



Revolutionizing Holistic Health with Smart Technology



About Shiyiku and MyChi

Our mission is to revolutionize the way people live, through smart tech and wellness coaching apps based on thousands of years of traditional Eastern medicine.

Shiyiku's goal is to provide the best tools and simplest methods for creating healthier lifestyles. Applying principles of Eastern philosophy, including emphasizing treating root causes rather than symptoms, Shiyiku employs prevention-based food therapy.

MyChi is Shiyiku's first product, launching in October 2015 on Indiegogo. My Chi is the world's first Traditional Chinese Food Therapy(TCFT) smart assistant. Consisting of a non-wearable smart device and mobile app, MyChi helps users live a healthier lifestyle with daily, personal guidance on eating, acupuncture, and exercise. It differs from other health-related smart hardware in two key ways: first, its closed feedback loop of data and customized advice(most non-wearable devices in the market only provides dry data, while MyChi provides personalized advices and guide based on these health data.) and, second, its use of principals from Eastern Medicine and holistic health approach. While using whole foods and a balanced meal plan similar to those recommended by top nutritionists, MyChi takes it to the next level by customizing and integrating ancient Chinese wisdom.

For the first time, people all over the world can access proven methods used in Eastern countries for thousands of years, made practical with the use of cutting edge technology.

Contact: Anna Na

anna@shiyiku.com

+86 13816719810

<http://www.shiyiku.com/>



Our Story

MyChi began with two women's personal health journeys. Sophia Ma, a successful IT entrepreneur, benefitted from Traditional Chinese medicine's methods when recuperating from having her first baby. This began her exploration of food therapy and sparked a desire to bring these benefits to the world in an accessible way.

Anna Na was like many of us today, working long hours in the IT industry and eating whatever was quick and easy. When she began having major health problems, she was cured with Traditional Chinese Medicine and has spent the past 10 years studying its principals. She realized food therapy was a great way for people to implement these principals in everyday life, but time constraints often prevent people from learning the information. Together, the two women endeavored to find solutions through technology. They teamed up with David Li, the founder of China's first hackerspace. David is a programmer, hacker and maker who is well known for his work on open innovation in smart hardware.

Together, they have used their passion and experience to develop and produce the first digital food therapy assistant. The MyChi team is excited to see their dream to bring food therapy solutions to the world become reality. As cofounder Sophia Ma shares, "We're at a unique point in history. We have so much opportunity due to advancing technology, but this can be our downfall or redemption. Many advancements of modern life have caused us a whole new set of problems and in recognizing this, some people wisely look back to rediscover old wisdom. But, it is not realistic to apply these things in the same way today, and

why should we? We can now use technology to apply them in a whole new way. We hope this will be the spark that starts a healthy revolution.”

Read more at <http://www.shiyiku.com/our-story/>.

The Shiyiku Core Team Memembers



Sophia Ma, CEO, has 14 years of experience in the Internet industry, working with both 263.com and tripadvisor.com. Sophia and colleagues founded China’s first vertical B2C flash sale, and raised millions of dollars in investment capital. In 2012, Sophia became a mother. Her positive experience with Chinese medicine’s health advice during her recovery sparked her interest in food therapy and a passion for the combination of smart hardware with holistic health.



David Li, Technical Consultant, is a programmer, hacker, maker, and founder/foreman of the Xinchajian, the first hackerspace in Shanghai. David has participated in the open source movement since 1990, was a member of the Free Software Foundation, board director of Objectweb and was part of the Apache project. In recent years, David has turned his attention to health and urban agriculture, exploring how to incorporate the open source spirit into health, agriculture and gardening.



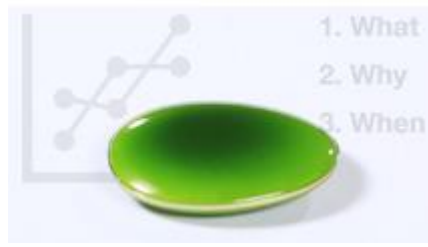
Anna Na, Food Therapy Consultant, is the creative and medical mind behind MyChi, and has studied Chinese food therapy for 10 years. After healing through TCM from serious health problems developed while a busy IT professional, Anna began her pursuit of knowledge about food therapy. Her popular food therapy blog (www.healthy-chinese-recipe.com), which counts top professionals such as Dr. Thomas McGuire, professor of health economics at Harvard Medical School, among its readers and her work has been featured on NPR.

Shiyiku is working with the top smart hardware producer in China, the leading manufacturer of most of the world’s wearable and health monitoring devices. Additionally, the Shiyiku team includes top marketing, design and development professionals, including:

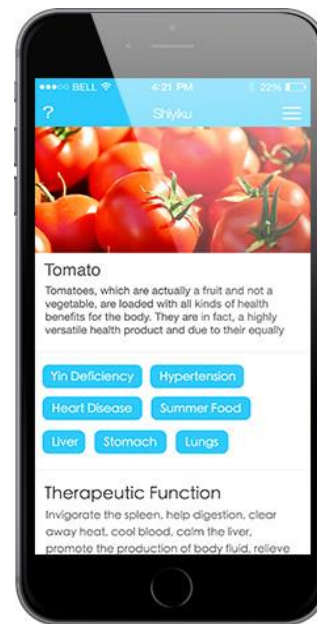
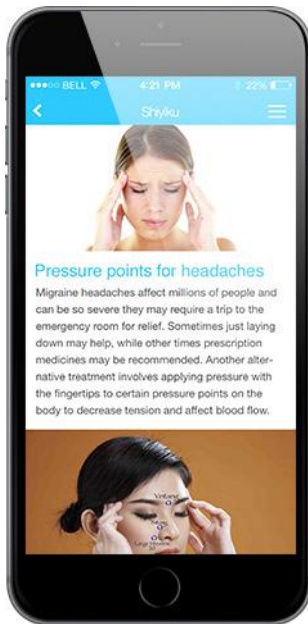
FAQs

How does MyChi work?

MyChi consists of a smart hardware device (small chip with a sensor in it, which is placed under the user’s pillow at night to track sleep patterns) and a mobile app. The smart hardware and mobile app create a closed feedback loop, with daily data auto-synced to the mobile app, which analyzes it (along with a few key health questions) to provide personal guidance and then measure changes continually through the hardware.



The mobile app gives the user a personalized daily eating plan, exercise suggestions and massage points (acupoints). It also contains thousands of recipes, data on therapeutic foods to help with common symptoms and a seasonal eating guide. While using whole foods and a balanced diet similar to those recommended by top nutritionists, MyChi takes it to the next level by customizing and integrating ancient Chinese wisdom.



What's the science behind MyChi?

Chinese food therapy has a long history of benefiting Chinese people over many generations. A growing body of scientific evidence supports the effectiveness of these principals.

We specifically developed MyChi around work done by the Beijing TCM Research Center. Through more than 10 years studying over 1,000 patient records, the Beijing TCM Research Center built the **Sleep Quality Model** according to Traditional Chinese Medicine (TCM) meridian organ clock theory. This model forms the basis of MyChi's recommendations, using widely studied and supported principals from Eastern medicine (TCM, acupuncture).

How does the technology work?

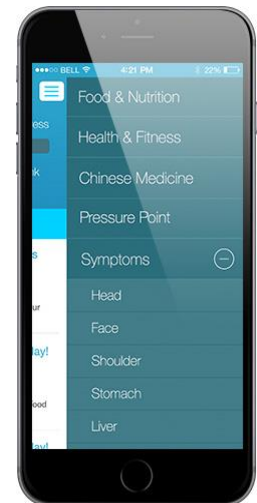
The smart hardware is a tiny, beautiful pebble placed under the user's pillow. We worked with the top smart hardware development team in China to design the device and it has been extensively quality tested. The pebble automatically syncs to our mobile app (initially released for iPhone), which analyzes the data along with user's input to a few key questions about their health.

Our software uses this data to understand imbalances in the person's body that may be causing minor symptoms, contributing to chronic illness or leading to future health problems. Through the Sleep Quality Model and TCM principals, the app produces the daily, personalized recommendations. And, because the feedback is monitored nightly, the smart assistant can constantly be adjusting recommendations for the person.

Why are you launching this Eastern medicine based product in the West?

People are looking for natural treatments after modern advancements and lifestyle has brought them a whole new set of problems. Most of the top medical centers in the U.S. and Europe have developed integrative medicine programs and consumers are seeking out holistic health solutions and information.

TCM theory can be applied to anyone since it looks at the individual holistically (and in concert with their environment). Acupuncture therapy is an example of a treatment based on TCM that has found wide acceptance in the U.S. People worldwide are becoming passionate about whole foods as curative. Furthermore, our plan integrates a balanced eating plan such as used by many Western nutritionists, but takes it a step further by customizing and integrating ancient Chinese wisdom. Our research indicates that both the market and the consumers in the U.S. and other western countries are mature and ready for such a solution.



News and Media



Technode, January 2015 "MyChi, Your Personal Food Therapy Advisor Enabled by Eastern Wisdom"

<http://technode.com/2015/01/27/mychi-personalized-food-therapy-advisor/>

ANCIENT CHINESE HEALTH WISDOM

MEETS

MODERN TECH

Shanghai Expatriate Association, *Courier* magazine, February 2015 (click below PDF file for details)



<http://static1.squarespace.com/static/542d390de4b07e808b11fb21/t/54d979a3e4b0ada89fedfed/1423578849314/Courier+Feb+2015+MyChi+article.pdf>



That's Shanghai Magazine, February 2015 (click below PDF file for details)
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Ted, September, 24, 2013 "Why Shanghai is the ultimate hackerspace"
<http://ideas.ted.com/my-city-why-shanghai-is-the-ultimate-hackerspace/>



Wall street, October, 4, 2013, "In China, Lessons of a 'Hackerspace'"
<http://www.wsj.com/articles/SB10001424052702303722604579111253495145952>



How to do intelligent hardware when don't know hardware

<http://www.infoq.com/cn/presentations/how-to-do-intelligent-hardware-hardware-when-do-not-know-hardware>



In China, Finding A New Way To Eat In Times Of Plenty
<http://www.npr.org/blogs/thesalt/2011/12/30/144426549/in-china-finding-a-new-way-to-eat-in-times-of-plenty>

Shiyiku internal editor interviews



Feb.1, 2015 A Tech Innovator's Thoughts on Smart Tech Development in China
<http://www.shiyiku.com/blogs/2015/2/1/a-tech-innovators-thoughts-on-smart-tech-development-in-china>



Feb.1,2015,Insights from a Female IT Entrepreneur

<http://www.shiyiku.com/blogs/2015/2/1/insights-from-a-female-it-entrepreneur>

Feb.1,2015, TCM and MyChi: Interview with Food Therapy Expert



<http://www.shiyiku.com/blogs/2015/2/1/tcm-and-mychi-interview-with-food-therapy-expert-anna-na>

For more information, check out our press section at <http://www.shiyiku.com/media>. Our team will gladly grant interview requests in a timely manner, and provide any copy or information you need. Contact us at anna@shiyiku.com.