UV-BODYGUARD | Smart in the SUN

as seen on TV
The Problem: Too much or too little SUN

**Too much SUN:**
- Sunburn
- Skin Cancer

> 3 Mio. new cases of Skin Cancer every year, world wide (WHO)

trend is increasing

**Not enough SUN:**

Vitamin D Deficiency

1 Bio. People world wide affected

> 50% of German Population (RKI)
The Solution: Measure healthy UV Dose
Our Solution: The UV-BODYGUARD

- safe and reliable
- individually adapted to skin type and SPF of sunscreen
- easy to use
UV-BODYGUARD FEATURES

Healthy Vitamin D Dose
Prevention of Sunburn and Skin Cancer Risk

Current UV STRENGTH
Recommendation about sun protection

UV DOSE in %
Remaining time in the sun WARNING

UV FORECAST (5 days)

UV TRACKS
Relax and enjoy the sun safely!

- robust, protected against sand & splash water
- flexible: velcro or clip
- easily rechargeable via USB
- made in Germany
Valid Technical Solution made in Germany

Environmental Research Station
Schneefernerhaus/Zugspitze
The Innovation behind (Patent pending)

UV measurement

Status of the Atmosphere
Copernicus Atmosphere Monitoring Service:
OZONE, sun elevation

Profile:
Skin Type
LSF

= healthy UV DOSE
Target Groups (B2C / B2B)

Leisure: Outdoor Fans / Athletes
Travel: Families, Health-Fans
Medical: Cancer Patients / Sun Allergies

Safety at Work
Beauty (anti-ageing)
Medical Applications / Vitamin D
Market Trends and Market Size

Business Model
- Hardware
- App subscription fees
- Anonymized data collection (cloud)

TAM 50
Bio $

SAM 650
Mio $

SOM
ajuma
7 years
5 Mio $
Supporters and Media Traction
The Founders of ajuma

Annette Barth (CEO)
Outdoor fan, mother of a little girl, Business Psychologist and MBA, many years of professional experience in sales, strategic product management in the technical Industry.

Dr. Julian Meyer-Arnek (CTO)
cyclist, father of a little girl, physicist and scientist in atmospheric science with many years of experience in earth observation and IT.