



NOVEMBER 30TH, 2012 – DECEMBER 2ND, 2012

HEALTH & WELLNESS HACKATHON

MAKE THE WORLD HEALTHIER



- Health & Wellness Hackathon
- Hackathon details
- Hackathon agenda
- Health & Wellness API Ecosystem
- Introducing HeartAge
- HeartAge API
- Contact

- Objectives
 - Contribute to the health & wellness entrepreneurial and development environment in the UK.
 - Generate ideas for health & wellness apps, products & services.
 - Introduce the **HeartAge API** to the developers' world.
- We request your support as:
 - Promoter (spread the word);
 - API provider (developers will love to hear about your API); and/or
 - Participant (show off your skills).
- Sign up!

<http://heartagehackathon.eventbrite.co.uk>

Hackathon details

- **When:**
 - Start: Friday November 30th 2012, 6pm
 - End: Sunday December 2nd 2012, 4pm
- **Venue:**
 - London Business School (Sussex Place, NW1 4SA, London)
- **Attendees**
 - 60 entrepreneurs/students/developers interested in health & wellness
 - 10 industry experts as mentors
 - 4 industry experts as judges
- **Prizes:**
 - 1st prize: £1,000
 - Runner-up: £500
 - Best HeartAge app: £1,500 and follow-up discussion with Unilever

Hackathon agenda

- November 30th, 2012
 - 6-6.30pm: Registration
 - 6.30-7.30pm: Welcome and introduction to APIs, Hackathon, HeartAge, Unilever
 - 7.30-9pm: Idea pitching, teams formation, nibbles
 - 9pm: Hackathon starts
- December 1st, 2012
 - 9am-7pm: Development (after coffee and pastries).
 - There will be ongoing mentoring by industry experts and API providers. Throughout the day refreshments will be provided.
 - 7-8pm: Interim presentations
- December 2nd, 2012
 - 9am-12.30pm: Development (after coffee and pastries)
 - 12.30-2pm: Sit-down lunch
 - 2-3.30pm: Final pitches
 - 3.30-4pm: Awards, closure.

- Personal (eg. Facebook, Twitter)
- Professional (e.g. LinkedIn)
- Influence (eg. Klout)
- Media (eg. Netflix, Google News)
- Location (e.g. Yelp, Yell.com)
- Shopping (e.g. Amazon, Tesco)

Fitness

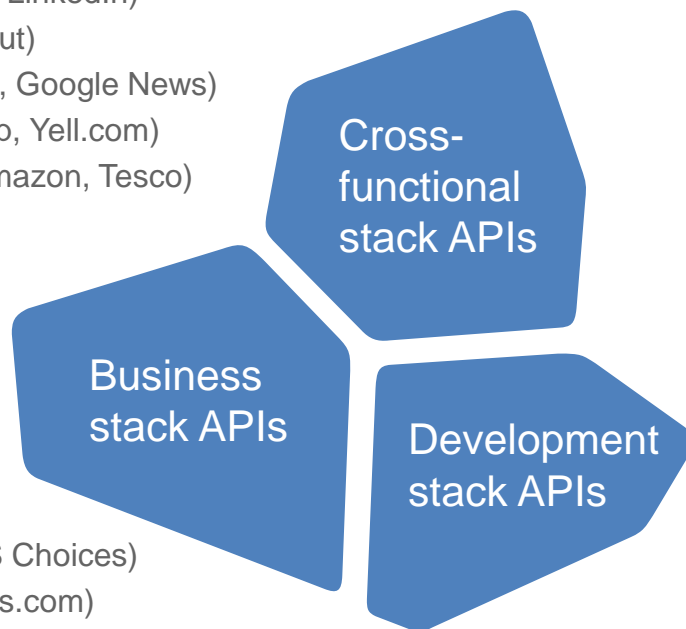
- Tracking (e.g. Runkeeper, Fitbit)
- Devices (Nike+ fuelband)
- Goal setting (e.g. Strava)
- Training (e.g. Mapmyrun)

Healthcare

- Health data (e.g. HeartAge, NHS Choices)
- GPs (e.g. Doctoralia, Healthnotes.com)
- Drugs (e.g. Dailymed)
- Investigation (e.g. Health2.0)

Food

- Recipes (e.g. Foodity, BigOven, Pearson Kitchen)
- Nutritional info (e.g. FatSecret, Nutritionix)
- Restaurants (e.g. ordr.in, OpenMenu, FoodGenius)
- Food social (e.g. Yummly, FoodCandy, Foodspotting)



Messaging

- Email (e.g. Sendgrid)
- Messaging (e.g. Pusher)
- Telephony (e.g. Twilio)

Storage

- Files (e.g. Dropbox)
- Database (e.g. MongoHQ)
- Website (e.g. AWS)

Development

- Coding (e.g. GitHub)
- Logs (e.g. Apache Logging)
- Testing (e.g. XStudio)
- Security (e.g. OAuth, xAuth)

Analytics

- Data-mining (e.g. Precog)
- Semantics (e.g. AlchemyAPI)
- Website (e.g. GoogleAnalytics)

Finance

- Payments (e.g. Stripe)

Introducing HeartAge

- Heart Age is a Proven, Repeatable Application that Communicates Risk & Drives Prevention

Proven to engage consumers

“Your Heart Age is 10 years older than your calendar age”

(Understandable and Impactful message, no-one wants to be older than they are)

THE TOOL HELPS CONSUMERS

Understand their risk + Creates an emotional response

 Galvanizes them to take action

VALIDATED BY OVER CURRENT 6 M USERS



Proven to engage physicians

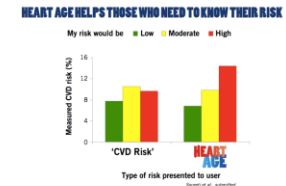
“The scientifically validated way to communicate risk is the age at which a patients risk score would be considered ‘normal’ (healthy risk factors)”

THE TOOL HELPS PHYSICIANS

Communicate risk meaningfully + Patient engagement

 Gets patient action e.g. cholesterol testing

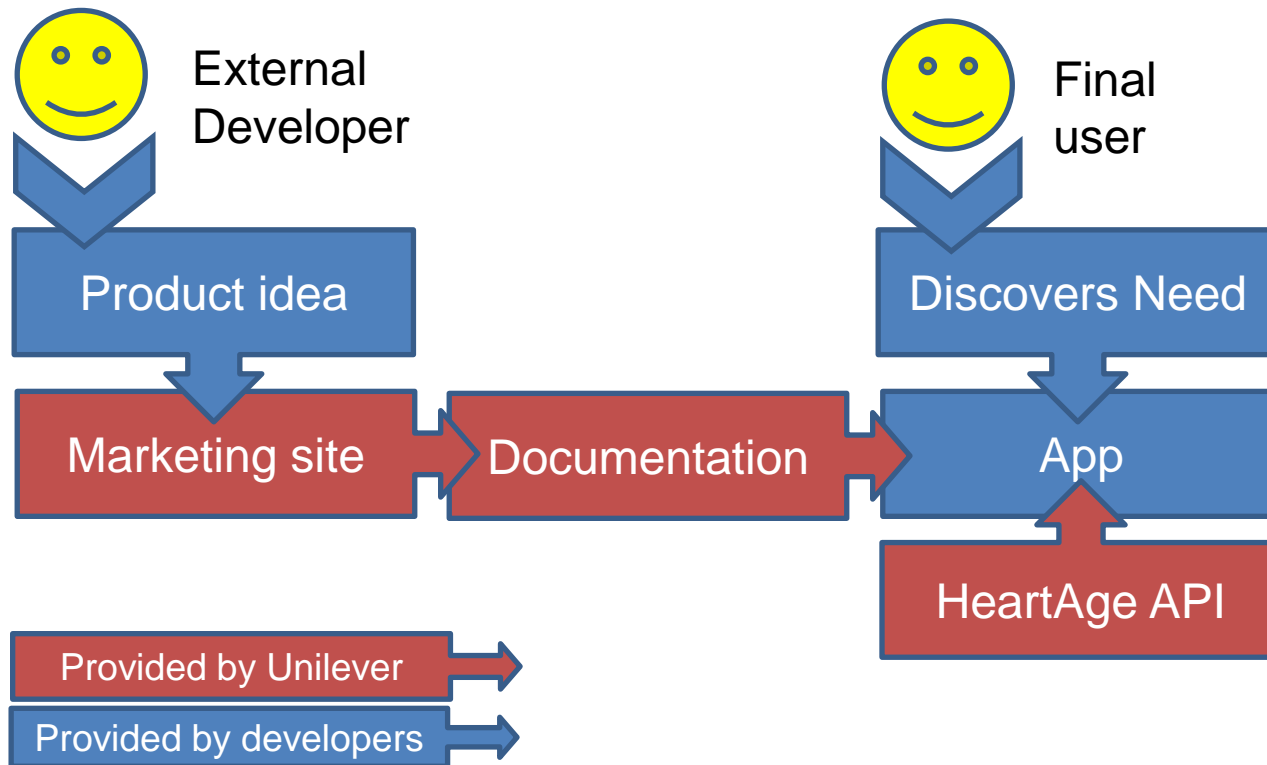
VALIDATED BY SCIENCE AND PUBLISHED



D'Agostino et al., 2008, Circulation; Soureti et al., 2010 EJCPR; Soureti et al., 2011 JMIR

HeartAge API

- Makes it easy for developers to include the HeartAge tool into their apps.



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- Sign-up:
<http://heartagehackathon.eventbrite.co.uk>
- Info on HeartAge:
<http://www.heartagecalculator.com>