

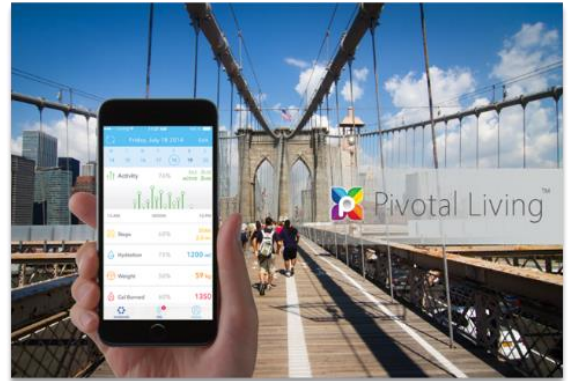
# Company Fact Sheet

## About Pivotal Corporation

Pivotal Corporation was founded by David Donovan and Eli Almo with the belief that personal technology can make life not only better, but specifically, healthier. Powered by science and research, Pivotal Corporation is developing a family of software and affordable, health-driven products that help everyday people improve their overall wellbeing.

## Pivotal Living Software

The Pivotal Living app uses algorithms and social integration to provide customizable wellness coaching, goal suggestions and social encouragement for its members. The software serves as a tool to help members accurately monitor their health in a fun and interactive way – and make more informed, healthier lifestyle choices while socially engaging with other community members, from friends and family to celebrities and professional athletes or trainers.



## Company Vision

Pivotal Corporation is proud to introduce the Pivotal Living mobile app, and its first product – the Life Tracker 1. Working in conjunction with the Pivotal Living app, the Life Tracker 1 uses sensor technology to track daily activities, such as steps taken, daily activity, calories burned, and the amount (and quality) of sleep.

Looking to the future, the app will expand to include additional features and analytics, and connect to a portfolio of products that offer approachable and inexpensive access to real-time data for more informed, healthier lifestyle choices.

Pivotal Living will continue to focus on:

- **Motivational software** – With customized goals, encouragement notifications, and the ability to connect with friends and loved ones and create teams, Pivotal Living’s software is beautiful, simple and inspirational.
- **Quality products with functional designs** – Pivotal Corporation is committed to building cost-efficient hardware without compromising features and design aesthetic.
- **Removal of financial barriers** – Pivotal Living software and products, like the Life Tracker 1, will empower people to achieve a smart lifestyle while staying cost conscious.

## Founded

Pivotal Corporation was founded in 2014. Extensive consumer research started in 2010 to learn more about what people are seeking in health and wellness products.

## Headquarters

The company resides in the seventh healthiest city in America<sup>1</sup> – Seattle, Wash.

## The Crew

With some of the sharpest minds spanning the tech industry, academic and business worlds, Pivotal Corporation has built a robust team dedicated to helping others make smart lifestyle choices. Key executives include:

- David Donovan, co-founder and chief executive officer
- Eli Almo, co-founder and chairman
- Adi Saric, chief technology officer
- Rex Kai Chen, chief hardware officer



## Company Fact Sheet

---

### Find, Friend & Follow

Web: [www.PivotalLiving.com](http://www.PivotalLiving.com)

Facebook: [Pivotal Living](#)

Twitter: [@PivotalLiving](#)

Instagram: [@PivotalLiving](#)

Pinterest: [Pivotal Living](#)

### Media Contact

Jessika Fernandez

Duo PR for Pivotal Corporation

[Jessika@DuoPR.com](mailto:Jessika@DuoPR.com)

---

<sup>1</sup> Forbes, "Top 20 Healthiest Cities in America 2014" by Melanie Haiken: <http://www.forbes.com/sites/melaniehaiken/2014/05/30/the-20-healthiest-cities-in-america-2014/>

