



Human Body AI

Market Profile & Positioning, Dec 2018



BATCH 14



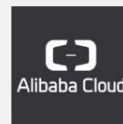
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SMART CITY PARTNER

Executive Summary

Today, Miro is the leader in AI for endurance sport photos/video.

We've excelled at communicating our product value to event organisers &, more recently, the brands in the space. As our profile rises, we plan to lean into this market.



The Miro logo, consisting of the word 'miro' in a white, lowercase, sans-serif font, set against a blue trapezoidal background.

We will be the global leader in **data & consumer intelligence** in the endurance sport industry.

We're raising to attack the market over the next 18 months. Household name status is within reach by Q2/2019. We're uniquely positioned to expand – **here's a look at our thought process...**

Market – Endurance Sport

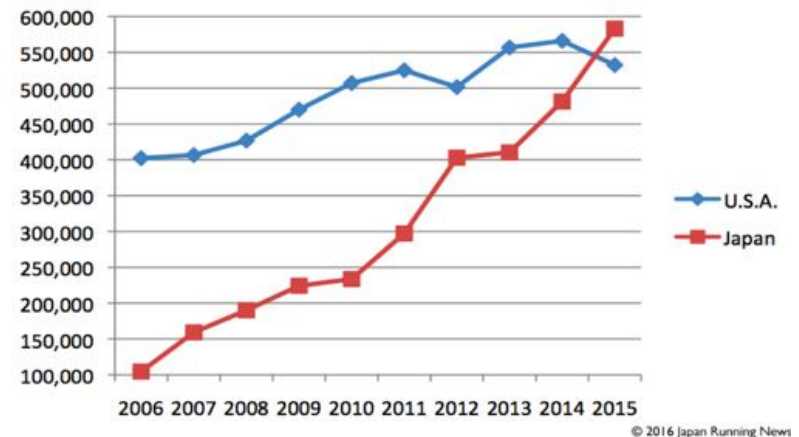
Endurance sport refers to running, cycling, obstacle racing, swimming & a handful of related amateur athletics categories. Anchored in established Western markets, global participation in endurance sport currently exceeds **250M Athletes**.

Asia is Surging

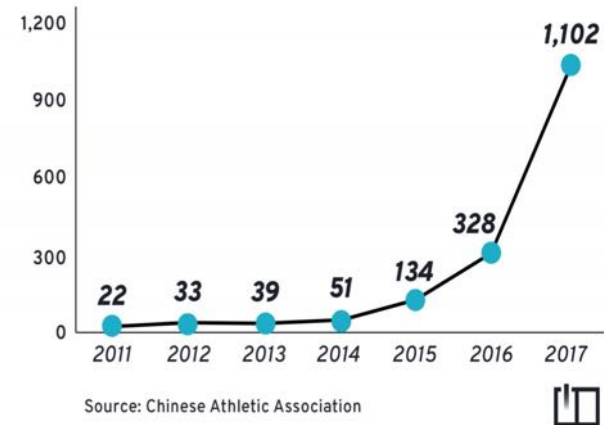
Asia's most active market - Japan - eclipsed the US in the number of Marathon finishers for the first time in 2015. This growth may come with Japan's rise as favored destination for regional sports tourism.

Lead by a newly fitness-focused China & rapidly developing Southeast Asian markets, emerging economies in the region are climbing at **7% CAGR** within the category.

Marathon Finishers (JP v. US)



of Running Events (China)



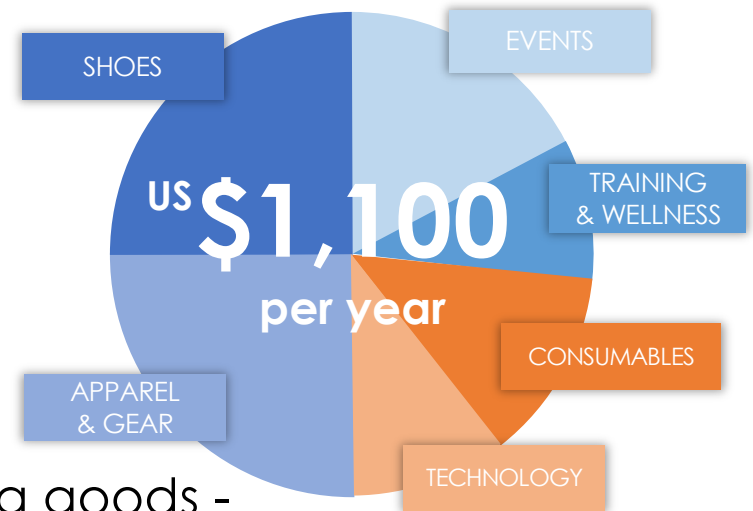
Athletes – Affluent, Educated Spenders

Advancing demographics are bringing many new athletes to a typically affluent category. Western markets see US\$110K average household income alongside high relative education levels.

With nearly half of consumer spending in shoes & apparel, average participant spend within the hobby is **US\$1,100 per year**.

In all, endurance sport athletes make up a **US\$275B / year** market within the hobby.

The athlete's wallet is not just limited to sporting goods - **technology, financial, travel & lifestyle brands** are keen to court this high-earning demographic.



All Endurance Sport Event Title Sponsors.

Key Market Trend – Data, data & more data

Both athletes & industry brands are embracing technology & data to enhance their immersion & experience within endurance sport.



Athletes want Data

- Progress measurement
- Injury Prevention
- Health & Wellness
- Training Tools

> 90% of Athletes compete with a fitness tracker.



The Industry wants Data

- Competitive advantage
- 1:1 Consumer Insights
- Direct, data-driven channel
- Demographics++

Spending for consumer data & channel together.

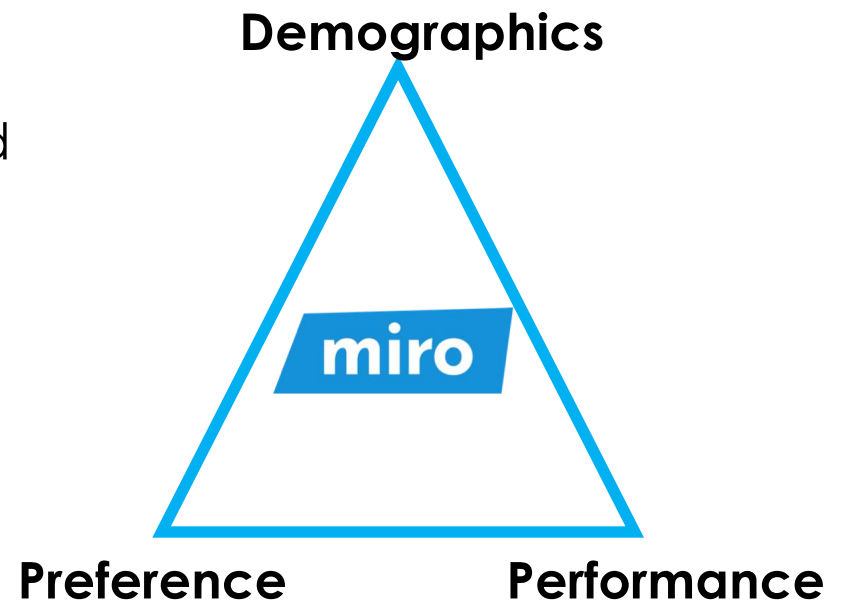
	Spent US\$85M on RunKeeper
	Spent US\$239M on RunTastic
	Spent US\$710M on 3 products

Our USP - Athlete Data Triangle

Miro is the only company that is able to connect demographics and performance attributes with brand preferences, 1:1.

Being uniquely partnered with several event organisers, photographers, and timers provides us with Demographic and Performance data.

Our proprietary AI pulls physical Consumer Preference and Form Data from all visual media and links it to individual athletes.

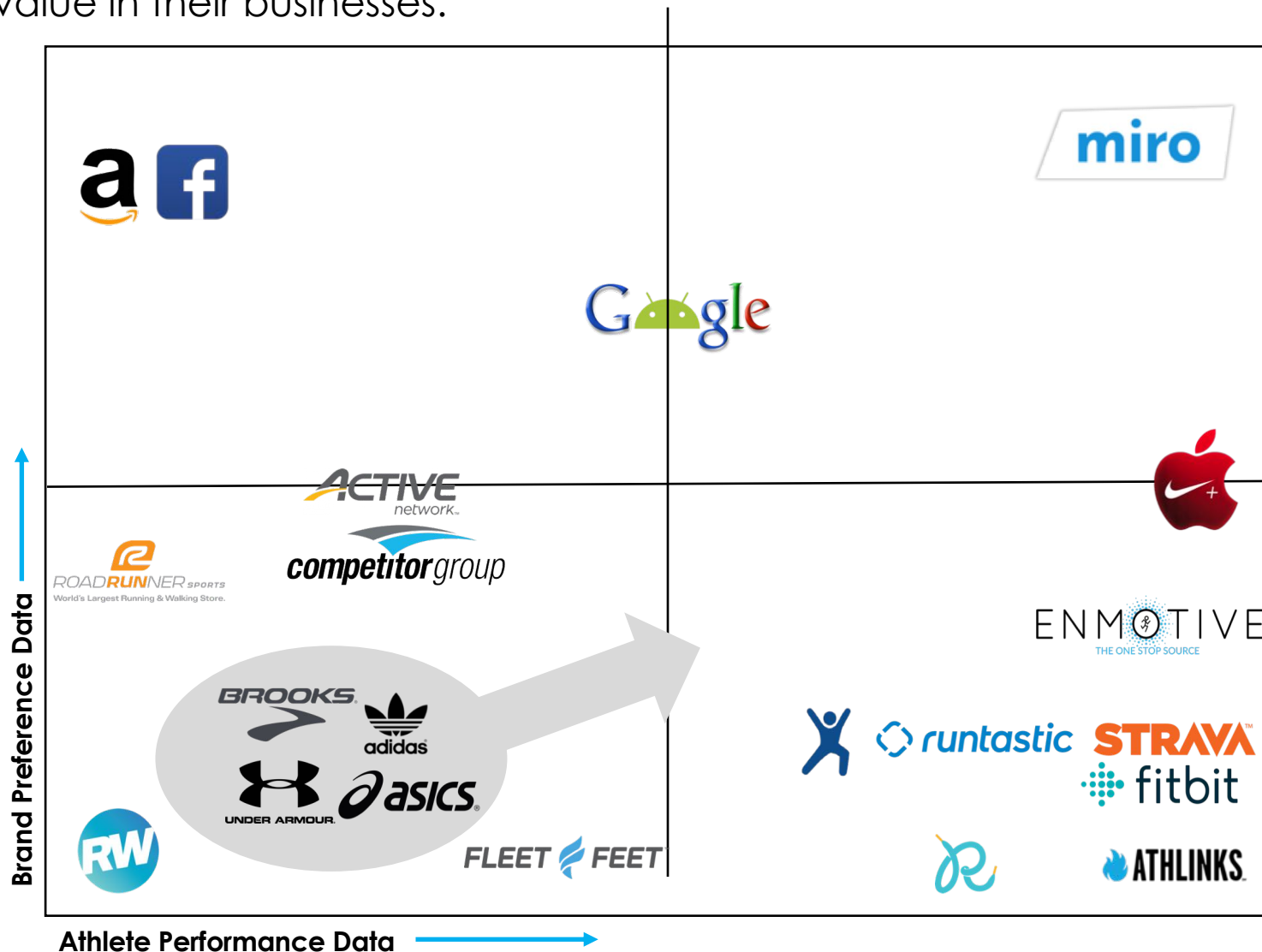


Event Data Partners:



Positioning Miro

Miro's data positioning is unique – Demographics, Brand Preferences (Y) & Performance (X). As seen in recent transactions, Brands & other industry players are looking up & right to maintain competitiveness, build sales channels & build data value in their businesses.



Go To Market – Activating Miro's Potential

Success is driven out of Miro's partnership team. Regional sales leads are critical to increasing our global footprint. Engineering is focused 100% on automation of what we have already built.

A Foundation: Brand Partnerships	
B SALES: Market Entrance	C PRODUCT/ENGINEERING: Automate Everything
Phase 1 Regional VARs	RACE CONFIG DASHBOARD (75% Complete)
Phase 2 Regional VARs	BRAND DETECTION AI (v1 Complete v2,v3 needed)
MAJORS & SUB MAJORS	BRAND DASHBOARD/ANALYTICS (Currently manual reports)

A. Partnerships - The Partnership Team

Partnerships are sales negotiations that include value exchange / contra. In general, these relationships tend to be highly strategic & with large corporates. The Miro team has worked on partnerships at scale in previous roles in the McDonald's System.

We have identified a key hire in the US to lead partnerships & made an offer with equity.

Evan has lead partnerships & sales in multiple organizations – Viacom, McDonald's & Sonic - at an executive level.



Evan Kroff - COO, Head of Partnerships
Leads partnerships & sales

Before MIRO
VP, CRM & Digital at Sonic
Sr. Director, Digital & Data at TMS

MS – Northwestern University
BS – Elmhurst College

Working with Taylor's Team, Evan lead prize partnerships for McDonald's Monopoly, Mobile Offers, London's Olympics in 2012 & other campaigns.

He has accepted Miro's offer & attends weekly calls with Taylor & Advisors.
He is slated to start full-time in January 2019. Based in Chicago.

A. Partnerships - Targets & Value Exchange

Value exchange with both Endurance Brands & Adjacent Brands is tested successfully (Columbia, Nike, IRONMAN, DECATHLON). Contra will drive Miro's higher-profile, more lucrative partnerships.



What Endurance Brands Want:

1. Rich Market data
2. AI Association
3. 1:1 Athlete Channels
4. Event Associations

What Adjacent Brands Want:

1. 1:1 Athlete Channels
2. Event Association
3. Rich Market Data
4. AI Associations

Value Exchange / Contra

What **miro** Wants:

1. Revenue (recurring, long-term)
2. Revenue (spot deals, short-term)
3. Event Access (Up the chain)
4. Execution Case Studies
5. Acquisition Interest

B. Sales - Region

With the exception of our “Majors & Sub-Majors Sales”, personnel are region-based & focused on establishing VAR relationships with local industry partners.

We understand that entering & growing a market is not easy; however, we have successfully attacked chokepoints with timing/registration companies working as VARs in US, France & Korea.

We seek to replicate this strategy & will continue within 2 regional groups.

Phase 1 (In Progress):

- Australia/New Zealand (Partner ID'd)
- Turkey & Greece (Partner ID'd)
- Russia (Partner ID'd)
- Singapore/Malaysia (Partner TBD)
- United Kingdom (Partner TBD)

Phase 2 (Secondary Markets):

- Japan
- Germany/Austria
- Netherlands & Nordics
- Greater Southeast Asia
- Latin America (Partner ID'd)
- Non-Brazil South America
- Brazil
- China (Partner ID'd)

Existing VAR Regions:

- United States (EnMotive)
- France/Belgium/Switzerland (Njuko)
- Hong Kong (ASC)
- South Korea (SmartChipKR)

Group 1 is in progress with active conversations, Group 2 requires further research & positioning to support. **Several Regional Sales Leads will be required to support market entry & expansion.**

EU

UK

SG

JP

B. Sales – Majors & Sub-Majors

Event majors (Boston, New York, Chicago, London, Berlin, Tokyo) present exposure, revenue & connection opportunities with all target brands & events. To a slightly lesser degree, the Sub-Majors provide similar opportunities, but also a runway to the Majors. In general, photography is heavily gated to these events, but events/brands are actively investing in runner preference research via shoe counts, surveys & other direct channels. **Miro's service is a best fit within the client goals.**

Most events employ consultants to carry clipboards & manually sample brands on Raceday. With this approach, data faceting is limited to gender & coverage is limited to % of field. Miro can provide extensive faceting & 1:1 runner preference analysis. **Miro seeks to become a fixture/standard for each Major/Sub-Majors.**

Sub-Majors (In Progress):

- Sydney (Sept 2019)
- Houston (May 2019)

Majors (In Progress):

- Chicago (Partner ID'd)
- New York (Partner ID'd)
- Boston, London (Open)

Sub-Majors (Closed):

- Illinois (25 May 2018)
- Singapore (8/9 Dec 2018)
- Moscow (10 Sept 2019)

Major/Sub-Major entry points include Brand, Sponsor, Event Director & Photography company partners.

C. Engineering – Event/Race Dashboard 2.0

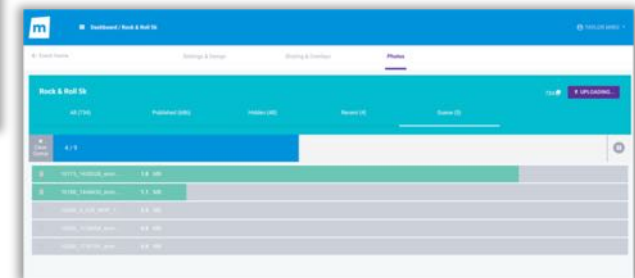
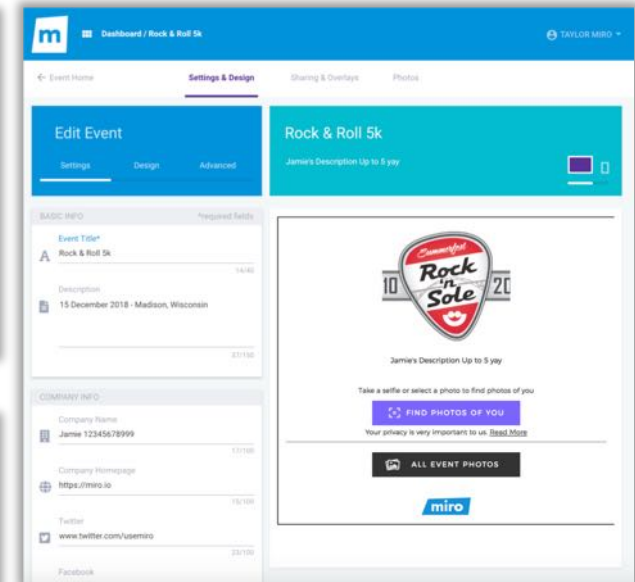
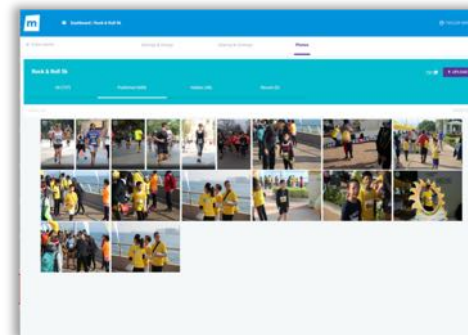
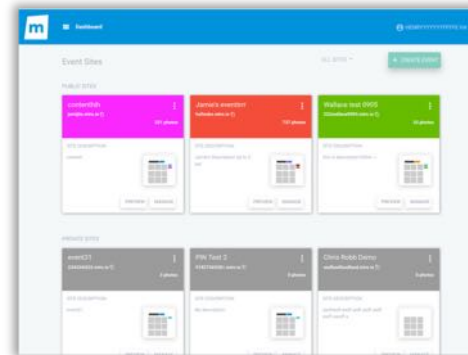
All events working with Miro currently use Dashboard 1.0 – upload & analytics. All other tasks are accomplished via API. Miro seeks to add self-service, user-friendly access with Dashboard v2.

Vision – Event Users

Users can create events, customize galleries, upload media, view data & analytics & pay for Miro's service via credit card.

Currently in English, the dashboard will launch with localization: Chinese (simp), Spanish, Korean & Japanese.

Work began on the dashboard in mid 2018.



Visuals: The Dashboard has been a product priority since early Q3/2018. As it will evolve, we have recently (Nov 2018) contracted a product manager to take over this workstream. Currently @ 75% Complete.

C. Engineering – Brand Detection AI Automation/Iterations

Miro runs Brand ID functions on an as-needed basis. To save on costly cloud GPU uptime, there are manual steps to trigger, queue & analyze brands for each athlete. Miro plans to fully automate this process, run full-time GPUs & optimize performance so that Brand ID can run for every race.

Vision – Shoe Brand ID

Shoe models are in their 4th iteration & achieve acceptable error levels for 6 of 19 brands. Miro would like to process its back-catalogue of shoe data to produce acceptable error levels on at least 16 of these 19 brands. This will take additional auditing tools, data science resources & computer vision work to achieve.

Vision – Garment Brand ID

Garment Brand workflow & models are in their 1st iteration & achieve acceptable error levels on 3 of 5 brand marks. Miro plans to iterate toward 10 brands by end of Q1 & 15 by end of Q2 2019. This will require tooling & increased spend with Miro partner, LogoGrab (Ireland). As with Shoe Brand ID, this workflow will require data science resources & tooling to automate.

Vision (stretch) – Embeddable AI

A stretch goal for 2019 is to build a deployable, embedded version of Miro's Athlete ID, & Brand ID functions. Further research is required to scope/deliver this functionality. *Miro has received requests for a deployable set of models.*

C. Engineering – Brand Dashboard (Kicks.ai)

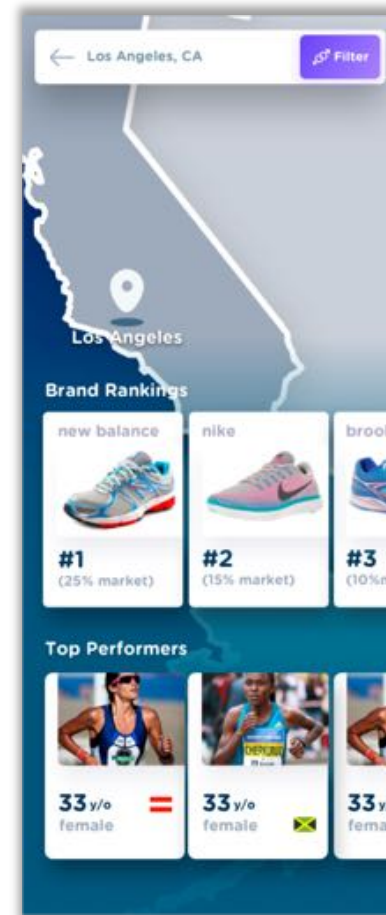
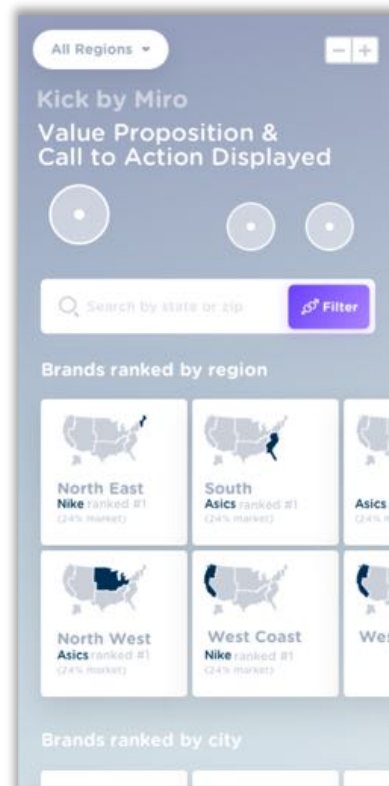
Sporting goods brands need a window into global market movements. Miro has begun development of a brand dashboard & backend capable of presenting this data in a consumable/report format.

Vision – Sales Tool

Every event running on Miro's AI contributes data to a global brand dataset. A public "brand-map" (at right) is kept up-to-date as a sales tool & content hub.

Vision – Brand Tool

Brands (full access) & events (limited-access) have a market intelligence dashboard with YOY, key trends & demographic insights about their brand.



Visuals: Miro has begun kicks.ai with shoe data, but has recently added garment brand data (Oct 2018). This project is in its early stages & requires resourcing. Target Feb 2019.



miro

Human Body AI

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Thank you!

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