



# MyBubble

Stay in your bubble, stay out of trouble!



**EUvsVirus**

Category Winner, "Protecting Employees"



**Global Hack**

Top 5, "Media & Entertainment"



**EIC Accelerator**  
Portfolio Venture



**CDL Economic Recovery**  
Portfolio Venture

COVID-19 imposed the most **sudden, disruptive, and widespread behavioural change** in human history



Now, many countries are emerging from strict lockdowns into a **'new normal'**

# Employers play a key role in the transition



## Greater responsibilities

Ensuring workplace safety, providing PPE, and monitoring health

Image: Business Insider



## COVID 'feng shui'

Reconfiguring spaces, modifying pathways, and limiting access

Image: ABC News



## New behaviours

Keeping employees and customers safe as they interact

Image: Reuters

# Ignoring the 'new normal' can be costly

# 2,500

COVID-19-related workplace lawsuits in USA

## Potential liabilities

Compliance with federal, state, and local workplace, health, and union guidance

Source: The Expert Institute, June 2020



## Avoiding outbreaks

Superspreader events have resulted in shutdowns, illness, and deaths

Sources: NYT, Business Insider

# 2 in 3

Reporting "anxiety" about return-to-work

## Worker anxiety

Due to exposure risks, with 59% concerned about social distancing practices by co-workers

Source: Harris Poll, May 21, 2020

**The question:** how can we keep employees safe in the “new normal”?

**The solution:** a tech-enabled way to live healthy and safe behaviours everyday...



# MyBubble

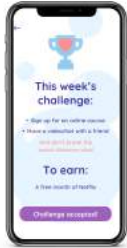
The app that helps you stay in your bubble, so you stay out of trouble!



# HOW IT WORKS

1

## Set the rules and goals



### Latest public health guidelines

(distancing, hygiene)

### Workplace-specific policies

(enhanced practices)

2

## Live in your "Bubble"



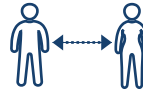
Wear a face covering



Avoid groups



Stay-at-home



Keep 2m away



Wash hands regularly



Clean workspaces

3

## Get recognized



### Feedback reports

### Rewards

(monetary or 'unlocked' donations)

### Digital badges

# TRANSLATING RULES INTO THE TECH



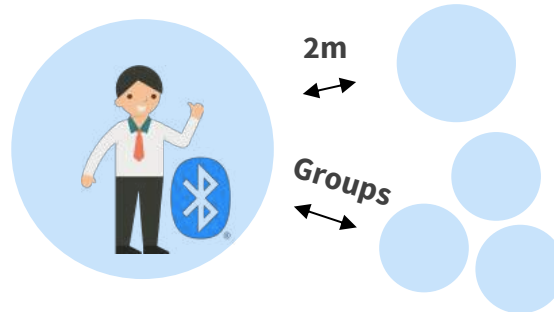
## Location-Based

Trigger rules or shut-off functions



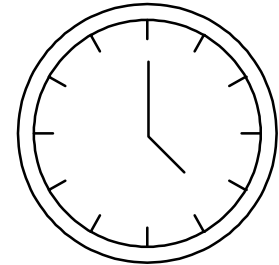
## Proximity-Based

Peer detection via Bluetooth LE



## Time/Event-based

Trigger notifications





# LIVING IN THE 'TECH BUBBLE'

## Going out reminders

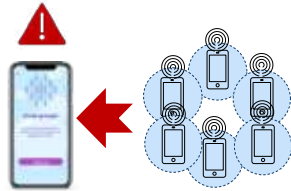
(GPS-Geofencing)



- Wear a face covering
- Only leave if essential (shelter-in-place)
- Triggers “outside world” rules

## Avoiding groups

(Bluetooth LE Scanning)



- Warn of busy/“densely populated” areas (>50)
- Identify when you’re in a close group >5

## Keeping a safe distance

(Bluetooth Beacons)



- Warn if you’re closer than 2m/6ft



- Augmented reality can ‘visualize’ 6ft

## Hygiene reminders

(Push notifications)



- Periodic handwashing or sanitization reminders
- End-of-day cleanup reminders

## Returning Home

(GPS-Geofencing)



- Wash hands
- Clean/dispose face covering
- Sanitize items brought home
- Shuts off distancing rules

## Get feedback

(Event logging)



- “Golf score” target provided daily/weekly
- Earn badges (e.g., streaks)

# NUDGING IN ACTION

## Principle



### Activate Behaviours

With real-time visual/audio/haptic feedback



### Prolong Behaviours

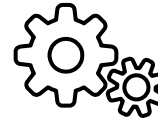
Reducing the 'exhaustion' of good behaviours



### Socialize Behaviours

Workplaces can create 'cultures of community safety'

## Methods



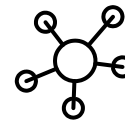
### MINDSPACE-based Design

Leveraging the UK's Behavioural Insights team methodology



### Incentivization

Monetary and non-monetary to positively reinforce behaviours



### Scoring and context

Individual and overall workplace performance feedback

# WHAT MAKES US 'POP'



## **Safer Workplaces**

Improve health and safety compliance, reducing transmission risks and potential outbreaks or shutdowns



## **Applies “Best Of”**

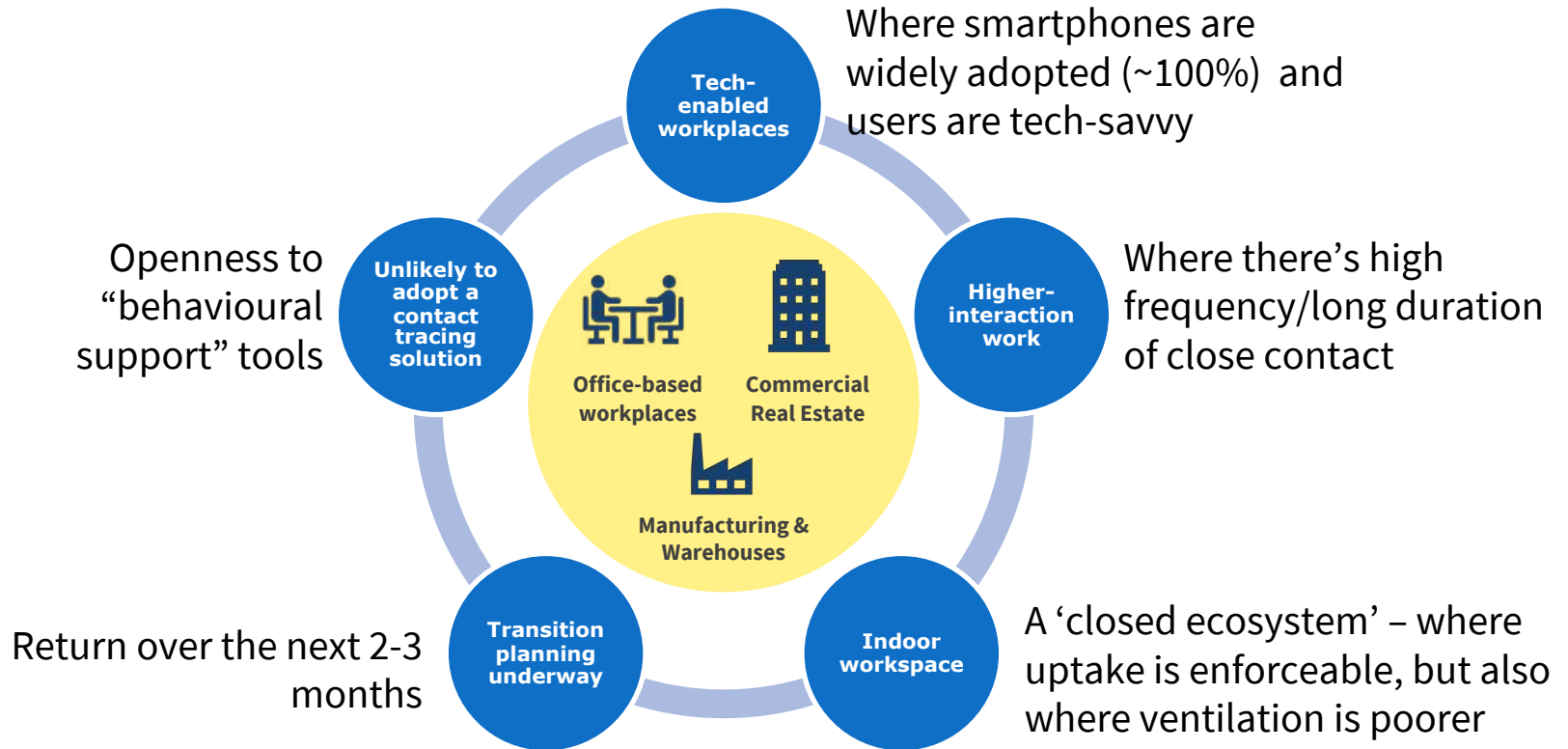
We leverage the latest research in Bluetooth technology, behavioural economics, and public health



## **Boost Confidence**

Keep it positive and rewarding, improving morale and the confidence to return-to-work safely

# WHO'S IN THE BUBBLE?



# VS. OTHER SOLUTIONS



## MyBubble

### Key Purpose

Behavioural change

### Functions

Real-time alerts and performance summaries

### Privacy and Data Use

**Minimal**

(device-native 'score' data storage, can stop offsite)

### Relative Cost

**Low**



## Hardware-based Solutions

Behavioural change

Real-time alerts

**Low/Moderate**

(requires employee to wear the device at all times)

**Moderate/High**

(capital and operating)



## Contact Tracing Apps

Epidemiological tracking

Ad hoc notifications of close contact exposures

**Moderate/High**

(tracks interactions and positive case exposures)

**Low**

# BUBBLY PERSONALITIES



**Randall Baran-Chong**

**Health Strategy & Team Lead**

A global healthcare strategist with a decade of experience in health strategy, medtech, and startups; Graduate, Founder Institute Toronto F/W '18.



**Kate O'Brien**

**Lead Developer**

Former ED doctor-turned-full-stack developer; graduate of the London-based Founders & Coders Program.



**Chris White**

**Research & Engineering Lead**

Technologist conducting R&D on next-generation Bluetooth with Dolby Studios for 12 years; Member of the Bluetooth Standards International Group.



## **Acorn Interactive**

Mitch Budreski, Developer

Nick Prescott, Designer

Andrew Budreski, Project Management



Polidea is a Warsaw-based end-to-end digital solutions studio, with specialized capabilities and experience with Bluetooth and technical advisor to the team.

# MYBUBBLE POPS



Creative Destruction Lab's Economic Recovery Accelerator Program

**Portfolio Venture**



European Innovation Council's Accelerator Program

**Cohort Participant**



[EUvsVirus](#)  
hosted by the European Commission

**Category Winner, "Protecting Employees"**



[Pandemic Response Hackathon](#)  
hosted by Datavant

**Featured Spotlight Project**



Global Hack: ["Hack the Crisis"](#)  
hosted by the Government of Estonia

**Top 5 – Media and Entertainment**

# ARE YOU IN OUR BUBBLE?

**Get into our Bubble:** by becoming a MyBubble customer, in particular in EU, N. America in the manufacturing or office settings

**Funding:** we are seeking investment of \$100,000 USD for product development and MyBubble's operations





Don't burst our bubble,  
join in the fun!

Find out more at [www.hellomybubble.com](http://www.hellomybubble.com)  
[info@hellomybubble.com](mailto:info@hellomybubble.com)