

Firstbeat

Digital Wellbeing



Transforming heartbeat data into personalized insights on stress, exercise and sleep

Firstbeat is the leading provider of physiological analytics for sports and well-being. Firstbeat transforms heartbeat data into personalized information on exercise, stress and recovery. Hundreds of elite sports teams, wellness professionals, and millions of consumers worldwide trust Firstbeat to enhance performance and well-being.

Firstbeat Lifestyle Assessment is a professional-grade coaching tool for health and wellness checks.

Firstbeat's unique heart rate variability analysis reveals how your body reacts to daily life each moment of the day and night.

Connect the dots between lifestyle and well-being to identify your personal steps towards a healthier, happier, more productive life.



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Competitive Advantages

- Backed by state-of-the-art research of more than 20 years in physiology, mathematical modeling and behavioral research
- Use of different factors of heart rate variability (HRV) to quantify physiological processes
- Products sold in more than 40 countries
- Leading provider of physiological analytics for sports, fitness and wellbeing – from pro sports to corporate clients



Target Markets

- Health and wellness professionals
- Insurance companies
- Corporations
- UK, USA, and Germany



References

- 200,000 coached individuals and 7,000 corporate clients
- 90% of participants recommend and 82% managed to improve their stress management, sleep quality and exercise habits
- Sick Leave: Reduces days of absence as much as 60%
- Analytics integration into 70+ consumer devices (e.g. Garmin, Samsung, Sony, Suunto and Huawei)
- Partnerships with 700+ elite sports teams such as Tottenham Hotspur, Manchester City, England National Football Team, 50% of the NHL teams



Company

- Founded in 2002
- Founders:
Joni Kettunen (CEO & Co-Founder)
Aki Pulkkinen (Co-Founder)
Heikki Rusko (Co-Founder)
- Headquarters in Jyväskylä (Finland), subsidiaries in London (UK) and Palo Alto (USA)
- Team size: 90+ specialists



Connect



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Location

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