

Ayu Pulse

Where Chaos Becomes Clarity



AI-POWERED PULSE DIAGNOSTIC PLATFORM INSPIRED BY AYURVEDA

ARE YOU AWARE ?



Today's wearables measure,
Do not interpret,
They collect data, but fail to
extract intelligence.

Without deeper analytics, raw
physiological data becomes
digital noise.



A massive awareness gap surrounds traditional diagnostic sciences.

Systems like *Ayurveda* and *TCM* are globally practiced — yet digitally invisible.

Without technological integration and modern validation, these knowledge systems risk being sidelined, fragmented, and eventually forgotten.

**ARE YOU
AWARE ?**

THE HUMAN PROBLEM

You don't feel sick. But something feels wrong.



Low Energy

Chronic fatigue without clear cause



Stress

Unmanaged physiological tension



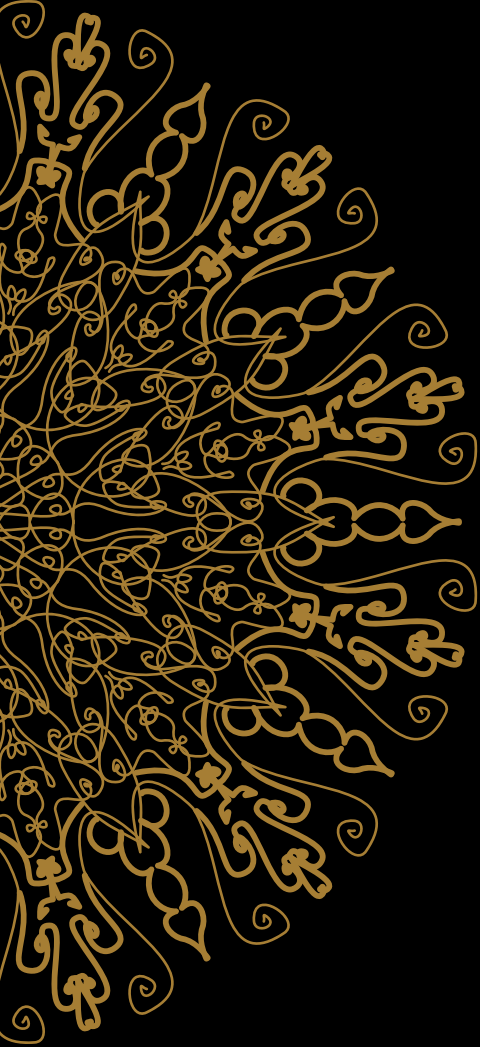
Brain Fog

Mental clarity issues & lack of focus



Current wearable devices measure surface-level metrics like heart rate and steps, but they do not analyze the complex nonlinear pulse patterns that signal early internal imbalance, delaying preventive intervention

THE PROBLEM



SOLUTION



You don't feel sick.
But you don't feel right.

- Subtle stress.
- Low energy.
- No clear answers.



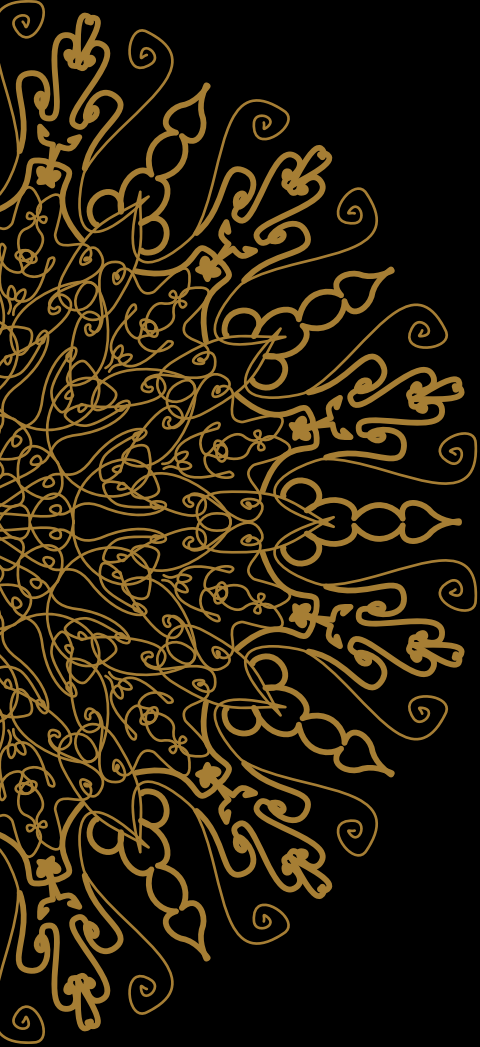
Ayupulse is worn like a
simple bracelet..

- No screen.
- No distraction.
- Just comfortable daily wear.



On-Demand Pulse Scanning

- Launch scan from the mobile app
- Auto-inflating micro-cushion engages wrist
- Controlled pressure applied precisely



SOLUTION



Multi-Depth Pulse Sensing

- Soft gel sensor strips align with radial artery
- Simultaneous capture at 3 anatomical points
- Each point maps to Vatta, Pitta, Kapha signals
- Higher depth and fidelity than single-sensor wearables



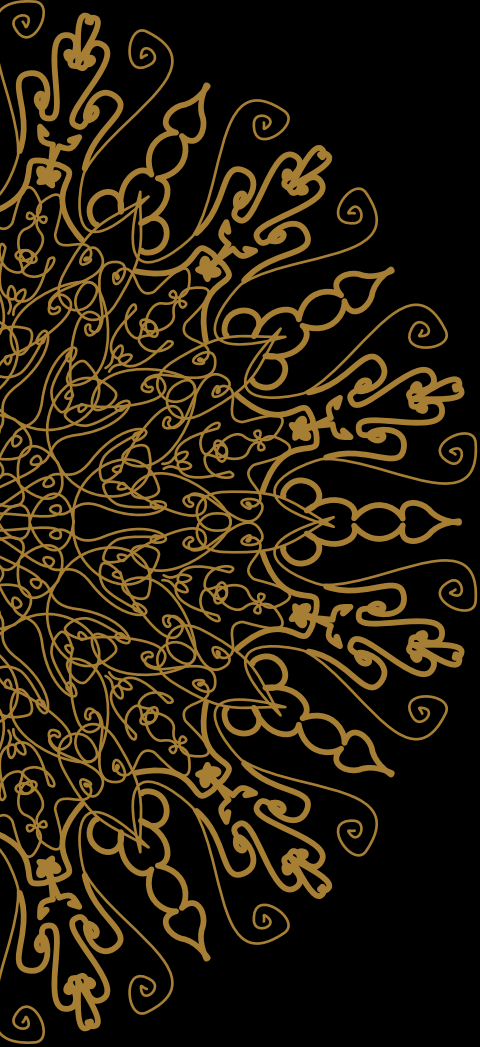
AI-Powered Signal Analysis

- Advanced pulse waveform processing
- Nonlinear dynamics detection
- Stability and irregularity assessment
- Early imbalance identification



Simple, Actionable Metrics

- Pulse Stability Index
- Stress Load Indicator
- Balance Status Score
- Easy-to-understand dashboard



SOLUTION



Preventive Monitoring

- Daily internal health tracking
- Detect changes before symptoms
- Personalized lifestyle guidance
- Designed for everyday wear

TECHNOLOGY PIPELINE

How AyuPulse Works



01



Pulse Sensors

High-fidelity optical & pressure sensors capture raw morphology data at 500Hz.

02



Signal Processing

Noise reduction algorithms isolate clean arterial pulse waves from motion artifacts.

03



AI Model

Deep learning neural net analyzes wave shape features against pathology datasets.

04



Health Insight

Actionable biomarkers for stress & imbalance delivered to user dashboard.

⚡ LATENCY: <50MS REAL-TIME ANALYSIS



TARGET AUDIENCE



PRIMARY

- Wellness and holistic community
- Yoga practitioners
- Ayurveda followers
- Meditation users
- Alternative medicine enthusiasts

SECONDARY



- Young
- Health-conscious adults



COMPETITIVE LANDSCAPE

Beyond heart rate tracking



FEATURES	 Apple Watch	fitbit Fitbit / Google	GARMIN Garmin	 AyuPulse AyuPulse GAME CHANGER
Primary Metric	Heart Rate / ECG	Heart Rate Var (HRV)	GPS / Activity	Pulse Morphology
Diagnostic Depth	Surface Level	Wellness & Sleep	Performance	Internal Organ Health
Prediction Window	During Event	Daily Trends	Real-time Effort	Pre-Symptomatic
Data Focus	Cardiac Rhythm	Lifestyle Stats	Physical Output	Systemic Balance

Competitors focus on outputs (steps, beats). AyuPulse analyzes the quality of the signal source.



REVENUE MODEL



- One-time device purchase
- Recurring monthly or annual **subscription**
- Premium insights create continuous value
- Scalable software-driven revenue

Free Tier - Vikriti Monitoring

Users receive:

- Basic pulse deviation alerts
- Current imbalance detection
(Vata/Pitta/Kapha shifts)
- Simple daily status overview
- Limited historical trend view

Premium Tier - Prakriti + Deep Analytics

Subscribers unlock:

- Prakriti (baseline constitution profiling)
- Longitudinal trend analysis
- Detailed pulse morphology breakdown
- Dosha interaction insights
- Personalized lifestyle recommendations
- Advanced reports & exportable data



PROMOTIONAL STRATEGY



Below the line (BTL) Promotions

- Builds trust
- allows education
- creates experiential understanding

Social Media Marketing

- Builds curiosity
- promotes self-awareness
- markets preventive intelligence

BUSINESS MODEL

Hardware + AI Platform



AyuPulse Device

HARDWARE UNIT

\$299

One-time purchase

- ✓ Clinical-grade sensors
- ✓ Premium materials
- ✓ Lifetime warranty

ONBOARDS USERS TO



Pulse Intelligence

SAAS SUBSCRIPTION

\$10 /mo

Recurring revenue

- ✓ AI Morphology Analysis
- ✓ Early Warning Alerts
- ✓ Historical Trends

PROJECTED LTV: \$650+ over 3 years per user



FINANCIAL PROJECTIONS



- 35% – Product Engineering & Clinical Validation
- 25% – Manufacturing Tooling & Scale-up
- 20% – AI & Data Infrastructure
- 10% – Regulatory Compliance
- 10% – Market Expansion & Partnerships

INVESTMENT DISTRIBUTION

MONTHS 1 - 6: BUILD



1

- Finalize product architecture
- Lock hardware design
- Define sensing protocol

2

- Build working MVP
- AyuPulse V1

3

- Ensure signal quality
- Start app development

4

- Develop first classification model
- Start structured internal testing

5

- Hardware refinement
- Improve sensor calibration
- Expand dataset (50+ users)

6

- Stable Beta Prototype
- Freeze hardware design
- Prepare for structured pilot testing
- Define evaluation metrics

MONTHS 7- 12: TRAIN



7 - 8

- Recruit 100+ participants
- Collect labeled data:
- Current inconvenience
- Mood
- Long term inconvenience

9-10

- Feature optimization
- Remove redundant features
- Improve classifier robustness
- Add cross-validation
- Reduce false positives

11-12

- Large dataset training
- UX refinement
- Battery optimization
- Comfort optimization
- Prepare regulatory documentation

THE TEAM



Vatsalya Srivastava

Co-founder, Ayurvedic
& Business Expert



Raksha Muthukumaar

Co-founder, Hardware
& Biological Systems
Expert



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