

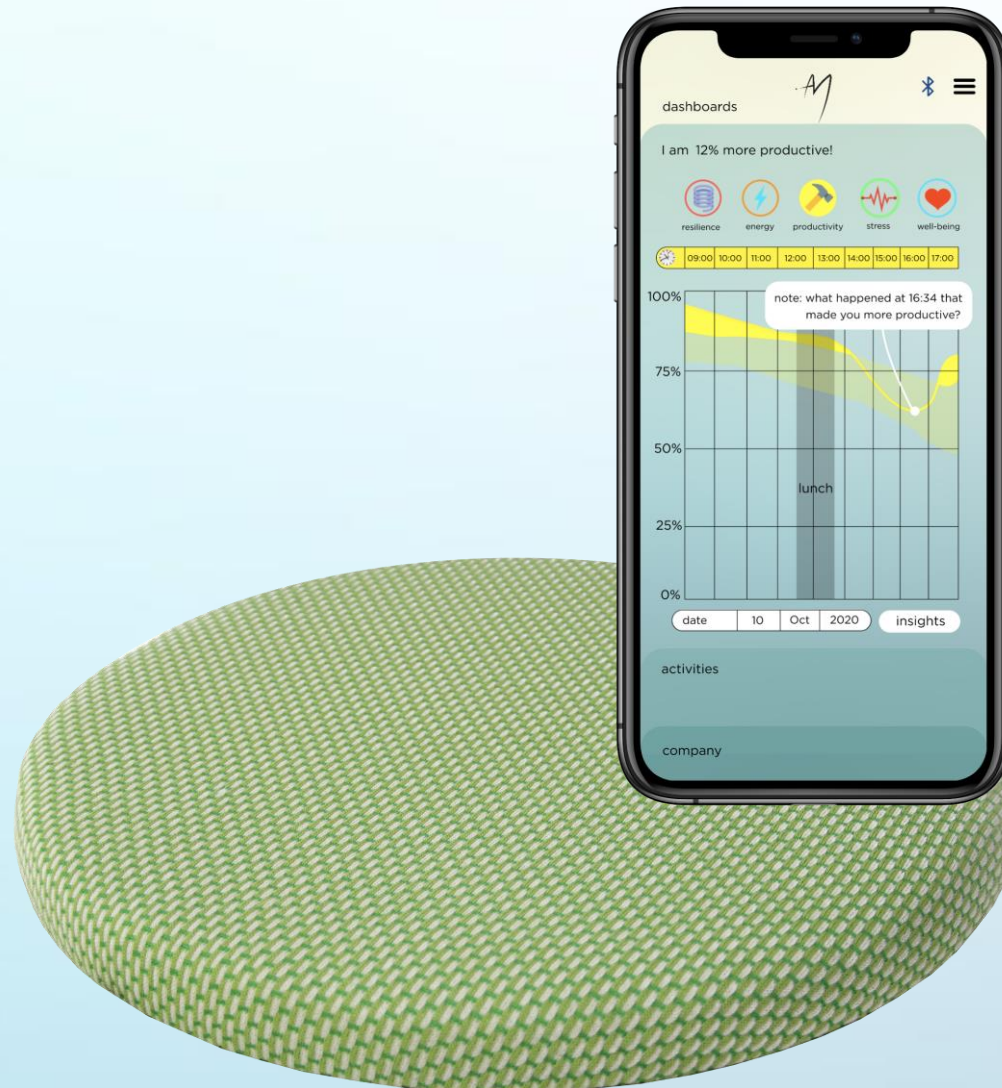
OUR SERVICES



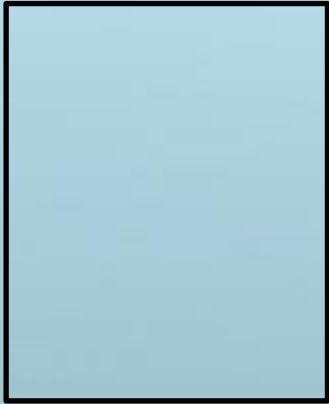
WHAT DO WE DO?

Institute for Applied Motions (IAM) is a startup specialized in providing insight to what causes stress. We develop smart cushions to detect heart beats from the seat. Besides the sensors, we provide services to provide insight in stress within your organization.

Institute of Applied Motions (IAM) is a startup specialized in eliminating burnout caused by stress. With our patented smart cushion, we can detect heart beats and movement that enables us to get to the root cause of stress in individuals and organizations.



Your contact person



[job title]
[name]
[email]
[phone]
[LinkedIn]

WHAT DO WE DO?

Meet the team

We are based in Rotterdam and cover a broad range of skills ranging from business strategy to concept development and data analytics



Timothy Algera



Diana Nikolova



Alejandro Martinez



Allum Zeng



Govert Flint

1. Quick scan

What do we do?

IAM looks at the tools you are currently using to understand the stress and well-being of employees. We put your current tools next to our stress model to tell you to what extent the information you gather is complete.



1. Quick scan

Action	Requirements
<p>Assess at the surveys and other methods currently used to measure stress.</p>	<ul style="list-style-type: none">• Video calls with surveying parties (HR)• Insight in surveys & well-being programs
<p>Assess to what extend your strategy is covering stress reduction and well-being</p>	<ul style="list-style-type: none">• Annual report• HR solutions
<p>Assess how to can improve the conversion rate of well-being related surveys</p>	<ul style="list-style-type: none">• Statistics on survey responding• Examples of survey communication

2. Apply quick scan

What do we do?

We make surveys to improve your well-being insights. We work on the communication strategy to have maximum respond. We create a strategy to facilitate a complete package of well-being solutions.



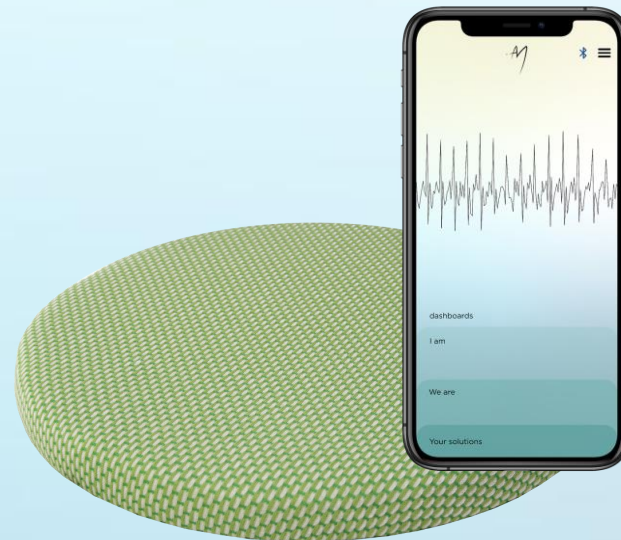
2. Apply quick scan

Action	Requirements
Creating new surveys to measure well-being completely	<ul style="list-style-type: none">• Video calls with surveying parties• Access to surveys
Completing the strategy to cover well-being services	<ul style="list-style-type: none">• Co-operation of HR
Creating a communication strategy to maximize conversion rate of well-being related surveys	<ul style="list-style-type: none">• Co-operation with management

3. Real time sensing

What do we do?

In combination with fine-tuning the existing methods we implement our technology to optimize personal well-being.



3. Real time sensing

Action

We provide the IAM smart technology and platform to generate personalized well-being insights.

IAM will provide and implement, through a list of partnerships, solutions for each issue that the person or teams may have.

Requirements

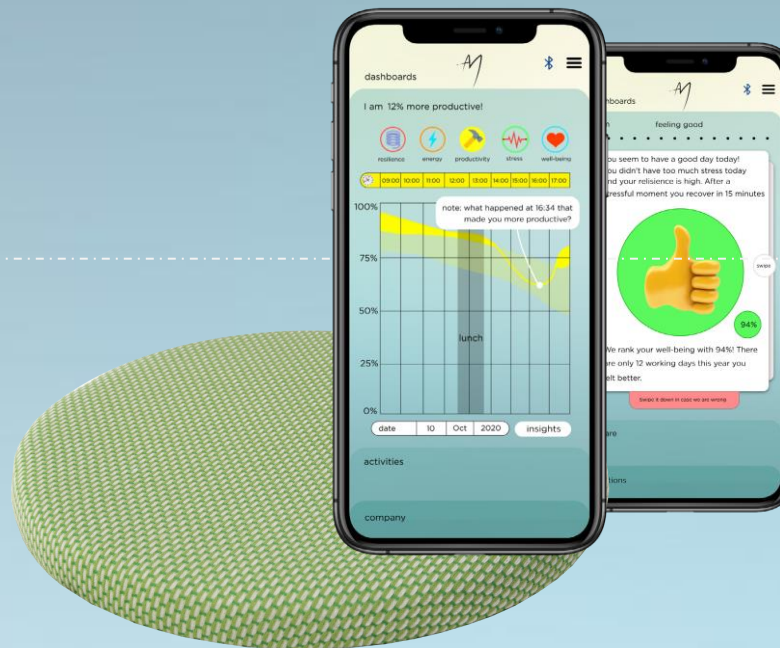
- Size of the target population
- Implementing sensors to employee (home) workstations

- On an as-needed basis

4. Well-being services

What do we do?

IAM provides well-being services based on personal stress, analyzed by our application



4. Well-being services

Action	Requirements
<p>IAM will generate personal analyses based on personal sensors</p>	<ul style="list-style-type: none">• Employees using smart cushions
<p>IAM provides a dashboard with aggregated individual data displaying stress in the organization compliant with GDPR</p>	<ul style="list-style-type: none">• Communication plan towards employees
<p>IAM automizes access to well-being solutions on trending issues amongst employees</p>	<ul style="list-style-type: none">• On an as-needed basis



appliedmotions.com

contact person

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