

## About Baracoda Daily Healthtech

**Baracoda Daily Healthtech** is the new corporate identity for Baracoda, introduced at CES 2022, to represent the company's strategic vision – making holistic health data available to individuals and medical providers (with user opt-in) to improve health status and/or monitor progress.

Baracoda was founded in 2001 by Thomas Serval, Olivier Giroud and Matthieu Delporte in Paris, France, as a conduit for innovation and a space to ideate and invent life-changing smart solutions. In 2014 the direction toward family health became the company's #1 priority, quite serendipitously, when founder Thomas Serval realized that his own children would rather play games on their phones than brush their teeth, Thomas developed the first smart toothbrush utilizing a gaming strategy for engagement and AI for parental monitoring. This led to a partnership with the Colgate-Palmolive Company in 2016.

From smart toothbrushes to smart mirrors, a connected bath mat to a battery-free and eco-friendly connected thermometer, Baracoda continues to break barriers, using technology to drive healthy behaviors. Centered around an open-innovation B2B2C business platform to fast-track development of smart and connected devices, Baracoda Daily Healthtech's goal is to make smart preventive healthcare devices financially scalable for a mainstream market.

Baracoda employs more than 220 people: engineers, coders, innovators and support teams from around the world, working with startups and corporate partners. The company's innovation strategy targets the bathroom. This is where people groom, clean, monitor, beautify, and heal as they look in the mirror each morning and decide how they will tackle the day. Are you feeling up or down? Confident or not? Habitual patterns enable the gathering of personalized and quantitative data for self improvement, lifestyle coaching, and clinical studies. Little changes, everyday, can have a huge impact on health and wellbeing.

### **Baracoda Daily Healthtech includes three divisions:**

**Baracoda Labs (BLabs)** is an incubator and accelerator where new ideas come to life. An open-innovation philosophy speeds up the development process – through first-generation prototype, getting the kinks out of beta versions, and expediting time-to-market with unprecedented speed. The company invests at least 30 percent of turnover in R&D.

**Baracoda Tech (BTech)** is a full-stack SaaS platform that scales IoT device development.

**Baracoda Business Solutions (BSolutions)** provides consulting services and product development for large companies that need to be on the leading edge of innovation.

**Baracoda Daily Healthtech**

*at the forefront of ushering in a new era where technology helps drive better health practices*

**Media contacts:**

Brianna Bruinsma

briannab@firebrand.marketing

+1 951-256-0007

Nadia Biryukova

nadia.biryukova@baracoda.com

+33 (0)610-398-200

**Social Media links:**

Baracoda | [baracoda.com](https://baracoda.com) | [LinkedIn](#) | [Twitter](#)