

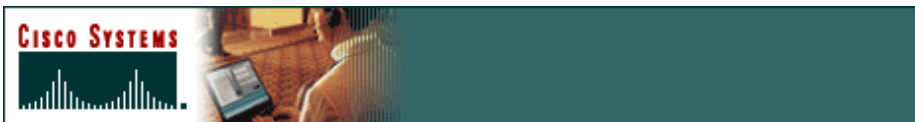


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## Wearing your heart on your sleeve

By Rafe Needleman  
December 15, 2000

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Vivometrics makes an incredibly cool product, the Lifeshirt. But as Dr. Mark Mitchnick, a company director, was telling me, Vivometrics is not really a device company.

The Lifeshirt is the hardware end of Vivometrics's business model, which is to collect medical data (telemetry) from ambulatory people, and then work with other companies, like Enmed and Phase 4, to get the data collated and sold.

A non-bulky vest worn under clothes, the Lifeshirt collects continuous cardiac and respiratory data; it also has sensors to determine if the wearer is upright or reclined. Data are collected by a belt-worn Handspring Visor and then sent to an online service in batches.

Contrary to my expectation, the primary and most lucrative market for this service is not medicine. Instead, Vivometrics's first target customers are the pharmaceutical companies running drug trials. The Vivometrics service will improve the accuracy and, more important, the speed with which data are collected. Time-to-market directly affects profitability for big pharma.

Medicine is, however, a secondary market for Vivometrics. Consumer health (exercise equipment, for example) is a distant third. Vivometrics is funded to the tune of \$10.5 million, primarily by Credit Suisse First Boston, and is currently raising a B round.



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