

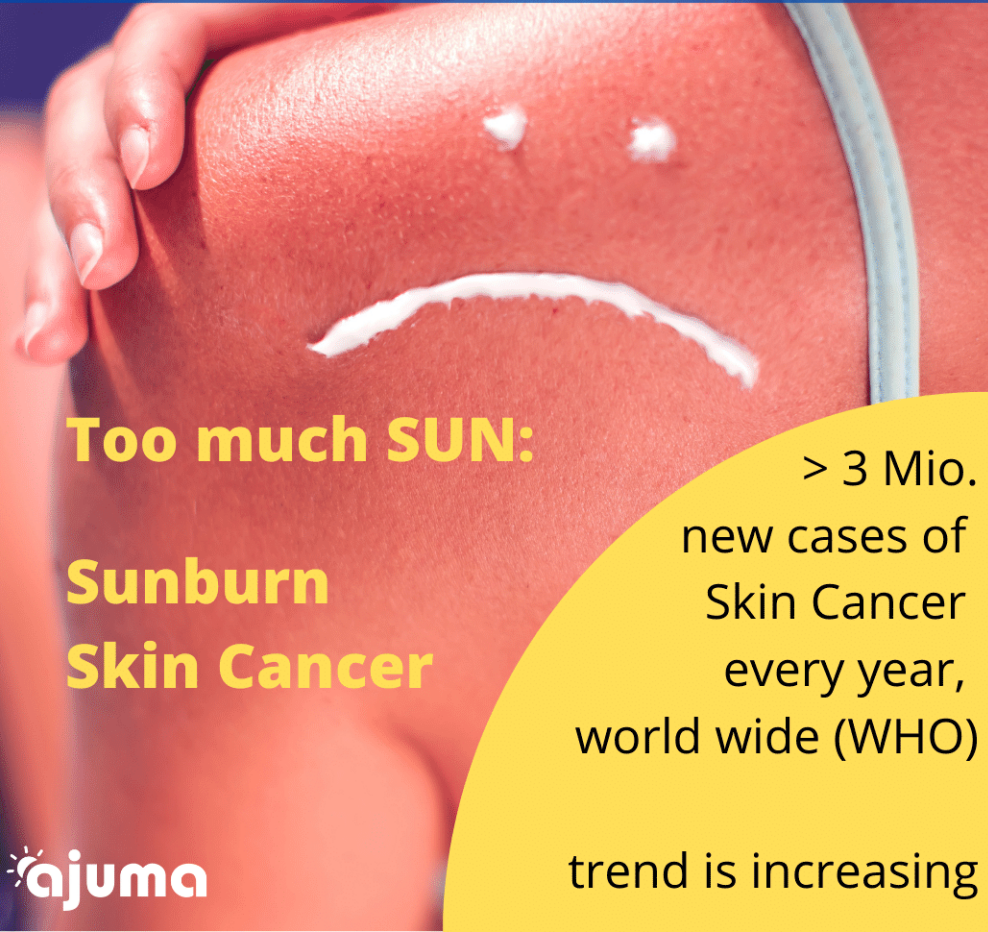


UV-BODYGUARD | | Smart in the SUN

as seen on TV



The Problem: Too much or to 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



business
incubation
centre
Bavaria



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

made in
Germany



flexible:
velcro or clip

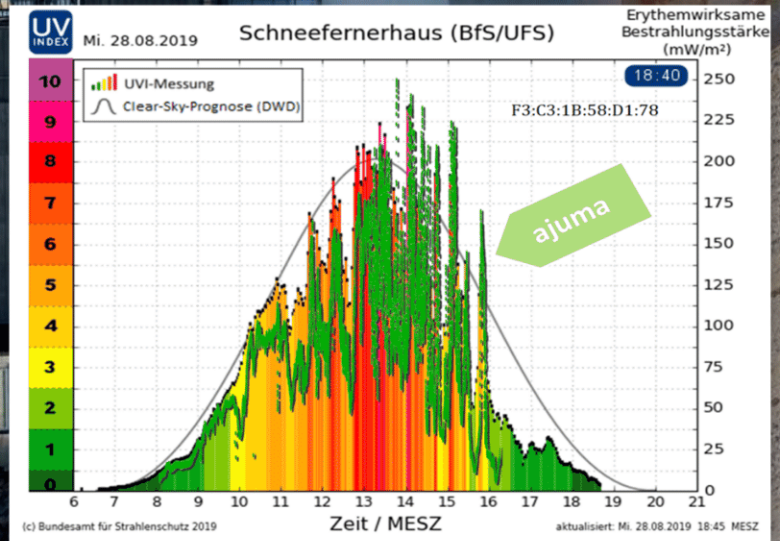


easily rechargeable
via USB

Valid Technical Solution made in Germany



Environmental Research Station
Schneefernerhaus/Zugspitze



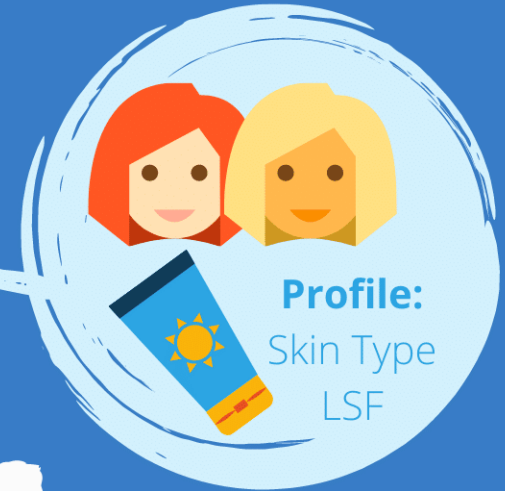
The Innovation behind (Patent pending)



UV measurement



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



= healthy UV DOSE

Target Groups (B2C / B2B)



Leisure: Outdoor Fans / Athletes



Travel: Families, Health-Fans



Medical: Cancer Patients / Sun Allergies



Safety at Work

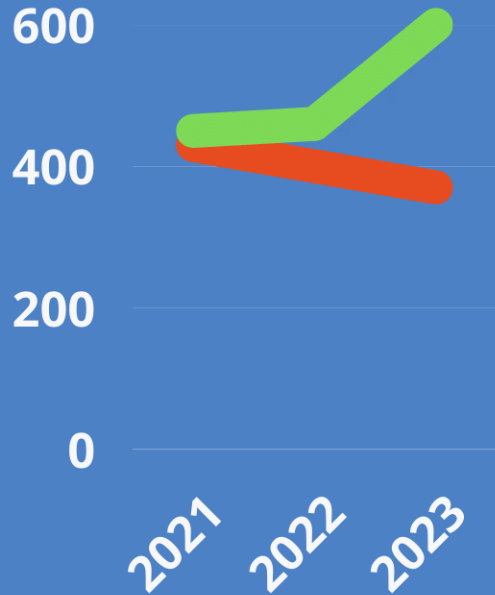


Beauty (anti-ageing)



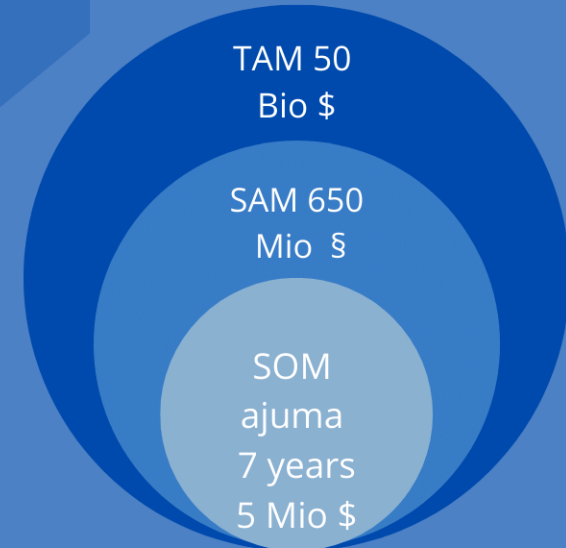
Medical Applications / Vitamin D

Market Trends and Market Size



Business Model

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



Supporters and Media Traction



Süddeutsche Zeitung

Startup
Valley .news



MUNICH
STARTUP

hello
familiiii



SWEET SPOT

Wirtschafts
Woche



T-Online



bayern innovativ



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.



ajuma GmbH

www.ajuma.eu

Annette Barth

annette.barth@ajuma.eu

#49 17643020184

<https://www.facebook.com/ajuma.technology/>

https://www.instagram.com/ajuma_uv/

