# HealthTech Mobile Apps
## Landscape Overview 2018

## Executive Summary

## Health Tech Mobile Apps Landscape 2018

## Market Overview HealthTech Mobile Apps

## Comparison 20 HealthTech Mobile Apps

## 10 Major Subsectors of HealthTech Mobile Apps
- Wearables, Brain-Training Apps
- Geo Tracking Apps, mHealth Apps
- Meditation Apps, Nutrition Apps
- Period Tracking Apps, Quantified Self Apps
- SleepTech Apps, Sport Apps

## Longevity, AI, Data Science, Blockchain

## Appendix “Profiles” 100 HealthTech Mobile Apps
Executive Summary

This report provides an overview of the trends, structures, drivers, challenges and opportunities in the Health Tech Mobile Applications industry. The report also provides insights into the competitive landscape of the industry and how it shapes the world. We have analyzed and concisely summarized the major driving trends of the industry, and surveyed the impact and benefits of mHealth in general, with the aim of informing readers about the current and future trends adopted by the key players of the industry and to determine the overall competitiveness of the market.

This report is based on an analysis of 100 mobile apps and 120 investors in the HealthTech Mobile Apps sector. The 10 subsectors by which we categorized companies include: Brain training, Geo tracking, Meditation, Nutrition, Period tracking apps, Productivity and Performance, Quantified Self apps, SleepTech, Sport and Fitness apps.

The Mobile Apps industry has grown steadily for almost a decade, and that growth seems to be continuing well into the 2020s. App developers will need to adapt to changing circumstances and increased competition, new monetization models changing in tandem with changing user taste, and the way consumers interface with HealthTech mobile apps is likely to change as service apps and the Internet of Things will grow in prominence. The global mHealth market is expected to reach USD 111.8 billion by 2025, growing at a CAGR of 44.2%.

A thorough competitor analysis is also presented in the report. The Eterly mobile app and 20 other healthcare mobile apps are profiled. The analysis is based on the comparison of the following criteria: Life extension algorithm, AI, Personal Medicine, Automated personal assistance, Daily advice, Progress tracker and SleepTech technologies.

The main trend in mHealth which identifies the industry in its short and midterm perspectives is AI. However at the current time there are very few projects with AI incorporated into HealthTech mobile apps, as well as apps that employ advanced data science and AI-empowered big data analysis to create personalized AI recommendation systems, which constitute features that we predict will become hallmarks of HealthTech mobile apps within the next 1-2 years. The goal of this report is to provide an analysis of the current state and landscape overview of the Health Tech Mobile Apps industry, to outline major trends and perspectives of its further development.
The purpose of HealthTech apps are to increase access to healthcare and health-related information (particularly for hard-to-reach populations), improve users’ ability to diagnose and track diseases, and expand access to ongoing medical education and training for health workers.

In 2016 the global number of mHealth apps has reached 259,000 apps. Today there are over 59,000 mHealth apps on the main app stores worldwide, and the trend is only rising. In fact, the healthcare mobile app development industry is one of the fastest growing today.

The global mHealth app market grows at a tremendous rate of 32.5% CAGR, and by the end of 2017 will reach $26 billion in revenue. The global market for mobile medical apps is projected to reach $102.43 billion by 2022. The mHealth app market size was valued at USD 4.19 billion in 2016 and is projected to grow at a CAGR of 44.2% over the next 5 years.

- 66% of Americans use mobile platforms to manage their health issues. 79% use a wearable device (Pulse of Online Health, 2015);
- Almost 100K health-related apps have been added by 13K new publishers to the market since 2015. At that moment, there had already been 259,000 medical apps in major app stores (Research2Guidance Annual mHealth Report, 2016);

The motivation behind the development of mHealth apps arises from two factors. The first factor concerns the myriad constraints felt by the healthcare systems of developing nations. These constraints include high population growth, a high burden of disease prevalence, small healthcare workforces, large numbers of rural inhabitants, and limited financial resources to support healthcare infrastructure and health information systems.

The second factor is the recent rapid rise in mobile phone penetration in developing countries to large segments of the healthcare workforce, as well as the population of each country as a whole. With greater access to mobile phones to all segments of a country, including rural areas, the potential of lowering information and transaction costs in order to deliver healthcare improves.

Sources: [http://www.information-age.com/top-7-trends-healthcare-app-development-123468014/](http://www.information-age.com/top-7-trends-healthcare-app-development-123468014/)  
Accordingly to our analysis of the industry, all existing HealthTech mobile apps can be devided into two broad categories: first generation apps which are focused on metrics/measurements, and second generation apps which include the ability to personalise output accordingly to the analysis of personalized data of each user. Apps which include personalized medicine and AI assistance are undoubtedly the key to a productive future in this arena. The HealthTech mobile apps available today generally display a low-to-medium level of sophistication, with many providing limited benefits for patients, doctors and consumers. However, there are examples of more sophisticated apps in the market, and our analytical department have made this report in order to provide tangible metrics for assessing the market and forecasting major trends and developments, both broadly and in specific subsectors, so as to give industry players, including business analysts, investors, entrepreneurs and corporate decision makers an optimized framework for quantified market forecasts, projections, assessments and valuations.

The years 2016-2017 saw basic apps lacking data analysis, insured data privacy, chatbots and AI interactions or recommendation systems. The leading edge of the current state of HealthTech mobile apps offer all these features. Previously, any HealthTech mobile app was inherently considered novel (First Generation which is now outdated), but in 2017 it became clear that apps needed to integrate a sufficient level of personalisation and AI analysis with a basic chatbot and other elements - i.e., which is considered at the current level as mHealth state-of-the-art solutions. This now represents a Second Generation of HealthTech mobile apps.

The Third Generation is set to rise in 2018-2019, where the aforementioned features will become basic and expected - certainly by the end of the year, and will be marked by the synergistic convergence of data analysis, insured data privacy, chatbots and data science driven sophisticated solutions empowered by AI.

If there is no AI, an app can be categorized as first generation. If an app has integrated AI and/or blockchain features, it can be classified as 2nd generation. If it uses advanced MarTech, gamification engagement technologies, Data Science, AI and blockchain in a synergistic manner, it can be classified as 3rd generation. The distinguishing features of these emerging apps through the next 6-12 months are: data science algorithms and big data analysis embedded into the system, self-teaching and self-improvement capabilities, increasing amounts of analysis of data patterns, and the ability to provide highly personalised feedback and analysis. These features will be supported by AI, making an AI team on the HealthTech mobile app development group essential.

What Distinguishes 1st Generation of HealthTech Apps from 2nd and 3rd Generations of HealthTech Apps?

Those mobile apps which are today considered as next generation HealthTech mobile apps will become the de facto standard by the end of 2018 and beginning of 2019; integration of AI, blockchain, data ownership, and engagement/gamification are the main features of the nextgen apps. These apps will be distinguished by their high level of user personalization, enhanced engagement and gamification and their use of advanced MarTech, which underpins and allows for the collection and analysis of increasing amounts of user data to further improve the efficiency of predictive AI and to tune user recommendations in a much deeper personalised and precise manner.

<table>
<thead>
<tr>
<th>Technologies</th>
<th>Wearables</th>
<th>Engagement &amp; MarTech</th>
<th>Chatbot</th>
<th>Data Science &amp; AI</th>
<th>Data Ownership</th>
<th>Blockchain</th>
<th>AI</th>
<th>Longevity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 - 2017</td>
<td>1st Generation</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>2nd Generation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>2018 - 2019</td>
<td>3rd Generation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

The table above assesses and categorises current HealthTech mobile apps according to the presence of specific features and elements that our analysts have concluded will become the major hallmarks for HealthTech mobile apps over the course of the next 2 years. The table also shows which of these elements are most likely to become hallmarks by the end of the current fiscal year, and which ones will become integrated into mobile apps first, as low-hanging-fruit within the industry, as well as which ones will take longer to become standard features of HealthTech mobile apps. As can be seen above, our market analysis predicts that all eight hallmarks will become the de facto standard for competitive and state-of-the-art HealthTech mobile apps by the end of 2019.
Data Science & AI: crucially, this growth will be enabled by the reinforcement loop of a growing user base providing more data for the systems to use and improve their predictions for the user. The more data is provided, the better recommendations will be; meanwhile, the better the AI-enabled guidance, the more it will incentive users to join and submit their data. The more data users provide, the better services they get for themselves.

Chatbots: the AI chatbot will act as a personal coach and a guide for each user according to their personal requirements. More and more types of mobile applications will direct themselves towards the chatbot model. In the context of healthcare, this will most often take the form of a personal trainer adjusted to the user precisely, even in terms of the emotional and psychological state of the user at a given time.

Ownership of the data: user data should belong to the user, especially considering the risks of data privacy breaches (for example the large debacle surrounding Cambridge Analytica); it will become the norm that data will belong to users, and that if the data is used by third parties the user will need to give consent, and will be compensated or remunerated (if the third parties generate profit from this). Significant emphasis will be placed on cloud storage and cybersecurity, in order to aid this goal.

Blockchain: blockchain technologies allow the immutable, secure and decentralized storage of information. When applied to user health data, it allows storage of data in a fully anonymized yet transparent, and distributed yet secure fashion. A blockchain back-end is the foundation upon which user control of data can be realized, and it represents one of the major elements that will mark the industry standard of 3rd generation HealthTech apps.

Engagement: since mobile applications are a mass market product, they should have top tier design, but at the same time maximum engagement and maximum gamification to incentivize users to use these mobile apps, not just for monitoring their health, but also to improve it, neutralizing any detrimental behaviours and promoting positive patterns of health and lifestyle.

Longevity: another rising trend already making waves in the mHealth sector is Longevity, which means that applying on mobile apps current technologies, methods and scientifically backed recommendations soon will become the norm in regards to preventive medicine and extension of healthy period of life. The convergence of AI, Blockchain, MarTech for Longevity will be at the heart of the next generation of HealthTech mobile apps.
Modern Health care apps, which for example are created by Longevity United, are creating a marketplace with a blockchain back-end that will host data acquired from medical institutions, research centres, and longevity experts. That data combines with user data through the integration with Eterly’s front-end mobile app, allowing the app to produce personalised health plans and make recommendations to users about how to live the healthiest lives possible.

The system will also use the latest medical research on commercially available supplements, treatments and drugs of benefit to the user. Longevity United will use novel CryptoEconomic strategies and tokenization technologies; Longevity Tokens will be issued to users as a reward for completing health and fitness plans successfully, to sponsor the work of scientists and researchers, and to bring investment into the platform from leading healthcare and mobile app investors and strategic partners. Users will be able to “spend” their Longevity Tokens on premium services offered within the Longevity United marketplace.

It is for these reasons that the joint venture between Eterly and Longevity United serves as an excellent case-study of what can be considered as the third generation of HealthTech mobile apps. Separately, they are both clearcut examples of second-generation HealthTech mobile apps -- ones which employ AI, big-data analysis, and which use a blockchain backend to store and access user data in secure, transparent, immutable and anonymized manner. As the fruits of their joint venture develop, in half a year they are excellently poised to unleash the third generation of HealthTech mobile apps, which combine the above features with gamification and next generation MarTech to enhance community engagement.

Eterly and Longevity United, separately, can be considered as 2nd generation mHealth apps. When they combined their forces through their recently-announced joint venture, they could be considered as being halfway toward the standard of 3rd generation solutions.

This joint venture serves as an excellent case-study of the right combination of technologies with the potential to evolve into the 3rd generation of mHealth mobile app. All the necessary elements are there, and it is just the optimal, synergistic assembly of those elements required to realise this 3rd generation of mHealth mobile app, and one of the only apps in the longevity side of mHealth in particular.
Cutting-edge mobile healthcare technologies are going to be based on following layers:

- **Open Marketplace** - A marketplace that provides recommended products, services, clinics, and doctors for a healthy life, life extension, and longevity, using an internal currency and tokenization.
- **Mobile Application** - A seamless and innovative mobile applications with an easy to use interface.
- **Blockchain Back-end** - All personal information is stored securely on the blockchain backend.
- **AI & Big Data Analysis** - Continuous monitoring, assessment and analysis, including optimized recommendations, diagnosis, and prognostics through forecasting using artificial intelligence.
Health Tech
Mobile Apps
Landscape 2018

Mobile Apps - 100
Investors - 120
Apps

Sleep
Health
Period tracking apps
Brain training apps
Sport apps
Geo tracking apps
Meditation apps
Nutrition apps
Quantified Self apps
Productivity apps

Investors

ACCEL PARTNERS
FOUNDERS FUND
Felici Ventures
Wellington Partners
Hoxton Ventures
Rock Health
Groupe Arnault
Luminar Labs
Prime Mosaic Ventures
Maxus
Moodys
Prime
Atlantic Labs
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norwest
Creandum
Cat Ventures
Skyland Capital
Luminar Ventures
Mosaic Ventures
OCA
Ventures
Flint Capital
Flint Capital
Mosaic Ventures
Andreessen Horowitz
Norw
# 100 HealthTech Mobile Apps

| 1.  | 5217—time management for increased productivity |
| 2.  | Addapp Insights |
| 3.  | ASUS ZenFit |
| 4.  | Aware |
| 5.  | Babylon |
| 6.  | Brain Wars |
| 7.  | Brainilis |
| 8.  | Calm |
| 9.  | Calorie Counter |
| 10. | Calorie Counter |
| 11. | Calorie Counter |
| 12. | Cardio: Heart Rate Monitor |
| 13. | Cardiogram |
| 14. | Cardiograph |
| 15. | Center Health—The Diabetes App |
| 16. | Clue: Period & Ovulation Tracker |
| 17. | Cronometer |
| 18. | Elevate - Brain Training Games |
| 19. | Endomondo |
| 20. | Engross |
| 21. | Eterly |
| 22. | Eve |
| 23. | Exist |
| 24. | Fit Brains Trainer |
| 25. | Fitbits |
| 26. | Fitocracy - Fitness Collective |
| 27. | Flo |
| 28. | FoodPrint™ |
| 29. | Foodzy |
| 30. | Foursquare Swarm |
| 31. | Geo Tracker |
| 32. | Glympse |
| 33. | Good Morning |
| 34. | Good Night’s |
| 35. | GPS Sports Tracker—Running & Cycling |
| 36. | Gyrosc |
| 37. | Headspace: Guided Meditation & Mindfulness |
| 38. | Health Lab Diabetes Management |
| 39. | Healthy 365 |
| 40. | HRV4Training |
| 41. | iCare Health Monitor |
| 42. | iHeart |
| 43. | Insight Timer |
| 44. | Instant |
| 45. | Instant Heart Rate |
| 46. | LADYTIMER |
| 47. | Lark |
| 48. | Lark - 24/7 Health Coach |
| 49. | Left vs Right: Brain Games |
| 50. | Lifelog |
| 51. | LifeSum |
| 52. | Lose it! |
| 53. | Lumosity |
| 54. | MapMyFitness |
| 55. | Maya |
| 56. | Memorado |
| 57. | Mind Games |
| 58. | Moves |
| 59. | Movesum |
| 60. | My Calendar - Period Tracker |
| 61. | MyChart |
| 62. | MyMovement |
| 63. | MyTrails |
| 64. | NeuroNation |
| 65. | Nike+ Run Club |
| 66. | Noom Coach |
| 67. | Nudge Health Tracking |
| 68. | Omvana |
| 69. | Peak |
| 70. | Period calendar |
| 71. | Period Diary |
| 72. | Period Tracker |
| 73. | PrimeNap Sleep Tracker |
| 74. | RescueTime |
| 75. | Runkeeper |
| 76. | Runtastic Running & Fitness |
| 77. | SaveMyTime |
| 78. | Simple Habit |
| 79. | Sleep as Android |
| 80. | Sleep Better |
| 81. | Sleep Time |
| 82. | SleepBot |
| 83. | SleepCycle |
| 84. | Smarter Time |
| 85. | Smiling Mind |
| 86. | SnoreLab |
| 87. | Sportsman PRO |
| 88. | Stop Breathe & Think: Meditate |
| 89. | Strava Running and Cycling GPS |
| 90. | Take a Break |
| 91. | The Mindfulness App |
| 92. | Time Recording |
| 93. | Timesheet |
| 94. | Toggl Time Tracker |
| 95. | Tsheets |
| 96. | Wahoo Fitness |
| 97. | Welltory: quantified self stress tracker - HRV |
| 98. | WomanLog |
| 99. | Work Log |
| 100. | YOU: Small actions, big change |
# 120 Investors in HealthTech Mobile Apps

<table>
<thead>
<tr>
<th>1.</th>
<th>500 Startups</th>
<th>41.</th>
<th>Genuine Startups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Accel Partners</td>
<td>42.</td>
<td>Global Founders Capital</td>
</tr>
<tr>
<td>3.</td>
<td>Advancit Capital</td>
<td>43.</td>
<td>Go4it Sports, Tech &amp; Experience</td>
</tr>
<tr>
<td>4.</td>
<td>Allen &amp; Company</td>
<td>44.</td>
<td>Golden Seeds</td>
</tr>
<tr>
<td>5.</td>
<td>Amplify.LA</td>
<td>45.</td>
<td>Great Oaks Venture Capital</td>
</tr>
<tr>
<td>6.</td>
<td>Andreessen Horowitz</td>
<td>46.</td>
<td>Groupe Arnault</td>
</tr>
<tr>
<td>7.</td>
<td>AngelList</td>
<td>47.</td>
<td>Hanmi IT</td>
</tr>
<tr>
<td>9.</td>
<td>Atlantic Labs</td>
<td>49.</td>
<td>Harrison Metal</td>
</tr>
<tr>
<td>10.</td>
<td>Austin Ventures</td>
<td>50.</td>
<td>Haxus</td>
</tr>
<tr>
<td>11.</td>
<td>Breyer Capital</td>
<td>51.</td>
<td>Homebrew</td>
</tr>
<tr>
<td>12.</td>
<td>Broadway Video Ventures</td>
<td>52.</td>
<td>Hoxton Ventures</td>
</tr>
<tr>
<td>13.</td>
<td>C4 Ventures</td>
<td>53.</td>
<td>i5invest</td>
</tr>
<tr>
<td>14.</td>
<td>CABRA.VC</td>
<td>54.</td>
<td>Ignition Partners</td>
</tr>
<tr>
<td>15.</td>
<td>CF(Crunch Fund)</td>
<td>55.</td>
<td>Initial Capital</td>
</tr>
<tr>
<td>16.</td>
<td>Cherubic Ventures</td>
<td>56.</td>
<td>Jackson Square Ventures</td>
</tr>
<tr>
<td>17.</td>
<td>Creandum</td>
<td>57.</td>
<td>Jaina Capital</td>
</tr>
<tr>
<td>18.</td>
<td>Creation Venture</td>
<td>58.</td>
<td>Kinnevik AB</td>
</tr>
<tr>
<td>19.</td>
<td>Deerfield</td>
<td>59.</td>
<td>Kleiner Perkins Caufield &amp; Byers</td>
</tr>
<tr>
<td>20.</td>
<td>DFJ Growth</td>
<td>60.</td>
<td>LaunchCapital</td>
</tr>
<tr>
<td>21.</td>
<td>DN Capital</td>
<td>61.</td>
<td>Launchpad Digital Health</td>
</tr>
<tr>
<td>22.</td>
<td>Draper Esprit</td>
<td>62.</td>
<td>LB Investment</td>
</tr>
<tr>
<td>23.</td>
<td>East Ventures</td>
<td>63.</td>
<td>Lifeline Ventures</td>
</tr>
<tr>
<td>24.</td>
<td>Elefund</td>
<td>64.</td>
<td>Lightspeed Venture Partners</td>
</tr>
<tr>
<td>25.</td>
<td>Eniac Ventures</td>
<td>65.</td>
<td>Listen Ventures</td>
</tr>
<tr>
<td>26.</td>
<td>Expansion Venture Capital</td>
<td>66.</td>
<td>Locus Ventures</td>
</tr>
<tr>
<td>27.</td>
<td>Exponential Partners</td>
<td>67.</td>
<td>Lowercase Capital</td>
</tr>
<tr>
<td>28.</td>
<td>Felicis Ventures</td>
<td>68.</td>
<td>Luminary Labs Ventures</td>
</tr>
<tr>
<td>29.</td>
<td>Fenox Venture Capital</td>
<td>69.</td>
<td>m8 Capital</td>
</tr>
<tr>
<td>30.</td>
<td>Firestartr</td>
<td>70.</td>
<td>Madrona Capital Partners</td>
</tr>
<tr>
<td>31.</td>
<td>FirstMark</td>
<td>71.</td>
<td>Marc Bell Ventures</td>
</tr>
<tr>
<td>32.</td>
<td>FJ Labs</td>
<td>72.</td>
<td>Menlo Ventures</td>
</tr>
<tr>
<td>33.</td>
<td>Flint Capital</td>
<td>73.</td>
<td>Milestone Venture Partners</td>
</tr>
<tr>
<td>34.</td>
<td>Formation 8</td>
<td>74.</td>
<td>Mosaic Ventures</td>
</tr>
<tr>
<td>35.</td>
<td>Foundation Capital</td>
<td>75.</td>
<td>Naya Ventures</td>
</tr>
<tr>
<td>36.</td>
<td>Founders Circle Capital</td>
<td>76.</td>
<td>Neon Adventures</td>
</tr>
<tr>
<td>37.</td>
<td>Founders Fund</td>
<td>77.</td>
<td>New Enterprise Associates</td>
</tr>
<tr>
<td>38.</td>
<td>Freelands Ventures</td>
<td>78.</td>
<td>New York Digital Health Accelerator</td>
</tr>
<tr>
<td>39.</td>
<td>Fresh VC</td>
<td>79.</td>
<td>NGP Capital</td>
</tr>
<tr>
<td>40.</td>
<td>General Catalyst</td>
<td>80.</td>
<td>Norwest Venture Partners - NVP</td>
</tr>
<tr>
<td>81.</td>
<td>OCA Ventures</td>
<td>82.</td>
<td>Oreilly AlphaTech Ventures</td>
</tr>
<tr>
<td>83.</td>
<td>Otter Rock Capital</td>
<td>84.</td>
<td>Plug and Play</td>
</tr>
<tr>
<td>85.</td>
<td>Prime Venture Partners</td>
<td>86.</td>
<td>PROfounders Capital</td>
</tr>
<tr>
<td>87.</td>
<td>Proxy Ventures</td>
<td>88.</td>
<td>Qualcomm Ventures</td>
</tr>
<tr>
<td>89.</td>
<td>Recruit Strategic Partners</td>
<td>90.</td>
<td>Refactor Capital</td>
</tr>
<tr>
<td>91.</td>
<td>Revolution</td>
<td>92.</td>
<td>Rock Health</td>
</tr>
<tr>
<td>93.</td>
<td>RoundGlass Partners</td>
<td>94.</td>
<td>RRE Ventures</td>
</tr>
<tr>
<td>95.</td>
<td>Scrum Ventures</td>
<td>96.</td>
<td>Seed Capital</td>
</tr>
<tr>
<td>97.</td>
<td>Sequoia Capital</td>
<td>98.</td>
<td>Sigma Partners</td>
</tr>
<tr>
<td>99.</td>
<td>Silver Lake Partners</td>
<td>100.</td>
<td>Skyland Ventures</td>
</tr>
<tr>
<td>101.</td>
<td>Slow Ventures</td>
<td>102.</td>
<td>Social Starts</td>
</tr>
<tr>
<td>103.</td>
<td>Spark Capital</td>
<td>104.</td>
<td>SparkLabs Global Ventures</td>
</tr>
<tr>
<td>105.</td>
<td>Spectrum Equity</td>
<td>106.</td>
<td>Square 1 Bank</td>
</tr>
<tr>
<td>107.</td>
<td>Summit Partners</td>
<td>108.</td>
<td>Sunstone Capital</td>
</tr>
<tr>
<td>109.</td>
<td>SV Angel</td>
<td>110.</td>
<td>Techammer</td>
</tr>
<tr>
<td>111.</td>
<td>Tigerlabs</td>
<td>112.</td>
<td>Translink Capital</td>
</tr>
<tr>
<td>113.</td>
<td>True Ventures</td>
<td>114.</td>
<td>UMC Capital</td>
</tr>
<tr>
<td>115.</td>
<td>Union Square Ventures</td>
<td>116.</td>
<td>Verizon Ventures</td>
</tr>
<tr>
<td>117.</td>
<td>Vostok New Ventures</td>
<td>118.</td>
<td>Wellington Partners</td>
</tr>
<tr>
<td>119.</td>
<td>XG Ventures</td>
<td>120.</td>
<td>Y Combinator</td>
</tr>
</tbody>
</table>
Market Overview

HealthTech

Mobile Apps
3rd Generation mHealth Apps: Synergetic Convergence of 5 MegaTrends

- AI Chatbots
- AI-Driven Big Data Analytics
- User Control of Data
- Blockchain Back-End
- Gamification & MarTech

CONVERGENCE
Number of HealthTech Mobile Apps

- Health Apps: 9,649
- Productivity Apps: 8,484
- Sport Apps: 6,967
- Geo Tracking Apps: 4,694
- Meditation Apps: 3,353
- Quantified Self Apps: 2,956
- Sleep Apps: 2,678
- Brain Training Apps: 1,930
- Period Tracking Apps: 1,687
- Nutrition Apps: 1,203
Investment Budgets of Health Tech Mobile Apps

in billions of US$

Sources:
https://www.webwire.com/ViewPressRel.asp?id=214152
https://innovatemedtec.com/digital-health/quantified-self
Potential investments in Health Tech Mobile Apps in upcoming decade

in billions of US$

Source:
https://www.forbes.com/sites/darrenheitner/2015/10/19/sports-industry-to-reach-73-5-billion-by-2019/#e0e2a151b4b9
Activity Monitors to account for more than 13.0% of the Fitness and Wellness market in 2016

Continuous Glucose Monitoring (CGM) to remain the largest product category in the Healthcare and Medical market in 2016

Smart Watches are expected to drive growth in the Infotainment segment over the review period

Continuous Glucose Monitoring (CGM) to remain the largest product category in the Healthcare and Medical market in 2016
Health and fitness apps usage grew by more than 330% in the last three years according to research by Flurry Analytics. Advances in artificial intelligence currently allows apps to understand individual cases and respond to questions from users with relevant follow up queries. Fitness and nutrition apps follow caloric intake and activity. Integration with wearables expand their capabilities dramatically.

Health and fitness apps show very high retention rates. According to the research by Flurry Analytics, over 75% of active users open their health and fitness app at least two times a week, and more than 25% of users access their fitness apps more than 10 times a week. The high frequency of usage drives up engagement, which, for app developers, presents an attractive opportunity to increase monetization. What’s more, health and fitness app users are loyal, with 96% of them sticking to only one app. But that also means that new incumbents will find it difficult to acquire users.
The senior demographic is relatively active on fitness apps. According to the Verto Index, a demographic comparison between the two top apps on its index, Fitbit and S Health, show that the age group 55 years and older, ranked second among the different age groupings in terms of time spent using the app.
Precision medicine necessitates that patients and healthy people participate in partnership with clinicians and researchers.

Central to this process is the technology used to monitor and provide relevant health-related data about individuals: Devices and instruments that capture physiological data. These technologies include a rapidly expanding array of consumer products and wearables, as well as complex clinical care platforms in academic medical centers.

For patients, this might mean collecting data with an FDA-approved mobile device or app, such as a continuous glucose monitor or a mobile heart monitor app.

Such data can provide a practitioner immediate information about a patient, and when collected from large numbers of people, can reveal patterns and trends that are clinically useful. Data collection by patients gives them “ownership” of the process; they become more motivated to track and adjust their behavior to prevent disease, to recognize changes and to follow care plans developed in consultation with their providers.

---

**From wellness to not-so-wellness**

United States, mobile-health apps, 2015, %

<table>
<thead>
<tr>
<th>Wellness</th>
<th>Disease and Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitness</td>
<td>Disease-specific</td>
</tr>
<tr>
<td></td>
<td>Women’s health and pregnancy</td>
</tr>
<tr>
<td></td>
<td>Medication reminders</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>

Source: IMS Health

Economist.com
mHealth market 2015: 500m people will be using healthcare smartphone applications

30% of total smartphone users will have used mHealth applications by 2015

Those mHealth users will mainly pay for services and devices

Share of mHealth revenue sources of total mHealth market opportunity in 2010-2015 (%)

- Device sales: 30%
- Services: 46%
- Paid downloads: 14%
- Transaction: 8%
- Advertisement: 1%

Smartphone applications will become the killer applications for mobile health solutions.

Comparison
20 HealthTech Mobile Apps
## Comparison of 20 Health Tech Mobile Apps

<table>
<thead>
<tr>
<th>Company</th>
<th>Life extension algorithm</th>
<th>AI</th>
<th>Personal Medicine</th>
<th>Automated personal assistant</th>
<th>Daily advice</th>
<th>Progress tracker</th>
<th>SleepTech</th>
<th>Total funding amount</th>
<th>Installs</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eterly</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>N/A</td>
<td>1,000 - 5,000</td>
<td><a href="http://eterly.com/">http://eterly.com/</a></td>
</tr>
<tr>
<td><strong>1. Fitbit</strong></td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>$66,000,000</td>
<td>10,000,000 - 50,000,000</td>
<td><a href="https://www.fitbit.com/uk/app">https://www.fitbit.com/uk/app</a></td>
</tr>
<tr>
<td><strong>2. MyChart</strong></td>
<td></td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
<td><a href="https://mychart.clevelandclinic.org/">https://mychart.clevelandclinic.org/</a></td>
</tr>
<tr>
<td><strong>3. Lark</strong></td>
<td></td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$21,100,000</td>
<td>100,000 - 500,000</td>
<td><a href="https://www.web.lark.com/">https://www.web.lark.com/</a></td>
</tr>
<tr>
<td><strong>4. Flo</strong></td>
<td></td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,000,000</td>
<td>10,000,000 - 50,000,000</td>
<td><a href="https://flo.health/">https://flo.health/</a></td>
</tr>
<tr>
<td><strong>5. HRV4Training</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>1,000 - 5,000</td>
<td><a href="https://www.hrv4training.com/">https://www.hrv4training.com/</a></td>
</tr>
<tr>
<td><strong>6. iCare Health Monitor</strong></td>
<td></td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
<td><a href="http://www.icarefit.com/">http://www.icarefit.com/</a></td>
</tr>
<tr>
<td><strong>7. Healthy 365</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>500,000 - 1,000,000</td>
<td><a href="https://www.healthhub.sg/apps/25/healthy365">https://www.healthhub.sg/apps/25/healthy365</a></td>
</tr>
</tbody>
</table>
## Comparison of 20 Health Tech Mobile Apps

<table>
<thead>
<tr>
<th>Company</th>
<th>Life extension algorithm</th>
<th>AI</th>
<th>Personal Medicine</th>
<th>Automated personal assistant</th>
<th>Daily advice</th>
<th>Progress tracker</th>
<th>SleepTech</th>
<th>Total funding amount</th>
<th>Installs</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Addapp Insights</td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td>$1,800,000</td>
<td>N/A</td>
<td><a href="https://addapp.io/">https://addapp.io/</a></td>
</tr>
<tr>
<td>9. Gyrosco</td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td>$1,300,000</td>
<td>100,000-500,000</td>
<td><a href="https://gyrosco.pe/">https://gyrosco.pe/</a></td>
</tr>
<tr>
<td>11. Babylon</td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td>N/A</td>
<td>10000</td>
<td><a href="http://www.babylonhealth.com">www.babylonhealth.com</a></td>
</tr>
<tr>
<td>12. iHeart</td>
<td></td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>N/A</td>
<td>N/A</td>
<td><a href="https://goiheart.com/">https://goiheart.com/</a></td>
</tr>
<tr>
<td>13. Lose it!</td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td>$5,500,000</td>
<td>5,000,000-10,000,000</td>
<td><a href="http://www.loseit.com/">http://www.loseit.com/</a></td>
</tr>
<tr>
<td>14. Noom Coach</td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td>$25,952,322</td>
<td>10,000,000-50,000,000</td>
<td><a href="https://www.noom.com/">https://www.noom.com/</a></td>
</tr>
<tr>
<td>15. Sleep Time</td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td>$3,416,215</td>
<td>1,000,000-5,000,000</td>
<td><a href="http://www.azumi.o.com/">http://www.azumi.o.com/</a></td>
</tr>
</tbody>
</table>
## Comparison of 20 Health Tech Mobile Apps

<table>
<thead>
<tr>
<th>Company</th>
<th>Life extension algorithm</th>
<th>AI</th>
<th>Personal Medicine</th>
<th>Automated personal assistant</th>
<th>Daily advice</th>
<th>Progress tracker</th>
<th>SleepTech</th>
<th>Total funding amount</th>
<th>Installs</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.Cardiograph</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td></td>
<td>N/A</td>
<td>10.000.000 +</td>
<td>10.000.000 +</td>
<td><a href="http://macropinch.com/cardiograph/">http://macropinch.com/cardiograph/</a></td>
</tr>
<tr>
<td>17.Calorie Counter (BY MyFitnessPal)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td>+</td>
<td></td>
<td>$18,000,000 +</td>
<td>50.000.000 +</td>
<td><a href="https://www.myfitnesspal.com/">https://www.myfitnesspal.com/</a></td>
</tr>
<tr>
<td>18.Sleep as Android</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
<td><a href="https://sleep.urbandroid.org/">https://sleep.urbandroid.org/</a></td>
</tr>
<tr>
<td>19.Center Health—The Diabetes App</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td>+</td>
<td></td>
<td>N/A</td>
<td>100 - 500</td>
<td><a href="https://www.center.health/">https://www.center.health/</a></td>
</tr>
<tr>
<td>20. Instant Heart Rate</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
<td>+</td>
<td></td>
<td></td>
<td>$3,416,215</td>
<td>5,000,000 - 10,000,000</td>
<td>[<a href="http://www.azumi">http://www.azumi</a> o.com/s/instantheartrate/index.html](<a href="http://www.azumi">http://www.azumi</a> o.com/s/instantheartrate/index.html)</td>
</tr>
</tbody>
</table>
0. **Eterly** is an AI-driven health and fitness advisor that goes far beyond the capabilities of the fitness trackers that have become so popular recently. The app works seamlessly with users wearable device, helping record steps, heart, activity and sleep data, whilst its extra features ensures that the app understands user on a deeply personal level. Using propriatory technology, cutting edge science, and advanced AI techniques, Eterly acts like a personal coach, custom designing and adjusting, in real time, a health and fitness routine mapped to precisely fit each and every user's specific needs.

1. **Fitbit** is a company dedicated to health and fitness field and are building products that help transform people's lives. Fitbits develop products as: activity trackers, wireless-enabled wearable technology devices that measure data such as the number of steps walked, heart rate, quality of sleep, steps climbed, and other personal metrics involved in fitness. Despite of the fact that it is a great motivator, tells you your fat burning zone, whether your heart rate reached cardio, and when you hit your peak, Fitbits comparing to other apps (e.g. Eterly) doesn't use information about users` eating habits, vitamin intake and mood, in the way that can advise people for a healthier life.

2. **MyChart** is an online health management tool that connects patients to portions of their electronic medical record, allowing them to schedule appointments, including lab work and mammograms; review test results; have a virtual visit with their provider; request a prescription renewal; send messages to the health care team; view and print medical information such as visit summaries, health history, medication lists and immunization schedules. MyChart is meant for use only to support the patient's relationship with their current or future medical professional. MyChart doesn't track user's activity progress or the quality of sleep, and neither provide patients with daily advice.

3. **Lark** is the first artificial intelligence nurse to be reimbursed as a live healthcare professional. Lark's A.I. Platform monitors and manages the most crushing chronic diseases, provide lifelong changes to members and able to offer every member unlimited 1-on-1 support from their Personal Lark Coach. The app is personalized to meet patients' needs and goals. Currently, Lark has four products on the marketing including a wellness, diabetes prevention, diabetes management, and hypertension management platforms.

4. **Flo** is a period tracker and ovulation calculator that uses artificial intelligence for the most accurate menstrual cycle predictions. Data-driven algorithms generate a personalized flow of useful tips & health insights: daily health insights; community-generated recommendations; analytical reports; interactive surveys; Flo assistant. Flo is different from previous apps because it doesn't track user's activity or sleep and it is addressed to a specific group: female gender.

5. **HRV4Training** is the only app providing advanced data analytics on the relation between physiological parameters, training and performance, directly in the app. HRV-based advice to optimize your goals, prevent overtraining and improve performance. HRV4Training is a a way to measure how we react to stressors like a workout for example and better understand how much time our body needs to get back to normal. It gives daily advice to users and as well provide them with much more insights on the relations between training intensity, recovery and performance. The disadvantage of HRV4Training is that it doesn't possess a life extension algorithm and it doesn't track the sleep or give personal medicine information.
6. **iCare Health Monitor** is a mobile Internet company specializing in health service. iCare Health Monitor use data to provide users with health warnings, personalized sport and health services. The app claims to measure blood pressure, heart rate, blood lipids, blood oxygen, vision, colorblind, hearing, lung capacity, breath rate, and psychological index – all without any peripherals.

7. **Healthy 365** is a health and diet tracking mobile application. The app enables users to track daily steps, count and calculate the corresponding calories burned. It also helps to track the daily food and drinks intake and the corresponding calories consumed.

8. **Addapp Insights** give glances into user’s well-being and help improve factors like sleep, nutrition, fitness and mood. Connecting activity trackers and health apps to Addapp, the app analyzes all that data and gives daily, actionable insights and tips. Addapp is different from other applications because it analyzes all the data across services, not just the data collected by one app or device, as well it is easy-to-understand with easy-to-read graphs.

9. **Gyrosco** is the best way to track sleep. The Sleep AI feature automatically detects when the user is asleep based on the other data and learning the daily behavior. As well, it tracks activities as: running, cycling, gym workouts, & more. The app keeps track of computer activity, to make sure that the person is properly balancing work, sleep, and other time spent online. It tracks meditation and everything related to mental health—like sleep, work, yoga, and social media—to stay balanced and get reminders if the goals aren’t achieved.

10. **Health Lab Diabetes Management** is designed to help people make better informed lifestyle choices, become further educated about their condition and adopt new behaviours. With the Health Lab - Diabetes Management app the user will get the needed support through: personalised advice; clinically approved content; social support; progress tracker. The app provides members with information about diabetes management; monitoring diet and nutrition and weight management in the form of articles and videos with the aim to keep you engaged and educate you about your condition on a daily basis.

11. **Babylon** has created a mobile application which allows patients to schedule and make video consultations with professional doctors online, using their smartphone. Babylon’s key value is providing people with qualitative medical help. In contrast, Eterly directs activity towards health and fitness, anti-aging and longevity.

12. **iHeart**, as its name implies, the product is focused on the discovery and elimination of problems in a human organism’s cardiovascular system. The specialist device helps a human to define the speed of aortic pulse wave, frequency of heart muscle contraction and oxygen levels in the blood. iHeart is marketed as a tool which allows us to define the healthy age of a person.
13. **Lose It!** is the industry-leading digital health and fitness platform that is centered on the proven principles of calorie tracking and community support for healthy, sustainable weight loss. Members track their daily food intake and fitness activity, and can create goals, start or join community activities and competitive challenges, connect activity trackers, access coaches, and more.

14. **Noom Coach** is a weight loss and health app that uses mobile technology to help people lead healthier lives. The Noom Coach has a large food database to make it easy to log the meals. It indicates whether a food is more or less calorie dense or nutritious through a color-coding system. It can even help users figure out the correct portion size and as well it tracks the activity.

15. **Sleep Time by Azumio** provides insight into the user's sleep patterns. By tracking the level of movement throughout the night, Sleep Time generates customized sleep data in easy-to-read charts. The app learns how the users sleep and wake them up gradually during the lightest sleep phase, leaving users feeling refreshed, never drained. The difference of this app with others is that it is tracking only the sleep quality of users and doesn't provide with daily advice.

16. **Cardiograph** is an application which measures the heart rate. The users can save their results for future reference and keep track of multiple people with individual profiles. Cardiograph gets accurate results almost instantly with brand new measurement algorithm. It can be very useful while exercising, if you're under stress or if you have a heart-related medical condition. Cardiograph is perfectly tailored to allow multiple people to use the app on a shared device. Every measurement the users take is saved to their personal history, so they can keep track over time.

17. **Calorie Counter (by MyFitnessPal)** is one of the fastest, easiest to use calorie counter app. It helps users tracking food, reach goals, change habits, log exercise and steps, get support and motivation, view a history of calories, macros, and nutrient intake and share progress with friends and family members on their own health journey.

18. **Sleep as Android** is a smart alarm clock with sleep cycle tracking. Sleep as Android tracks user's sleep to find the optimal moment for their wake up. Waking up in light sleep is natural, gentle and it may only be compared to the experience of waking up without any alarm clock. The app has features like sleep talk and snoring recording, snoring stats and anti-snoring, room noise stats, sleep advice, sleep deficit stats and bedtime notification, nature sound lullabies for fast fall asleep.

19. **Center Health—The Diabetes App** is a quicker and easier way to manage diabetes, letting users focus on what matters most – living their life. The assistant, Aria automatically points out trends in users' data, helping them better understand, predict, and treat their diabetes. Instantly tracks carbs and any other events and it shows how the daily life affects the blood sugar.

20. **Instant Heart Rate** is a mobile heart rate monitor. The app provides users with detailed analytics to get in tune with each heartbeat. The features include heart rate measurements, cardio workout monitoring and track progress. The app does not need any external hardware.
10 Major Subsectors of HealthTech Mobile Apps
Wearables

Wearables, as the name suggests, are items worn on the body that store, record or communicate with the wearer or a professional information related to health. As such, they come in varied form factors and can perform varied functions depending on context and wearer.

Socio-economic context plays a key role in the way wearables can affect health and longevity in different demographics. For example, in developing areas such as Udaipur, Rajasthan, the immunisation records of infants were stored in pendants worn around the neck. These were read by local clinicians in a pilot which took place in 100 villages via NFC (near field communication) technology. Taking account of the local culture, which involves having small children wear pendants around their neck for spiritual protection, the wearable, dubbed Khushi Baby, integrates seamlessly while enabling professionals to assess local epidemiology and protect children's health in developing regions (Kharara, 2015).

For sportspeople, wearables can provide activity data to physiotherapists and prevent injuries. Such products come in vest or bra form. The wearables that have attained the greatest popularity to date fall into the technology category (Apple Watch), fitness category (Fitbit) or condition-specific category e.g. blood pressure monitoring, heart function monitoring, and so on.

Available measurements taken through wearables include sleep activity (Pebble Time smartwatch), different types of physical activity (Gymwatch fitness tracker), brain activity (Muse headband), stress (PIP, a device which measures skin conductivity) and weight (Fitbit Aria) (Mesko, 2016).
Currently, the many different wearables and their respective platforms, apps, software or accompanying professionals, such as physiotherapists or doctors, are relegated to **niche activities** such as sport or monitoring specific health conditions, while those that have come the closest to mainstream usage (such as Apple Watch) are too **limited in their sensory potential** to become the powerful, everyday, connected and actionable tool required to have a considerable impact on health and longevity.

**References:**
Wearables hold an inherent advantage over conventional monitoring devices and methods. They are able to track physiological parameters in real time and their shrinking size does not constrain use to a specific location. Consequently, they can drastically shorten response time to critical health episodes and, more importantly, detect any of a number of alarming vital signs that occur prior to a life threatening occurrence, think seizures or a heart attack. The connectivity features mean that they act immediately, alerting the user, a family member, a doctor, a caretaker, or a hospital, or, perhaps most importantly, summon an ambulance automatically.

Right now heart rate, blood pressure and the number of steps a person takes are the most common readings that a wearable device can detect, but in the future, we are likely to see wearables that are more flexible in terms of their tracking capabilities, incorporating different types of sensors that would enable them to do more diverse and user specific readings.

Wearables can also be beneficial in less urgent health matters, helping users lead an active, healthy and life prolonging lifestyle. Sensors that detect motion for instance can track a person’s behavior - whether they’ve been sitting down too long or whether they haven’t been getting enough exercise - and nudge them towards healthier habits.

The almost immediate detection time and the automation of tasks afforded by wearables are even more prominent when the elderly demographic is in question. For instance, with the help of algorithms, accelerometers would be able to tell if a person fell or collapsed and act accordingly. Wearables can also act as personal assistants, sending reminder alerts for scheduled medication.

The data collected can also be seamlessly integrated with a doctor's records system, making a visit to a physician much more efficient and accurate with historical data. Perhaps we will one day be able to trust wearables to alter dosages based on the readings that they gather.
Brain-Training Apps

Professor Barbara Sahakian, President of the International Neuroethics Society (INS), said:

“Good brain health is as important as good physical health. There’s increasing evidence that brain training can be beneficial for boosting cognition and brain health, but it needs to be based on sound research and developed with patients.” “There’s increasing evidence that brain training can be beneficial for boosting cognition and brain health, but it needs to be based on sound research”

A 2012 systematic review that analyzed 151 computerized training studies published between 1984 and 2011, found that certain training tasks had a big effect on working memory, processing speed and brain function. Luminosity has an estimated annual revenue of $23.6 million, Cognifit have recently secured $9.2 million in investment and Peak have raised $7 million in a recent investment round. The market for cognitive assessment which the brain training market it is apart of is expected to grow from its 2016 level of $1.98bn to $8.06 in 2021 which is a huge compound growth of 32.3 according to one market research report.

According to the latest findings in Neuroscience, our brain reaches its peak performance at 16-25 years, and thereafter cognitive functioning declines. But the better news is that no matter how old you are or what your profession is, science shows that training with brain exercises can in fact benefit you. Science has come up with a good way to stay mentally active: personalized brain exercises.

Recently, the extensive COGITO Study at the Max-Planck Institute demonstrated that training with brain exercises improves working memory for people of all age groups. Intelligence is not a fixed characteristic that you are simply born with. The brain can be trained!

Sources: [https://blog.synap.ac/do-brain-training-apps-work/#.Wgg3DR1ublU](https://blog.synap.ac/do-brain-training-apps-work/#.Wgg3DR1ublU)
[https://www.neuronation.com/science/what-brain-training-good-0](https://www.neuronation.com/science/what-brain-training-good-0)
Geo Tracking Apps

Geolocation is an automated procedure for determining the geographical positioning of an electronic device.

The number of active users of “family locator services” (smartphones with GPS and personal location devices) in North America and Europe is expected to reach 70 million in 2016, up from 16 million in 2011, according to a new report from Berg Insight.

The use of geolocation tracking has many different functions. It can be used for presenting ads, relevant content, promotions, or coupons. The best thing about using geolocation data for mobile marketing is that it creates more tailored and relevant marketing for potential customers.

According to a study by TNS users of location based apps utilize these services to enrich their social life, with one in five (22%) using it to find their friends nearby. Around a quarter use the technology to find restaurants and entertainment venues (26%) or check public transport schedules (19 %) and 8 % to book a taxi.

The studies show that people use Geo-Tracking apps for:

- Navigation – 46 %
- Finding friends nearby – 22 %
- Finding restaurants – 26 %
- Checking public transport – 19 %
- For a deal or special offer – 13 %

Source:
mHealth Apps

Tom Xu, the founder and CPO of Azumio said:

“The future of bringing mobile health applications to a wider audience is here, and starts by creating a single source for the best mobile health and fitness solutions," said Xu. "Consumers can now use their phone to monitor heart rate, stress level, improve workout routines and sleeping behaviors, and even control blood sugar levels. Now, with Azumio, we have the resources and experience to create a mobile health and fitness platform that will impact hundreds of millions of consumers."

According to EU Commission’s Green Paper on mHealth, fitness tracking apps are meant to maintain or improve healthy behaviors, quality of life and well-being of individuals.

Health-related apps in five therapy areas could produce $7 billion in annual savings. This represents about 1.4 percent of total costs in these patient populations. If this level of savings could be achieved across all disease areas, annual cost savings of $46 billion could be achieved. mHealth Apps nearly double since 2015, 318,500 now available with roughly 200 new apps added daily to top app stores. Apps focused on health conditions and patient care are now 40% of all apps up from 27% in 2015.

The global market for Mobile Medical Apps is projected to reach $ 14 billion by 2020. For 2017 the mHealth market is forecast to be valued at around 25.39 billion U.S. dollars. The number of mHealth apps downloaded worldwide reached a high in 2016, with an estimated 3.2 billion downloads, almost double of the number of downloads in 2013.

Sources:
Meditation Apps

Rich Pierson, Headspace CEO said:

“It's important to bring guided meditation directly to the phone, rather than expecting people to seek out in-person classes, because that’s where they spend their time, that’s where their stress is”. “A lot of people say, ‘I’ve started meditating and I’m just really angry. It brings up emotions. Meditation is just the lens of what’s going on in your mind, and maybe you’re just not aware of it. By doing it, it makes you aware of it, and so they think, ‘It’s making me angry, it’s making me stressed.’ But actually, it’s just shining a light on what was there.”

Meditation has become widespread in recent years as employers search for ways to relieve rampant stress in the office. The meditation industry hit $1 billion last year, and popular apps are offering corporate packages to various businesses.

Estimated to be a $1.1 billion industry in the U.S. by market research firm IBISWorld, an increase of more than $100 million from the previous year, which finds the alternative health care industry as a whole is still in a growth phase. Private or group meditation and mindfulness training makes up 7.4 percent of the $15.1 billion alternative care market in the U.S.

As companies embrace the idea that employees’ mental health is directly tied to their performance, many are allocating budgets to benefits that help improve focus and alleviate stress. 22 percent of companies already offer meditation training at work, according to a study by the National Business Group on Health (NBGH) and Fidelity Investments. Another 21 percent plan to add such training in 2017.

Sources: https://www.healthline.com/health/mental-health/types-of-meditation
A medical journal review from 2011 found that keeping a food diary can improve weight loss. According to a survey, 26 percent of people aged 18 to 29 years, 18 percent of women regularly use apps to track their diet and nutrition.

A 2015 study by research firm Marketdata estimates the size of the U.S. weight loss market at $64 billion in 2014. Apps and software are a big part of that mix. MyFitnessPal for example was acquired by Under Armour for $475 million last year. As of July 2017, Fitbit was ranked first with 23.6 million unique U.S. users. MyFitnessPal was ranked second with a 11.7 million user strong audience. Fitness and nutrition apps are widely used for detecting/tracking/analyzing and sharing vitality and fitness achievements. Nutrition apps provides you practical information and tips from the experts to help you and your family stay food safe.

Sarah Koszyk, a San Francisco sports nutritionist said that incorporating a nutrition app into your fueling plan can be effective: “It’s a convenient way to build awareness about what you’re eating and allows you to make smarter decisions, so that you can reach your goals in a measurable way”.

Sources: https://runnerclick.com/10-best-nutrition-apps-reviewed/
https://www.outsideonline.com/2270901/five-best-nutrition-apps-make-eating-well-easier
https://www.diabeteswellbeing.com/sergey-oreshko-interview-and-podcast/
Ida Tin, CEO and co-founder of CLUE said:

“I feel as strongly as ever that Clue’s mission is to keep female health and its advancement at the top of the global agenda and I am thrilled to partner with prestigious investors who share our vision,” Tin said in a statement. “Healthcare is already going digital, just look at the 60 percent of smartphone users in the US using their devices to manage health. Female health is also driving this. And when you consider that more than half the world’s population is female, you realize how enormous the market potential and opportunity for Femtech companies is to truly make an impact.”

Periods usually arrive once each month, but the exact date, flow, cramp severity, and accompanying symptoms are not quite that consistent. For this very reason, the app market is flooded with period trackers that aim to offer insight into the monthly cycle. There are thought to have been as many as 200m downloads of period tracking apps worldwide.

Period tracking can help in getting to know the own body and cycle and observe any symptoms — such as mood swings or headaches — that may occur during a particular phase of the cycle. Period tracking can help to identify any changes to the menstrual cycle that may be an indicator of potential health issues. Furthermore, using period tracking apps can tell when it is likely to be most fertile for avoiding pregnancy or trying to become pregnant.

A recent study of over 1,000 British women published by Action Aid to mark Menstrual Hygiene Day 2016 found that 54 percent of girls and women aged between 16 and 24 find talking about their periods embarrassing. The research found that 3.5 million girls and women have taking time off school or work because of their period, but three-quarters hid the truth about why they were absent.

Sources:
https://www.medicalnewstoday.com/articles/320758.php
http://www.mobihealthnews.com/content/clue-gets-20m-enhance-intelligence-period-tracking-app-grow-team
Adriana Lukas, founder of the London Quantified Self group noted:

“Whenever literacy of any kind comes into play, we are talking about potentially profound changes in any system affected by that literacy. Just as widespread literacy has had a profound and unforeseen impact — not only on the evolution of knowledge and information but also on society in general — health and data literacy as inspired by the demand side QS (quantified self) movement has the potential to do the same in the context of health and health care.”

The quantified self is a movement that incorporates technology into the acquisition of data relating to inputs (such as food or air quality), states (such as mood or blood oxygen levels) and performance (such as mental or physical) for the purpose of tracking and improving one’s own health.

The overriding hope of the movement, beyond just individual improvements, is that this data will help the health care system move away from a sickness-based model to a prevention model through real-time data collection. Proponents say it helps individuals become agents of their own health and takes some pressure off of physicians and other health care providers.

Health monitoring plays a huge role in maintaining health and wellness and managing disease. Involvement in self-management also can save employers, insurers and individuals millions of dollars a year in medical costs and decreased productivity.

Sources: https://addapp.io/
https://www.npr.org/sections/alltechconsidered/2013/03/12/174058272/self-tracking-apps-to-help-you-quantify-yourself
https://publichealthonline.gwu.edu/quantified-self-health-tracking-technology/
https://despreneur.com/startup-of-the-week-addapp/
Fares Siddiqui, CEO and co-founder at Circadia:

“Sleep technology itself is booming [but] sleep tracking technology is actually all over the place. Apple have acquired Beddit. Hello Sense going bust. Just look at the Fitbit stock price over the last five years and you’ll see where it’s going. So it makes you think; sleep trackers are going down, but then the sleep aids industry is still projected for double digit growth year on year until 2020 and we’re looking at an $80Billion market. So what is going wrong?” “So, the issue with sleep tracking in general is that there is this first wave or first generation of over simplistic tracking technology,, [but] no one gets information on how they can actually improve their sleep. It’s clear that trackers are not sleep aids, and what we’re focused on is a system that combines sleep tracking with the therapy and the diagnostics as part of the loop so that it becomes a sleep aid.”

New data tracking apps and gadgets that claim to help monitor and improve the sleep are infiltrating bedrooms. They range in diversity and in price, from no-cost sleep track apps to $500 headsets. The user can even cuddle up and sync the breathing with a “sleeping” robot—the experience akin to sleeping with a furry pet animal. Over about the past five years, the consumer market for sleep technology has been steadily rising, says Angela Chen, a science reporter for The Verge who surveyed the latest sleeping gadgets at the 2018 International Consumer Electronics Show.

Source: https://sleeptrackers.io/interview-with-circadia-ceo/
Gauravjeet Singh, CEO of Playo:

"We don’t pretend to be a fitness app. A number of us played some [kind of sport] growing up. We were very happy when we were playing as kids, and it seemed unfair that sport is restricted to professional athletes. Sports begin as fun and then are slowly replaced by diet and fitness regimes later in life. Playo wants to take it back to the basics."

Sport apps allow users to track fitness activities (such as walking, running and cycling) using GPS and to see detailed statistics around their pace, distance, and time.

Sports apps turned out to be the second fastest growing app category, closely following messaging and social apps: Sports apps usage worldwide increased by 43% in 2016. At the same time, in Europe, an average session within sports apps grew by 90%.

Sports statistics apps can be a great addition to a marketing strategy for a sport venue or event, as well as for a sports team or organization. Media companies focusing on the sports industry can also benefit from building mobile apps to provide its audience with access to their resource on the go.

"Downloadable apps are moving the sports tracking device market from proprietary devices to mobile phones, but adoption has been limited by the data they can collect. However, with the connectivity that Bluetooth Smart will embed in mobile handsets, wearable devices will bring greater detail to mobile handsets," stated Jonathan Collins, ABI principal analyst, in a press release.

Longevity
AI and Data Science
Mobile Apps

Integration with
Blockchain and next
generation IT-technologies
The following chapter details the rise and exponential growth of three convergent trends and technology spheres that are having an increasing impact on the HealthTech mobile apps industry, namely:

- **Personalized Preventive Medicine with focus on Longevity**
- **Data Science & Artificial Intelligence**
- **Blockchain and other next generation IT-technologies**

The most successful mobile apps in this space, and the ones with the greatest potential to become 3rd generation mobile apps, will be those that combine these three major technology spheres into one integrated system.

The optimized integration and assembly of these separate technological spheres will have a greater disruptive and accelerative impact on the HealthTech Mobile Apps industry and has the potential to substantially enhance the effectiveness of user health diagnostics, prognostics, and health regime optimization.

The ultimate goal of the HealthTech industry is to provide users with the tools and recommendations required to make them as healthy as possible, for as long time as possible. In many cases this will naturally involve the enhancement and extension of healthy longevity.

The overarching aim of the industry is to put power over users health into their own hands, to make the users “The CEO of their Health”, and to move toward an age of not precision medicine per se, but something much greater: The precision health.

The following pages profile three leading examples which serve as case studies for the convergence of these advanced technologies:

- The joint venture Eterly and Longevity United
- Doc.AI
- The consortium of companies revolving around Insilico Medicine, including Longenesis, Rynkl, Beauty.AI and Young.AI
The report details the present state of precision, predictive and preventive medicine (referred to hereafter as ‘P3’), how it works in conjunction with emerging preventative medical technologies, and the prospects for the next five years. 

*Volume 1: The Science of Longevity,* set the landscape of geroscience against the backdrop of the ‘silver tsunami’ of global demographic aging. It summarised the history and current state of development in geroscience, examined whether existing proposed solutions measure up to the impending problems, and profiled 650 distinct entities related to geroscience.

This present volume, entitled *The Business of Longevity,* outlines the commercial side of this emerging industry. It describes the novel financial systems that will form the necessary framework of the industry, and introduces AgeTech, and other novel technologies that have the elderly as their prime beneficiaries. These technologies have yet to reach fruition, but are expected to grow rapidly in the next several years as the elderly remain more active than ever before.

www.longevity.international
Longevity Mobile Apps and AI assistants

A cohort of AI-driven apps and assistants are being developed to fulfil the promise of P3 medicine. They range from health and fitness mobile apps, to data analysts for health and beauty.

Eterly for example is a mobile app developed to incentivise users to share their health and fitness data on blockchain and provide insights and prompts through an AI-driven chatbot. By regularly collecting user data on diet, exercise, sleep and more, it allows a large database to be built where users own their data and can share it with researchers and clinicians.

Multiple streams of data are analysed for each user individually to provide an overarching Longevity Score which tracks their health and wellbeing. Incentivising tokens are issued to users based on how much they engage with Eterly.

Tokens can be exchanged for cutting edge medical and fitness rewards. The Longevity Assistant prompts users to provide various bits of information over time, via an intuitive and stimulating interface. Data can be manually added, or automatically sent to the app from other trackers such as Fitbit or Apple Watch.

As feedback, the AI chatbot provides blurbs of pertinent and personalised information at key times of the day to educate and encourage users in their health and longevity journey.
Longevity United & Eterly

**Front end**

**Premium app services:**
"premium upgrades" that match the users’ personalised profile:
- Personal coaching
- Full profile personalisation
- Supplement recommendation
- Personal biomarkers
- Biomarker optimisation guidance

**Open Marketplace**
The Open Marketplace
Supplements/Device cross selling:
Offering recommendations of purchasing a device / supplement based on expert medical advice, that is in tune with the app
Selected & approved partners

**Premium App Services**

**Work partner with health/life insurance/corporate wellness providers:**
sponsored programs for a healthier lifestyle and corporate health programs on contract or subscription basis.

**The Open Marketplace**

**Corporate Life Insurance Programs**

**Private**

**Work/partner with manufacturers:**
wearable fitness devices, smartwatch makers, health, fitness and lifestyle apps likely to take the form of a “white label” software solution with free support and development to be paid for in sales or fixed commissions.
The joint venture between Eterly and Longevity United also employ the majority of the features that our analysts predict will become the standard hallmarks of 3rd-generation HealthTech apps by the end of 2019, including:

- a gamified mobile app front-end that employs AI-based recommendations in the form of a chatbot,
- a blockchain back-end to keep user data both distributed and transparent, in a fully-anonymized yet accountable manner so that users retain full control over the use of their data and are remunerated for its use by third parties, and
- big data analysis of user data in a way that creates a positively-reinforcing feedback loop, whereby more data increases the personalisation and accuracy of the apps’ AI-based user recommendations, and whereby increasingly personalized recommendations encourages more and more users to join and submit their data for big data analysis.

This makes the joint venture between Eterly and Longevity United another prime example of the right combination of technologies with the potential to evolve into the 3rd generation of HealthTech mobile app.
Other AI apps are also being developed, such as doc.ai. Doc.ai aims to employ AI to enable patients and researchers to share their data safely and benefit from pooling together relevant data from specific patient cohorts or for certain conditions.

Insurers incentivise the collection of data and discovery of new insights and treatments, and patients and scientists get rewarded for participating. Users get paid in doc.ai currency named Neurons every time they share complete data, while researchers get paid large sums once they’ve developed a successful new treatment based on the data submitted and handled by AI.

Doc.ai also runs research such as the Inclusive AI Project that aims to correctly develop AI that accounts for diversity of people. By curating a large number of selfies and their attached data e.g. gender, age, height and weight, AI can eventually hold a powerful predictive ability for any individual.

At the end of 2017, doc.ai also announced the release of its blockchain-based natural language processing platform to generate medical insights from analysis of combined sets of different types of medical data.

This AI-driven data analysis also feeds into its AI chatbot, so that users can have personalized conversations about their health at any time of the day.

Source: http://www.healthcareitnews.com/
The consortium of spin-off projects from Insilico Medicine and its collaborators (e.g. Youth Laboratories), including the mobile apps Beauty.AI and Young.AI, as well as the health data app and platform Longenesis, also serve as an excellent case-study and example of the right combination of technologies that have the potential to evolve into the 3rd generation of HealthTech mobile apps.

Longenesis combines AI-driven big data analysis with a blockchain back-end in order to create a human health and life science data marketplace, where users can be remunerated for use of their health data by third-parties.

The combination of AI-driven big data analysis and a blockchain-based backend for immutable and decentralized storage of user data are two of the main hallmarks distinguishing 3rd generation HealthTech mobile apps from 1st and 2nd generation apps, putting Longenesis in a good position to become a leading example of Longevity-focused, 3rd generation HealthTech mobile apps.

"We are looking to improve human performance, extend life, prevent disease and make all people wealthier by developing a decentralized ecosystem for exchange and utilization of human life data using the latest advances in blockchain and artificial intelligence"
Youth Laboratories, Beauty.AI & Young.AI

Youth Laboratories is a company focusing specifically on the skin and attempting to develop big data analytics capable of detecting early signs of disease, as well as to handle the issues surrounding beauty that are associated with biological age and that are so prevalent at the skin level. Youth Laboratories runs Beauty.AI (the first beauty pageant judged by AI) and RYNKL (the mobile app that determines the extent of face wrinkles from a photo and generates a score 0 - 100).

Meanwhile, Young.AI uses a wide variety of user data, from blood test data to photos, videos and voice, to genetic, microbiomic, wearable and ECG data, in order to predict users' biological age via Insilico Medicine’s deep learning algorithms. The system also tracks which activities impact your biological age the most, and can be used to design personalised lifestyle, fitness and supplement regimens to promote healthy longevity. The combination of big-data analysis of user health data, AI-driven data analysis, and user health recommendations puts Insilico Medicine and its consortium of spinoff projects in a leadership position among Longevity-focused HealthTech apps already, and also put them in an excellent position to evolve into a leading example of 3rd generation HealthTech mobile app.
Appendix
100 Health Tech Mobile Apps
<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>App name</strong></td>
<td><strong>Company name</strong></td>
<td><strong>OS</strong></td>
<td><strong>Web site</strong></td>
<td><strong>Description</strong></td>
<td><strong>Total funding amount</strong></td>
<td><strong>Installs</strong></td>
</tr>
<tr>
<td>1. 5217 — time management for increased productivity</td>
<td>By Francisco Franco</td>
<td>Android</td>
<td><a href="https://play.google.com/store/apps/dev?id=82700107906670648">https://play.google.com/store/apps/dev?id=82700107906670648</a></td>
<td>N/A</td>
<td>N/A</td>
<td>50,000 - 100,000</td>
</tr>
<tr>
<td>2. Addapp Insights</td>
<td>Addapp Corp/Addapp.io</td>
<td>iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://addapp.io/">https://addapp.io/</a></td>
<td>Addapp is a mobile application that translates its users’ health apps and activity tracker data into actionable recommendations.</td>
<td>$1,800,000</td>
<td>N/A</td>
</tr>
<tr>
<td>3. ASUS ZenFit</td>
<td>(By ZenWatch, ASUSTeK Computer Inc.)</td>
<td>Android</td>
<td><a href="https://www.asus.com/zenwatch/">https://www.asus.com/zenwatch/</a></td>
<td>ASUSTeK Computer Inc., usually referred to as ASUS, is a Taiwanese multinational computer hardware and electronics manufacturer.</td>
<td>N/A</td>
<td>500,000 - 1,000,000</td>
</tr>
<tr>
<td>4. Aware</td>
<td>zoojoo.be/Uber Health Tech Private Limited</td>
<td>Android iOS iPhone, iPad, and iPod touch</td>
<td><a href="https://awaremeditationapp.com/#why-aware">https://awaremeditationapp.com/#why-aware</a></td>
<td>Aware Offered By zoojoo.be is a cloud- and mobile-based, workplace wellness platform that offers customized solutions for organizations.</td>
<td>$1,000,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>5. Babylon Health</td>
<td>babylon health</td>
<td>Android, iOS 10.0, iPhone, iPad, and iPod touch</td>
<td><a href="http://www.babylonhealth.com/">http://www.babylonhealth.com/</a></td>
<td>Putting an accessible and affordable health service into the hands of every person on earth.</td>
<td>$85,000,000</td>
<td>100,000 – 500,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------</td>
<td>---------------------</td>
<td>---------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>6. Brain Wars</td>
<td>Translimit, Inc</td>
<td>Android iOS 6.0</td>
<td><a href="http://translimit.co.jp">http://translimit.co.jp</a></td>
<td>Translimit was initially launched back in January by Hiroki Takaba and Takuma Kudo, both of whom previously worked at CyberAgent companies.</td>
<td>$2,900,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>7. Brainilis</td>
<td>appilis LLC</td>
<td>Android iOS 9.0</td>
<td><a href="https://www.brainilis.com">https://www.brainilis.com</a></td>
<td>appilis LLC is an Android game developer that has been active since 2016.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>8. Calm</td>
<td>Calm.com, Inc.</td>
<td>Android iOS 9.0</td>
<td><a href="https://www.calm.com/">https://www.calm.com/</a></td>
<td>Calm provides applications for individuals to relax their minds. (Calm is working to bring the amazing benefits of meditation to a busy world.</td>
<td>$1,043,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>9. Calorie Counter</td>
<td>MyFitnessPal, Inc</td>
<td>Android iOS 9.0</td>
<td><a href="https://www.myfitnesspal.com/">https://www.myfitnesspal.com/</a></td>
<td>MyFitnessPal offers a mobile app and website for people to track, learn, communicate and improve their health and wellness.</td>
<td>$18,000,000</td>
<td>50,000,000 - 100,000,000</td>
</tr>
<tr>
<td>10. Calorie Counter</td>
<td>FatSecret</td>
<td>Android iOS 9.0</td>
<td><a href="https://www.fatsecret.com/">https://www.fatsecret.com/</a></td>
<td>FatSecret helps people achieve their diet and nutrition goals supported by a passionate community of over 45 million users.</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------</td>
<td>------------------------</td>
<td>------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>11. Calorie Counter</td>
<td>MyNetDiary Inc.</td>
<td>Android iOS 9.0</td>
<td><a href="http://www.mynetdiary.com/">http://www.mynetdiary.com/</a></td>
<td>MyNetDiary is an online diet log service that contains 515000 foods database.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>12. Cardiio: Heart Rate Monitor</td>
<td>Cardiio, Inc.</td>
<td>iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.cardiio.com/">https://www.cardiio.com/</a></td>
<td>Cardiio develops intelligent algorithms for the monitoring of wellness, fitness, and chronic diseases using sensors.</td>
<td>$170,000</td>
<td>N/A</td>
</tr>
<tr>
<td>13. Cardiogram</td>
<td>Cardiogram, Inc.</td>
<td>Android iOS 9.3</td>
<td><a href="http://cardiogram.am/">http://cardiogram.am/</a></td>
<td>Cardiogram organizes your mobile health data by making it meaningful, useful, and actionable.</td>
<td>$2,000,000</td>
<td>5,000 - 10,000</td>
</tr>
<tr>
<td>14. Cardiograph</td>
<td>MacroPinch Ltd.</td>
<td>Android iOS 8.0</td>
<td><a href="http://macropinch.com/">http://macropinch.com/</a></td>
<td>Macropinch Ltd. is a company which develops health &amp; fitness apps for iPhone</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>15. Center Health — The Diabetes App</td>
<td>Center Health Inc.</td>
<td>Android iOS9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.centerhealth/">https://www.centerhealth/</a></td>
<td>Next generation of diabetes management tools and software</td>
<td>N/A</td>
<td>100 - 500</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>----------</td>
<td>--------------</td>
<td>----</td>
<td>----------</td>
<td>-------------</td>
<td>---------------------</td>
<td>----------</td>
</tr>
<tr>
<td>16. Clue: Period &amp; Ovulation Tracker</td>
<td>BioWink GmbH</td>
<td>Android iOS 10.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://helloclue.com/">https://helloclue.com/</a></td>
<td>Clue is the world’s fastest growing female health app.</td>
<td>$30,343,611</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>17. Cronometer</td>
<td>Cronometer Software Inc.</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://cronometer.com/">cronometer.com</a></td>
<td>Bootstrapped Startup for Detailed Personal Nutrition &amp; Fitness Tracking</td>
<td>N/A</td>
<td>50,000 - 100,000</td>
</tr>
<tr>
<td>18. Elevate - Brain Training Games</td>
<td>Elevate, Inc</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.elevateapp.com/">https://www.elevateapp.com/</a></td>
<td>Elevate is a new type of cognitive training tool designed to build communication and analytical skills.</td>
<td>$7,700,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>19. Endomondo</td>
<td>Endomondo.com/Endomondo LLC</td>
<td>Android iOS 10.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.endomondo.com/">https://www.endomondo.com/</a></td>
<td>Endomondo is a social fitness network and mobile app allowing users to track their workouts, challenge friends, and analyze their training.</td>
<td>$8,175,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>20. Engross</td>
<td>Engross Apps</td>
<td>Android</td>
<td><a href="http://www.engrossapp.com/">http://www.engrossapp.com/</a></td>
<td>Engross is specially designed to lower distractions/procrastination and improve concentration.</td>
<td>N/A</td>
<td>50,000 - 100,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>---------------</td>
<td>-----------------------------------</td>
<td>---------------------------------</td>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>21. Eterly</td>
<td></td>
<td>Android, iOS 10.0, iPhone, iPad, and iPod touch</td>
<td><a href="http://eterly.com/">http://eterly.com/</a></td>
<td>Eterly acts like a personal coach, custom designing and adjusting, in real time, a health and fitness routine mapped to precisely fit each user’s specific needs.</td>
<td>N/A</td>
<td>50-100</td>
</tr>
<tr>
<td>22. Eve</td>
<td>Glow</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://glowing.com/">https://glowing.com/</a></td>
<td>Glow is a fertility app that crunches and analyzes vast quantities of data to help users take control of their reproductive health.</td>
<td>$23,000,000</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>23. Exist</td>
<td>Hello Code Pty Ltd</td>
<td>Android iOS 10.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://exist.io/">https://exist.io/</a></td>
<td>EXIST- can help you understand what makes you more happy, productive, and active.</td>
<td>N/A</td>
<td>5,000 - 10,000</td>
</tr>
<tr>
<td>24. Fit Brains Trainer</td>
<td>Rosetta Stone Canada, Inc</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://www.fitbrains.com/">http://www.fitbrains.com/</a></td>
<td>Fit Brains is a cutting-edge, brain-training program brought to you by Rosetta Stone, a premier learning company with leading products used by schools, business and government organizations.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>25. Fitbit</td>
<td>Fitbit, Inc.</td>
<td>Android, iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.fitbit.com/app">https://www.fitbit.com/app</a></td>
<td>Fitbit is the world’s leading app for tracking all-day activity, workouts, sleep and more. The free Fitbit app is designed to work with Fitbit activity trackers and smart scales.</td>
<td>$66,000,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------------</td>
<td>-----------------------------</td>
<td>---------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>26. Fitocracy - Fitness</td>
<td>Fitocracy, Inc.</td>
<td>Android iOS 8.0</td>
<td><a href="https://www.fitocracy.com/">https://www.fitocracy.com/</a></td>
<td>Fitocracy is an online fitness community offering games and social</td>
<td>$2,200,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iPhone, iPad, and iPod touch</td>
<td></td>
<td>networking tools that help members improve their fitness.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27. Flo</td>
<td>OWHEALTH, INC.</td>
<td>Android iOS 10.0</td>
<td><a href="https://flo.health/">https://flo.health/</a></td>
<td>Flo is the fastest growing AI-powered women’s health platform that</td>
<td>$6,000,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iPhone, iPad, and iPod touch</td>
<td></td>
<td>encompasses accurate cycle predictions.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28. FoodPrint™</td>
<td>Nutrino Health Ltd</td>
<td>Android iOS 9.0</td>
<td><a href="https://nutrino.co/#/">https://nutrino.co/#/</a></td>
<td>Nutrino A big data, personalized nutrition platform.</td>
<td>N/A</td>
<td>10,000 - 50,000</td>
</tr>
<tr>
<td>29. Foodzy</td>
<td>Foodzy</td>
<td>Android iOS 7.0</td>
<td><a href="https://foodzy.com/">https://foodzy.com/</a></td>
<td>Foodzy is a personal food journal mobile app and website, helping users</td>
<td>N/A</td>
<td>10,000 - 50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iPhone, iPad, and iPod touch</td>
<td></td>
<td>keep track of everything they eat and drink.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30. Foursquare Swarm</td>
<td>Foursquare Labs, Inc.</td>
<td>Android iOS 9.0</td>
<td><a href="https://www.swarmapp.com/">https://www.swarmapp.com/</a></td>
<td>Foursquare is a local search and discovery service mobile app that</td>
<td>$207,350,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------</td>
<td>---------------------</td>
<td>------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td><strong>31. Geo Tracker</strong></td>
<td>Edeh Kingsley</td>
<td>Android</td>
<td>N/A</td>
<td>Geo Tracker allows you to see how productive they are everyday by showing you how long you stay at a particular location.</td>
<td>N/A</td>
<td>10,000 - 50,000</td>
</tr>
<tr>
<td><strong>32. Glympse</strong></td>
<td>Glympse</td>
<td>Android iOS 8.0</td>
<td><a href="http://glympse.com/">http://glympse.com/</a></td>
<td>Glympse is a location sharing technology company that offers a consumer app and a platform for businesses to integrate location technology.</td>
<td>$41,900,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td><strong>33. Good Morning</strong></td>
<td>Apalon Apps</td>
<td>Android iOS</td>
<td><a href="http://www.apalon.com/good_mornings_android.html">http://www.apalon.com/good_mornings_android.html</a></td>
<td>Apalon is a successful mobile development company. It is a part of a leading media and Internet company IAC (NASDAQ: IACI).</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td><strong>34. Good Night’s</strong></td>
<td>Ateam Inc.</td>
<td>Android iOS</td>
<td><a href="http://www.a-tm.co.jp/en/">http://www.a-tm.co.jp/en/</a></td>
<td>Ateam inc is a game developer</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td><strong>35. GPS Sports Tracker — Running &amp; Cycling</strong></td>
<td>Caynax</td>
<td>Android</td>
<td><a href="http://www.caynax.com/">http://www.caynax.com/</a></td>
<td>Fitness app independent developer</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------</td>
<td>---------------------------</td>
<td>--------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>36. Gyrosc</td>
<td>Gyroscope Innovations</td>
<td>Android iOS 9.3.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://gyrosco.pe/">https://gyrosco.pe/</a></td>
<td>Gyroscope is an online platform that enables individuals to maintain a personal dashboard for health analytics.</td>
<td>$1,300,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>37. Headspace: Guided Meditation &amp; Mindfulness</td>
<td>Headspace, Inc.</td>
<td>Android iOS iPhone, iPad, and iPod touch</td>
<td><a href="https://www.headspace.com/">https://www.headspace.com/</a></td>
<td>Headspace’s mission is to improve the health and happiness of the world.</td>
<td>$75,153,477</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>38. Health Lab Diabetes Management</td>
<td>Tictrac/Tictrac Limited</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://tictrac.com/research/health-lab-diabetes-management/">https://tictrac.com/research/health-lab-diabetes-management/</a></td>
<td>Tictrac is a connected health platform that engages people in their health through their data.</td>
<td>£3 950 000</td>
<td>1 000–5 000</td>
</tr>
<tr>
<td>39. Healthy 365</td>
<td>Health Promotion Board</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.healthhub.sg/programmes/37/NSC">https://www.healthhub.sg/programmes/37/NSC</a></td>
<td>Healthy 365 app is brought to you by the Health Promotion Board (HPB).</td>
<td>N/A</td>
<td>500,000 - 1,000,000</td>
</tr>
<tr>
<td>40. HRV4Training</td>
<td>Alessandra Saviotti</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.hrv4training.com/">https://www.hrv4training.com/</a></td>
<td>HRV4Training helps you optimize your goals and prevent overtraining by measuring your Heart Rate Variability and providing tailored feedback on your physical condition.</td>
<td>N/A</td>
<td>1,000 - 5,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>------------------------------</td>
<td>--------------</td>
<td>-----------------------------</td>
<td>---------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>41. iCare Health Monitor</td>
<td>Beijing Jiajia kangkang Co. Ltd.</td>
<td>Android iOS 8.0, iPhone, iPad, and iPod touch</td>
<td><a href="http://www.icarefit.com/">http://www.icarefit.com/</a></td>
<td>iCare Health Studio is a mobile Internet company specializing in mobile health service, at present in the measuring direction is an international leader.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>42. iHeart</td>
<td>iHeart</td>
<td>Android iOS, iPhone, iPad, and iPod touch</td>
<td><a href="https://goiheart.com/">https://goiheart.com/</a></td>
<td>iHeart is a tool to help people realize the personal power they have to change their health and wellness.</td>
<td>N/A</td>
<td>1.000 – 5.000</td>
</tr>
<tr>
<td>43. Insight Timer</td>
<td>Insight Network Inc.</td>
<td>Android iOS, iPhone, iPad, and iPod touch</td>
<td><a href="https://www.insighttimer.com/">https://www.insighttimer.com/</a></td>
<td>Meditation app focused on health and education</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>44. Instant Heart Rate</td>
<td>Azumio Inc.</td>
<td>Android iOS 9.0, iPhone, iPad, and iPod touch</td>
<td><a href="http://www.azumio.com/s/instantheartrate/index.html">http://www.azumio.com/s/instantheartrate/index.html</a></td>
<td>Azumio is a venture-backed company that develops a suite of fitness apps for smartphones.</td>
<td>$3,416,215</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>45. Instant Emberify - Instant Quantified Self</td>
<td>Emberify - Instant</td>
<td>Android iOS 10.0, iPhone, iPad, and iPod touch</td>
<td><a href="http://emberify.com/">http://emberify.com/</a></td>
<td>Emberify is a startup working on personal analytics using contextual technologies.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------------</td>
<td>----------------------------------------------</td>
<td>------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>46. LADYTIMER</td>
<td>Vipos Apps/vipos.com</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://ladytimer.com/android/">http://ladytimer.com/android/</a></td>
<td>Vipos.com is a Health &amp; Fitness related Company and has developed apps like Ovulation Calendar Ladytimer.</td>
<td>N/A</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>47. Lark - 24/7 Health Coach</td>
<td>Lark Technologies, Inc</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.web.lark.com/">https://www.web.lark.com/</a></td>
<td>Lark is the first artificial intelligence nurse to be reimbursed as a live healthcare professional.</td>
<td>$21,100,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>48. Lark</td>
<td>Lark Technologies, Inc</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.web.lark.com/">https://www.web.lark.com/</a></td>
<td>Lark is the first artificial intelligence nurse to be reimbursed as a live healthcare professional.</td>
<td>$21,100,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>49. Left vs Right: Brain Games</td>
<td>MochiBits, LLC</td>
<td>Android iOS iPhone, iPad, and iPod touch</td>
<td><a href="https://mochibits.hel">https://mochibits.hel</a> pdocs.com/</td>
<td>MochiBits, LLC is an independent game development studio based in Los Angeles. They create fun games for iOS and Android.</td>
<td>N/A</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>50. Lifelog</td>
<td>Sony Mobile Communications</td>
<td>Android</td>
<td><a href="https://www.sonymobile.com/">https://www.sonymobile.com/</a></td>
<td>LifeLog is an online platform that enables users to rediscover, create, and share memories on social and personal media.</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>----------</td>
<td>--------------------</td>
<td>---------------------------------</td>
<td>-----------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>51. LifeSum</td>
<td>Lifesum AB</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://lifesum.com/">https://lifesum.com/</a></td>
<td>Lifesum is a Swedish digital health startup that helps clients become healthier by using applied psychology and technology.</td>
<td>$16,700,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>52. Lose it!</td>
<td>FitNow, Inc.</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://www.loseit.com/">http://www.loseit.com/</a></td>
<td>FitNow Parent company of popular weight-loss app, Lose It!, coaching platform, Ascend, and nutrigenomics product, embodyDNA.</td>
<td>$5,500,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>53. Lumosity</td>
<td>Lumos Labs, Inc.</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://www.lumosity.com/">https://www.lumosity.com/</a></td>
<td>Lumosity is a neuroscience research company that provides online brain training programs.</td>
<td>$70,585,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>54. MapMyFitness</td>
<td>Under Armour, Inc./MapMyFitness, Inc.</td>
<td>Android iPhone, iPad, and iPod touch</td>
<td><a href="http://www.mapmyfitness.com/">http://www.mapmyfitness.com/</a></td>
<td>MapMyFitness operates a suite of fitness-oriented websites and associated mobile applications.</td>
<td>$23,650,000</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>55. Maya</td>
<td>Plackal Tech</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://www.maya.live/eng.html">http://www.maya.live/eng.html</a></td>
<td>Plackal develops consumer apps and enterprise solutions for mobile devices.</td>
<td>$700,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------------</td>
<td>-----------------------------------</td>
<td>---------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>56. Memorado</td>
<td>Memorado Gmbh</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://memorado.com/">https://memorado.com/</a></td>
<td>Leading brain training platform with the mission to improve the mental well-being of everyone.</td>
<td>$4,600,000</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>57. Mind Games</td>
<td>Mindware Consulting, Inc</td>
<td>Android iOS 7.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://mindgames.mobi/">http://mindgames.mobi/</a></td>
<td>MindGames designs and develops brainwave-controlled games, apps, and software for personal usage and business applications.</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>58. Moves</td>
<td>ProtoGeo</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://moves-app.com/">http://moves-app.com/</a></td>
<td>ProtoGeo is a startup focused on the development of mobile applications.</td>
<td>$1,600,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>59. Movesum</td>
<td>Lifesum AB</td>
<td>iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://movesum.com/">http://movesum.com/</a></td>
<td>Lifesum is a Swedish digital health startup that helps clients become healthier by using applied psychology and technology.</td>
<td>$16,700,000</td>
<td>N/A</td>
</tr>
<tr>
<td>60. My Calendar - Period Tracker</td>
<td>SimpleInnovation/E</td>
<td>Android iOS 8.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://period-tracker.com/">http://period-tracker.com/</a></td>
<td>Track of periods, cycle, ovulation, and fertile days.</td>
<td>N/A</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------</td>
<td>-------------------------</td>
<td>------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>61. MyChart</td>
<td>Epic Systems Corporation</td>
<td>Android, iOS 9.0, iPhone, iPad, and iPod touch</td>
<td><a href="https://www.epic.com/">Epic Systems logo</a></td>
<td>MyChart gives you access to your lab results, appointment information, current medications, immunization history, and more on your mobile device.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>62. MyMovement</td>
<td>fncremedia</td>
<td>Android</td>
<td><a href="https://www.mymovement.de/">FnC Media logo</a></td>
<td>Track your Roadtrips, Backpacking Trips, City Tours or Fitness Activities! Add Media Assets to create unforgettable memories.</td>
<td>N/A</td>
<td>500 - 1,000</td>
</tr>
<tr>
<td>63. My Trails</td>
<td>FrogSparks</td>
<td>Android</td>
<td>[FrogSparks logo](<a href="https://www.frogspar">https://www.frogspar</a> ks.com/)</td>
<td>FrogSparks develops mobile applications for Android.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>64. NeuroNation</td>
<td>NeuroNation</td>
<td>Android iOS 10.0, iPhone, iPad, and iPod touch</td>
<td>[NeuroNation logo](<a href="https://www.neurona">https://www.neurona</a> tion.com/)</td>
<td>NeuroNation is the gym for your brain - developed by German Scientists(mission is to make the world more open and connected)</td>
<td>N/A</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>65. Nike+ Run Club</td>
<td>Nike, Inc.</td>
<td>Android iOS 10.0, iPhone, iPad, and iPod touch, Windows Phone</td>
<td><a href="https://www.nike.com/">Nike logo</a></td>
<td>Nike is an American company that designs, develops, and markets footwear, apparel, equipment, and accessory products.</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------</td>
<td>------------------------</td>
<td>-----------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Noom Coach</td>
<td>Noom Inc.</td>
<td>Android iOS 9.3</td>
<td><a href="https://www.noom.com/">https://www.noom.com/</a></td>
<td>Noom’s applications combat chronic and pre-chronic conditions with structured programs and human coaches.</td>
<td>$25,952,322</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>Nudge Health Tracking</td>
<td>Nudge, LLC</td>
<td>Android iOS 8.0</td>
<td><a href="https://nudgecoach.com/nudgeapp/">https://nudgecoach.com/nudgeapp/</a></td>
<td>NudgeCoach Create More Client Success Stories Using Mobile Health.</td>
<td>N/A</td>
<td>10,000 - 50,000</td>
</tr>
<tr>
<td>Omvana</td>
<td>Mindvalley Creations Inc.</td>
<td>Android iOS 10</td>
<td><a href="http://www.omvana.com/">http://www.omvana.com/</a></td>
<td>Seller: Mindvalley Creations Inc.----Mindvalley incubates and accelerates businesses that innovate on transformational education for all ages, through mediums.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>Peak</td>
<td>Peak labs/brainbow</td>
<td>Android iOS 10.0</td>
<td><a href="http://www.peak.net/">http://www.peak.net/</a></td>
<td>Brain training reimagined for your mobile lifestyle.</td>
<td>$10,532,081</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>Period calendar</td>
<td>Simple Design Ltd./ABISHKING LIMITED.</td>
<td>Android iOS 8.0</td>
<td>Private company limited by shares</td>
<td>Period Calendar tracks and predicts period</td>
<td>N/A</td>
<td>50,000,000 - 100,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>---------------</td>
<td>-------------------------------------</td>
<td>---------------------</td>
<td>---------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>71. Period Diary</strong></td>
<td>Nanobit Games/nanobitsoftware.com</td>
<td>Android/iOS 8.0</td>
<td><a href="http://www.nanobit.com/">http://www.nanobit.com/</a></td>
<td>Nanobit Software is a mobile apps developer company and has developed various apps for the Android and iOS users.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td><strong>72. Period Tracker</strong></td>
<td>GP Apps/GP International LLC</td>
<td>Android/iOS 9.0</td>
<td><a href="https://gpapps.com/">https://gpapps.com/</a></td>
<td>Empowering millions with simple tools to improve their health and lifestyle.</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td><strong>73. PrimeNap Sleep Tracker</strong></td>
<td>PrimeNap</td>
<td>Android</td>
<td><a href="http://www.primenap.com/">http://www.primenap.com/</a></td>
<td>PrimeNap is a sleep tracker and sleep cycle alarm clock with many features for you to graph your sleep patterns and wake up at the perfect time feeling refreshed.</td>
<td>N/A</td>
<td>50,000 - 100,000</td>
</tr>
<tr>
<td><strong>74. RescueTime</strong></td>
<td>RescueTime Team</td>
<td>Android</td>
<td><a href="https://www.rescuetime.com/">https://www.rescuetime.com/</a></td>
<td>RescueTime is a frictionless web-based time management tool that keeps track of what you do and for how long when you are on your computer.</td>
<td>$920,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td><strong>75. Runkeeper</strong></td>
<td>FitnessKeeper, Inc.</td>
<td>Android</td>
<td><a href="https://runkeeper.com/index">https://runkeeper.com/index</a></td>
<td>FitnessKeeper offers Runkeeper, a mobile platform that employs location technology to allow users to track their workout performance.</td>
<td>$11,510,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>-----------------------</td>
<td>-------------------------</td>
<td>-----------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>76. Runtastic Running &amp; Fitness</strong></td>
<td>runtastic</td>
<td>Android iOS 9</td>
<td><a href="https://www.runtastic.com/en/apps">https://www.runtastic.com/en/apps</a></td>
<td>Runtastic provides its users with mobiles application that enables them to track their fitness activities.</td>
<td>€ 150,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iPhone, iPad, and iPod touch, Windows Phone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>77. SaveMyTime</strong></td>
<td>Save My Time</td>
<td>Android</td>
<td><a href="http://savemytime.com/en/">http://savemytime.com/en/</a></td>
<td>Track your time and get insights how you spend it.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>78. Simple Habit</strong></td>
<td>Simple Habit, Inc.</td>
<td>Android iOS</td>
<td><a href="https://www.simplehabit.com/">https://www.simplehabit.com/</a></td>
<td>Simple Habit is on a mission to empower humans to stress less, achieve more and live better.</td>
<td>$2,500,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iPhone, iPad, and iPod touch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>79. Sleep as Android</strong></td>
<td>Urbandroid Team</td>
<td>Android</td>
<td><a href="https://sleep.urbandroid.org/">https://sleep.urbandroid.org/</a></td>
<td>Leading an international startup with the vision of Introducing smart concepts for mobile computing related most of all to medical applications.</td>
<td>N/A</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>80. Sleep Better</strong></td>
<td>Runtastic</td>
<td>Android iOS</td>
<td><a href="https://www.runtastic.com/en/apps">https://www.runtastic.com/en/apps</a></td>
<td>Runtastic provides its users with mobiles application that enables them to track their fitness activities.</td>
<td>€ 150,000</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>iPhone, iPad, and iPod touch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------</td>
<td>-------------------------</td>
<td>-------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>81. Sleep Time</td>
<td>Azumio Inc.</td>
<td>Android iOS, iPhone, iPad, and iPod touch</td>
<td><a href="http://www.azumio.com/">http://www.azumio.com/</a></td>
<td>Azumio is a venture-backed company that develops a suite of fitness apps for smartphones.</td>
<td>$3,416,215</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>82. SleepBot</td>
<td>SleepBot</td>
<td>Android iOS, iPhone, iPad, and iPod touch</td>
<td><a href="http://www.mysleepbot.com/">http://www.mysleepbot.com/</a></td>
<td>SleepBot is a mobile application that wakes the user up during the lightest part of their sleep cycle.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>83. SleepCycle</td>
<td>Northcube AB</td>
<td>Android iOS, iPhone, iPad, and iPod touch</td>
<td><a href="https://www.sleepcycle.com/">https://www.sleepcycle.com/</a></td>
<td>Northcube is a leading Swedish game and app development studio.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>84. Smarter Time</td>
<td>Smarter Time</td>
<td>Android</td>
<td><a href="https://www.smartertime.com/">https://www.smartertime.com/</a></td>
<td>Smarter Time is the new automated time-tracker.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>85. Smiling Mind</td>
<td>Smiling Mind</td>
<td>Android iOS, iPhone, iPad, and iPod touch</td>
<td><a href="https://www.smilingmind.com.au/">https://www.smilingmind.com.au/</a></td>
<td>Smiling Mind is modern meditation for young people.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------------------</td>
<td>----------------------------------------</td>
<td>----------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>86. SnoreLab</td>
<td>Reviva Softworks Ltd</td>
<td>Android iOS</td>
<td><a href="http://www.snorelab.com/">http://www.snorelab.com/</a></td>
<td>SnoreLab was created by Jules Goldberg in 2012 after his wife complained about his snoring.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>87. Sportsman PRO</td>
<td>Axiom Mobile/Axiom Mobile LLC</td>
<td>Android iOS</td>
<td><a href="https://www.stopbreathethink.com/">https://www.stopbreathethink.com/</a></td>
<td>Stop, Breathe &amp; Think’s mission is to inspire the world to practice mental wellness every day.</td>
<td>N/A</td>
<td>500,000 - 1,000,000</td>
</tr>
<tr>
<td>88. Stop Breathe &amp; Think: Meditate</td>
<td>Stop, Breathe &amp; Think, PBC</td>
<td>Android iOS 10.0, iPhone, iPad, and iPod touch, Windows Phone</td>
<td><a href="http://www.strava.com/">http://www.strava.com/</a></td>
<td>Strava is an online network that connects the global community of athletes.</td>
<td>$2,400,000</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>89. Strava Running and Cycling GPS</td>
<td>Strava, Inc.</td>
<td>Android iOS</td>
<td><a href="https://www.meditationoasis.com/app-support">https://www.meditationoasis.com/app-support</a></td>
<td>Meditation Oasis is a medical company which develops apps like Chakra Balancing and Energy Healin</td>
<td>$41,850,000</td>
<td>10,000,000 - 50,000,000</td>
</tr>
<tr>
<td>90. Take a Break</td>
<td>Meditation Oasis</td>
<td>Android iOS</td>
<td><a href="http://themindfulnessapp.com/">http://themindfulnessapp.com/</a></td>
<td>MindApps is a blend of technology and spiritual knowledge</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-------------------------</td>
<td>---------------------------</td>
<td>----------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td><strong>91. The Mindfulness App</strong></td>
<td>MindApps</td>
<td>Android, iOS</td>
<td><a href="http://themindfulnessapp.com/">http://themindfulnessapp.com/</a></td>
<td>MindApps is a blend of technology and spiritual knowledge</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td><strong>92. Time Recording</strong></td>
<td>DynamicG Android Apps</td>
<td>Android</td>
<td><a href="https://sites.google.com/site/androidtimerrecording/home">https://sites.google.com/site/androidtimerrecording/home</a></td>
<td>DynamicG is an Android developer, who started in 2010, and thus is one of the Android pioneers.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td><strong>93. Timesheet</strong></td>
<td>Florian Rausch e.U.</td>
<td>Android</td>
<td><a href="https://timesheet.io/">https://timesheet.io/</a></td>
<td>Timesheet allows you the recording of your working hours with a simple push of a button.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td><strong>94. Toggl Time Tracker</strong></td>
<td>Toggl.com/Toggl OÜ</td>
<td>Android, iOS 8.0</td>
<td><a href="https://toggl.com/">https://toggl.com/</a></td>
<td>Toggl is a leading online time tracking tool, which is extremely popular among freelancers, consultants, and small companies.</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td><strong>95. Tsheets</strong></td>
<td>TSheets.com/TSheets.com LLC</td>
<td>Android, iOS, and Google Chrome, or a desktop or mobile web browser.</td>
<td><a href="https://www.tsheets.com/">https://www.tsheets.com/</a></td>
<td>TSheets is the cloud-based time tracking and scheduling solution that’s changing the way 40,000+ customers track their time in 100+ countries.</td>
<td>$15,000,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>App name</td>
<td>Company name</td>
<td>OS</td>
<td>Web site</td>
<td>Description</td>
<td>Total funding amount</td>
<td>Installs</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>------------------</td>
<td>---------------------------</td>
<td>------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>96. Wahoo Fitness</td>
<td>Wahoo Fitness</td>
<td>Android iOS iPhone, iPad, and iPod touch</td>
<td><a href="https://www.wahofitness.com/">https://www.wahofitness.com/</a></td>
<td>Wahoo Fitness harnesses the power of your iPhone to transform the way you ride</td>
<td>N/A</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>97. Welltory: quantified self stress tracker - HRV</td>
<td>Welltory inc.</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="https://welltory.com/">https://welltory.com/</a></td>
<td>Welltory An app for iOS\ Android\WEB based on lifestyle data that helps thousands of hard workers combat their stress &amp; fatigue.</td>
<td>$1,430,000</td>
<td>100,000 - 500,000</td>
</tr>
<tr>
<td>98. WomanLog</td>
<td>Pro Active App</td>
<td>Android iOS 9.0 iPhone, iPad, and iPod touch</td>
<td><a href="http://www.womanlog.com/">http://www.womanlog.com/</a></td>
<td>Pro Active App is an Android developer, who started in 2010, and thus is one of the Android pioneers. The current app portfolio contains 8 apps. In the Google rankings, Pro Active App's apps appear in the top 100 in more than 10 countries.</td>
<td>N/A</td>
<td>5,000,000 - 10,000,000</td>
</tr>
<tr>
<td>99. Work Log</td>
<td>AR Productions Inc.</td>
<td>Android</td>
<td><a href="http://backbackb.com/concrete/">http://backbackb.com/concrete/</a></td>
<td>AR Productions is a one person app development company dedicated to publishing easy to use and useful apps.</td>
<td>N/A</td>
<td>1,000,000 - 5,000,000</td>
</tr>
<tr>
<td>100. YOU: Small actions, big change</td>
<td>Fifth Corner Inc.</td>
<td>Android iOS 8.1 iPhone, iPad, and iPod touch</td>
<td><a href="https://you-app.com/">https://you-app.com/</a></td>
<td>YOU-App Self-improvement through small steps(YOU-app is about taking small steps to happier healthier you. They're focused on helping especially women create positive change in their lives.</td>
<td>$550,000</td>
<td>50,000 - 100,000</td>
</tr>
</tbody>
</table>
Deep Knowledge Ventures (DKV) Disclaimer

The information and opinions in this report were prepared by Deep Knowledge Ventures. The information herein is believed by DKV to be reliable but DKV makes no representation as to the accuracy or completeness of such information. There is no guarantee that the views and opinions expressed in this communication will come to pass. DKV may provide, may have provided or may seek to provide advisory services to one or more companies mentioned herein. In addition, employees of DKV may have purchased or may purchase securities in one or more companies mentioned in this report. Opinions, estimates and analyses in this report constitute the current judgment of the author as of the date of this report. They do not necessarily reflect the opinions of DKV and are subject to change without notice. DKV has no obligation to update, modify or amend this report or to otherwise notify a reader thereof in the event that any matter stated herein, or any opinion, estimate, forecast or analysis set forth herein, changes or subsequently becomes inaccurate. This report is provided for informational purposes only. It is not to be construed as an offer to buy or sell any financial instruments or to participate in any particular trading strategy in any jurisdiction.