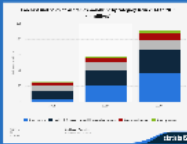
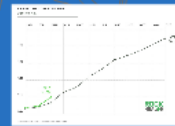
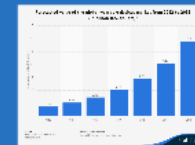




by Andrew Chavez, Jack Cullen,
Sean Davis, and Jacob Speer



Rank	Vendor	Q2 2015		Q2 2014		Growth
		Shipment Volume	Market Share	Shipment Volume	Market Share	
1	Fitbit	4.4	24.3%	1.7	30.4%	158.8%
2	Apple	3.6	19.9%	0	0.0%	
3	Xiaomi	3.1	17.1%	0	0.0%	
4	Garmin	0.7	3.9%	0.6	8.9%	40.0%
5	Samsung	0.6	3.3%	0.8	14.3%	(25.0%)
	Others	5.7	31.5%	2.6	46.4%	119.2%
	Total	18.1	100.0%	5.6	100.0%	223.2%



Performance
 - Revenue Growth
 - Profitability
 - Market Share

Internal Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

External Analysis
 - Industry Trends
 - Competitor Analysis
 - Market Dynamics

Financial Overview
 - Revenue
 - Expenses
 - Profit

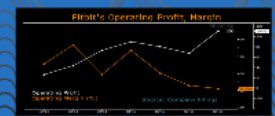
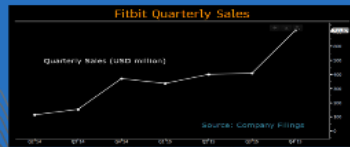
Thank you!
Questions?

Products
 - Fitbit Charge
 - Fitbit Flex
 - Fitbit Surge



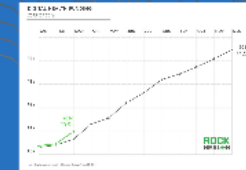
Product	Q1	Q2	Q3	Q4
Fitbit Charge	1.2	1.5	1.8	2.1
Fitbit Flex	0.8	1.0	1.2	1.4
Fitbit Surge	0.5	0.6	0.7	0.8
Others	2.0	2.5	3.0	3.5

Thecasesolution.com

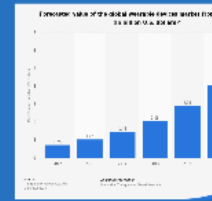




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Performance
 - Top 5 fitbit devices shipped volume
 - Quarterly market share
 - Operating profit margin by quarter
 - Annual / 3-Year Average revenue growth
 - Stock Price for Selected Quarters, New IPO

Overview
 - Fitbit is a leading provider of fitness tracking devices and services.
 - The company's primary revenue source is the sale of fitness trackers.
 - Fitbit also provides subscription services for its users.

Products
 - Fitbit Charge
 - Fitbit Flex
 - Fitbit Surge
 - Fitbit Surge 2
 - Fitbit Surge 3
 - Fitbit Surge 3L
 - Fitbit Surge 3LX
 - Fitbit Surge 3LX2
 - Fitbit Surge 3LX2L

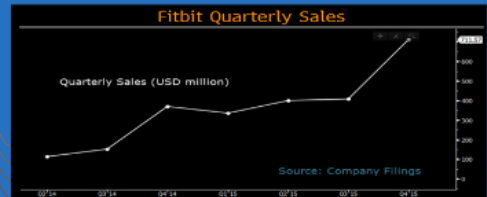
Device	Shipment Volume	Market Share
Fitbit Charge	4.4	24.3%
Fitbit Flex	3.6	19.9%
Fitbit Surge	3.1	17.1%
Fitbit Surge 2	0.7	3.9%
Fitbit Surge 3	0.6	3.3%
Fitbit Surge 3L	5.7	31.5%
Fitbit Surge 3LX		
Fitbit Surge 3LX2		
Fitbit Surge 3LX2L		

Internal Analysis
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

External Analysis
 - Opportunities
 - Threats

Recommended Strategy
 - Focus on product development
 - Expand into new markets
 - Improve customer service

Feature	Fitbit	Apple
Waterproof *	✓	✗
Wireless Sync	✓	✓
Sleep tracking	✓	✓
Alarm function	✓	✓
Battery life	5 Days	10 Days
Steps	5.1L	5.5L
iOS or Android	Both	Both
Compatible apps	27	10
Price	\$100	\$150



Thecasesolution.com



fitbit®

*by Andrew Chavez, Jack Cullen,
Sean Davis, and Jacob Speer*

Overview

Our Mission: To empower and inspire you to live a healthier, more active life. We design products and experiences that fit seamlessly into your life so you can achieve your health and fitness goals, whatever they may be.

- Founded in 2007 by James Park and Eric N. Friedman*
- 1st introduced at the TechCrunch50 conference in 2008*
- Received 2,000 pre-orders in one day*
- October 2008 Fitbit raises \$2 million from Venture Capitalist Brad Feld, True Ventures, & SoftTech VC*
- September 2009 Fitbit launches it's first device*
- October 2011 Fitbit Ultra launches w/ Iphone App*
- January 2013 launches Fitbit Flex wristband*
- May 2015 Fitbit files its S-1 disclosing IPO plans*

Products

Fitbit Wireless Wristbands

- Fitbit Zip
- Fitbit One
- Fitbit Flex
- Fitbit Charge
- Fitbit Charge HR
- Fitbit Blaze
- Fitbit Surge

FitBit Interactive Experience

- Fitbit Aria
- Fitbit Online Dashboard
- Fitbit Mobile Apps
- Fitbit Premium
- Fitbit Star

+Fitbit Accessories



zip



one



flex



charge



charge HR



surge

Category	Everyday	Everyday	Everyday	Everyday	Active	Performance
Steps, Calories, Distance	✓	✓	✓	✓	✓	✓
Clock	✓	✓		✓	✓	✓
Sleep Quality & Silent Alarm		✓	✓	✓	✓	✓
Floors Climbed		✓		✓	✓	✓
Active Minutes			✓	✓	✓	✓
Caller ID				✓	✓	✓
Continuous Heart Rate					✓	✓
Music Control & Notifications						✓
GPS Tracking						✓

*Waterproof **

Wireless sync

Sleep tracking

Alarm function

Battery life

Sizes

iOS or Android

Compatible apps

Price

Performance

- *Top of the Industry (wearable fitness technology)*
- *Decreasing market share*
- *Operating profit margins decreased*
- *Research & Development expense increased*
- *Stock Price has dropped significantly since IPO*