



profile MyRun

Relieving Your Pain. Releasing Your Pleasure.



TOP 10 BENEFITS OF RUNNING



OVERALL MENTAL HEALTH
Your body releases chemicals which helps you feel more happy...

LESSEN EFFECTS OF ASTHMA
Helps strengthen lungs and bronchi

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

STRONG IMMUNE SYSTEM
If you are a runner, suffer less from minor illnesses

WEIGHT LOSS
You burn 705 to 865 calories/hour
Fat moving Up-Down helps break your fat down

PHYSICAL STRENGTH
Running builds lower body strength in addition to strengthening your tendons and ligaments.

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

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.

PERSONAL CONTROL
Running = Increase confidence + Greater control over you live



RUNNING INJURIES

36 million people run every year—
40% to 50% experience at least one injury.

RUNNING INJURIES CAUSES & SYMPTOMS

PIRIFORMIS SYNDROME

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

GROIN PULL

Cause: Overextension of inner thigh muscles
Symptoms: Similar to hernia

HAMSTRING STRAIN

Cause: Improper or no warm-up
Symptoms: Sudden, sharp pain in back of thigh

CALF MUSCLE PULL

Cause: Calf muscle tears away from Achilles tendon
Symptoms: May hear a "pop" when it happens

ACHILLES TENDONITIS

Cause: Chronic overuse
Symptoms: Pain along back of ankle

SPINAL COMPRESSION

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

ILIOTIBIAL BAND SYNDROME

Cause: Friction
Symptoms: Pain in hip or knee

PTELLOFEMORAL PAIN SYNDROME (Runner's Knee)

Cause: Exact cause unknown
Symptoms: Pain under and around knee cap

SKIN SPLINTS

Cause: Lack of conditioning
Symptoms: Pain along shin

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 relieves pain, reduces inflammation

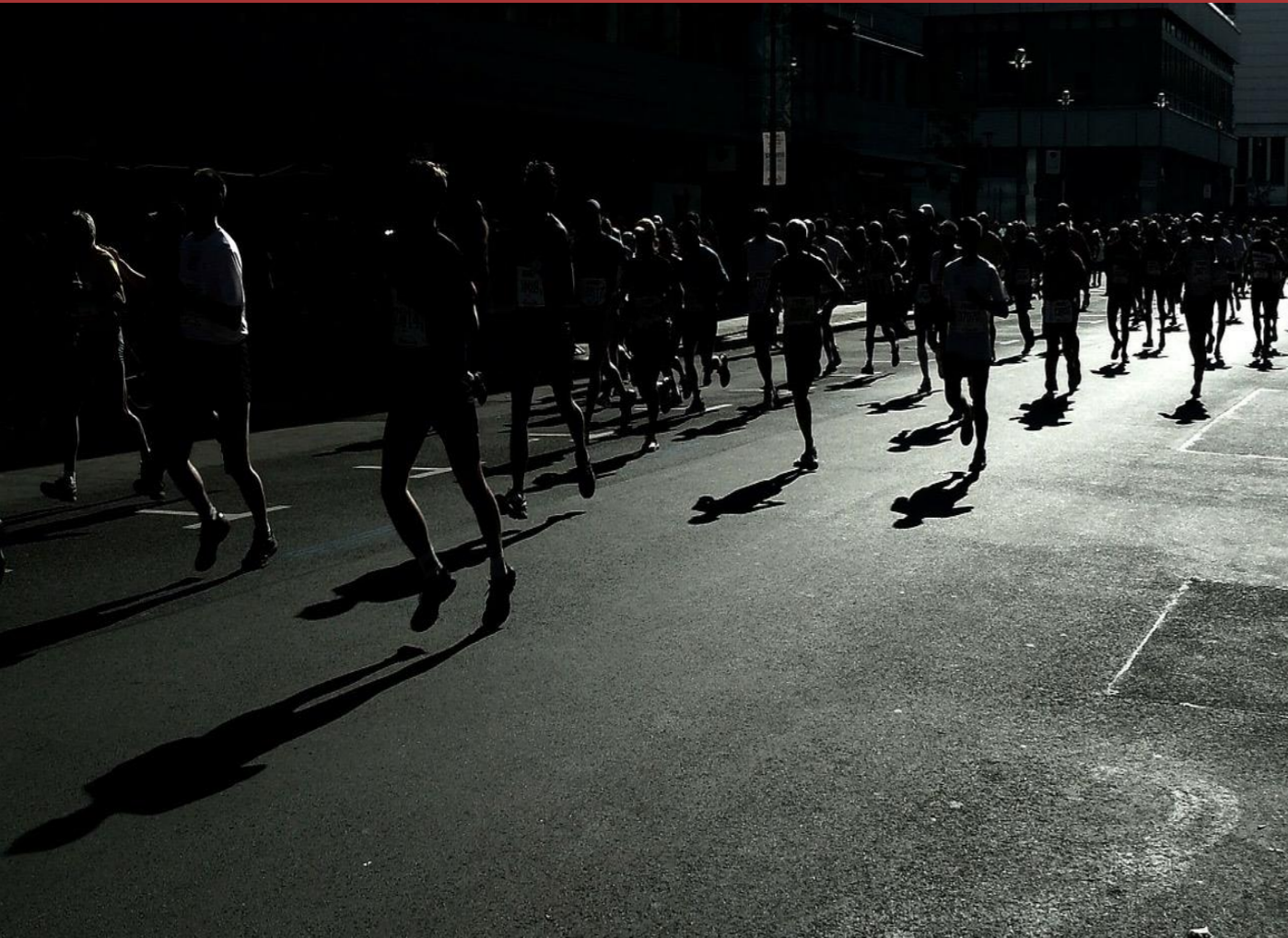


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20 Million
Americans Race

35+ Million
Americans Run



Running Hurts

Nearly 8 / 10 runners are
injured throughout the year



Elite

Sprint 9:39 PM 80%

all-athletics.com

COMPETITIONS RANKINGS TOPLISTS ALL-TIME LISTS RECORDS COMPETITION RANKINGS COUNTRIES RANKINGS NEWS VIDEOS PHOTOS MORE

ATHLETE PROFILE PHOTOS VIDEOS NEWS LINKS RIVALS

Nicholas KURGAT
Country: Kenya
Born: 1979

Upload Photo

All-Access Statistics
Detailed statistics for All-Access Pass holders.
Chapters

All-Athletics.com World Rankings
Event Group Place Score

Personal Bests

Event	Result	Venue	Date
800m	1:51.54	Durham (USA)	09.04.2005
800m ind.	1:51.75	Chapel Hill (USA)	29.01.2005
1500m	3:42.23	Kisumu (KEN)	24.06.2006
Mile	4:08.25	Kingsport (USA)	19.07.2005
Mile ind.	4:06.34	Chapel Hill (USA)	05.02.2005
3000m ind.	8:19.04	Chapel Hill (USA)	29.01.2005
5 km Road	13:44	San José (USA)	27.11.2008
10 km Road	29:20	Ottawa (CAN)	28.05.2011
10 km Road	28:14	Rockville (USA)	17.04.2011
10 Miles Road	48:57	Lynchburg (USA)	29.09.2012
Half Marathon	1:03:26	Naples (USA)	16.01.2011
Marathon	2:08:36	Carpi (ITA)	09.10.2011

Annual Bests

Event	Result	Venue	Date
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Detailed statistics for All-Access Pass holders:

ALL-ATHLETICS.COM WORLD RANKINGS

Current World Ranking Positions - 03.11.2015

Event Group	Place	Score
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Highest Ever World Ranking Positions:

Event Group	Place
Men's Road Running	xx for xxx weeks
Men's Marathon	xx for xxx weeks
Men's 1500m	xx for xxx weeks
Men's Overall Ranking	xx for xxx weeks

World Rankings progression: Choose year

PERSONAL BESTS

Event	Result	Venue	Date	A-T	Score
800m	1:51.54	Durham (USA)	09.04.2005	xx	xxxxx
800m ind.	1:51.75	Chapel Hill (USA)	29.01.2005	xx	xxxxx
1500m	3:42.23	Kisumu (KEN)	24.06.2006	xx	xxxxx
Mile	4:08.25	Kingsport (USA)	19.07.2005	xx	xxxxx
Mile ind.	4:06.34	Chapel Hill (USA)	05.02.2005	xx	xxxxx
3000m ind.	8:19.04	Chapel Hill (USA)	29.01.2005	xx	xxxxx
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10 km Road	29:20	Ottawa (CAN)	28.05.2011	xx	xxxxx
10 km Road	28:14	Rockville (USA)	17.04.2011	xx	xxxxx
10 Miles Road	48:57	Lynchburg (USA)	29.09.2012	xx	xxxxx
Half Marathon	1:03:26	Naples (USA)	16.01.2011	xx	xxxxx
Marathon	2:08:36	Carpi (ITA)	09.10.2011	xx	xxxxx

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

Event	Result	Venue	Date	T-L	Score
10 Miles Road	xxxx	Lynchburg (USA)	xx.xx.2012	xx	xxxxx
Half Marathon	xxxx	Virginia Beach (USA)	xx.xx.2012	xx	xxxxx

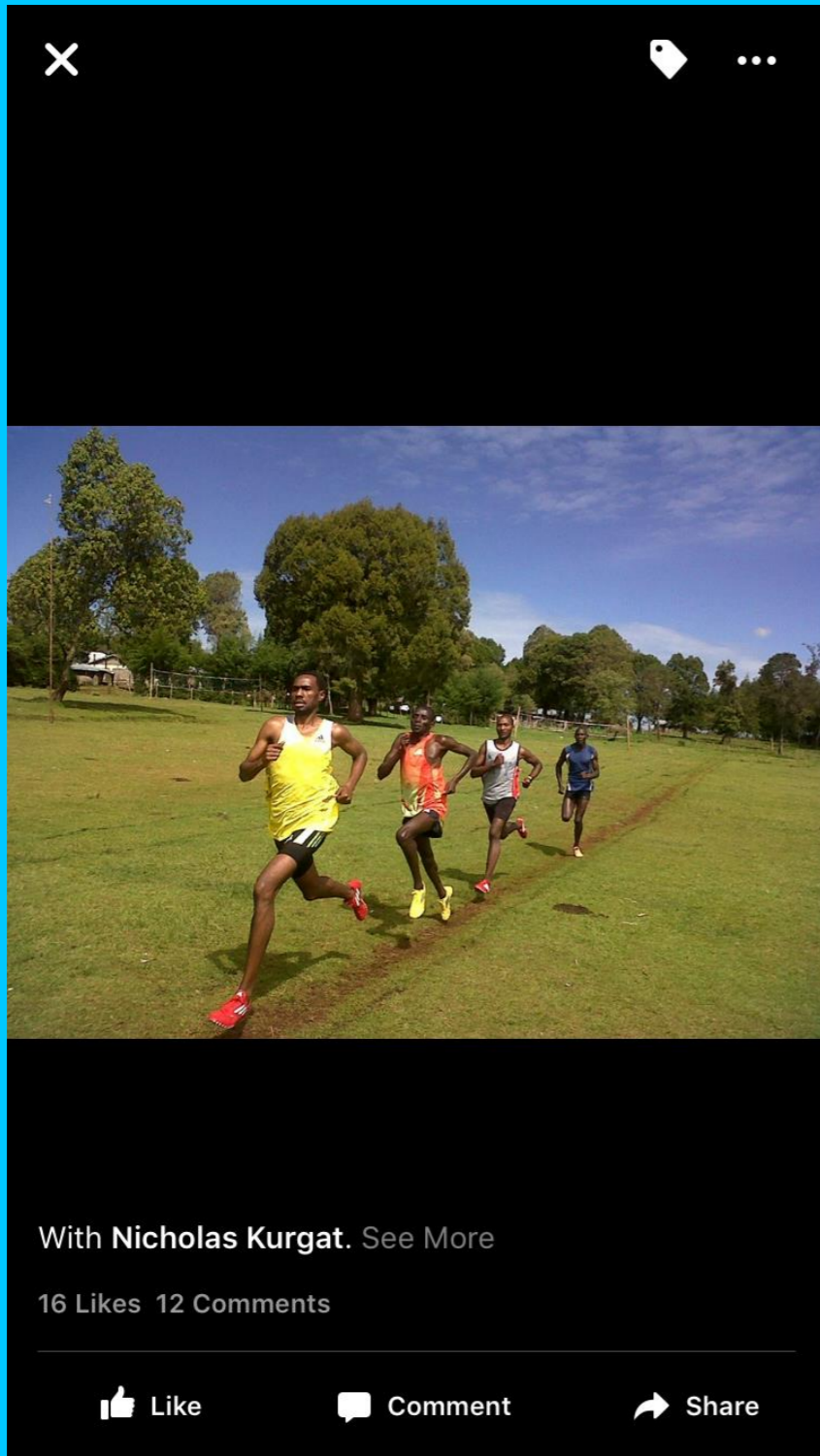
T-L: Position in the Annual World Top Lists. Click on the event names to see the Top List of the respective event.

Partners: IAAF Diamond League, USATF, GYULAI ISTVAN MEMORIAL ATLETIKAI MAGYAR NAGYDOLJA LEGENDA FOLYATAGOR, MASZ 1897, Szivessy, atletisme catala

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ProfileMyRun: Run the Right Way, Run the Natural Way





profileA

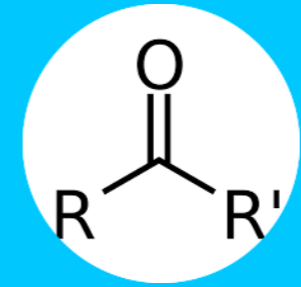
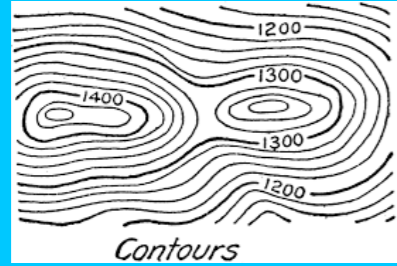
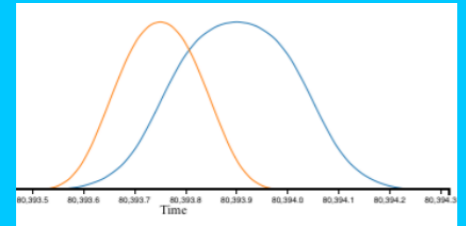


Elite

profileB



Match



to Scientific, In...rietary & Confidential

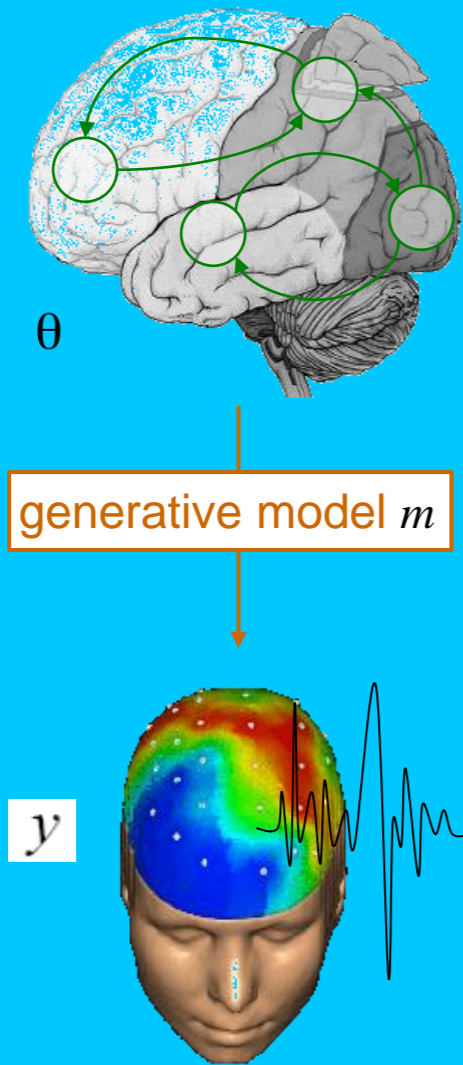


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Bayesian paradigm

likelihood, priors and the model evidence



Likelihood:

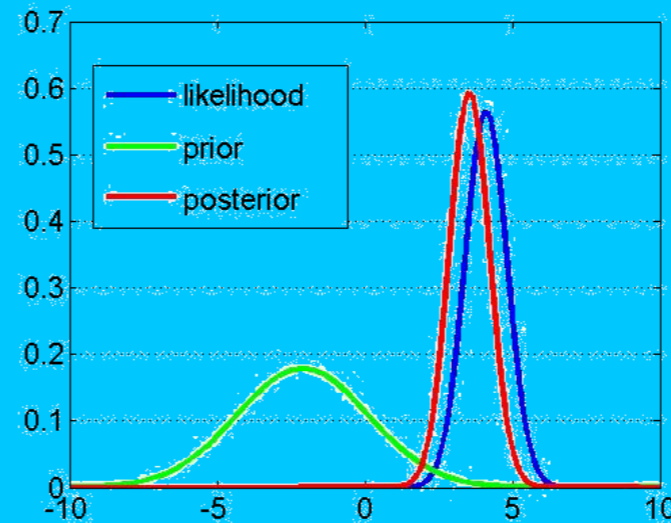
$$p(y|\theta, m)$$

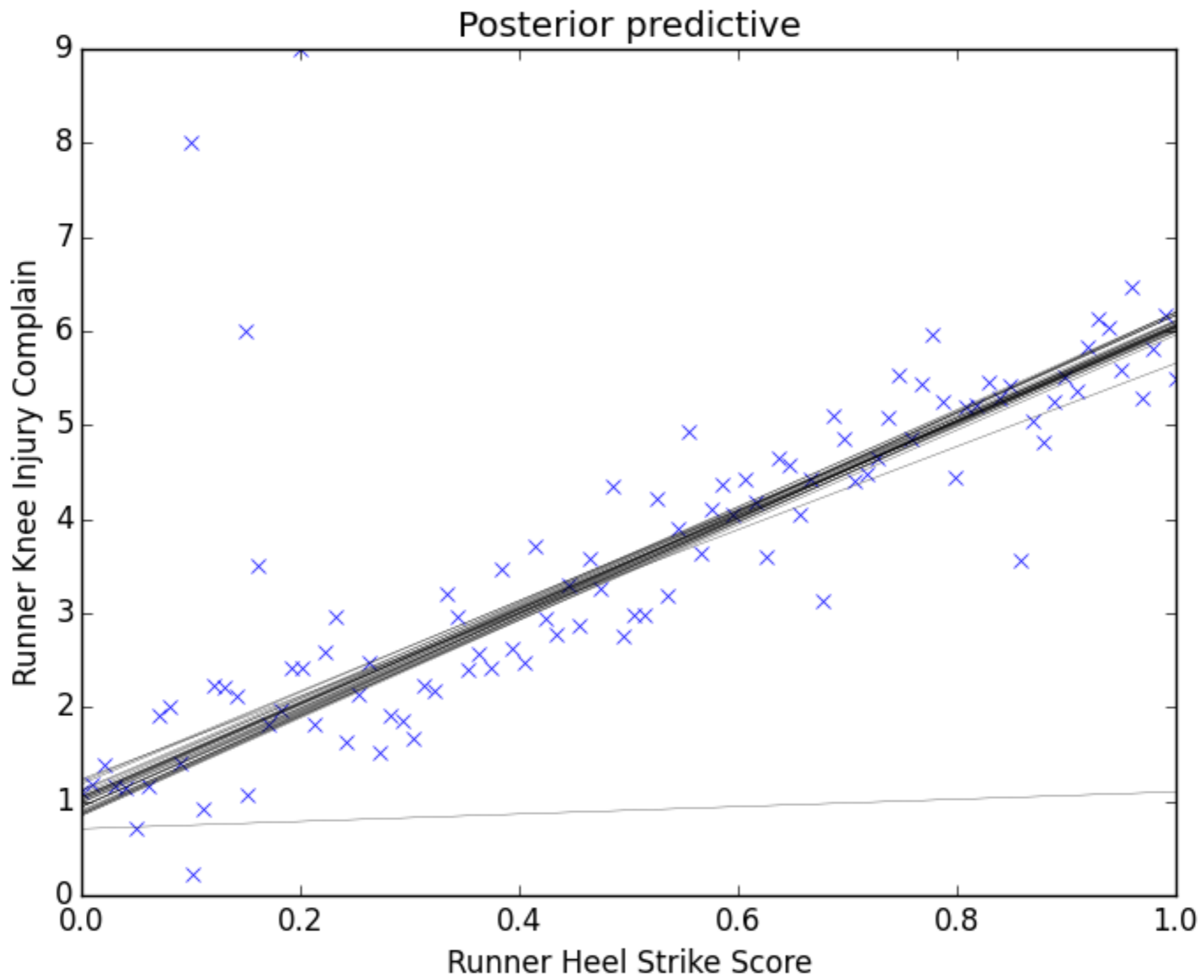
Prior:

$$p(\theta|m)$$

Bayes rule:

$$p(\theta|y, m) = \frac{p(y|\theta, m) p(\theta|m)}{p(y|m)}$$







Blackbox Machine Learning

with scikit-learn



- 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 ???

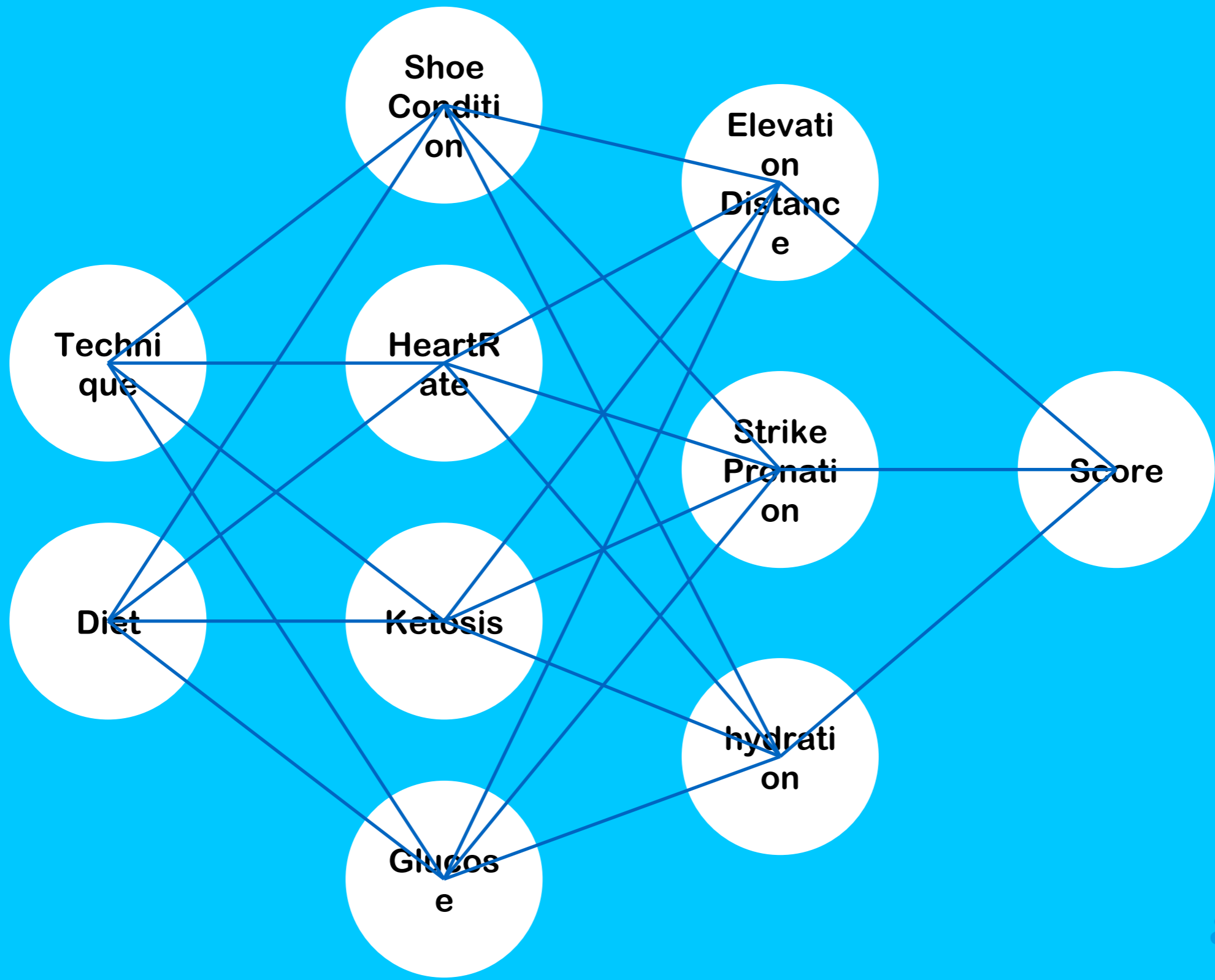
- Clear inference
- Extreme flexibility
- Full uncertainty

PAS
Sport Science Analytic
Engine





Sport Science Analytic Complex Multi Level Problem









Enter profileMyRun™



\$139 USD
(¥ 866)

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.



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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

THE INTERNET OF BEING
With wearable technology we have never been more Internet-ready

ZEOPERSONAL SLEEP MANAGER
 The concept of a technological singularity is simultaneously nightmarish and nirvana in equal parts. To many of us, the concept of where the line between man and machine blurs beyond recognition is a terrifying one—and should be confined to the Syfy network. Paying for groceries with a scan of your iris may sound convenient, if a bit queasy. Backing up every human thought to the cloud? Decidedly more disturbing.

But some people genuinely believe that's where we're heading. They say our relationship with technology is becoming so intimate that we're becoming technology and technology is becoming us. These aren't tin foil hat wearers (or at least not only tin foil hat wearers); they're some of the world's most intelligent people. Ray Kurzweil, who invented the first program to allow computers to read text, is one of these prophets. He told *Rolling Stone* in 2009 that he expects technological singularity to arrive by 2045.

2045 is still a long way off and it's not our place to predict whether it will or won't happen. But it's fair to say that wearable technology is definitely on the rise and that we've never been more up close and personal with it. Here's a roundup of the technology we're already sporting or soon will be.

GOOGLE GLASS

SECOND SKIN

NIKE FUEL BAND

BIOBEATS

NIKE + IPOD SENSOR

PEBBLE WATCH

Zeo Personal Sleep Manager
 This, for us, is the epitome of a superfluous technology. But hey, it's a thing. Strap it to your head and the sensor will track and supposedly measure the quality of your sleep. It breaks your night down into restorative, deep and REM sleep. It sends the data to an app on your smartphone to give you a score based on a comparison to other Zeo users. I've always figured that I know if I'm not sleeping properly because I'm tired the next day. But if you want a more precise metric and \$345 to spare then maybe Zeo is worth a shot.

Google Glass
 By now you've heard of Google's latest foray into the wearable technology trend, and may already be honing your social boundaries. You'll be able to look at a landmark, like the Brooklyn Bridge, and Glass will overlay your natural vision with additional photos, stats and info. It's augmented reality. All you need say is "okay, glass..." followed by a command like "take a photo." As long as you can check your self-awareness and resolve yourself to the fact you'll look (and sound) a little odd then it's probably the closest you can get to experience technological singularity.

Pebble
 Do you find yourself on a crowded subway desperately wanting to skip that song your girlfriend put on your playlist, but by the time you've managed to negotiate getting your phone out of your pocket without inadvertently injuring a fellow commuter, the song has already ended? Then the Pebble watch might be your thing. It has an e-paper display (like your Kindle), connects with your Android or iPhone via Bluetooth to skip tracks, check texts, emails, and incoming calls.

Second Skin
 Sabine Seymour is an innovator, trend spotter and author of *Fashionable Technology*. She believes that a second skin made of smart fabric isn't too far from fruition. Citing the interplay of electronic textiles and wearable technology as a growing trend, Seymour imagines clothes that change shape and color as the wearer instructs them to do so.

Nike FuelBand
 For the fitness fiends among us, this is basically a glorified pedometer-come-watch-come-LED display. It costs \$149 and measures your activity throughout the day to allow you to set a goal and upload your stats to the cloud when you sync it with your phone or computer. You can check your stats online and see how you tally against others in the same age bracket.

BioBeats
 A duo of inventors from the U.K. and Italy has come up with a way to listen to more than just your heartbeat—rather the heart's beat. They've developed an app for your Android, called BioBeats, and it turns your pulse into music. You put your finger over the camera and the app calibrates the color of your skin to infer blood flow activity (the darker the skin, the more blood). The app then translates the beat into bass and layers musical elements to embellish.

Nike + iPod
 Pop a specialized iPod sensor into a custom-made pocket in your Nike+ shoes and run. It measures your time, distance, pace and calories burned, which it relays to your iPhone or iPod to then give you the information through your earphones.





Patent

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

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

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





Score

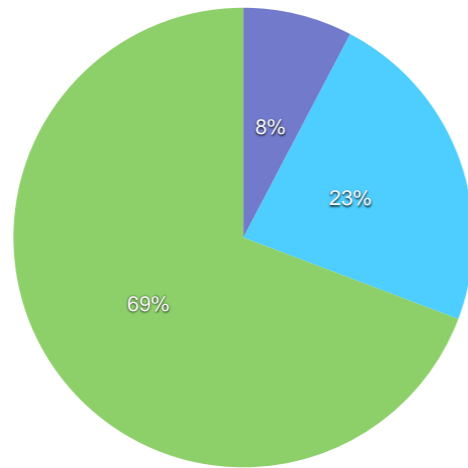
20%



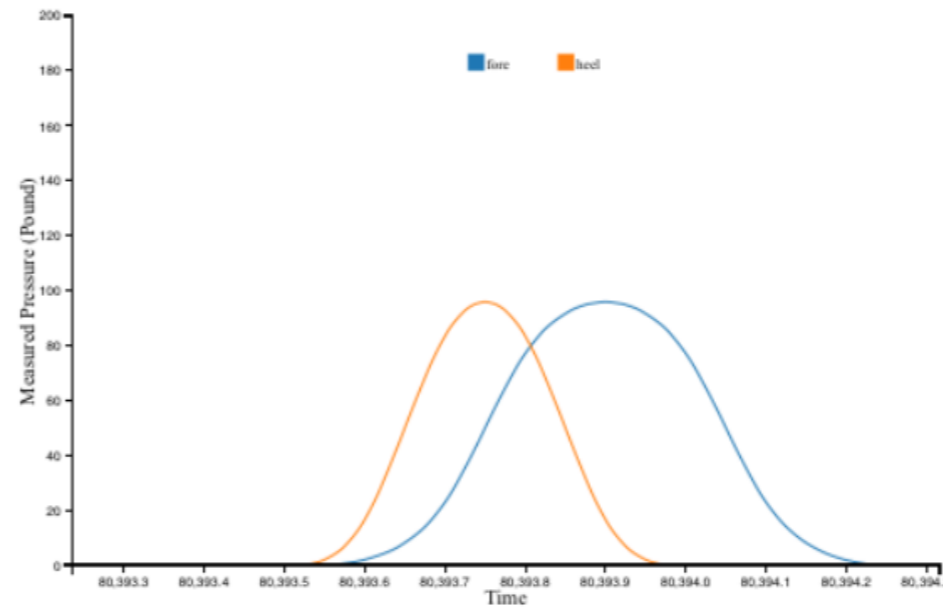
VS



heel striker

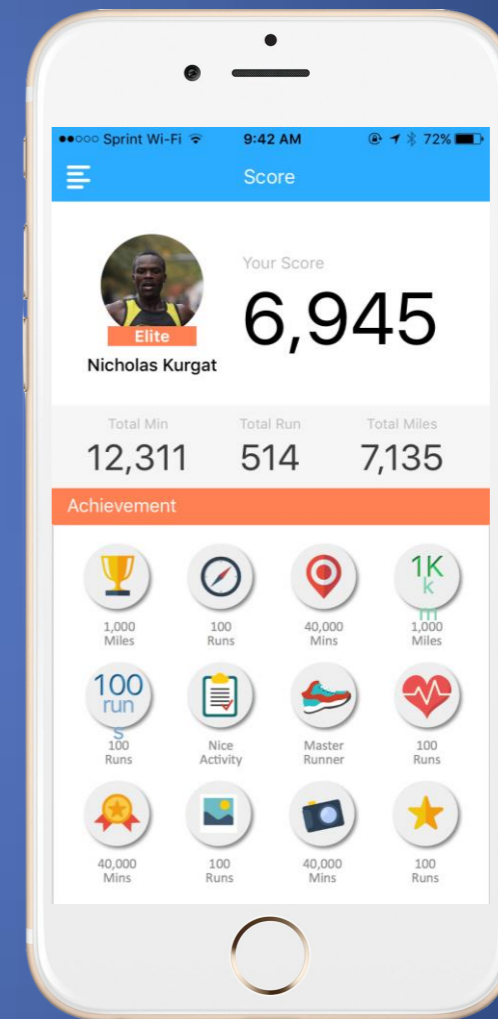
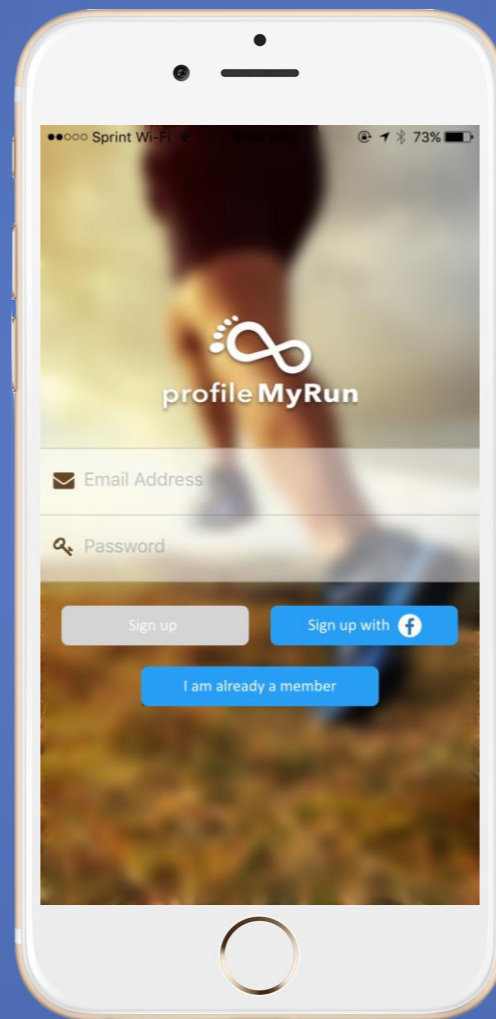
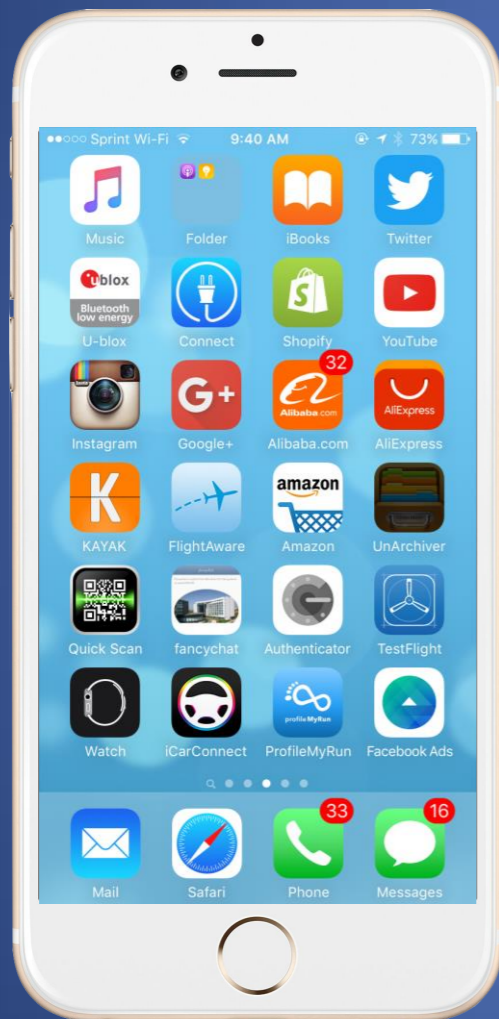


- Neutral
- ForeFeet
- Heel



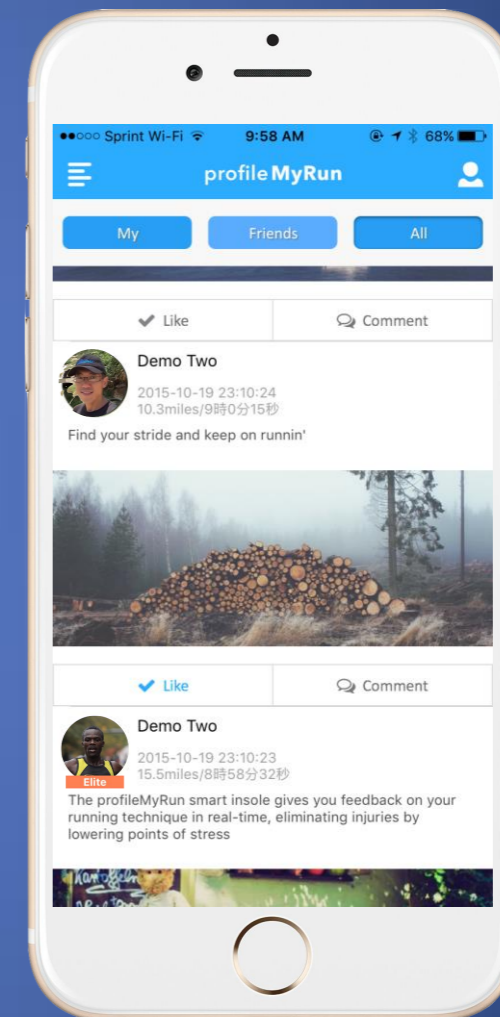
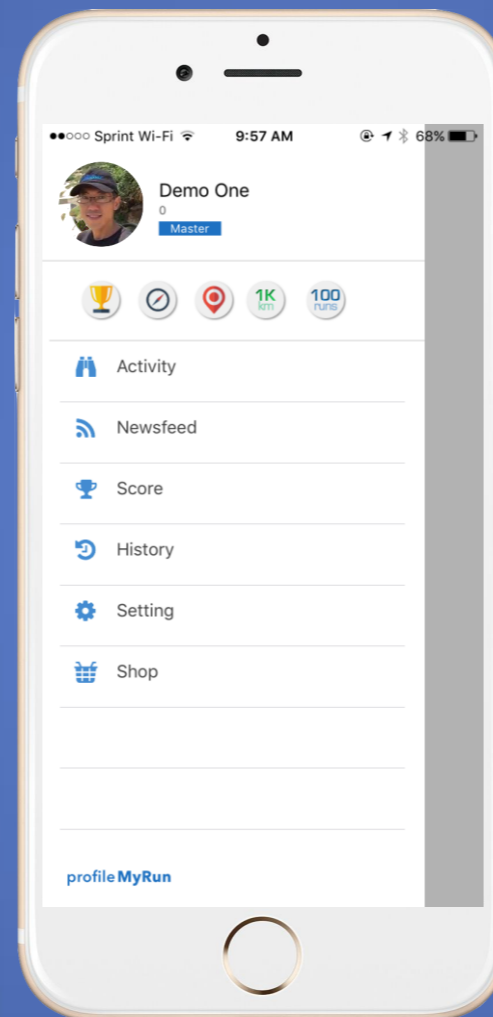
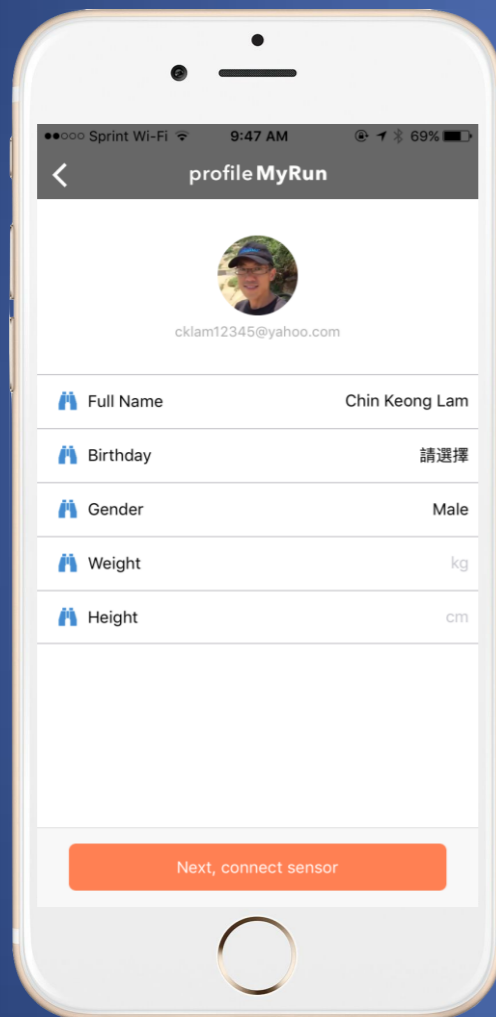


The technology – how it works



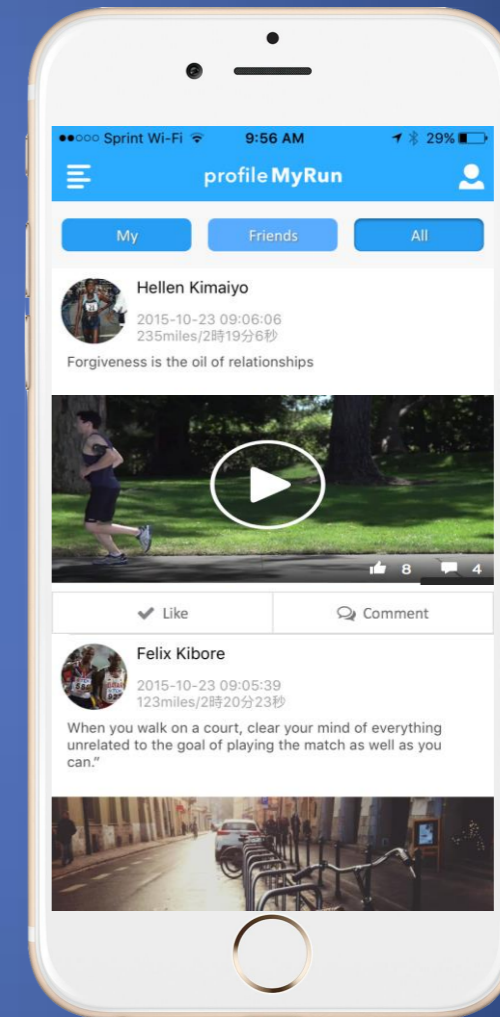
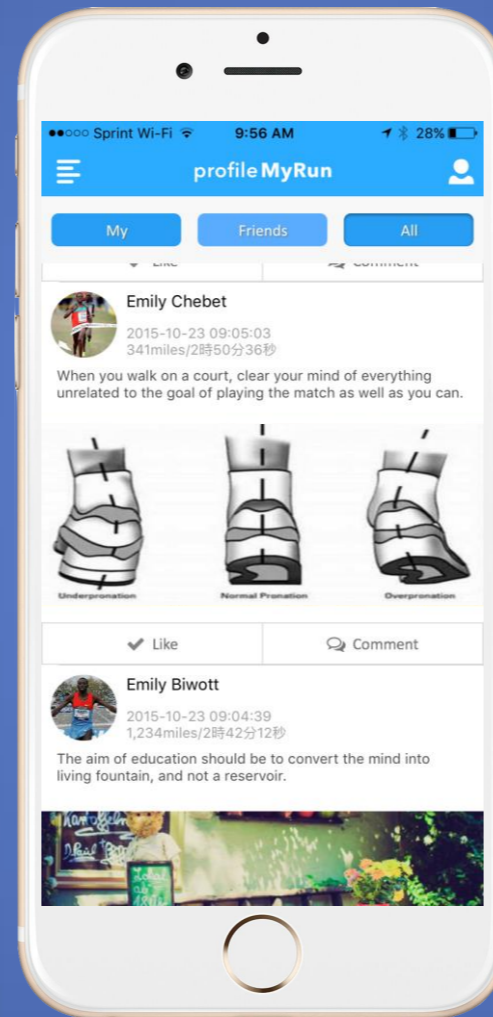
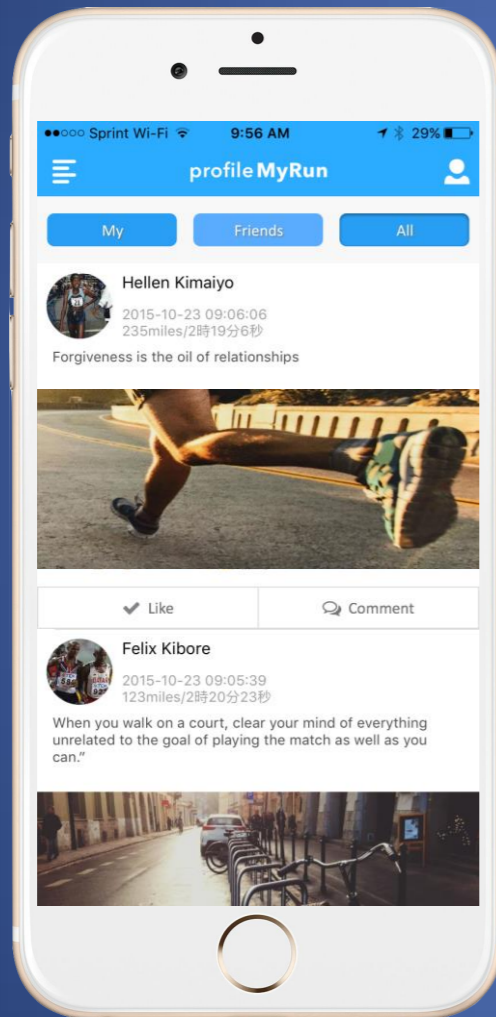


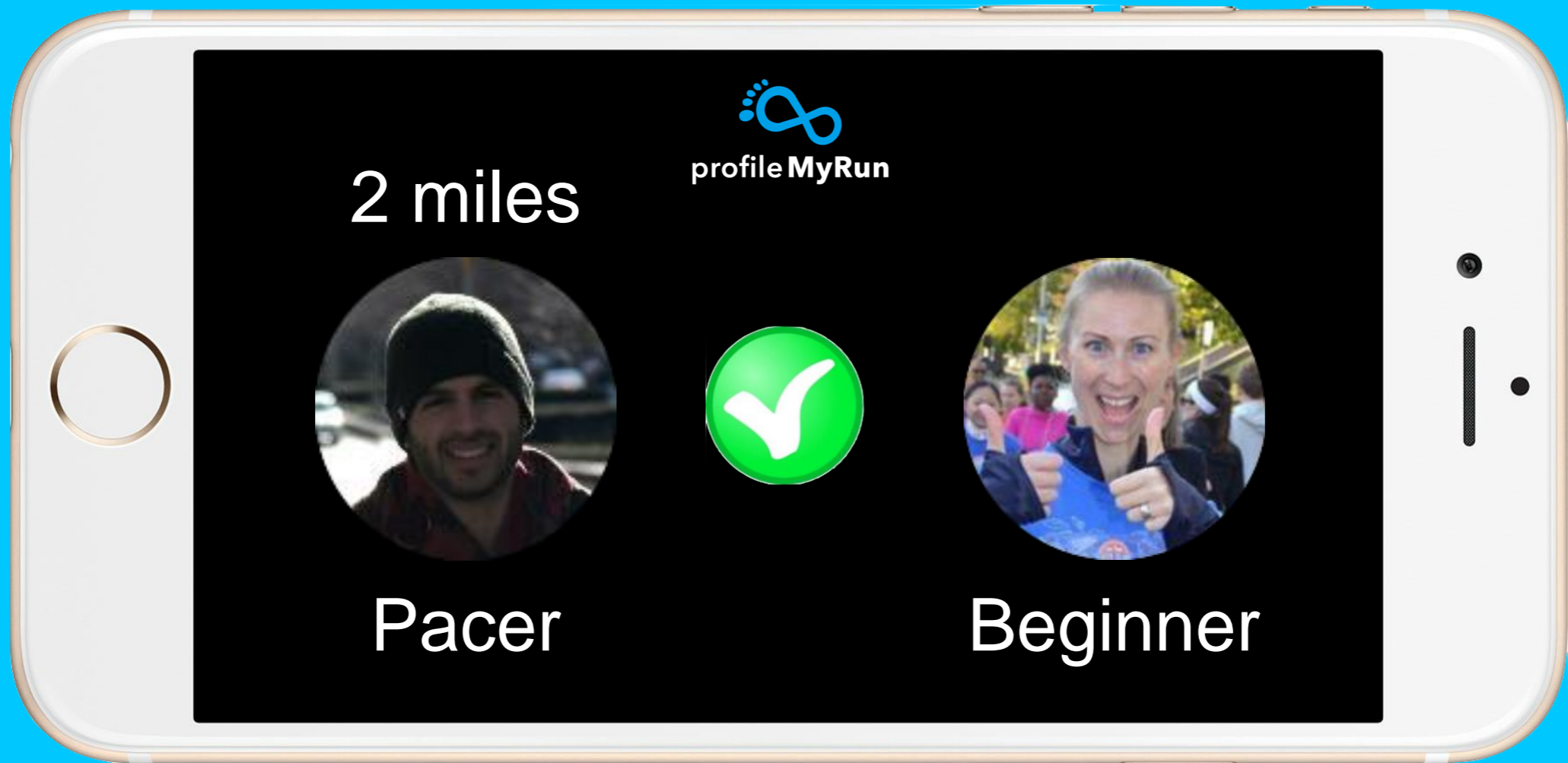
The technology – how it works

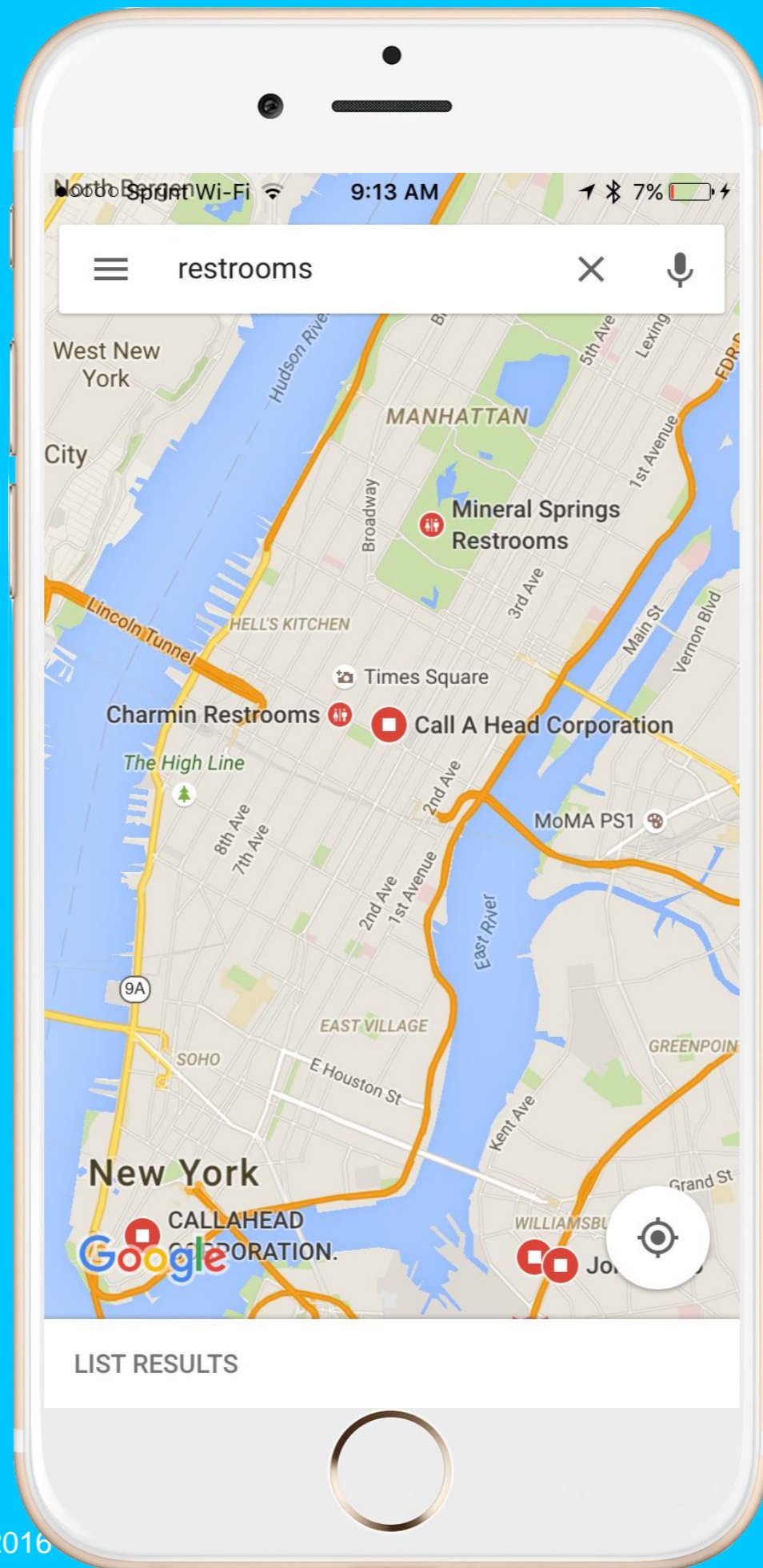


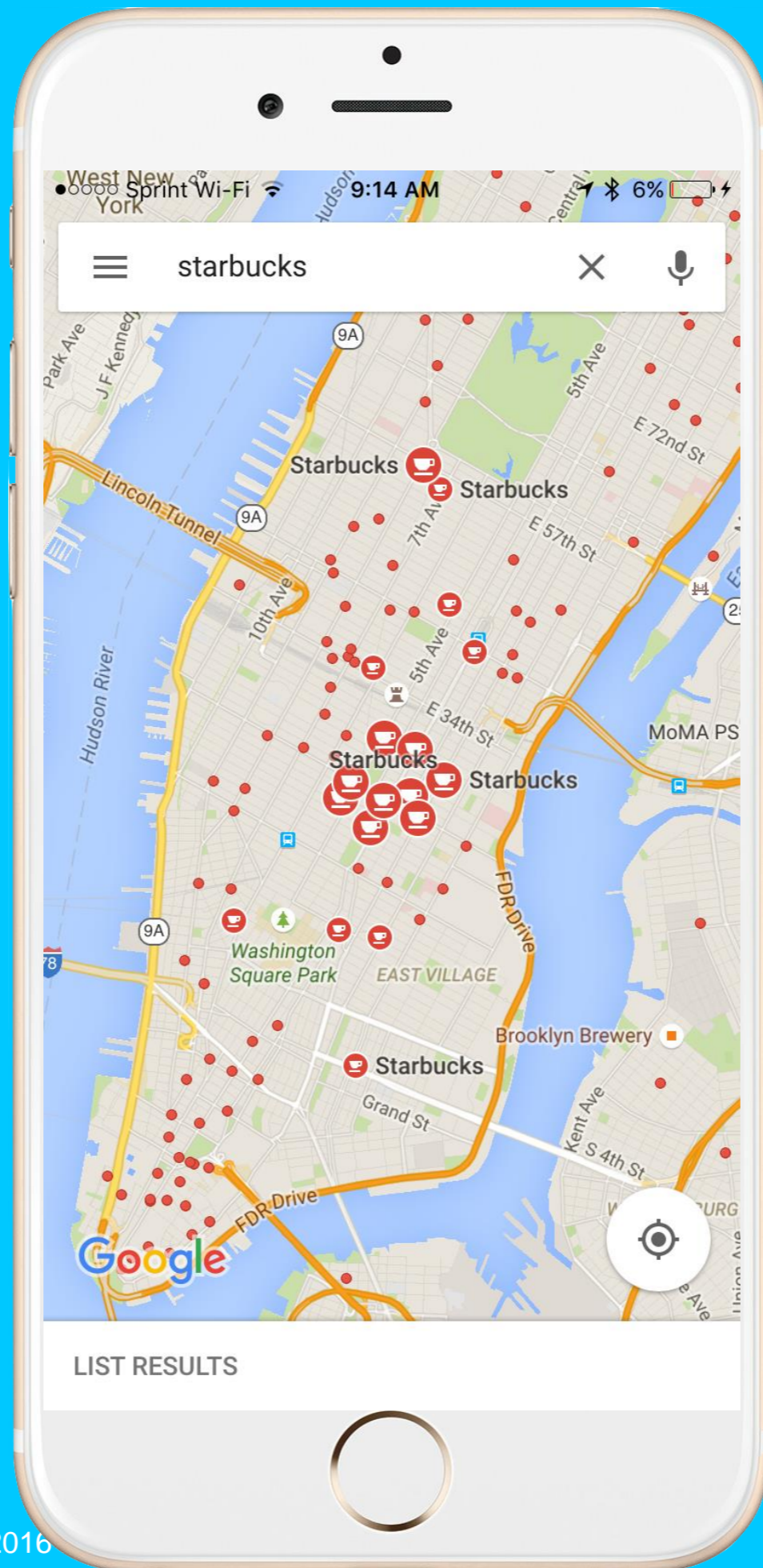


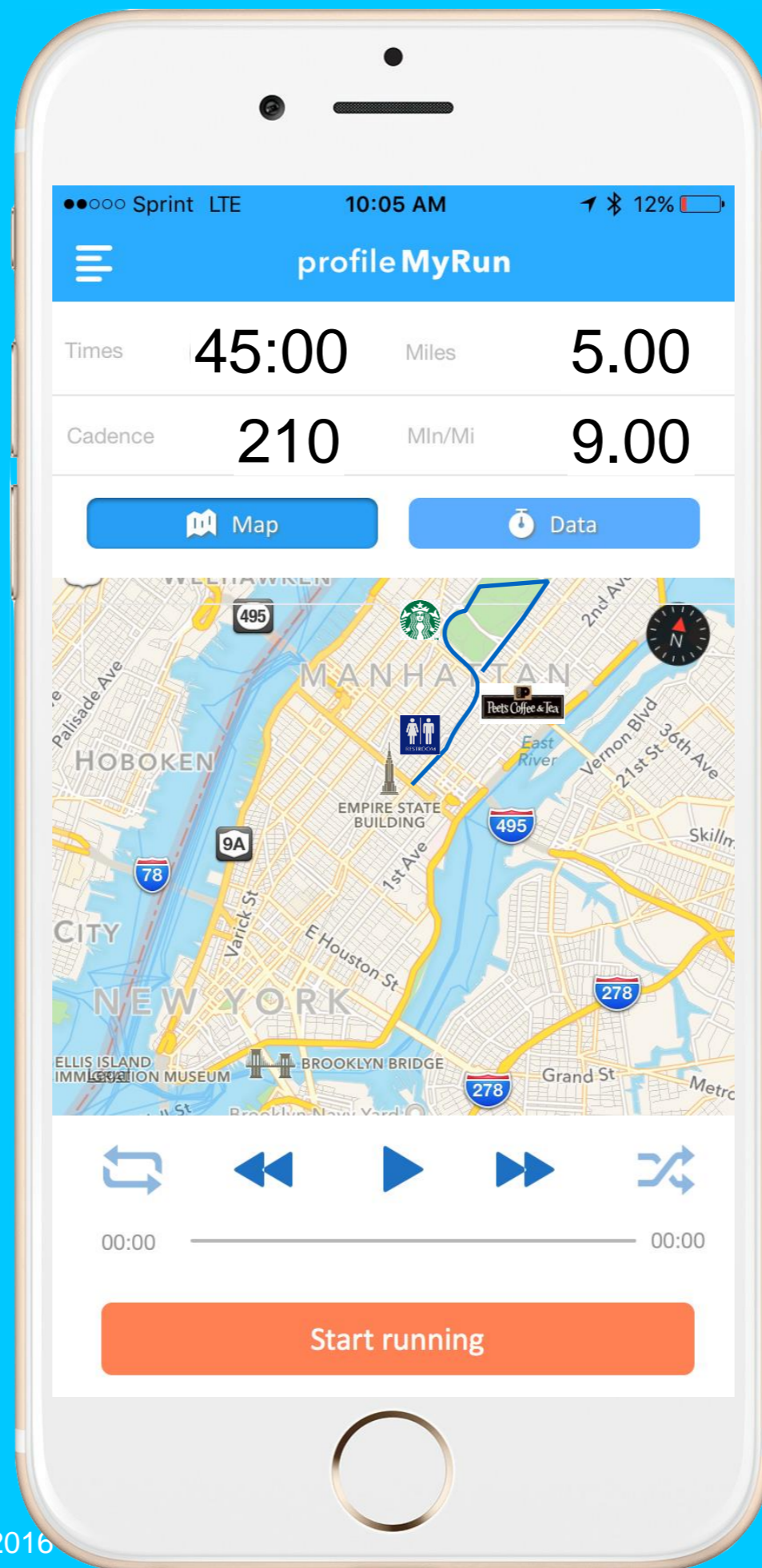
The technology – how it works














Testimonial of Success w/ profileMyRun™

Before  After

I Hate Running I Love Running



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

The testimonial is presented on a dark blue background. At the top, the word 'Before' is on the left and 'After' is on the right, separated by the profileMyRun logo. Below each word is a statement: 'I Hate Running' and 'I Love Running'. Underneath these statements are two rounded-rectangle photographs. The 'Before' photo shows a man in a white shirt and a young girl in a pink dress standing by a river. The 'After' photo shows a man and a woman standing together outdoors. At the bottom of the testimonial, a line of text reads: '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** *extravagance, riches, 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)*

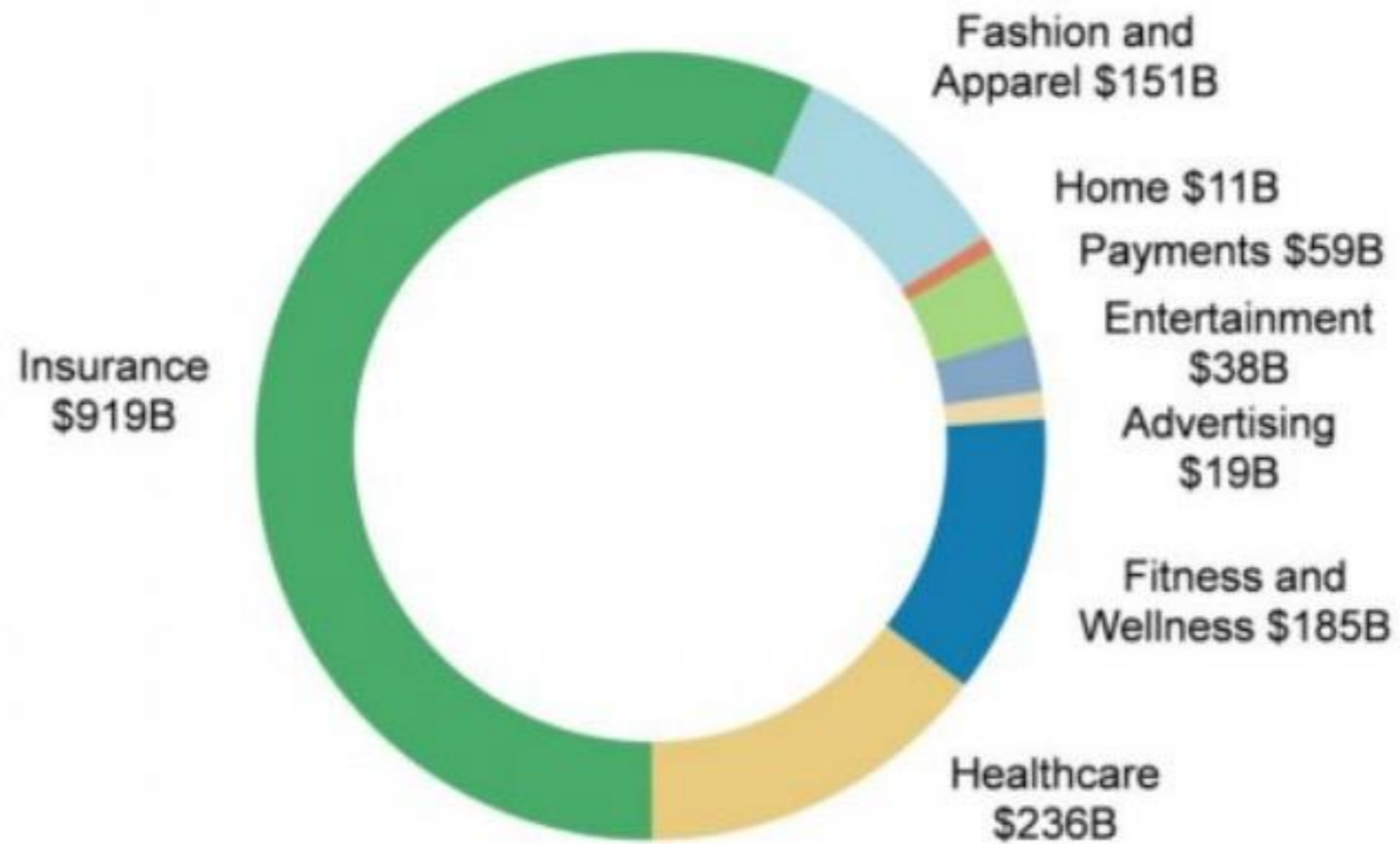




Total Market Cap 185B

Exhibit 17: Wearable Devices Address \$1.6T of Global Consumer and Business Spending

Addressable Market for Wearable Devices





Sports Science & Data Analytics is a Growing Field!



Sports apparel & footwear company?



OR



Sports Analytics-as-a-Service company?

openSports.io sports analytics industry initiative

A scenic landscape featuring a large, clear blue lake in the background. In the foreground, two trail runners are running on a rocky, light-colored slope. The runner in the front is wearing a white shirt, black shorts, and a blue cap. The runner behind is wearing a dark shirt and black pants. The terrain is rugged with some sparse vegetation and pine trees. The overall scene is bright and clear, suggesting a sunny day.

Find your stride and keep on runnin'