



OURA RING

ELITE ATHLETES

Personal data tracking technology: how it can better help student athletes understand pain points and improve performance

Expansion Plan





AGENDA

1. Opening
2. Background
3. Opportunity Analysis/Strategy
4. Consumer Insights/Positioning
5. Communication Objectives/Message
6. Creative and Media Strategy
7. Performance Metrics
8. Concluding Thoughts



01

Sleep & Rest

“Wake up to in-depth analysis about your sleep, so you can improve your habits and transform how you feel.”

02

Stress

“Tracking multiple biometrics means you’ll get a clear picture of your physiological stress from day to day.”

03

Heart Health

“The wellbeing of your heart is one of the most powerful contributors to your overall health and longevity.”

04

Activity & Movement

“Oura helps you understand how your activity throughout the day impacts your overall well being, making it easier to listen to your body and do what feels right for you.”



QUICK QUESTIONS...

If you feel like you don't get enough sleep each night?

How many of you own a device that tracks your sleep patterns and personalized health insights?

If owning a Oura ring that could provide these insights was easier to obtaining (discounts, availability in more stores, payment plans) would you use it?





WHAT IS OURA RING?

“Oura Ring is the first wearable designed to paint a truly holistic picture of your health. Born in Finland, our superior craftsmanship and human-centered philosophy give way to a wellness product loved by millions.”



01

Personalized Scores

Provides personalized scores for sleep, readiness, and activity, which is reflected through personal data and lifestyle habits every day

02

Sleep Tracking

Scores are based on the amount of time spent in each stage, as well as how long you slept for, and how long it took you to fall asleep

03

Overall Summary

Tracks Heart rate variability (HRV), body temperature (to anticipate oncoming sickness), and cycle tracking for females, and workout/activity tracking



01

WHOOP

- Strong athletic following (the greatest competitor)
- Monthly subscription
- Wristband, not allowed in all sports competitions

02

Garmin

- Good for endurance athletes
- Less relevant among college athletes

03

Apple Watch

- Known but not recovery-focused
- Expensive
- Typically not allowed in sports competitions

04

Ultrahuman

- Sleek design
- Metabolic insights
- Import/sales restrictions

COMPETITIVE LANDSCAPE

The Student-Athlete Recovery Ring

Our focus is on how the Oura ring can aid athletes in their sleep, recovery, and stress, which is where athletes struggle. We are proving how we are the most affordable, discreet, and sleek data-led tech tool for athletes.

Strengths

- Sleep analytics and HRV – best in class
- Discrete and wearable 24/7
- Less distractions due to no screen (app-based)
- long battery life (7-8 days)

Opportunity

- Opportunity for this athlete tracking solution for the NCAA
- Prioritization of mental health and sleep
- NIL brand-building opportunities
- Sports science budgets are increasing

SWOT ANALYSIS

Weakness

- Expensive and premium perception
- Less familiar than WHOOP among athletes
- Ring removal is necessary in contact sports

Threats

- Fast updates from competitors – WHOOP and Garmin
- Tech partnerships that have already been established with universities
- Possible market saturation

STRATEGY AND GOALS

Increasing accessibility and adoption of the Oura ring for collegiate athletes through discounts and team partnerships

ability for NIL ambassadors

Discounts & Affordability

- Team pricing in bulk
- Discounted subscriptions for university athletic departments
- 30-40% discount for student-athletes

Team Oriented

- Team circles - comparing scores
- Leadership board for top athletes daily
- Analytics portal for coaches



TARGET MARKET



Collegiate Student Athletes (Ages 18-22)

Name: Max

Age: 20

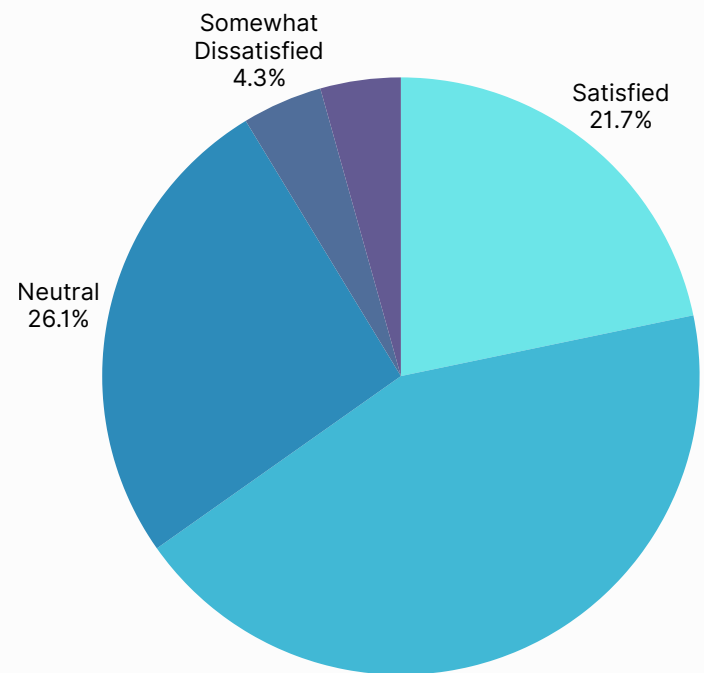
Major: Mechanical Engineering

Sport: Basketball

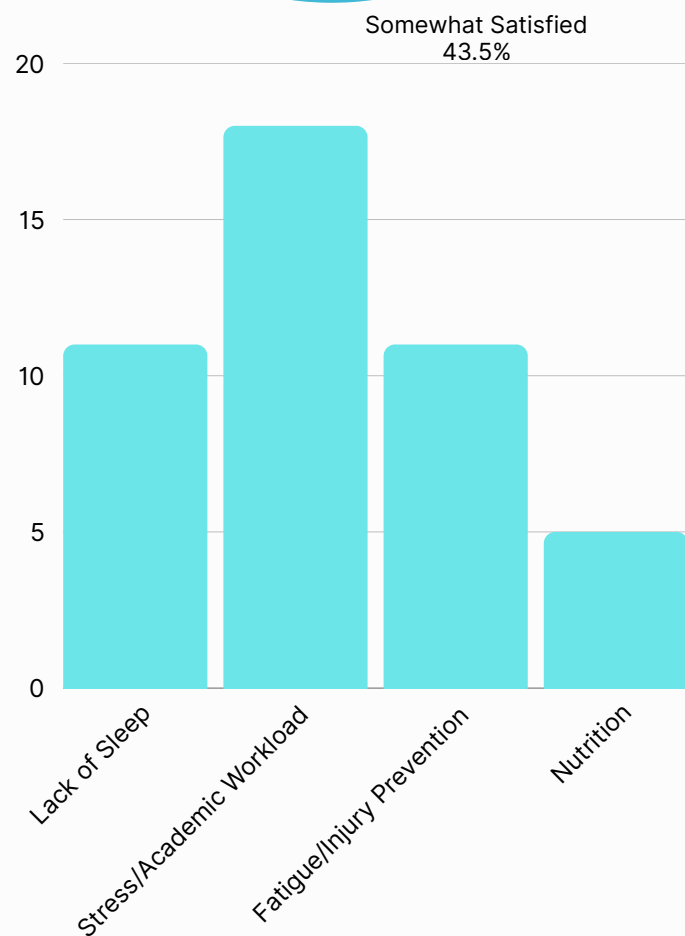
Other Activities: Rock Climbing, Going to the Gym, and Engineering Club

Goals: Earn a starting spot on the basketball team, get a summer internship, finish with all A's this semester

SURVEY RESULTS



How satisfied are you with your current method of tracking sleep/recovery?



What's your biggest challenge(s) as a student-athlete when it comes to performance and recovery?

01

Sleep & Stress

About every athlete reported a lack of sleep, correlated to academic stress, lack of sleep, and injury/fatigue prevention

02

Recovery & Readiness Scores

Review footage to identify technique improvements and strategic adjustments quickly during sessions.

03

Cost Barrier

Most athletes mentioned they would be willing to spend \$50-\$200 on tracking technology

04

Adoption

Nearly every survey response mentioned they are more willing to adopt new wearable technology if teammates, coach, or other pro athletes use it

UNIQUE SELLING PROPOSITION



WHAT CUSTOMERS WANT

- Better recovery and injury prevention
- Discreet and Stylish
- Affordability (Student Pricing)

USP

The most discreet, data-driven recovery tool essential for helping college athletes manage training, prevent burnout, and optimize peak performance

- Advanced sleep and recovery metrics (HRV, Readiness)
- Comfortable Wearable tech
- Strong reputation for recovery

WHAT OURA DOES WELL

COMMUNICATION

OBJECTIVES & MESSAGE

Increase awareness

- Social media posts
- Partnerships + announcements

Grow trial/adoption

- Student-athlete discounts
- Free 30-day trial (University)

Wellness → Performance Enhancer

- Highlights scores
- Athlete testimonials on social media

Build trust

- NIL partnerships
- Credibility from coaching staff



Oura improves performance
Helps with stress and sleep management
Now available for student-athletes

Creative Plan

Ring Culture

Goals for this Campaign:

- Educate collegiate athletes on the importance of recovery
- Show that athletic success isn't only obtained through what you do on the field or court, but also even in your own home.
- Listening to the data and your own body could influence other factors in your life such as school and social life.



Digital Strategy

Have influencers and athletes “flex” their Oura Ring on social media sites such as Instagram, Twitter, TikTok etc, with #RingCulture

Ring Culture



Digital Strategy

Mini Docuseries

- Film a mini series on social media about a specific sports team and see how well they perform using the Oura Ring's for their season.
- Greater chance of selling to student athletes due to word of mouth
- Showing real data from the student athletes that prove that recovery can lead to a greater performance.

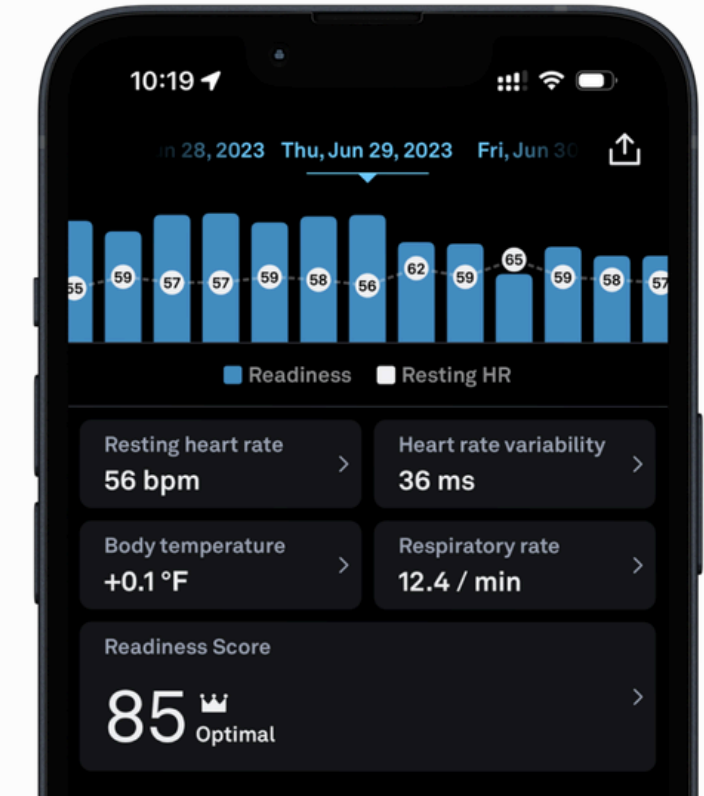


Ring Culture



Television Campaign

Similar to the digital campaign, but film collegiate or professional athletes working out and training but also show them recovering like hydrating, sleeping, and ice baths.



	May	June	July	August	September	October
TV	\$700,000	\$100,000	\$100,000	\$100,000		
Social Media	\$10,000	\$35,000	\$35,000	\$35,000	\$10,000	\$10,000
Traditional/Outdoor					\$5,000	\$5,000
Total	\$710,000	\$135,000	\$135,000	\$135,000	\$15,000	\$15,000

6 MONTH MEDIA PLAN

Sales Goal: *\$10,000,000

PERFORMANCE METRICS



KPI's



01

Athelete Interest & Engagement

- Monitor social media reach, impressions, engagement, and follower growth
- Track student athlete interaction with Oura content
- **5-10% follower growth, ~5,000+ impressions per post**

02

Athelete Response & Survey Participation

- Collect survey responses across universities
- **Hitting target # of responses + expanding participation as more teams adopt Oura**

03

Product Retention Post-Athletics

- Track subscription continuation and survey feedback
- **30-50% of athletes continuing using Oura + fewer than 30% unsubscribing after careers end**

04

Recovery Improvements Among Users

- Compare recovery scores during a 2-month trial period
- **Higher recovery scores in Month 2**
 - **Optimal State: 85% recovery score in 2nd month**

THE FUTURE OF OURA RING

01

Market Expansion – Oura's future

- Expansion to non-athletes
- Long term customers
- Authenticity

02

Student Benefits

- Better recovery
- Better balance
- NIL opportunities

03

Oura Benefits

- Market penetration
- Increased credibility
- Social growth

04

Opportunities our Campaign Benefits

- Limited awareness but high interest
- Team/staff influence
- Affordability/access opportunity

05

Challenges our Campaign Addresses

- Cost barriers
- Game-time interference
- Competitors – wearable technology





THANK YOU

