



# THE FOURTH RING

*A life-long commitment to your brain health*

## INSIGHT

When it comes to healthy habits, Canadians focus on their physical health, but oftentimes don't take their cognitive health into consideration. Though Canadians understand that declining cognitive health can result in dementia diagnoses in their older age, they lack the knowledge on how to live a proactive cognitive-conscious lifestyle, that will benefit them in the long-term.

## SUMMARY

The Fourth Ring is a purchasable Apple Fitness extension rooted in Baycrest Foundation's research in proactive cognitive health, which aims to educate and incentivize Canadians to add cognitive exercise to their daily routine.

All proceeds from app downloads will go towards funding research programs at Baycrest Foundation, aimed to support studies that are focused on prevention tools and actionable lifestyle changes.

## HOW IT WORKS

Users will be able to close **The Fourth Ring** by completing activities rooted in Baycrest's "5 Keys to Dementia Prevention": cognitive engagement, physical activity, nutrition/diet, social interaction and managing lifestyle factors.

Activity can be tracked in two ways:

1. As a current Apple Fitness function, users can select an activity from a drop-down in the app or on their watch (ie: Working on a puzzle or reading) to log
2. Using Apple's Visual Intelligence technology, users can take a photo of their activity (ie: puzzle, or a book) which the VI lens will relate to one of the drop-down activities and add to the progress of their ring

Once an activity is complete, a push notification will trigger with Baycrest research-backed messaging explaining how the activity they just completed is bettering their long-term cognitive health, and send a link to the Baycrest website, on their mobiles.



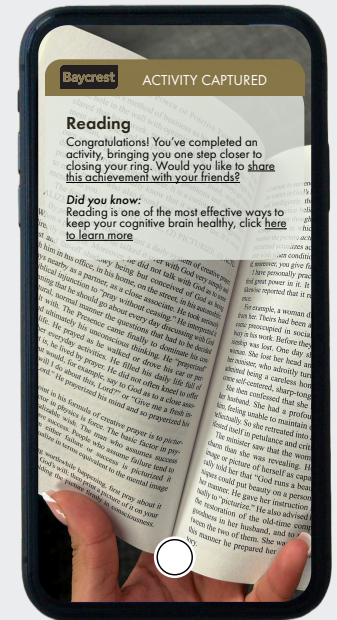
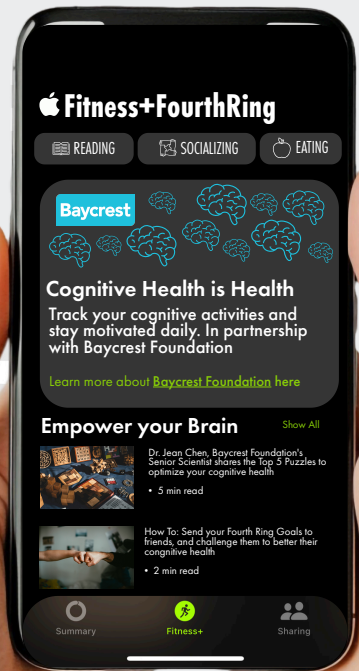
## SOLUTION

To educate Canadians on how to live a proactive cognitive-conscious life, we'll partner with Canada's #1 fitness tracking app and wearable, Apple Fitness and The Apple Watch. We'll integrate Apple Visual Intelligence to give users an easy "one click" way of tracking progress and sharing with friends.

Using Baycrest Foundation's research and resourcing, we will build on the already popular ring function in both the mobile app and watch, and add an additional ring called **The Fourth Ring**.

We'll use all messaging touchpoints as an opportunity to educate users on cognitive health, and link Baycrest Foundation as the source.

With the three existing rings already focused on physical health (calories burned, heart rate and time spent standing). **The Fourth Ring** will incentivize and educate users on how to hit their daily cognitive goals, close their ring, and build proactive habits.





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