



A touch-enabled ring providing an always available, eyes-free Input platform for bluetooth-capable devices

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The Challenge

We want to **extend** the input capabilities of smartphones and other wearable devices.

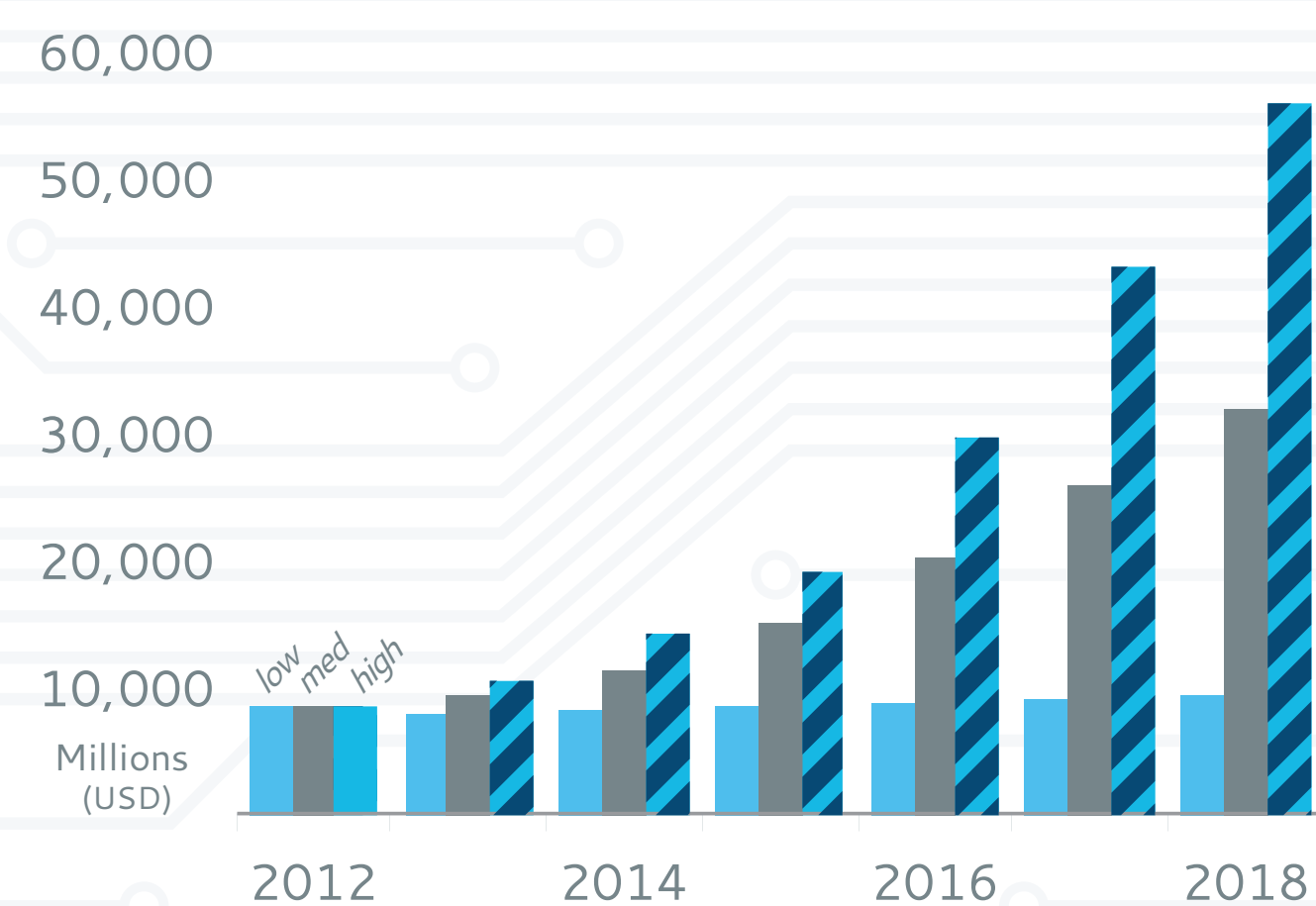
We want to **enable** eyes-free and discreet interactions on the move.

We want to **create** enriching experiences with wearable input devices.

Where can we make a difference?
Runners.

The Opportunity

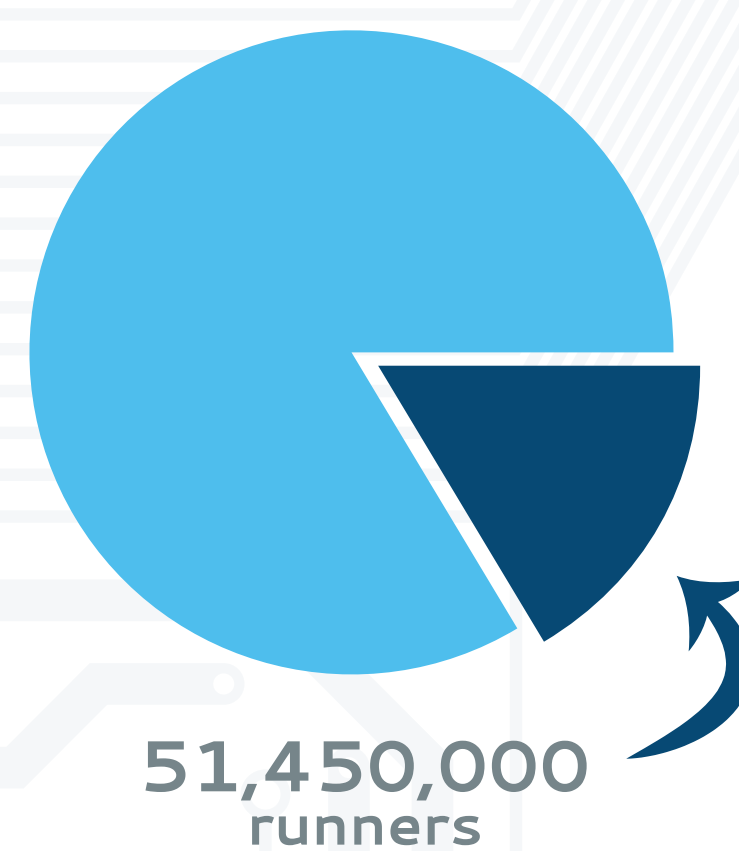
Revenue Forecast Range - Wearable Tech



Wearable Devices Shipped



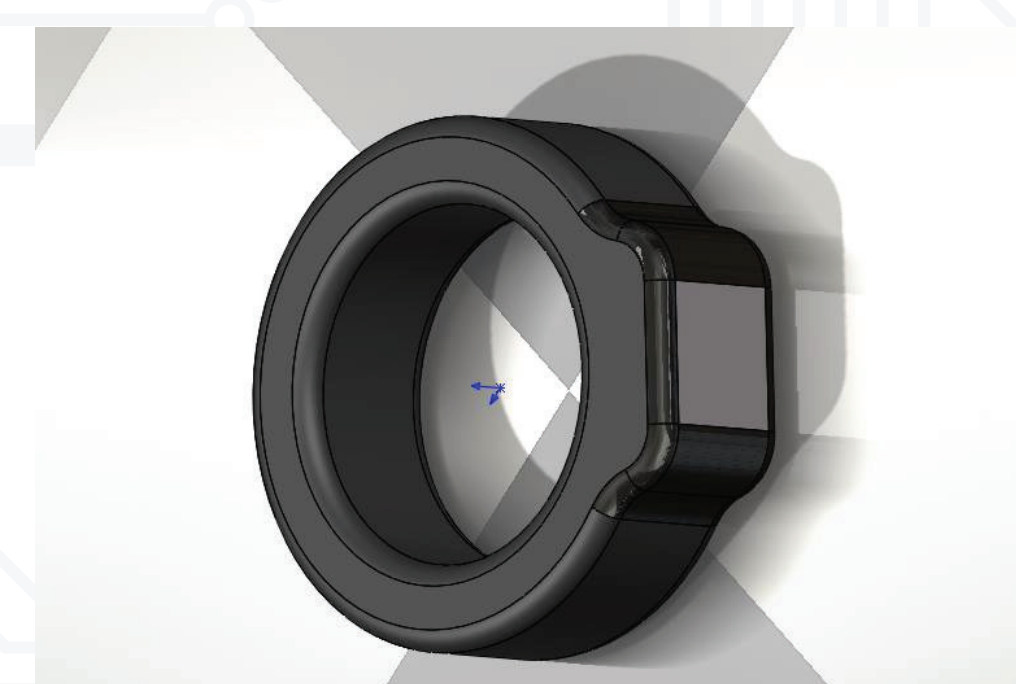
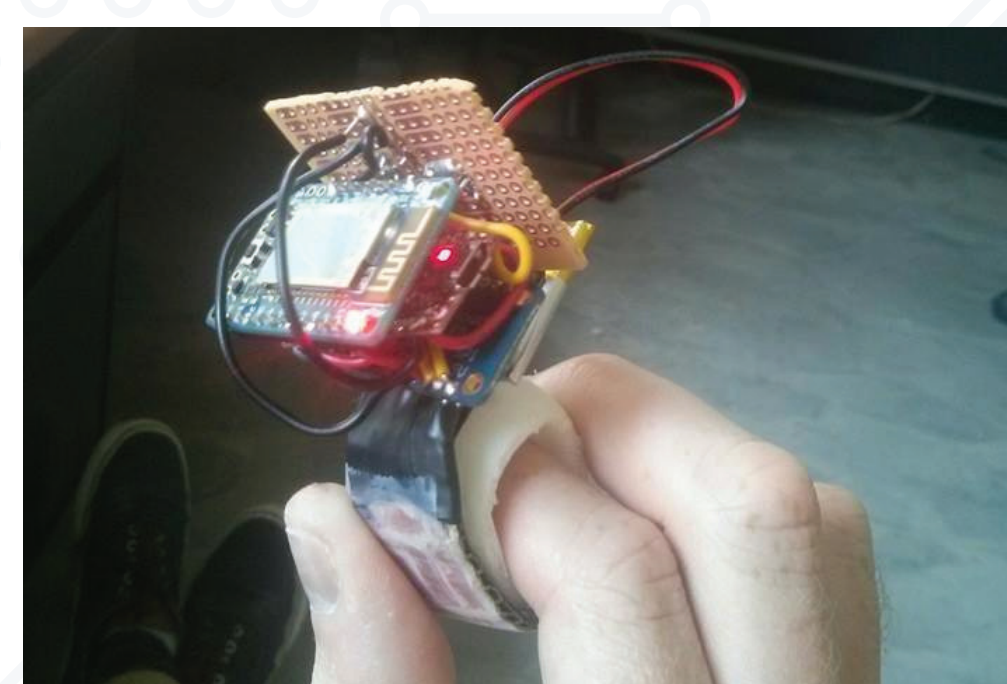
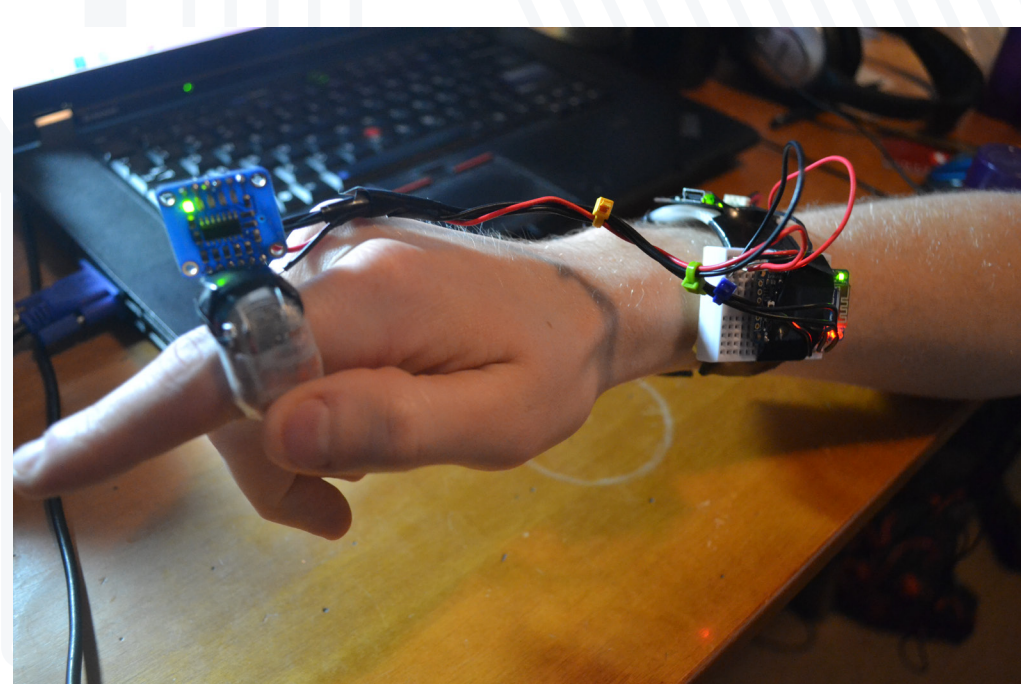
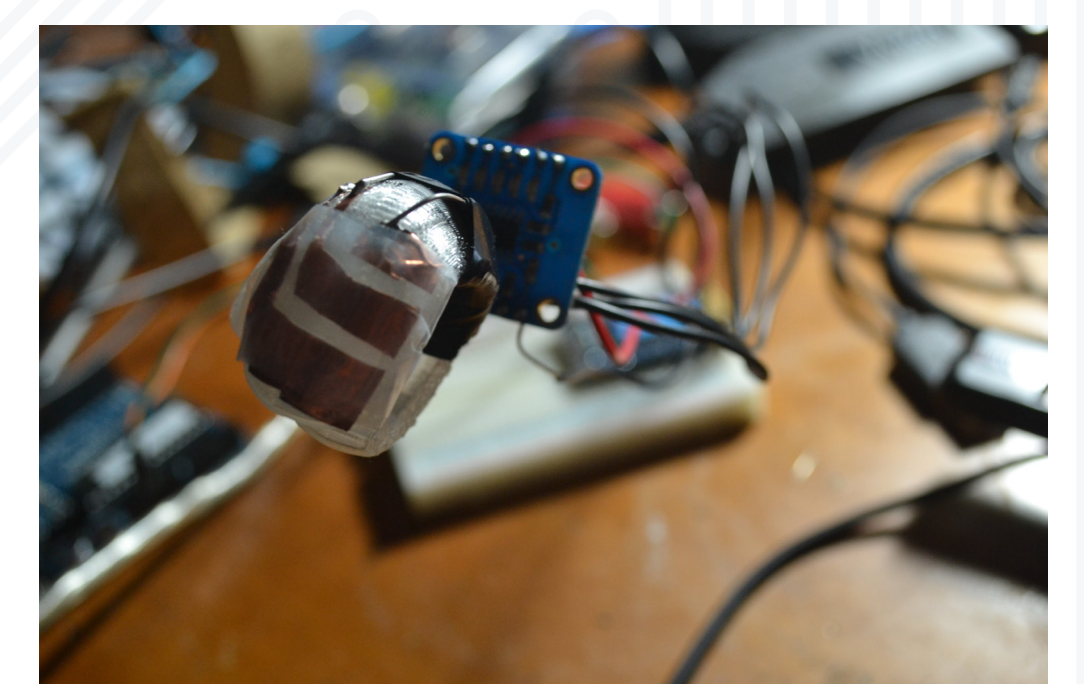
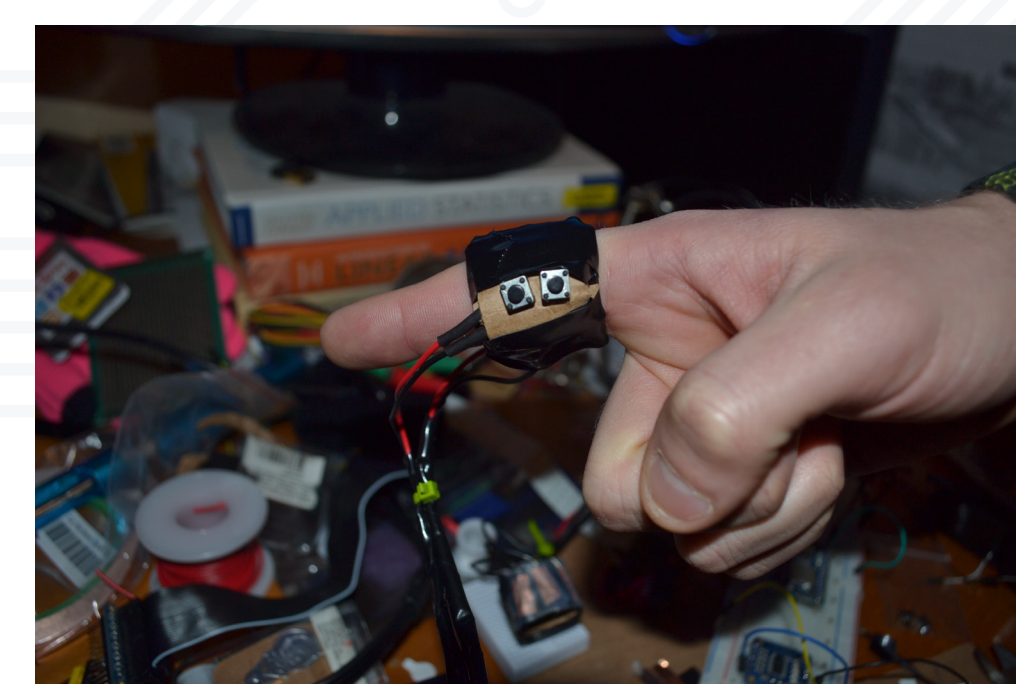
Amount of Runners (U.S.A)



Core Runners:

- 75.8%** have Bachelors degrees
- 73.3%** household median income >\$75,000
- 208** average days run per year
- 1,165** average miles run per year
- 3** average running shoes purchased per year

The Process



Next Steps

Decrease the size of the hardware prototype.

Improve the functionality to better serve our users.

Prepare to raise funds via seed- or crowd- funding.

Support us for audience choice!
#iSchoolCapstone #fidgt



Learn more.
<http://fidgt.co>
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