	~\$150M	~\$250M	\$500M	\$1,000M	\$5M
Cumulative Units	-	-	~3M	~5.5M (Sept'25)	-	~200K
YoY Revenue Growth	-	~200%	~67%	~100%	~100%	N/A — Y1
ASP (USD / ¥)	\$299	\$299	\$299	\$299	\$299	~\$24
Valuation (USD B)	-	-	~\$2.5B	\$5.2B	\$11B	Series A target >\$143M
Revenue Multiple	—	—	~10×	~10.4×	~11×	—
Moat	Data	Data	Data	Data+AI	Data+AI	Data+Form factor

Sources: Oura Ring press releases Sept 2025; CB Insights valuation report 2024; Wearable.com battery specs Jan 2025; OURA Form S-1 (anticipated, pre-IPO); IDC Worldwide Wearable Device Tracker 2024; Xiaomi annual report 2024; Huawei consumer business group revenue reports 2024. VITATEX figures are projections based on internal model assumptions.



Financial Forecast

VITATEX is seeking an initial Angel Investment of ~\$1.4M to accelerate mass production and market penetration.



GSR: Torso only

Wrist devices collect invalid GSR.
Permanent biological barrier.

Breathing signal

Torso 3D motion reveals sleep apnea markers. Impossible from ring/band.

>90% wear rate

365-day battery = no charging friction =
25%+ more data than wrist devices.

Social Impact

VITATEX -Guardian of Digital Health

Four pillars of positive social transformation



PILLAR 01

Universal Health

Enabling **500 million** rural Chinese to access professional-grade health monitoring.



PILLAR 02

Elderly Care

Solving the problem of **120 million** elderly users forgetting to charge, ensuring "always-on" protection. Fall detection and anomaly alert functions are expected to save **tens of thousands** of precious lives every year.



PILLAR 03

Chronic Disease Prevention

Early warning of chronic disease risks can save **over \$4.3B** in medical expenses.



PILLAR 04

Sustainability

If an annual output of 10 million units is achieved, it could directly add **\$214M** in output value to the Apparel industry chain and create **over 20,000 jobs**.

Prevent **hundreds of millions of used batteries** from entering the natural environment.