

2014 年 12 月 11 日

●スマート体温計のデータ活用で成長目指すキンサ

【Washington Post Blog, 2014/12/11】

スマートフォンに装着し、クラウド・サービスとも接続できる体温計を開発するキンサは11日、シリーズA投資ラウンドで960万ドルを調達したことを発表した。

同社の体温計は先月、米国内のアップルストアで販売が開始されている。

この製品はアプリと組み合わせることで、例えば保護者が病気にかかった子供の体温を継続的に計測することが可能。その他の症状を追加入力したり、写真を撮ることもできる。

また同社は今月から来月にかけてグループ機能の追加提供も開始する予定で、ある学校の生徒の健康データを集団で収集し、個人を特定できる情報を削除した上でクラウドにアップロードし、保健面でのトレンドを分析するといったことも可能となる。

同社は将来的にはこのようなビッグデータを医薬品販売の効果的な広告に結びつけ、利益につなげることも計画しているという。

(参考) 本件報道記事

Kinsa raises \$9.6 million to continue to grow its smart thermometer business

By Matt McFarland December 11 at 10:00 AM

Kinsa, the thermometer that connects with your smartphone and the cloud, appears well on its way to illustrating how big data, smartphones and the Internet can help remake America's health-care system.

The start-up announced Thursday that it's received \$9.6 million in Series A funding from investors including the venture capital firm Kleiner, Perkins, Caufield & Byers. Last month the thermometer started appearing on the shelves of all Apple Stores in the United States, which comes on the heels of being featured in an Apple commercial. That's impressive for a company that was only formed in March 2012, but easy to understand when you learn about Kinsa and its future plans.

The thermometer is paired with an app so that a parent can easily track a child's temperature over the course of an illness. Additional symptoms can also

be manually entered, and photos can be taken. The idea is that when a physician asks about a child's illness, a parent can easily share accurate information, which will help the physician provide better treatment.

But the especially exciting part of Kinsa is the company's vision for big data and the cloud. It's rolling out a group feature this month and next. Provided parents use the thermometer en masse, it will allow parents in a given school to monitor the collective health of the school. Data that parents input about their children will be anonymously uploaded to the cloud and aggregated to identify trends.

Kinsa currently makes money from selling the thermometers, but that's just the beginning. Inder Singh, founder and chief executive of Kinsa, envisions making money off services and products that are tied to the app. Services could be built in to book doctor's appointments, and Kinsa could receive a finder's fee. Or after informing a parent that their child has a 101-degree fever, the app could connect parents with a business that might want to sell or deliver medicine.

Down the road Singh also envisions monetizing the data that Kinsa collects. Brands that sell cold and flu medicine have an interest in knowing when the flu system is peaking, so they can best time their advertising. Governments also want to know when the flu spreads, not to mention anyone who would like to stay healthy.

(Kinsa)

Kinsa records symptoms to a child's health profile so you share them with a physician. (Kinsa)

"When you have millions of thermometers all speaking to the cloud saying, 'There's illness going around here,' now a population of people who are not ill really care," Singh said.

The Kinsa founder, who formerly served as executive vice president of the Clinton Health Access Initiative, plans to use the fresh funding to invest in marketing and brand awareness to scale the company. Its target audience is parents of children under 12. Singh says there are at least 15,000 of the thermometers already in use.

Tuesday at LeWeb, famed investor Fred Wilson said how interesting the

health-care space has become.

“If I could only invest in one thing, which fortunately I don’t have to, it might be health and wellness over the next five years,” said Wilson, who made early investments in hits such as Kickstarter, Twitter and Tumblr. “I just think the change is going to be so dramatic, and the dollars, it’s the largest industry in the United States.”

He pointed to several factors coming together: consumers instrumenting themselves with wearables, health-care costs under pressure and a younger generation of health-care providers embracing technology.

Kinsa is one app that appears to fit Wilson’s thesis.

“We’re creating the health weather,” Singh said. “And wouldn’t that be cool for news agencies to put on the air or in print. Not only the weather, but the health weather. What’s your leave of risk? What’s going around?”

Source:

<http://www.washingtonpost.com/blogs/innovations/wp/2014/12/11/kinsa-raises-9-6-million-to-continue-to-grow-its-smart-thermometer-business/>

以 上