



# Levels Biosensor

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# What is Levels?

What if you could see how every bite, workout, or night of sleep affect your energy — in real time

Levels is a digital health platform that combines biosensors and an intuitive app to give users real-time insights into how food, sleep, and exercise affect their metabolic health.

## Core Features:

- Continuous glucose monitoring (CGM)
- Personalized feedback
- App-based data visualization & habit coaching

## Differentiator:

- Goes beyond “tracking” — it *interprets* your biology and prompts behavior change.

# Behavioral Radicalness

**Score: 4 – Very Radical**

Requires users to:

- Requires users to apply, wear, and maintain biosensors regularly
- Involves logging meals and interpreting metabolic data without prior expertise
- Success depends on real-time behavioral adjustments based on feedback
- Goes beyond passive tracking — demands a routine change
- Requires ongoing engagement and proactive health management



**Key Insight:**

This is a mindset shift — from reactive health to proactive self-optimization.

# Initial ACCORD Assessment

<u>Dimension</u>	<u>Score</u>	<u>Summary</u>
Advantage	4	Real-time insights are powerful but unclear until after use; not intuitive for most
Compatibility	3	Fits health-conscious lifestyles, but glucose tracking is unfamiliar to non-diabetics
Complexity	2	Sensor setup and interpreting data can feel overwhelming and technical
Observability	2	Internal benefits are subtle; progress isn't easily seen or shared
Risk	2	Feels medical, expensive and uncertain value to new users
Divisibility	2	No trial or partial experience offered; requires upfront full-month purchase

# Improved ACCORD Assessment

<u>Dimension</u>	<u>Score</u>	<u>Summary</u>
Advantage	5	App demo with sample data shows benefits immediately. Education, testimonials, and storytelling highlight outcomes like increased energy and focus.
Compatibility	4	Reframed as a “performance insight” tool, not medical. Wellness-focused positioning and onboarding guides support habit formation
Complexity	3	Streamlined visuals, walkthroughs, and simplified UX ease adoption. Gamified trials (e.g., 7-day food experiment) help users learn by doing.
Observability	4	Leaderboards, social sharing, and KPIs make progress more visible. Feedback loops show users what’s working and what needs adjustment.
Risk	3	Intro kits and app demos reduce financial commitment. Clear messaging on non-invasive use reduces perceived medical risk and anxiety.
Divisibility	4	7-day challenge, app-only trial, or data-only versions give users a low-barrier way to start with minimal commitment.

# Barriers & Adoption Outlook

**Adoption Potential:** High (after improvements)

## Remaining Barriers

- Long-term habit change required
- Fear of “medical” tools
- Education gap around metabolic health

## What We Can Do:

- Create community-driven habit challenges
- Position as lifestyle upgrade (not diagnostics)
- Reinforce success stories & visual progress

# SEGMENTATION

## DEMOGRAPHIC

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- **Age:** 25-45 years old
- **Income:** Middle to upper-middle income (can afford premium health products, \$150+/month subscriptions)
- **Education:** College-educated, health-conscious individuals
- **Occupation:** Professionals in high-stress roles (e.g., tech, finance, healthcare) who are performance-driven

## PSYCHOGRAPHIC

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- **Health-conscious individuals** seeking personalized data-driven solutions for wellness
- **Biohackers and quantified self-enthusiasts** interested in optimizing metabolic health and performance
- **Individuals managing chronic conditions** (e.g., pre-diabetes, weight management, PCOS)
- **Sustainability-minded consumers** who value proactive health over reactive healthcare

## BEHAVIORAL

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- Early adopters of health and fitness technology (e.g., wearables, apps)
- Willingness to pay for insights that translate into actionable lifestyle improvements
- Preference for a holistic, data-driven approach to health



# TARGET MARKET

## PRIMARY

- **Health-conscious professionals (25-45)** who are proactive about optimizing their nutrition, fitness, and metabolic health. They are willing to invest in premium health technology and value cutting-edge tools for self-improvement.

## SECONDARY

- **Individuals with metabolic health concerns** (e.g., pre-diabetes, PCOS) seeking better control through lifestyle interventions.
- **Performance-driven individuals** (e.g., athletes, biohackers) who want personalized, data-backed recommendations for diet and exercise optimization.



# POSITIONING

## POSITIONING STATEMENT:

- For health-conscious individuals seeking to understand and optimize their metabolic health, Levels provides real-time, personalized insights powered by continuous glucose monitoring and intuitive app technology.

## KEY DIFFERENTIATORS:

- **Personalized metabolic feedback** based on real-time data
- **Proactive health optimization**, not just reactive monitoring
- **Intuitive user experience** that translates complex data into actionable insights
- **Trusted brand credibility** in the digital health space, validated by partnerships, research, and thought leadership

# Reaching Innovators & Early Adopters

How we'll scale to cross the chasm

