profile MyRun

Relieving Your Pain. Releasing Your Pleasure.
TOP 10 BENEFITS OF RUNNING

1. **Overall Mental Health**
   - Your body releases chemicals which helps you feel more happy.

2. **Lessen Effects of Asthma**
   - Helps strengthen lungs and bronchi.

3. **Helps Prevent High Blood Pressure**
   - Your arteries expand and contract while running, helping the arteries to stay fit, which then helps to maintain health blood pressure.

4. **Strong Immune System**
   - If you are a runner, suffer less from minor illnesses.

5. **Weight Loss**
   - You burn 705 to 865 calories/hour.
   - Fat moving up and down helps break your fat down.

6. **Physical Strength**
   - Running builds lower body strength in addition to strengthening your tendons and ligaments.

7. **Increase Bone Density**
   - Your body sends essential minerals to bones to strengthen them when stressed. As running stresses your bones, these additional minerals help to increase your bone density over time.

8. **Joint Strength and Stability**
   - By increasing the strength of your ligaments and tendons you increase joint strength and reduce chances of injuries to your ankles, hips, and knees.

9. **Personal Control**
   - Running = increase confidence + greater control over your life.
RUNNING INJURIES

CAUSES & SYMPTOMS

PIRIFORMIS SYNDROME
- Cause: Tightening of piriformis muscle
- Symptoms: Pain radiating down back of leg

SPINAL COMPRESSION
- Cause: Force of running compresses vertebrae
- Symptoms: Temporary height loss; can become permanent

GROIN PULL
- Cause: Overextension of inner thigh muscles
- Symptoms: Similar to hernia

HAMSTRING STRAIN
- Cause: Improper or no warmup
- Symptoms: Sudden, sharp pain in back of thigh

ILIOITIBIAL BAND SYNDROME
- Cause: Friction
- Symptoms: Pain in hip or knee

PATELLOFEMORAL PAIN SYNDROME
- Cause: Exact cause unknown
- Symptoms: Pain under and around knee cap

CALF MUSCLE PULL
- Cause: Calf muscle tears away from Achilles tendon
- Symptoms: May hear a “pop” when it happens

SHEATH SPLINTS
- Cause: Lack of conditioning
- Symptoms: Pain along shin

ACHILLES TENDONITIS
- Cause: Chronic overuse
- Symptoms: Pain along back of ankle

PLANTAR FASCIITIS
- Cause: Inflammation of ligament along bottom of foot
- Symptoms: Pain on bottom of heel

WAYS TO AVOID RUNNING INJURIES

1. Warm up with short walk before stretching
2. Stretch before and after running, especially hamstrings
3. Finish run with short walk

WHEN TO SEE A DOCTOR
- Severe pain, swelling, or numbness at injury site
- Unable to put weight on injured area
- Joint abnormality or instability

HOW TO TREAT MINOR RUNNING INJURIES AT HOME
- RICE method: rest, ice, compression, elevation

20 Million Americans Race

35+ Million Americans Run

Running Hurts

Nearly 8/10 runners are injured throughout the year
Nicholas KURGAT
Country: Kenya
Born: 1979

Personal Bests

<table>
<thead>
<tr>
<th>Event</th>
<th>Result/Value</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000m</td>
<td>13:54:25 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>1500m</td>
<td>3:49:23 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>Mile</td>
<td>4:09:23 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>1:09:34 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>Marathon</td>
<td>2:09:34 (Ken)</td>
<td>26.03.2000</td>
</tr>
</tbody>
</table>

Annual Bests

<table>
<thead>
<tr>
<th>Event</th>
<th>Result/Value</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000m</td>
<td>13:54:25 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>1500m</td>
<td>3:49:23 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>Mile</td>
<td>4:09:23 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>1:09:34 (Ken)</td>
<td>26.03.2000</td>
</tr>
<tr>
<td>Marathon</td>
<td>2:09:34 (Ken)</td>
<td>26.03.2000</td>
</tr>
</tbody>
</table>

Detailed statistics for All-Access Pass holders:

ALL-ATHLETICS.COM WORLD RANKINGS

Current World Ranking Positions - 03.11.2015

<table>
<thead>
<tr>
<th>Event Group</th>
<th>Place</th>
<th>Score</th>
</tr>
</thead>
</table>

Highest Ever World Ranking Positions:

<table>
<thead>
<tr>
<th>Event Group</th>
<th>Place</th>
<th>Score</th>
</tr>
</thead>
</table>

World Rankings progression:

PERSONAL BESTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Result/Value</th>
<th>Date</th>
<th>A-T Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000m</td>
<td>13:54:25 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>1500m</td>
<td>3:49:23 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>Mile</td>
<td>4:09:23 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>1:09:34 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>Marathon</td>
<td>2:09:34 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
</tbody>
</table>

A-T: Position in the All-Time Lists. Click on the event names to see the All-Time lists for that event.

ANNUAL BESTS: 2012

<table>
<thead>
<tr>
<th>Event</th>
<th>Result/Value</th>
<th>Date</th>
<th>T-L Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>5000m</td>
<td>13:54:25 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>1500m</td>
<td>3:49:23 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>Mile</td>
<td>4:09:23 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>Half Marathon</td>
<td>1:09:34 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
<tr>
<td>Marathon</td>
<td>2:09:34 (Ken)</td>
<td>26.03.2000</td>
<td>xx xx xx</td>
</tr>
</tbody>
</table>

T-L: Position in the Annual World Top Lists. Click on the event names to see the Top List of the respective event.
ProfileMyRun: Run the Right Way, Run the Natural Way
PAS Sport Science Analytic Engine

Profile A

Match

Profile B

Elite

Contours

Heart

Blood

MyRun

To Scientific, Inc. Proprietary & Confidential
Bayesian paradigm
likelihood, priors and the model evidence

Likelihood:

Prior:

Bayes rule:

\[
p(\theta|y,m) = \frac{p(y|\theta,m)p(\theta|m)}{p(y|m)}
\]
- not good at conveying how answer was provided
- assumptions are typically implicit and opaque
Black Box ML vs. Probabilistic Programming

- Opaque inference
- Constrained models
- Uncertainty ???

- Clear inference
- Extreme flexibility
- Full uncertainty

PAS Sport Science Analytic Engine

© 2016 Palo Alto Scientific, Inc. Proprietary & Confidential
Enter profileMyRun™

A revolutionary new way to bring running science to everyday people. Our smart insole sends running form information straight to your smartphone via Bluetooth for real time advice.

$139 USD
(¥ 866)
Deliver Core Value through patented Software and membrane based Mems Sensors (forceSense Technology)

Patented Cloud Based Machine Learning Score coaching App

Cheap Commodity MCU/Bluetooth And Accelerometer

Patented Membrane Mems ForceSense Technology
UTILITY APPLICATION
OF
CHIN KEONG LAM
FOR
UNITED STATES PATENT
ON
METHOD AND SYSTEM FOR PROCESSING RUNNER DATA

Docket Number: 1405001
Sheets of Drawings: Sixteen (16)
Sheets of Written Description: Twenty (20) (including the cover)
No competition

No competitor in our class of offering either from H/W standpoint or the sports social media aspect!

<table>
<thead>
<tr>
<th>Feature</th>
<th>AMTI</th>
<th>Pedars</th>
<th>ProfileMyRun</th>
<th>Nike+ Pod</th>
<th>Garmin</th>
<th>Sensoria</th>
<th>Moticon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posture</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Precision Force - 500 lbs</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Strike Pattern</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Pronation</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Cadence</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Active Feedback for Posture Correction</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Low Resolution Tactile</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Portable 3 Pieces</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Portable One Piece Integrated</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Dehydration Monitor</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Weight Monitor</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Sport Data Science Database</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Machine Learned Training Score System</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Trainers Endorsed Score System</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Shoe Maker Endorsed Benchmark Score</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Social Media Apps Profile Bragging</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>26.2 Miles (Marathon) Race Tested</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Price</td>
<td>$100,000.00</td>
<td>$20,000.00</td>
<td><strong>$139.00</strong></td>
<td>$99.00</td>
<td>$49.00</td>
<td>$200.00</td>
<td>$159.00</td>
</tr>
</tbody>
</table>
Score

20%

heel striker

- Neutral
- ForeFeet
- Heel

Beginner vs Elite

© 2016 Palo Alto Scientific, Inc. Proprietary & Confidential
The technology – how it works
The technology – how it works
The technology – how it works
2 miles

Pacer

Beginner
Testimonial of Success w/ profileMyRun™

Before
I Hate Running

After
I Love Running

ProfileMyRun App will make sure you love running not just getting you to finish Line
KARMA

CHAKRA

Colours affect us in very subtle ways, we are surrounded by colour everyday but do you actually know how the vibration of that colour is impacting on your moods and feelings?

Follow this easy to read chart to see how you can increase your energy and use colour to help you enhance your everyday life.

CROWN  intellectual, spiritual, divine connection

THIRD EYE  intuitive, insightful, uplifting

THROAT  communicative, calming, tranquil

HEART  loving, caring, nurturing

HEART  calming, confident, open hearted

SOLAR PLEXUS  refreshes, joy, peace

SACRAL  rejuvenates, releases, motivates

BASE  passion, excitement energy

SILVER  sleek, glamorous, rich  GOLD  extravagant, rich, bright
BROWN  earthy, wholesome, friendly  BEIGE  conservative, relaxing
GREY  formal, sophisticated, conservative
WHITE  purity, clean open (Crown/Soul Star Chakra)
BLACK  grounding, mysterious, introverted (Earth Star Chakra)
Total Market Cap
185B

Addressable Market for Wearable Devices

- Fashion and Apparel $151B
- Home $11B
- Payments $59B
- Entertainment $38B
- Advertising $19B
- Fitness and Wellness $185B
- Healthcare $236B
- Insurance $919B

Exhibit 17: Wearable Devices Address $1.6T of Global Consumer and Business Spending
Sports Science & Data Analytics is a Growing Field!

Sports apparel & footwear company?

Sports Analytics-as-a-Service company?

openSports.io sports analytics industry initiative

© 2016 Palo Alto Scientific, Inc. Proprietary & Confidential
Find your stride and keep on runnin'