

moikit

NEW LIFE, ON LIVE

Vision

To become the most valuable brand in consumer fitness tracking and monitoring, especially in hydration habits.

Who are we

Moikit is a smart hardware company committed to helping people develop a healthy lifestyle through monitoring personal hydration and other fitness-related behavioral trends, using the most cutting-edged smart technology.

Moikit makes maintaining a healthy lifestyle fun and easy.

“focus on the essence of life for the truthful insights of serving users.”

Moikit is the leader in creating consumer products that perfectly balance demand, design and user experience. To best suit users' daily behaviors, Moikit has made three innovative smart hardware for personal fitness: Cuptime (water mug), Here (body weight monitor) and Lemon (body weight monitor).

Website: www.moikit.com

Our value

Smart Hydration

At Moikit, we believe all smart technologies should be used to solve people's basic needs in everyday life. To drink water in safe and healthy way is one of the needs engaged by everyone, from which we generated the concept of "smart hydration".

Open Data Source

Through open source and free connections to other smart hardwares and software platforms, the data generated by any Moikit product can be effectively used in not only health monitoring but also social network engagement. Of course, all data sharing is under the user permission.

Our value

Smart Device with Classic Design

Moikit's product design is always based on classic appearance so that everything becomes "smart" invisibly. "Let personal hydration device be a hydration device."

Simple User Experience for Efficiency

Mokit's product is easy to use without long training and unnecessary functionalities. The acute focus simplifies user experience and bring high efficiency to solving the targeted pain point.

Affordable for Everyone

Moikit makes smart hardwares and the enjoyment of a healthy life affordable for everyone.

Our history

Founded in 2012, Moikit has been leading smart consumer technology in China for years. Its latest smart cup innovation, Cuptime is the most crowdfunded project in China, which has also attracted massive attention from media and press. With more and more innovations, cross-borderly, Moikit is starting a movement toward healthy water intake.

- 2012 TopDigital Innovative Awards (China)
- 2012 Top10 Consumer Brands (China)
- 2014 China ACE Awards, Best Design
- ChinaBang 2015 Best of the Year, Medical Care and Fitness
- 2014 - 2015 CES Innovative Awards: Global Top Brands
- ...

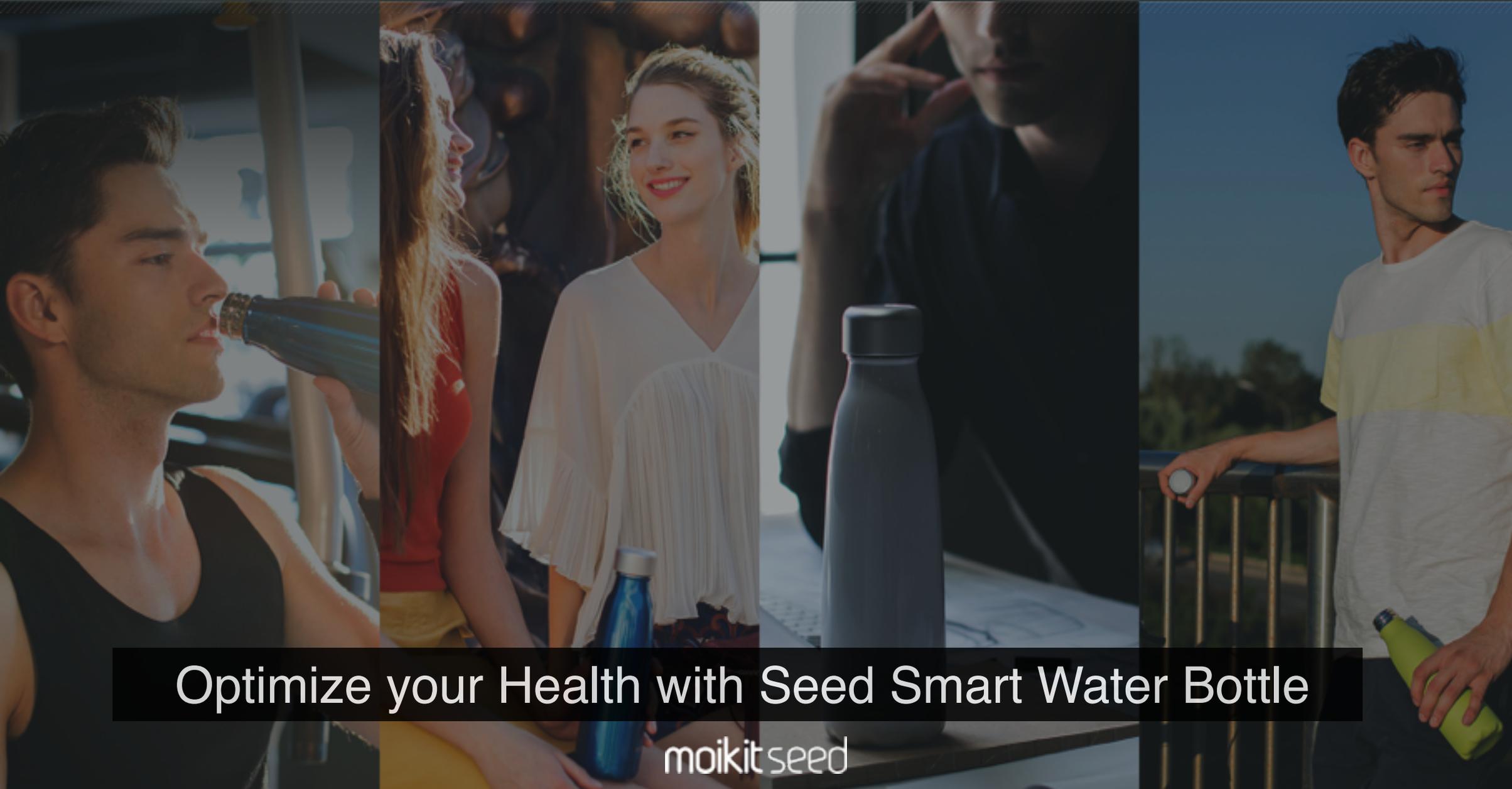
Our Goal

Starting from smart water bottles and mugs, Moikit will expand to other personal hydration devices and revolutionize personal health.

Our Product



Seed is a vacuum bottle that records your water consumption anytime, anywhere, and reminds you to drink enough water. Seed can be connected to third-party smart health devices or apps to help you form healthy hydration habits.



Optimize your Health with Seed Smart Water Bottle

Our Team



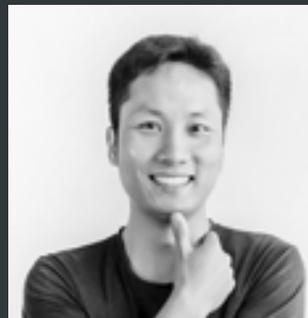
- Bachelor of Laws in Southwest University of Politics and Laws
- VP of Sales in Midea
- More than 10 years of marketing and sales experience in hardware industry

Xiaoliang Li | Founder of Moikit



LEIXIN TIAN

Manager of Hardware
Engineering



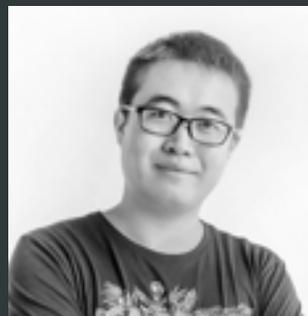
WEI ZHOU

Hardware Engineer



XUEFENG HU

SCM Software Engineer



HAILIANG ZUO

SCM Software Engineer



JIANWEI HU

SCM Software Engineer



JINGWEI ZHOU

SCM Software Engineer



YILIANG LV

Chief Industrial Designer



YAFENG BAO

Senior Industrial Designer



XINYI QIU

UI Designer



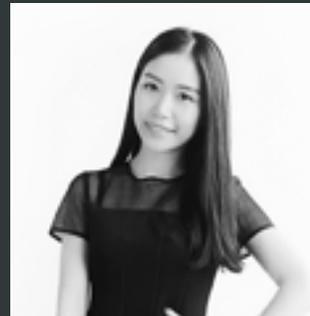
SHICHAO HAO

Supply Chain Manager



SHA PENG

Graphic Designer



CHERRY WANG

Marketing Manager



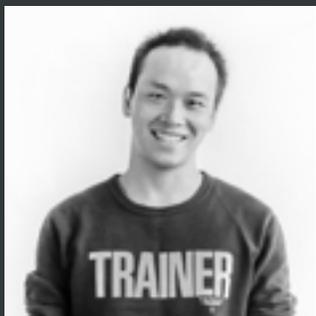
MING ZHANG

Server Engineer



KAI WANG

Web Frontend Engineer



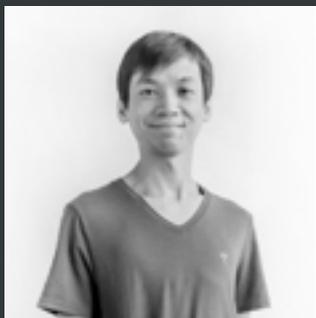
JIANBAO XIAO

Web Engineer



WEIYANG MIAO

Android System Engineer



HUIZHOU LI

Web Building Engineer



FEI WANG

Android System Engineer



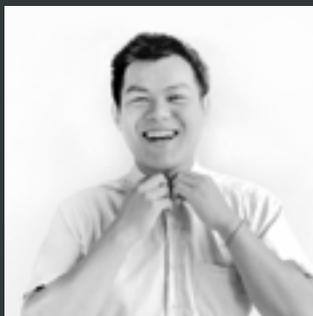
BIN ZHU

Software Development
Manager



LIHUA YE

IOS System Engineer



CHENG ZHANG

Testing Engineer

THANKS!

www.moikit.com

Press Inquiry:
Louis.zheng@zspaceship.com