WEARABLES:
TAKING THE FUN OUT OF FITNESS?
33% of consumers said ease of use is the key factor when buying an intelligent device.

From Accenture: Engaging the Digital Consumer in the New Connected World
83% OF CONSUMERS HAVE DIFFICULTY USING THEIR INTELLIGENT DEVICES.

FROM ACCENTURE: ENGAGING THE DIGITAL CONSUMER IN THE NEW CONNECTED WORLD
24% said the devices were too complicated to use.

22% said their wearable didn’t set up properly.

21% said the devices didn’t work as advertised.
CES VIEW:
WEARABLES IN THE "TROUGH OF DISILLUSIONMENT"

THE GARTNER HYPE CYCLE
10,000 STEPS
ALL ATHLETES DESERVE PERSONALIZED COACHING

ELITE ATHLETES HAVE CUSTOMIZED TRAINING PLANS WITH EXPERT COACHES.

EVERYDAY ATHLETES NEED THE SAME EXPERT ADVICE TO REACH GOALS FASTER AND SAFER.

@ADIDAS_MICOACH
FIT SMART ALL DAY

FROM STEP COUNTING TO TRAINING PLANS, FIT SMART ALL DAY HELPS YOU PROGRESS IN YOUR INDIVIDUALIZED GOALS.
DELIVERING A MORE MEANINGFULL CONSUMER EXPERIENCE
BEHAVIOR CHANGE

Long term engagement is driven by the fundamental nature of the benefit provided.
ENGAGEMENT REQUIRES: ROBUST DATA & RICH CONTEXT

ROBUST PHYSIOLOGICAL MODELS

RICHER CONTEXTUAL DATA

WHERE, WHAT, WHEN

RELEVANT KNOWLEDGE & SOCIAL GRAPHS

WHO

SOURCE: ENDEAVOUR PARTNERS

@ADIDAS_MICOACH
METRICS THAT MATTER
From data to predictive and prescriptive
Intangible goals

1. EASIER
   DESCRIPTION/RAW DATA
2. INFERENCES
3. CAUSALITY
4. PREDICTION
5. HARDER
   PRESCRIPTION

SOURCE: ENDEAVOUR PARTNERS
@ADIDAS_MICOACH