



# 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

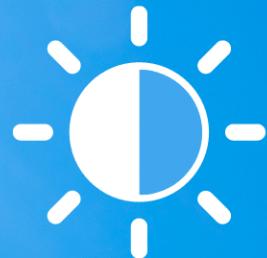


- ✓ safe and reliable
- ✓ individually adapted to skin type and SPF of sunscreen
- ✓ easy to use

# 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)

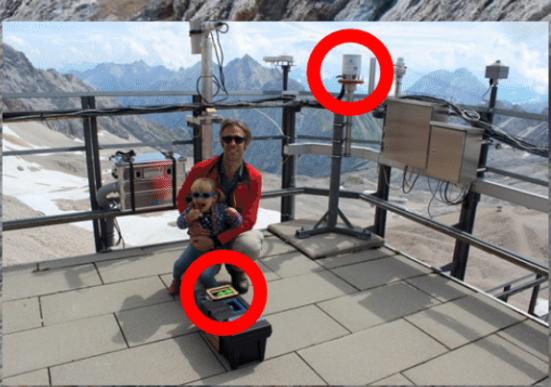


UV TRACKS

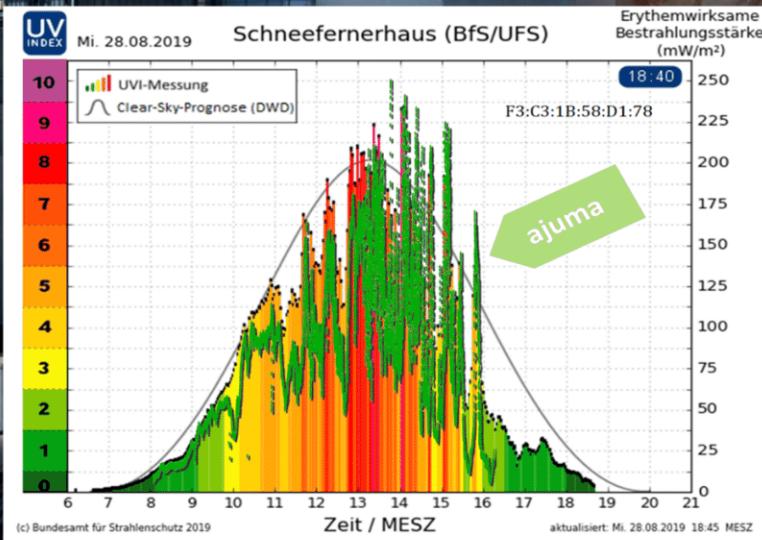
# Relax and enjoy the sun safely!



# 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

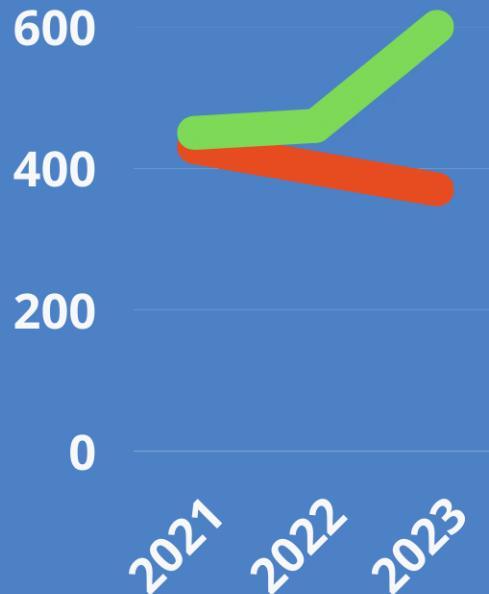


**Safety at Work**

**Beauty (anti-ageing)**

**Medical Applications / Vitamin D**

# Market Trends and Market Size



## Business Model

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

TAM 50  
Bio \$

SAM 650  
Mio §

SOM  
ajuma  
7 years  
5 Mio \$

# Supporters and Media Traction



Süddeutsche Zeitung

Startup  
Valley  
.news



SWEET SPOT

Wirtschafts  
Woche



T...Online



eesa business incubation centre  
Bavaria

copernicus  
masters



STRASCHEG CENTER FOR ENTREPRENEURSHIP

bayern innovativ

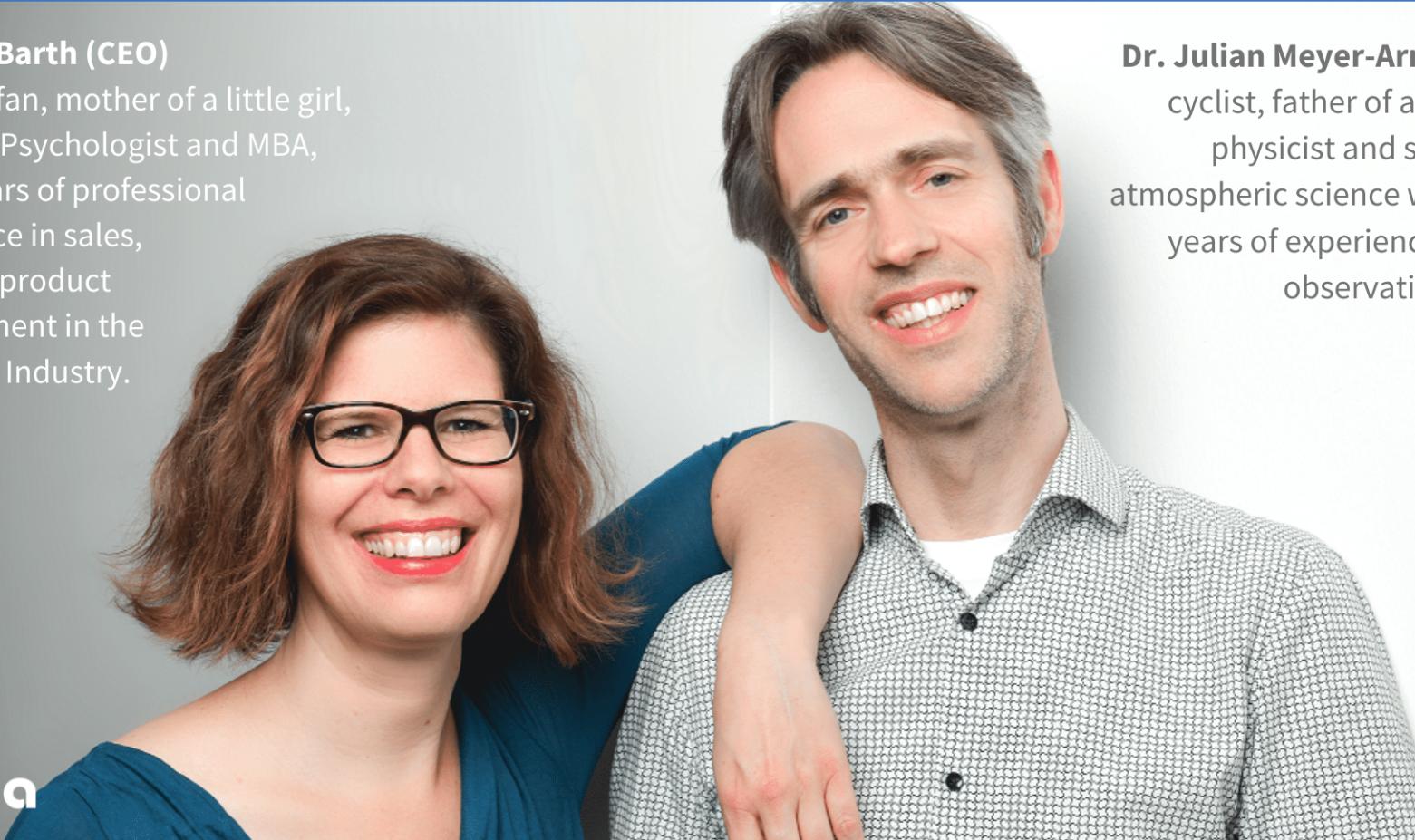


INITIATIVE  
KREBSKRANKE KINDER  
MÜNCHEN E.V.

# 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-Arnk (CTO)**

cyclist, father of a little girl,  
physicist and scientist in  
atmospheric science with many  
years of experience in earth  
observation and IT.



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