SERIES 11: EXTREME PERSONALISATION

Bodd: Insights for every body

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ROB FISHER: My name is Rob Fisher. I'm the co-founder and CEO of Bodd.

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ROB FISHER
CEO & CO-FOUNDER, BODD

First and foremost we see ourselves as a data company. Our whole kind of purpose is to use the incredible power of human body data as a force for good. And we're capturing an enormous amount of information in a completely contact-less, light touch manner. So we're capturing your body size and shape information. So we capture over 400 ISO accredited body landmarks and circumference measurements so we've got a pretty good idea as to your body size and shape. Second to that is your body composition. So what's happening inside your body fat percentage, visceral fat, water retention, bone density estimation to name a few.

Through transdermal technology and some lenses that we've developed we can pass light into the skin on your face. We can pick up things via your blood flow. So we can determine your standing blood pressure, your breathing rate, your heart rate. We pick up on things like irregular heartbeats on our scanner all the time. So you've got anthropometrics. You've got body composition. You've got your vital signs. And then we've deployed some additional modules on the scanner recently which are incredible.

We started working in the global uniform sector by providing sizing technologies. So they were used as a productivity tool to really quickly, efficiently, productively size large workforces into the correct sized uniform. We deploy functional uniforms whether it be military combat wear, airline, emergency services, fire, police, ambulance into the correct sized uniforms and we do it in a fraction of the time that it would take them manually to undertake a proper try-on process.

It's worth touching on just how big a job it is to kit a soldier out into their uniform. So we have our scanners across the entire New Zealand Defence Force recruitment and training centre network. As a soldier you're kitted out in about 150 different articles of clothing and wearables. So it's everything from head-wear, eye-wear, ear-wear, your boots and shoes, your gloves, inner wear, outer wear right through to your kind of parade wear. In a traditional uniform fitting process to do that properly you'd be looking at probably two, three maybe four hours of that soldier's time in order to measure and then undertake a series of try-ons to make sure that each of the wearables or uniform items fit functionally and from a performance and a safety where are they the correct fit. We've been able to reduce that to about sixty seconds per soldier.

Our dynamic posture assessment tool is a brainchild born out of the challenges faced with our organisations that we work with. We can determine someone's propensity for future injury by looking at landmark and joint detection and range of motion. That's really valuable information when you're working in a high performance and a preventative environment where it's better to have a staff member not become ill or not become sick.

Just about every product iteration and feature of the Bodd scanner is mostly the result of us listening to the market, understanding what their challenges are or their objectives are and bringing this back to our team to determine whether or not our product and the use of smart body data can help them achieve those objectives.

If you come back to what our vision is or our purpose it's to use really high quality human body data as a force for good. So it's collecting that information on our scanner in a way that's ethical and it's compliant irrespective of where in the world that data is being collected or whoever is jumping on that scanner. But there's a whole lot more that Bodd does for the downstream than just acquiring that information. We've built a pretty incredible data infrastructure so that we can again safely, ethically and compliantly store that data again irrespective of where in the world that scan takes place. Our infrastructure is built on AWS and we're starting to move onto their government Cloud which is really pleasing not only for us but for different government departments around the world that are attracted to that solution.

When it comes to ownership at the end of the day the consumer owns that data. We can turn on a feature where a scanned subject the consumer themselves, can access their insights immediately by using a QR code on the screen. What we're finding in all parts of the world just about is that the pharmacy sector is being relied on as almost like frontline care for triaging and you've got different parts of the world including Australia that's experimenting with allowing pharmacists with the right to prescribe for low level drugs etcetera.

There's no reason why, and you'll see it very soon, a Bodd scanner in a number of different pharmacies in different parts of the world within those consulting suites as a light touch, contact-less, top of funnel device that can derive an enormous wealth of information on that human subject. And then what Bodd does with that information it passes it to the next most appropriate step determined by either the pharmacist or the consumer in the store. We can put someone on a scanner in a consulting suite, they can be scanned. We can put that consumer directly into say a telehealth appointment. We can pass those wellness insights to the GP that's assessing that consumer or that patient. Enables that GP to be far more personal and provide far more personal care to that patient even within the context of a telehealth appointment where they could be on different sides of the country.

When you think about that in many respects we're kind of bridging the gap between a conventional appointment with your GP and a telehealth appointment which is done completely virtually. That doctor could prescribe InstantScript directive to the pharmacist behind the counter and that consumers never needed to leave the pharmacy.

Bodd was co-founded by myself and my business partner Dave McLaughlin. So we went to school together. We've known each for a long time. We wanted to build you know a big business, a global business, something that would be lasting, something that would do good.

The apparel space globally is enormous. Whether it be uniforms, fast fashion, you know brick and mortar to retail. And it's got big problems relating to the environmental footprint that it creates. What we decided to do was start our own clothing business to use almost like a test bed vehicle to build different products and different technologies in order to see what would work and what would solve the problems that we knew we were bound to face.

It was a made to order clothing company. So menswear, everything from custom-made shirts, jackets, chinos, shorts, polo shirts, etcetera. By making made to order we thought we were addressing part of the wastage problem. And we started selling clothing and products online. We had about 30,000 customers globally. Throughout that kind of five year journey we developed a number of different tech products to try and help the challenges that we faced as a business.

The reason you're going to get a custom-made jacket is because you want it to be the perfect fit. You really need the craftsmen, so the tailor that's making that jacket needs to be intimately involved between the garment and the wearer of that through that crafting and manufacturing process. The conventional problem that say tailors face worldwide now is that you've got say a customer here in Melbourne that may get measured but then the actual jacket or the suit is invariably crafted offshore. So what we did is we built really fast, rapid 3D printing technologies which mean that we could have a 3D printer at our factory either in Thailand or Vietnam in a quicker period than what it would take for say our customer here in Melbourne to jump on a flight and head to Thailand.

Whilst it's an incredible product it's a very difficult product to scale. We couldn't find a scanning solution that was adequate for our needs. So we started developing 3D scanning technologies. It was actually the scanned data that was driving more efficiencies for our own clothing business. And we certainly saw applications beyond our own business and invariably beyond clothing. And that's one of those golden moments where we discovered our own identity.

I think personalisation is a better outcome. That-that's what you're looking for. So how do you give someone either a better product or a better experience relative to them? And where we fit in is deducing or deriving really high quality information about that person or about that consumer to be stored safely and then used in smart ways in order to make that experience better, more efficient, more personal whether it be the product, the experience or the process itself.

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