YOUR HORSES HEALTH. ANYTIME. ANYWHERE.

Think about your pet
What if we said...

- you can only see them 3-3 times per week
- they don’t live at home with you anymore
- no one checks on them for hours or days,
- and any potential injuries or vet bills have tripled in cost

This is a reality for many horse owners.

- In 2010, there were an estimated 903,500 horses in Canada, with 33% of these horses located in Alberta [1].
- The average yearly cost of keeping a horse is rising, with data showing an increase from $1,500 per year in 2003, to $7,700 per year in 2018 [5].
- Monitoring of horses is almost exclusively dependent on human staff and owners.

Okay. But **why** is this such a big problem?

Horses have the intellectual capability of a toddler.

With an unusually sensitive prey flight instinct.

Unanswerable, stressful accidents and injuries.

Expensive vet bills, and loss of time and money in training.

**Common Ailments & Issues**

- Colic - encompasses all forms of gastrointestinal conditions. Thought to be the #1 killer of horses globally.
- Tendon and ligament injuries - common in riding or sport horses, can be caused due to overstrain of tissues during exercise or turnout.
- Puncture wounds - commonly caused during turnout or when horses are left unsupervised, need to be treated to prevent lameness.

In all cases, early detection and prevention are critical for a good recovery.

Introducing...

The Equusense Monitor

Providing early detection of ailments, health stats and location.

By monitoring temperature, HR, GPS location, and movement of your horse.

**MARKET VALIDATION**

First, we needed to learn 1) how much horse owners worry about their animals, and 2) what the root causes of their worries are.

To start, we reviewed some provincial and national publications:

- There is a trend for competition and recreation survey respondents to increase their involvement in the equine sport (3).
- Competition horse owners spend $1,885.04 each year on “horse care products and services” (2).
- Alberta, British Columbia, and Saskatchewan statistics together represent 55.8% of the total amount of horses in Canada (2).

Here’s results from our Equusense-led customer discovery survey.

61% of responders worry about their horse at least once per day.

We also interviewed numerous horse owners for insights.

- Owners are willing to pay more than expected for access to a device like the Equusense monitor.
- Real-time health vitals (HR, temperature) are not as important as day-to-day trends.
- Equine owners worry about their horses “all the time”, and spend thousands each year to keep them safe.

**DESIGN PILLARS**

These three design pillars describe the foundations of the Equusense monitor design. They led the group through market research, customer interviews, and the product development.

1. **Safety**
   The design must be safe and comfortable for use in a horse in all conditions. It must be dust and water resistant, and rugged enough to withstand barn conditions.

2. **Ease of Use**
   Most people should be able to easily use the device and extract value from it without requiring veterinary training or in-depth knowledge.

3. **Low Power**
   The design’s components should be energy-efficient, to allow for a minimum time of one week* between charging cycles.

*Though the device is not yet field-tested, it illustrates the selection of components. How this data collected using this monitor can be highly valuable in a wide range of weather conditions.

**TESTING**

Testing of the business concept was completed through customer discovery interviews, surveys, and publications.

There are three ways in which the Equusense monitor is tested:

1. **Simulations:** testing circuits using software, and FEA to test case loading
2. **Laboratory:** testing for water and dust resistance, HR pickup on real horse
3. **Real-world:** mounting dummy cases on the horse, UI feedback from customers

Examples of our testing:

- Heart-rate pickup on test horse (left) and FEA simulation of case loading (above).

**NEXT STEPS**

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With our goal of creating game-changing technology to monitor equine wellness, we’re striving to push our product to market as promptly as possible. The sooner the Equusense monitor becomes commercially available, the more horse’s lives are able to be saved, and the quicker we are able to improve owner’s peace of mind.

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**ABOUT US**

Our diverse backgrounds in electrical, mechanical, and biomedical engineering, along with our entrepreneurial and project management experience, make us well-equipped to tackle complex challenges. We pride ourselves on being exceptional problem-solvers, innovative thinkers, and meticulous designers, bringing a collaborative, multidisciplinary approach to our work.

We leverage our individual strengths to achieve shared goals, becoming exceptional problem-solvers, innovative thinkers, and meticulous designers, bringing a collaborative, multidisciplinary approach to our work.

Supported by our team advisors

Dr. Thilo Pfau
Elian Dupre
Jeff Ryzner

**WHO WE'RE HELPING**

People like Sarah. Sarah worries about her horse.

Why does she worry?

Sarah's previous horse had to be put down early unexpectedly. She is emotionally and financially invested.

Overall, Equusense is supporting horse owners worldwide who have deep care and worry for their equine friends.

**OURischia**

Equusense is a game-changing technology platform that empowers horse owners to monitor and track the well-being of their horses like never before.

Equusense combines a physical wearable device with an online platform to provide real-time insights into a range of vital signs, including heart rate, movement, location, and body temperature.

With its user-friendly interface and comprehensive approach, Equusense is set to revolutionize the way that horses are cared for and managed, providing a more accurate and holistic picture of their health status.

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