

## MARY the Smart Vital Monitor for Kids – An Austrian Ladybird becomes a High-flyer on Kickstarter

MARY - viewed from the outside, the innovation of the start-up company sticklett from Carinthia (Austria) looks like a small, sweet cotton ladybird. But MARY's inner values are even more convincing than just its appearance as the reactions by the Kickstarter crowd acknowledges. After just nine hours the young enterprise around founder and inventor of this vital monitor for kids, Michaela Schicho, reached the previously set goal of 15,000 Euros.

MARY, the smart wearable, is showing what's in it, when it is attached to the special sticklett clothing. The ladybug uses its medical sensors to measure the vital signs of children. Their breathing, body temperature and activity are checked regularly. As soon as any irregularities occur, parents will be informed on their mobile app with an alert.

Michaela Schicho is a fashion engineer and computer scientist as well as a mother of two girls, developed the smart vital monitor MARY. Idea arose from her personal experiences: one of her daughters was ill with influenza as a toddler. Fever had to be frequently measured. "The fever-measuring was visibly awkward for my daughter, who always perceived the various thermometers as a foreign body. So I came up with the idea of developing a child-friendly device that is not perceived by children as such and linked to the issue of disease. That is how MARY originated", so the founder about the origin of her invention. "For me, MARY is the child's friend who helps parents to understand their child, at times when it is not able to itself."

The idea has become a product, that sticklett has been working on for three years now. During this time, the startup was able to win over some important partners, such as *Hutchison 3 Austria, microtronics Engineering GmbH, Kärntner Wirtschaftsförderungsfond KWF, das build! Gründerzentrum, die FH Kärnten - Schwerpunkt Medizintechnik, Silicon-Alps-Cluster* and Investors, such as the ICC - *Investors Club Carinthia*

The crowdfunding campaign is the final milestone for the innovative company to launch the product on the market.

"We are very pleased with the success on Kickstarter and the positive response that our product has received in the crowdfunding campaign," says Lukas Brunbauer, co-owner of sticklett. "For me the support at Kickstarter proves, that people are increasingly recognizing the potential of integrating smart technology applications in all areas of their lives, and for me, MARY is a good example of developing and applying technology from a socially-driven need."

The smart ladybird MARY by sticklett can be purchased on Kickstarter until July 27, 2018 at an extremely favourable special price of up to -40% discount. At the end of this year (before Christmas) the first MARYs will be shipped.

