



“An absolute marvel of modern wearable technology.”

- USA Today



# Oura Ring

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Accurate by design

Easy to wear

Built to last

# What is unique about this company?

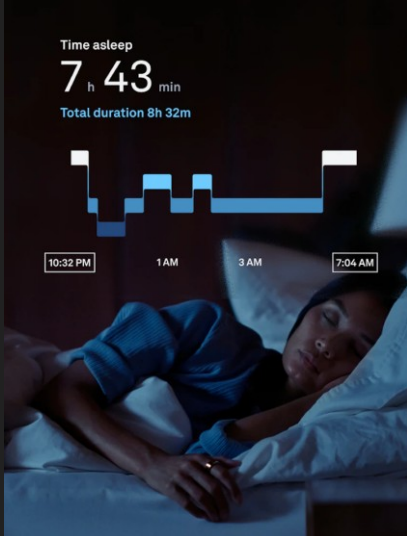
Extensive research

Several times named the best tracker

Why have we chosen it?

What is the value of the service  
offered to the customers?

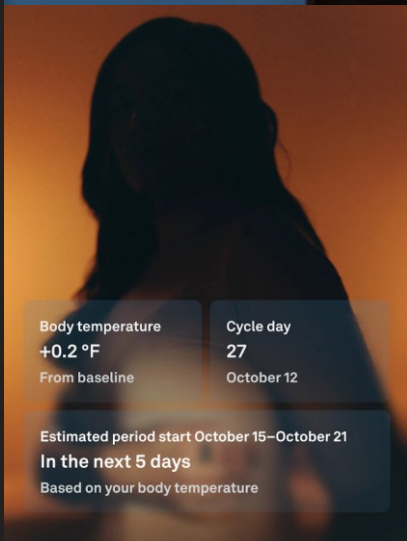
## Sleep Tracking



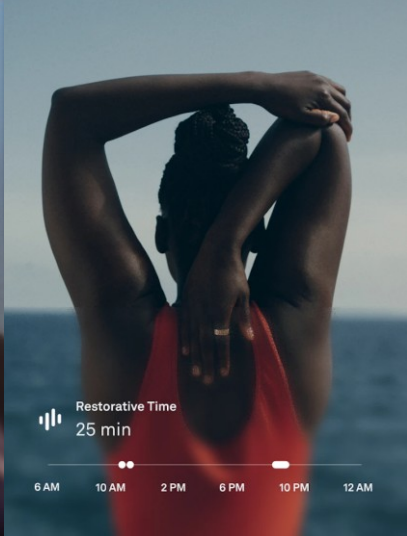
## Early Illness Detection



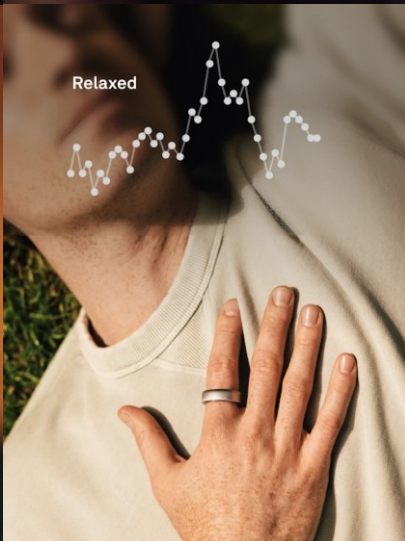
## Activity and Recovery



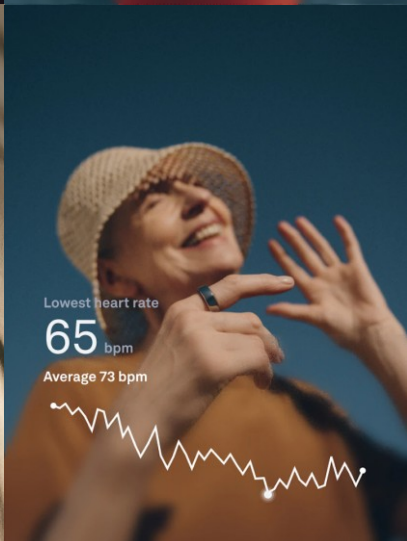
## Heart Health Tracking

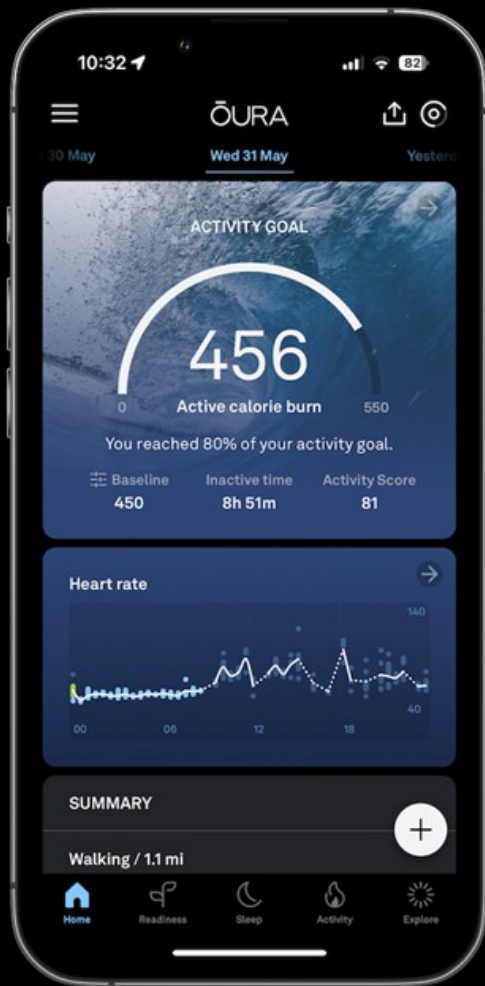
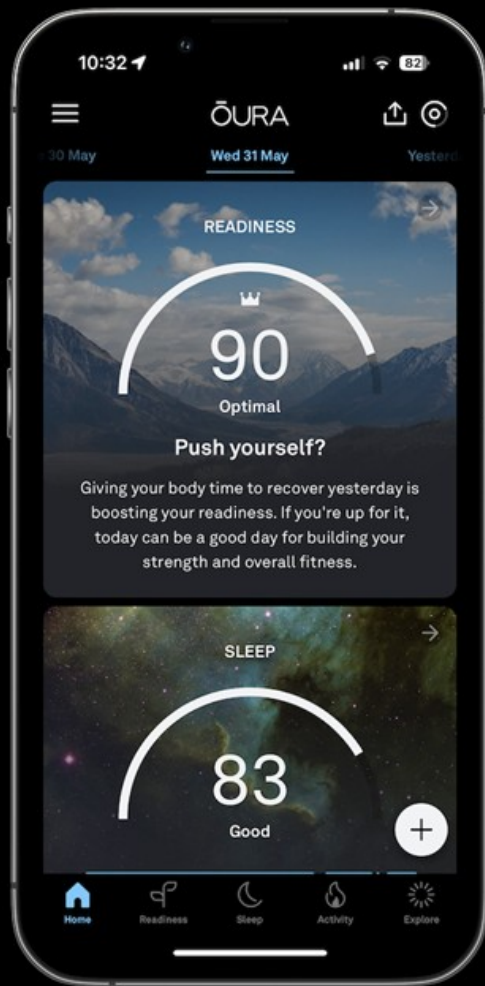


## Women's Health



## Stress Tracking





Community

App Clarity

Compatibility and Integration

Customer specification

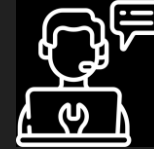




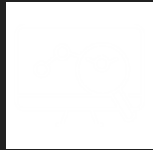
Convenience and design



Data security and  
confidentiality



Support and service



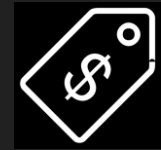
Sleep and Health  
Monitoring



Personalized  
Recommendations



Research  
opportunities



Price and  
Availability

Publication of scientific research


Collaboration with famous athletes  
and celebrities


Community and Forums

# Marketing strategy


Health and Sleep Awareness

Personal Recommendations



 • ŌURA  
Official Partner of the NBA

The health wearable that allows people to own their potential and optimize their performance, trusted by the NBA.



GUCCI  
×  
ŌURA



## Strengths

- Sleep tracking
- Compact and stylish design
- Comprehensive health metrics
- Continuous monitoring
- Battery life

## Weaknesses

- Subscription based service
- Finger placement
- Hard to workout while wearing  
Oura Ring in the gym

## Opportunities

- Making the plan more affordable
- Integrating with ecosystems
- Adding new features
- Collaboration with companies for a wellness programs

## Threats

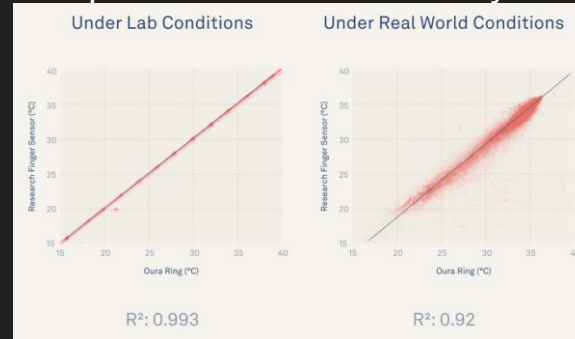
- Higher monthly payments or extra charges
- Competitors coming with something revolutionary or more affordable
- Stagnation

# Research

Peer-reviewed studies	
Subject	Amount
COVID-19	9
Reproductive Health	9
Sleep	9
Heart Health	5
Activity	2
Health	2
Healthcare	2
Mental Health	2
Respiration	1

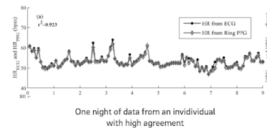
Published studies per year	
Year	Amount
2023	7
2022	21
2021	7
2020	8
2016	2

## Temperature sensor accuracy



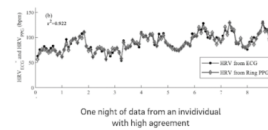
## INDIVIDUAL WITH HIGH AGREEMENT

Nighttime heart rate measured with the Aura ring and ECG



The  $r^2=0.923$  indicates PPG values correspond extremely well with the ECG values.

Nighttime HRV measured with the Aura ring and ECG



The  $r^2=0.922$  indicates PPG values correspond extremely well with the ECG values

# Competitive analysis

Brand	Competitor	Cost	Offered services	Channel	Prestige
Ultrahuman Ring	Direct	From 349€	sleep, movement, recovery, merchandise, food supplements, blog, mobile app	blog	☐
Circular Ring	Direct	From 279€	complete wellness hub app, blood oxygenation, steps, temperature, research	user guide	☐
Apple Watch	Indirect	From 339€	prestige, sleep, calendar, calls, carbon neutral, heart rate, blood oxygen	film	☐
Whoop	Indirect	129€ for a device + 399€/year for a membership	sleep, activity tracking, membership, 1 month free trial, personalized coaching, science-backed metrics, 99% heart rate accuracy, waterproof, distraction-free design, different kinds of wearables	podcast	☐
Somnox Pillow	Indirect	599\$ for a pillow + 49\$ for a Washable sleeve	controlled breathing, audio streaming, personalized app, science backed sleeping algorithm	reviews	☐

# Resources

<https://ouraring.com/oura-experience>

<https://ouraring.com/product/rings>

<https://www.digitaltrends.com/mobile/oura-ring-generation-3-review/>

<https://smallbusiness.chron.com/write-marketing-specification-63627.html>

<https://www.coursera.org/articles/marketing-strategy>

<https://ouraring.com/blog/oura-in-research/>

<https://ouraring.com/blog/temperature-validated-accurate/>

<https://www.circular.xyz/>

<https://www.apple.com/watch/>

<https://www.ultrahuman.com/ring/buy/global/>

<https://join.whoop.com/en-eu/>

<https://somnox.com/>

# Work distribution

- About Oura Ring, Why have we chosen this company, What is the value of the service, offered to the customer (Valérie Taftová, 514225)
- Customer specification, Marketing strategy (Yury Vernigorov, 517535)
- SWOT analysis (Filip Fábry, 514359)
- Research, Competitors (Michal Klein, 514072)