

MOTIV

Motiv Inc. Announces Tejash Unadkat as New CEO

Veteran hardware and product executive takes the reins at Motiv

SAN FRANCISCO, March 5, 2018 -- Motiv Inc., developers of breakthrough wearable technology, today announced Tejash Unadkat as Chief Executive Officer effective January 4, 2018. Unadkat most recently served as General Manager of August Access Platform and Partnerships at August Home Inc., and he brings more than 15 years of experience in sales, business development, product management and deep technical and software experience to the Motiv Inc. team.

Motiv's first product is a ring-worn wearable that tracks active minutes, heart rate, and sleep. As CEO, Unadkat's vision will focus on continuing to make Motiv Ring even more functional and necessary, without ever sacrificing aesthetic for functionality. He will also prepare the company to launch future platforms, partnerships and products in various verticals that derive value from the technology.

Having served as General Manager for Platforms and Partnerships at August Home Inc., leading pioneers in the smart lock space acquired by ASSA Abloy, and as Director of Product Management at BASIS, wearable device technology acquired by Intel, Unadkat is well-positioned to drive Motiv through its next developmental phase as a company. Through his career trajectory, Unadkat has handled every facet of a business from engineering to product development to sales, and he is uniquely qualified to take the helm, drive Motiv forward and reimagine what is possible for a discrete 2.5mm smart ring that fits on your finger.

"We searched long and hard for a chief executive officer that was a perfect fit for Motiv. In Tejash, we not only see a leader with a grand vision for the company, we also see a leader who has the tactical experience and who is excited, not discouraged, by the challenges that come along with hardware products," said Curt von Badinski, Chief Technology Officer at Motiv. "We're thrilled to have Tejash join our Motiv team to help accelerate the company's growth and usher in a new generation of miniaturized devices that solve real world problems."

"Motiv has the power to change the way people think about wearables. I'm excited to have the opportunity to grow the company and create products that add real value to people's lives," says Tejash Unadkat, Motiv CEO. "Motiv Ring itself is a challenge, made from completely custom components, but we're creating technology that literally wraps around your fingers. That miniaturized technology opens up so many different possibilities for Motiv's future."

About Motiv Inc.

Founded in 2013, Motiv is a breakthrough wearable technology company focused on designing products that fit seamlessly into people's lives and keep them living better. Our team shares a passion and breadth of experience in product design, consumer goods and innovative startups. Motiv creates products people want to wear, are easy to use and deliver meaningful experiences. The company is headquartered in San Francisco. Meet Motiv at www.mymotiv.com, and connect with us on [Facebook](#), [Instagram](#) or [Twitter](#).

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