WHY BIOBIT?

The Market’s Problem:
Currently, there is an oversaturation of personal fitness trackers in the market, while there are a minimal number of devices on the market that are targeting group fitness and teams.

Our Solution:
Our wearable tracking device addresses this underserved market and allows coaches and trainers to better gauge the intensity and effectiveness of the workouts for the athletes.

How Will It Happen?:
- Each athlete will wear a fitness device which will collect biometric data from the sensors.
- This data will then be sent to a central hub to be stored in a database.
- The coach or trainer will then be able to access the data using a partnering Android app.

Please visit the team’s website for more information:
**The Team:**
A collection of four Electrical/Computer Engineers from Calvin College. The team members include (from left to right), Brad Kunz, Nick VanDam, Jessica Par, and Carl Cooper.

**Our Mission:**
To become a standard in group workout sessions by developing innovative solutions within a competitive market.

The design team is fully committed to meeting the customer’s needs and will do this based on the values of honesty, efficiency, and sustainability.

**Biometrics Tracked:**
- Steps Taken
- Heart Rate
- Distance Traveled
- Calories Burned

**Means of Transmitting Data:**
- Data is collected via the Intel Edison hardware
- Compiled into data packets and transmitted via wireless Wi-Fi communication

**Why Android?:**
The intent of a partnering app is to provide the user with an intuitive interface where all data can be analyzed and compared. With this, the calculation of fitness levels can be shown side-by-side next to goals and checkpoints.

By using the Android platform to accomplish this, the benefit of easy development and market entry can be taken advantage of. With this, BioBit will reach a large portion of the market through Android device users.

**What are the Features?:**
- Team Oriented Visuals
- Set Team and Individual Goals
- Detailed Individual Data
- Data Exporting Capabilities