

Baracoda Daily Healthtech - Frequently Asked Questions

What is Baracoda Daily Healthtech and where is it based?

Baracoda Daily Healthtech, based in Paris, France, is a company centered around open-innovation and a unique B2B2C business model designed to fast-track development of smart and connected healthcare devices. Baracoda Daily Healthtech's goal is to leverage technology to encourage preventive health care for the mainstream market at a scalable price. The company employs 220 creative and diverse people, 60% of whom are engineers, from around the world. Baracoda's entrepreneurs and digital experts are passionate about health and willing to contribute to improving health globally.

Is Baracoda Daily Healthtech the same as Baracoda?

Baracoda Daily Healthtech is Baracoda's new corporate identity dedicated to healthtech, medtech and preventive health. Organized into 3 divisions, Baracoda Daily Healthtech includes:

- Baracoda Labs (BLabs), where new ideas are incubated for both company and client projects
- Baracoda Tech (BTech), a full-stack SaaS platform to scale IoT product development
- Baracoda Business Solutions (BSolutions), a customer relationship team working closely with corporate partners

What is Baracoda's concept of the connected Bathroom of the Future?

Baracoda Daily Healthtech sees health as a practice, and connectivity as a way for you to easily monitor your behaviors, improve healthy habits, and ultimately to holistically improve your well-being. From stepping out of the shower on a bath mat that automatically collects your weight, BMI, posture and balance metrics – to looking in the mirror to brush your teeth and comb your hair while data is collected to monitor your risk factors for overall health. The BConnect Hub universally collects connected data and shares with respective platforms (and health providers or family members at the user's request.)

When it comes to smart homes and smart living, why does Baracoda focus on the bathroom?

The frequency of daily self-care and grooming routines that occur in a household's bathroom, more than any other part of the house, offer the potential to gather the quantitative data necessary for clinical studies that focus on behaviors and preventive health care.

You talk about combining indexes (or indices). What does this mean?

An index is built through sensors that give metrics and improvement perspective to daily practices. For example, PH in the mouth, weight and posture, skin analysis, and hand

hygiene. Baracoda Daily Healthtech makes technology easier for the consumer by developing products with multiple indexes.

What about sustainability in healthtech?

Minimizing waste (whether in packaging, water use or battery power) and producing more efficient ways to produce and use products is important to Baracoda's approach moving forward. Baracoda's BCool connected thermometer won an award for sustainability in design and opens new perspectives with its energy-harvesting technology

How is AI used in Baracoda's connected Bathroom of the Future?

Artificial Intelligence needs behavioral data from IoT. While IoT *gathers* data, AI is able to *use* that data. Baracoda utilizes both predictive (based on past historical behaviors/observations) and prescriptive (recommending a user to adopt a new behavior) AI, helping individuals reach new goals for health improvement. One example is reducing the risk for falling among frail individuals through AI working with footprint recognition sensors. Another example is seen in AI software that analyzes the quality of toothbrushing and allows users to review their habits, with tips to reduce the risk for cavities by brushing more completely. Baracoda is committed to a privacy-by-design approach to AI, enabling users to manage and control their data and to whom they grant permission for sharing.

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 | [LinkedIn](#) | [Twitter](#)