



Aura Clarus

Revolving consumer wearable health technology



850+

User pain points validated

(Reddit + communities)

70+

daily sign-ups

Expo Validation

78 %

129 of 164 visitors interested

TNGSS (Coimbatore 2025)



Professionals need accurate, private, and elegant health wearables

No hybrid wearable built for professionals



Wellness ≠ clinical

HRV / stress / ECG not reliable

Not office-friendly

Poor insights, short battery, alert fatigue

Inaccurate data

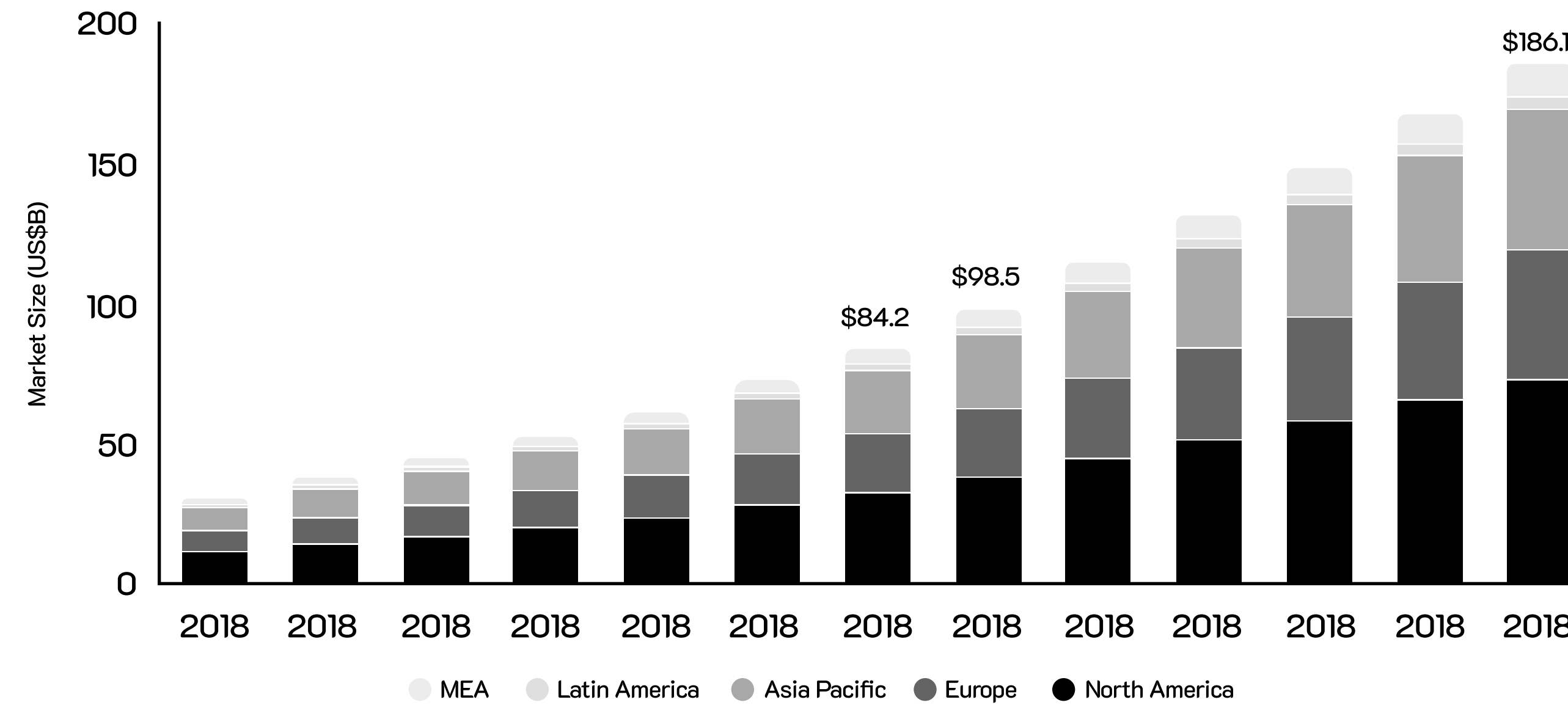
Sporty look, no privacy control

Sources: [SNS Insider 2024](#) | [Grand View Research 2024](#) | [Coherent MI 2025](#) | 850+ Real People Feed Back



Wearable Technology Market

Size, by Region, 2018 - 2030



Wearables → \$84 B (2024) → \$186 B (2030) | Smart ECG → \$1.8 B (2024) → \$4.0 B (2032) | Stress tracking → \$2.8 B (2025) → \$5.3 B (2035)

Premium, clinical-grade wearable for work + wellness

Sources: [SNS Insider 2024](#) | [Grand View Research 2024](#) | [Coherent MI 2025](#)



Aura Clarus

Hybrid. Private. Professional.



Health + Focus. Redefined.

Medical-grade ECG

Local AI & privacy

Smart mode switching

5-day battery + fast charge

Titanium, formal design



Product

Hybrid Wearable | ECG + Wellness | Professional Design

Tech Infra

Local AI | Edge Processing | Encrypted Storage | Dual Mode

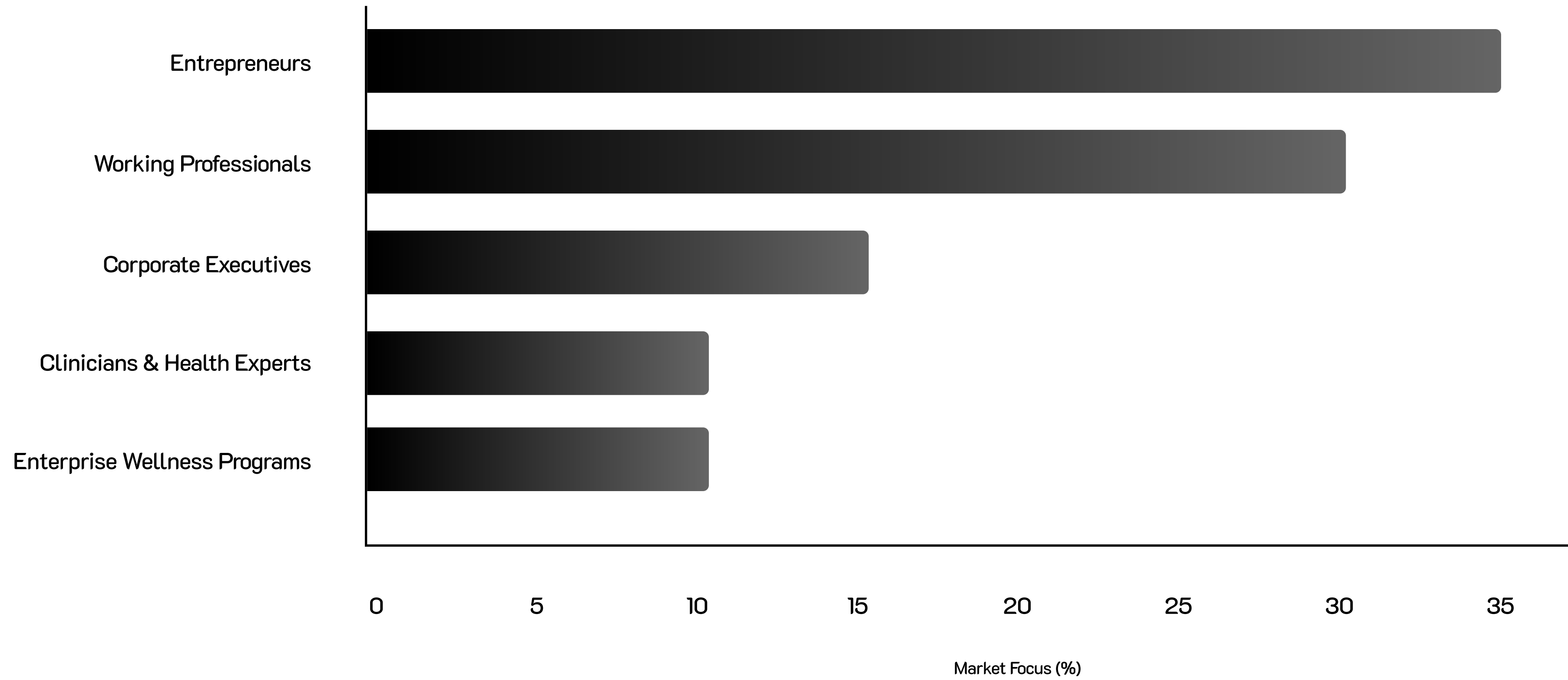
How It Works

Sense → Analyze → Act → Sync



Aura Clarus Target Audience Data

Target Audience & % of Focus



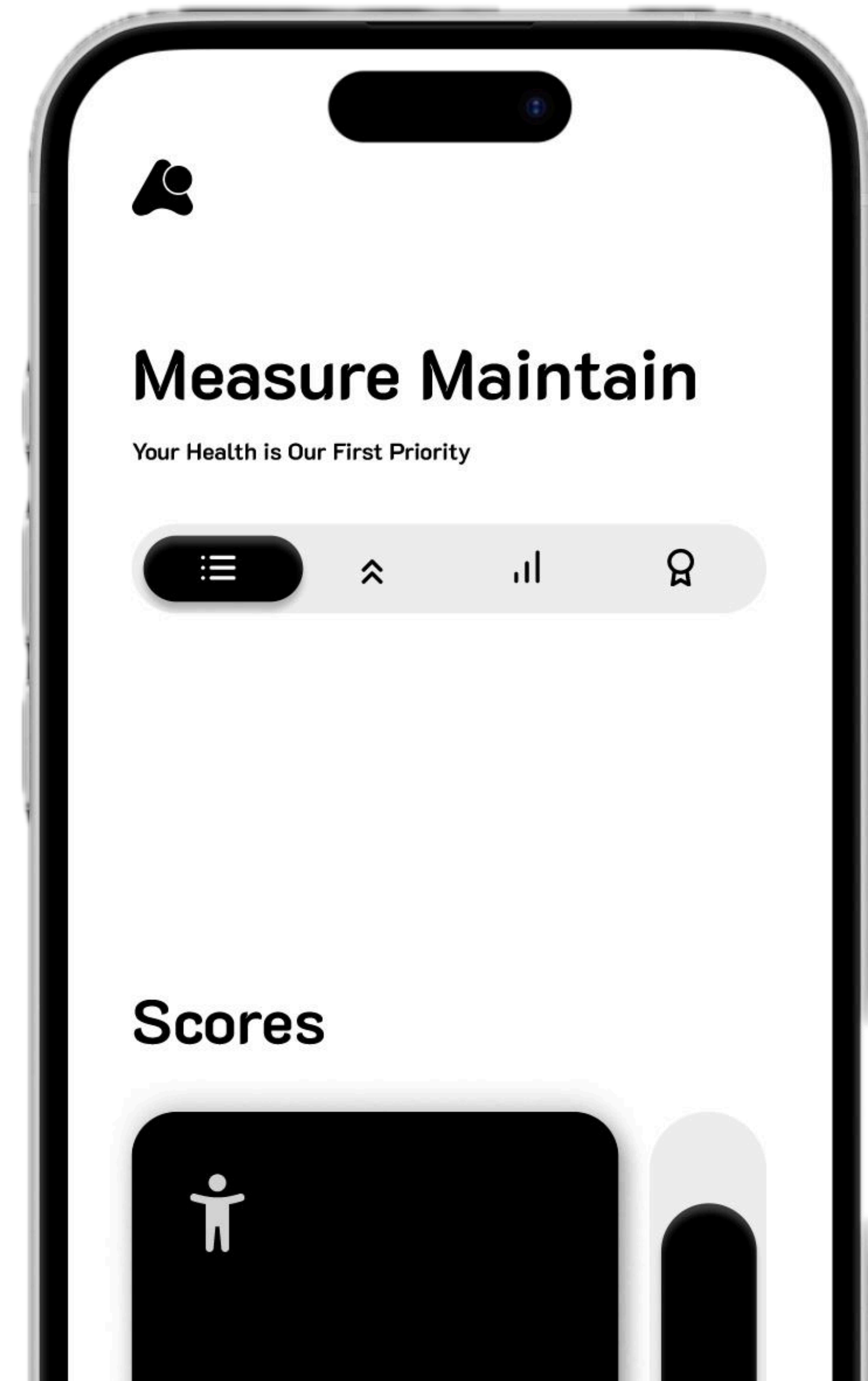


Aura Clarus

Hybrid Revenue - Device + Subscription

One-time purchase — Aura Clarus device
Subscription — App insights & analytics

Simple. Scalable. Sustainable.





Concept

Q1 2026

Finalize design, specs, and suppliers.

Prototype

Q2 2026

Build & test ECG + PPG hardware.

Wellness Launch

Q3 2026

Release non-FDA wellness version.

Clinical Trials

Q2 2027

Validate accuracy in real studies.

Algorithm Build

Q1 2027

Train diagnostic & therapy models.

Data Phase

Q4 2026

Collect user & clinical data for ML.

FDA Prep

Q3 2027

Compile docs & compliance testing.

FDA Filing

Q4 2027

Submit for clearance & audit.

v2 Launch

Q1 2028

FDA-certified medical version release.



Top-Down Launch

Influence → Adoption

Elite Focus

Founders, Executives, Clinicians

Visibility

Podcasts | Expos | Panels

Sales

Invite-Only Online Store

Expansion

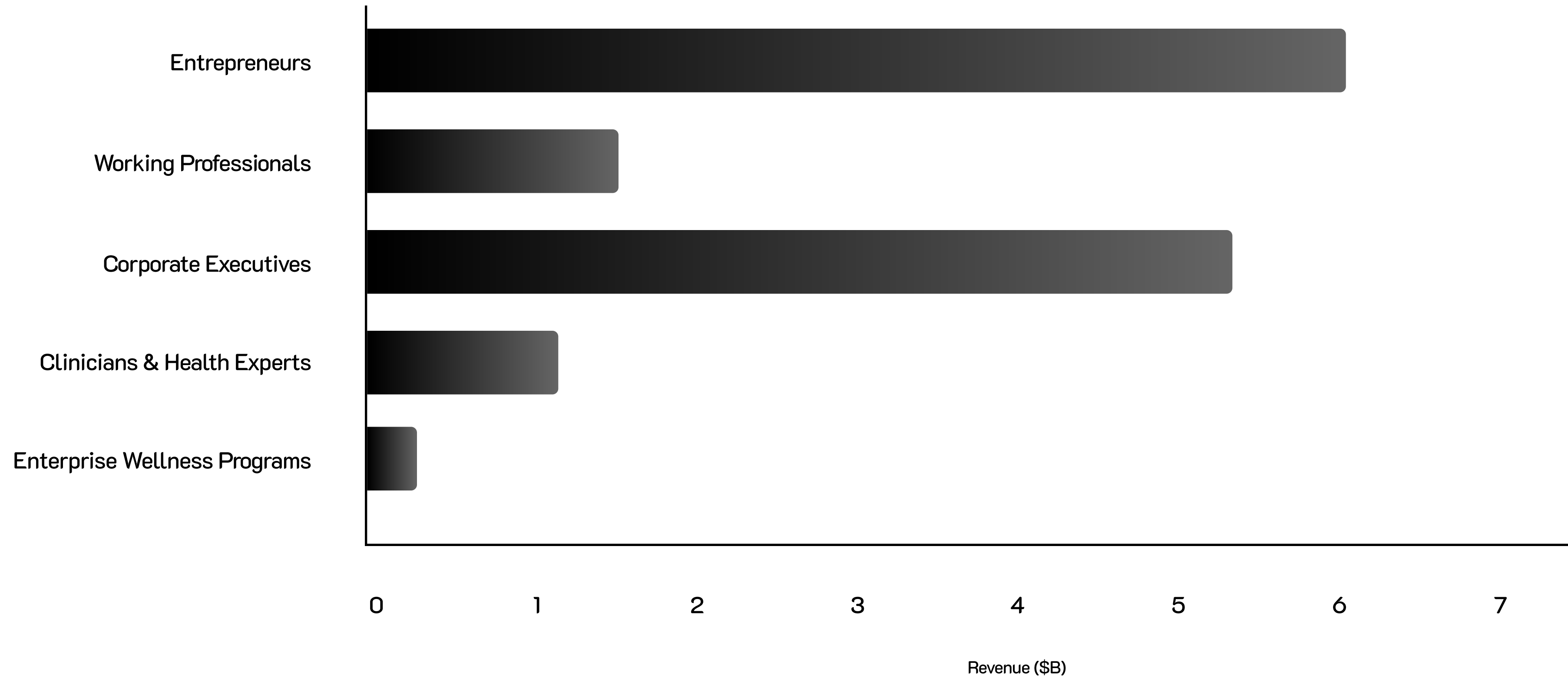
Enterprise Wellness | Partnerships

Trust first. Hype later.



Aura Clarus TAM Breakdown Data

TAM & Revenue (\$)



Total TAM: \$16.4 B (US + EU + India)

Target Users: 41 M Professionals

Key Segments: Entrepreneurs | Executives | Professionals | Clinicians

Model: Device + App Subscription



Lifestyle / Consumer



GARMIN™

fitbit

ŌURA

WITHINGS



Wellness

Medical-Grade

iRHYTHM®

empatica 



 biofourmis®

Enterprise / Clinical



Unfair Advantage

Hybrid Core

Medical-grade ECG + Wellness sensors in one device

Privacy Engine

Local AI processing (no cloud dependency)

Context Intelligence

Stress + Focus linked to real life behaviors

Professional Design

Titanium, formal-ready, discreet UX

Enterprise Mode

Dual profiles (Personal / Work) + HIPAA compliance

Data Foundation

Real-world multi-sensor dataset for FDA AI training

Hard to copy. Deep to build. Trusted to wear.



Vision

A trillion-dollar vision built on changing lives

Putting a doctor's insight on every wrist