



**WHOOB Unite for Personal Training & Fitness**

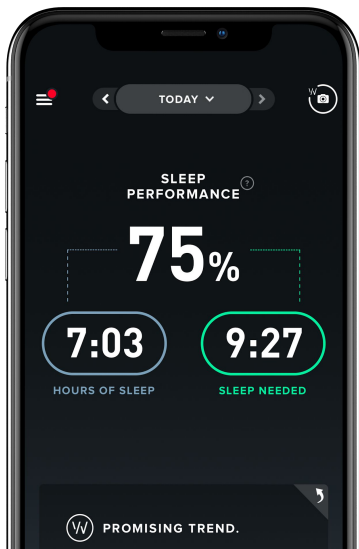


# WHOOP quantifies how each individual adapts to stress, demonstrating their overall readiness to perform

## Sleep

Rest to fuel recovery

- Duration
- Staging (Light, REM, SWS, Awake)
- Consistency



## Recovery

Gauge “gas in the tank”

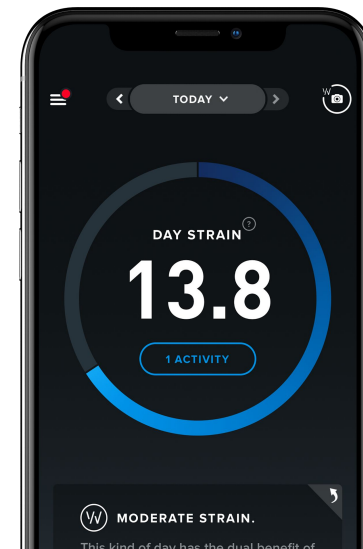
- Resting Heart Rate
- Heart Rate Variability
- Respiratory Rate
- Skin Temperature
- SpO2

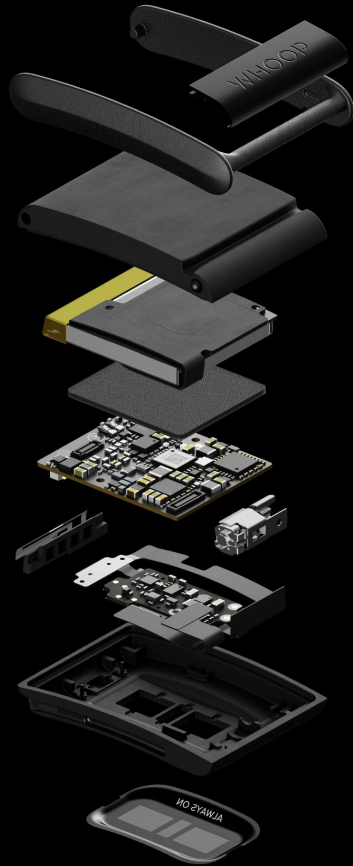


## Strain

Spend from your energy

- 24/7 Cardiovascular Load
- Stress
- Workouts
- Calories Burned





## BEST-IN-CLASS HARDWARE TECHNOLOGY

Upgraded sensor configuration for increased accuracy

New sensors - **SpO2** and **skin temperature**

**Haptic** vibration

**33% smaller** size

**20% smaller battery** with up to 5 day battery life

Wireless charging with IP68 **water resistant battery pack**

**FastLink** interchangeable hardware

# INDUSTRY LEADING DATA VALIDATION



## Sleep Stages

Validated side by side with a polysomnograph, the gold standard of sleep tracking.



## Heart Rate

Validated within one heart beat per minute of an EKG machine.



## Respiratory Rate

Validated within one breath per minute of a polysomnograph.



**WHOOP Proven As Most Accurate, Non-Invasive Sleep Monitor**

3rd Party Study Validates Heart Rate Monitoring, Sleep Staging, And Behavior Change



# USERS WILL RECEIVE INSIGHTS INTO PAST STRAIN, RECOVERY AND SLEEP

## RESTORATIVE SLEEP

Restorative sleep is vital to mental and physical recovery. Restorative sleep occurs during:

**Rapid Eye Movement (REM)** is the "mentally restorative" stage of sleep when the brain converts short-term memories into long-term ones.

**Slow Wave Sleep (SWS)** is the "physically restorative" stage of sleep.

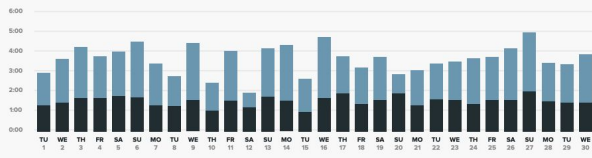
Maximize restorative sleep by matching your Hours of Sleep with your **Sleep Need**.



## HOURS OF SLEEP VS. SLEEP NEED



## RESTORATIVE SLEEP (REM + SWS)



## STRAIN BY DAY OF WEEK



## NUMBER OF ACTIVITIES



## AVERAGE ACTIVITY STRAIN



## TOTAL ACTIVITY DURATION



## AVERAGE ACTIVITY DURATION



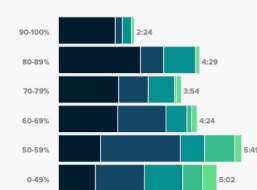
## HEART RATE TRAINING [LEARN MORE](#)

Each heart rate zone causes a unique training stimulus. The Heart Rate Zones graph shows how much training you've accumulated in each of the 6 heart rate zones and how your various activities breakdown across the zones last month.

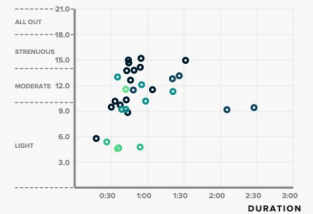
## TRAINING INTENSITY [LEARN MORE](#)

See how long it took you to earn various strain scores. Each morning Strain Coach recommends an Optimal Strain, some sports take longer than others to reach that Strain. Analyzing recent training lets you estimate the time it will take to reach your daily goal.

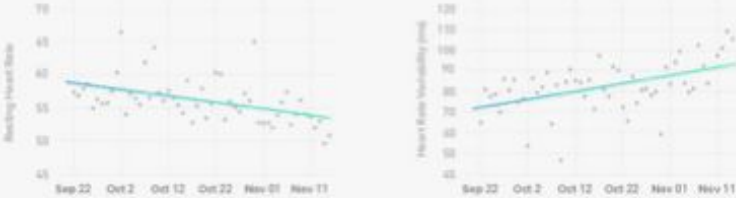
## HEART RATE ZONES



## STRAIN



# CARDIOVASCULAR IMPROVEMENT ON WHOOP



In two months of being on WHOOP, this team demonstrated dramatic reduction in resting heart rate and increased heart rate variability.

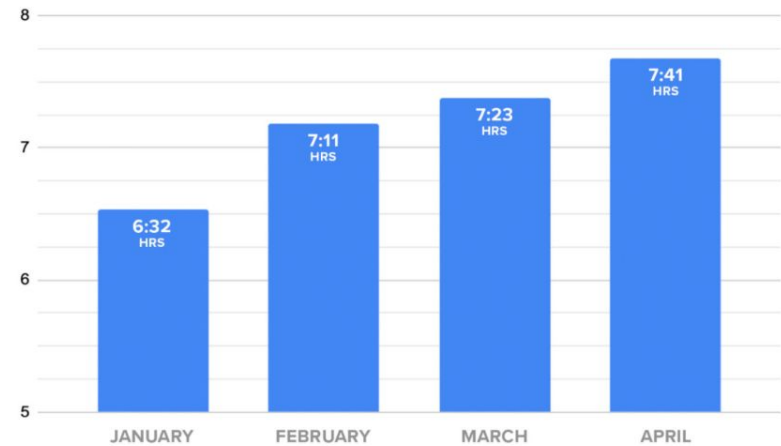


# USERS GET MORE, AND HIGHER QUALITY, SLEEP ONCE THEY BEGIN WEARING WHOOP



- In a supported case study, results found that shortly after putting on their straps to monitor sleep, athletes got more, better quality sleep once they begin wearing WHOOP.
- From January through April, **Sleep Performance increased by 18% (72 minutes more sleep per night)**
- Students also **increased their quality sleep by 30 minutes per night** (10 minutes more REM, 20 minutes more Slow Wave Sleep)

## AVERAGE SLEEP DURATION



CONFIDENTIAL

\*Data based on 500 student-athletes wearing WHOOP



## TEAM DASHBOARD

- The WHOOP Unite Dashboard provides Personal Trainers the ability to view their clients' Recovery, Strain, and Sleep at both a macro and micro level
- The Dashboard presents actionable insights that empowers your staff to make informed decisions to reduce fatigue, overtraining, and injuries
- The data is also helpful to visualize how users are adapting to training periodization and recovery modalities
- Entire support staffs, PTs, and Sports Med personas can be given access to the Dashboard based on your preferences and the level of privacy comfort of your clients.



# ORGANIZATION TREND VIEW



Personal Trainers and relevant support staff can view both user and group average Day Strain, Recovery, Sleep Performance & Hours of Sleep

SUMMARY

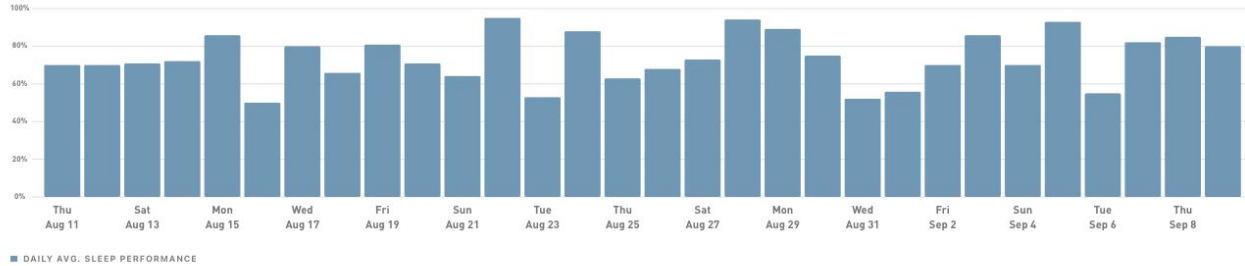
BREAKDOWN

## SLEEP PERFORMANCE 30-DAY AVERAGE

Sleep Performance is the amount your members' slept compared to how much your members' needed to Sleep for optimal recovery.

TODAY'S AVG. SLEEP PERFORMANCE

80% ▼ 5%

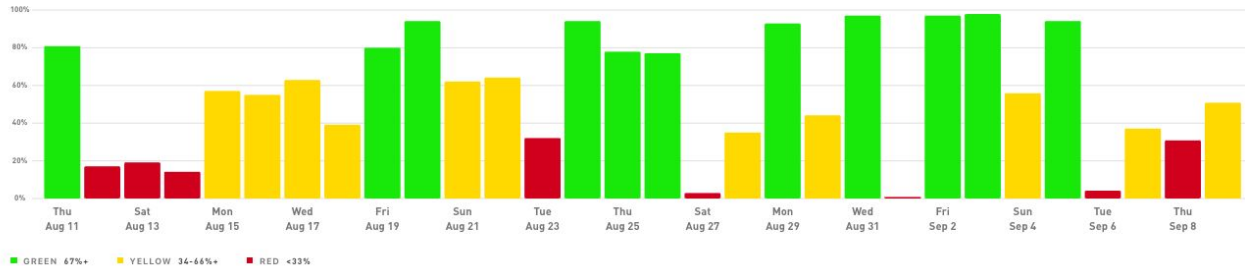


## RECOVERY 30-DAY AVERAGE

Recovery is a measure of your body's readiness to take on Strain and perform.

TODAY'S AVG. RECOVERY

51% ▲ 20%



# INDIVIDUAL OVERVIEW



View user readiness side by side with cardiovascular load to determine how an individual is aligning recovery and strain



Peter Henderson

PETER.HENDERSON@FOSTERJEFFERSON.COM

PROFILE DATA GROUPS

## TODAY'S DATA

An overview of today's sleep, recovery and strain data.

### TODAY'S SLEEP



### TODAY'S RECOVERY



### TODAY'S STRAIN



## PROGRESS DATA

An overview of recovery and strain data over time.

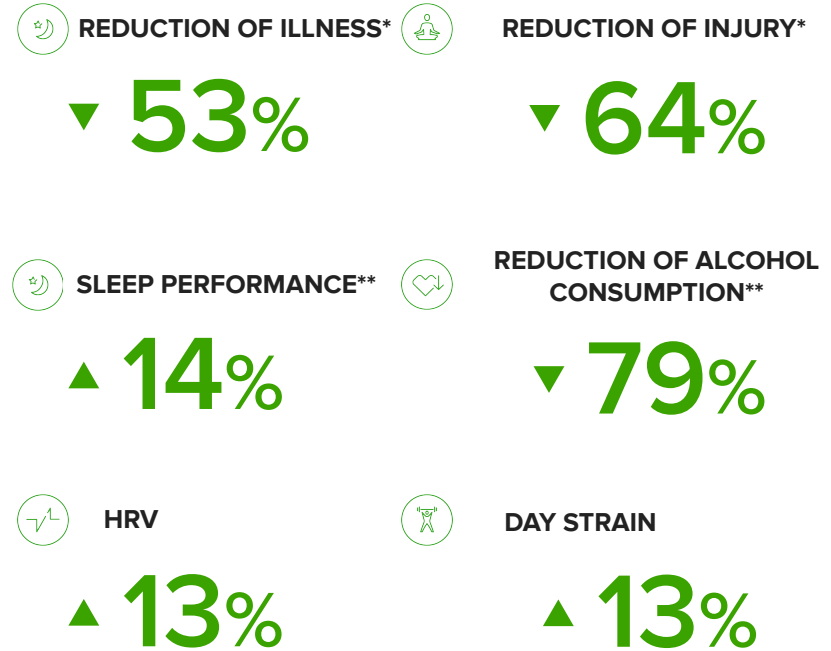


CONFIDENTIAL

RESULTS BELOW ARE A CHANGE FROM BASELINE AFTER A MINIMUM OF 3 MONTHS

## The Outcome:

A transformative program that drives positive health and wellness outcomes for users





## WHAT'S INCLUDED IN OUR WHOOP UNITE LICENSE PACKAGE OFFERING

- WHOOP 4.0 + battery pack (1x / license)
- Dedicated onboarding and user education via assigned Customer Success Manager
- Access to WHOOP Unite admin console for viewing aggregate and individual reporting of collected WHOOP data
- Dedicated premium enterprise support



## Privacy and Compliance

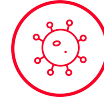
- Privacy and data security is our top priority
- Users give explicit consent for others to view their data - a process WHOOP will assist with
- Data is stored on encrypted, secure AWS servers
- GDPR and CCPA compliant





**VALIDATION STUDIES &  
BACKGROUND ON WHOOP**

# SELECT PUBLICATIONS



## Validation

- WHOOP data shown to meet the “Gold Standard” of Biometric Tracking ([\*Journal of Clinical Sleep Medicine\*](#))
- WHOOP proven as most accurate, non-invasive sleep monitor ([\*WHOOP Locker Post\*](#))

## Athlete Research & Press

- WHOOP Leverages Respiratory Rate Technology to Predict COVID-19 ([\*PR Newswire\*](#))
- The Effects of Sleep Extension on the Athletic Performance of Collegiate Basketball Players ([\*Stanford Sleep Disorders Clinic and Research Laboratory\*](#))
- Relationships between resting heart rate, heart rate variability and sleep characteristics ([\*Wiley Online Library\*](#))
- WHOOP Research: Alcohol and the Collegiate Athlete ([\*original study\*](#))

## Research

- Cornell Uses WHOOP Sleep Sensor to Monitor Patients for Alzheimer’s ([\*Journal of Prevention of Alzheimer’s Disease\*](#))
- Sleep Consistency: Why We Track It, Why It Matters ([\*WHOOP locker post\*](#))
- Using WHOOP to Measure Psilocybin Intervention in Veterans with PTSD ([\*WHOOP locker post\*](#))