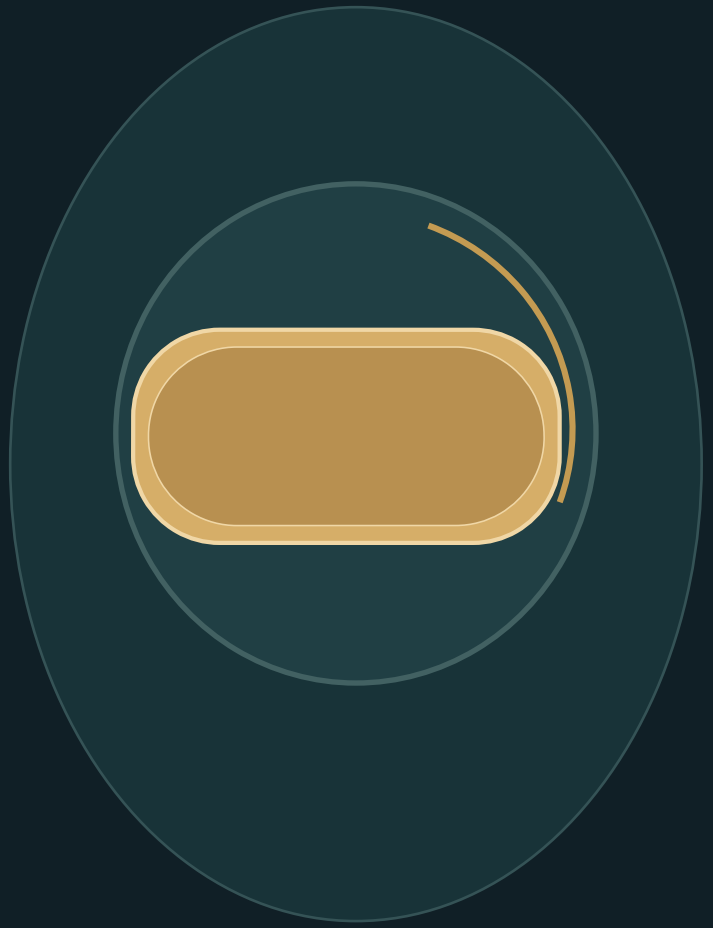
PRODUCT MANAGEMENT / STRATEGY

TEMPLE

Proof before purchase.

Can an experimental physiological wearable turn scientific novelty into recurring customer value?



Conceptual wearable illustration

MARKET LANDSCAPE • SCIENTIFIC CREDIBILITY • PMF VALIDATION

Independent portfolio case study | 16 November 2026

A premium wearable built around unfamiliar signals

Temple promises a new lens on physiology. The commercial value of that lens remains to be established.

₹85,000

India launch price

01 NOV 2026

Pre-orders opened

~3 MONTHS

Reported delivery wait

BrainFlow

Temple describes a proprietary optical index intended to track brain-related circulation changes. Interpretation and clinical relevance remain contested.

Entropy

Temple foregrounds a proprietary index of metabolic and sympathetic demand, with a proposed relationship to recovery and performance.

Positioning: wellness device, not a clinically established diagnostic instrument.

Sources: NDTV Profit (1 Nov 2026); Temple official website; Reuters (11 Nov 2026).

Temple is not competing on another step count

The relevant alternative is the insight and confidence premium customers already get from established wearables.

PRODUCT	MAIN VALUE	COMMERCIAL MODEL	STRATEGIC IMPLICATION
WHOOP	Strain, recovery, training coaching	$199 / year	Established habit feedback
OURA RING 5	Sleep, recovery, health trends	From $399 + membership	Subtle form factor
TEMPLE	**BrainFlow + Entropy (claimed)**	**₹85,000 launch price**	**Differentiated signal; unproven utility**

Category insight **Sensor novelty is a point of difference. Better daily decisions would be a reason to switch.**

US list prices are not directly comparable to the lifetime cost of a hardware + software product.

A promising signal is not a validated health outcome

The highest-value PM distinction: correlation, measurement specificity, clinical significance and customer benefit are separate claims.

01

Signal observed

Preprints report correlations under controlled conditions.

02

Measurement relevance

Does an optical temple signal isolate deeper cerebral changes?

03

Clinical validity

Can independent teams reproduce it across diverse populations?

04

Actionable outcome

Does a user act differently - and benefit - because of it?

Product implication Label evidence strength, uncertainty and intended interpretation at the point of purchase.

Two company-funded BrainFlow preprints were not peer reviewed or independently replicated as of 10 Nov 2026.

A narrow segment is more defensible than the wearables TAM

Purchase ability alone is not the market. Buyers need both scientific interest and a credible reason to wear the device.

1 / PRIORITY

Quantified-self power users

Already pay for metrics and can evaluate experimental insights.

Evidence literacy; price tolerance / First segment to validate

2 / VALIDATION

Independent researchers

Can pressure-test reproducibility and interpretability.

Research protocols; data quality / Parallel evidence channel

3 / TEST LATER

Performance athletes

Need incremental coaching or recovery value, not more scores.

Demonstrated performance impact / Later segment

4 / DEFER

General wellness buyers

Broad demand is possible but claims and comfort are barriers.

Trust; form factor; price / Not a launch segment

Segments and priorities are strategic hypotheses; no primary buyer interviews have been conducted.

Why early curiosity may not become sustainable adoption

Five unresolved questions must be answered before a ₹85,000 purchase is a rational recurring-value proposition.

01	What does the score mean?	INTERPRETABILITY
02	Is the measurement reliable?	SCIENTIFIC TRUST
03	**What decision will change?**	**ACTIONABILITY**
04	Will I wear it daily?	FORM FACTOR
05	Is the value worth the price?	COMMERCIAL FIT

Core hypothesis: transparent proof + realistic interpretation improves informed purchase confidence.

Build purchase confidence before broadening features

Qualitative scoring: expected learning value, feasibility and dependence on scientific evidence. No fabricated RICE counts.

P0 / NOW

Proof-to-Purchase

An evidence hub plus realistic example data and claim boundaries.

High learning value

Low / medium build dependency

P1 / NEXT

Actionable interpretation

Translate validated signals into narrow, testable behavior decisions.

High potential value

Requires validated signals

P2 / LATER

Broad AI / longevity layer

Expand use cases and predictions across broader wellness journeys.

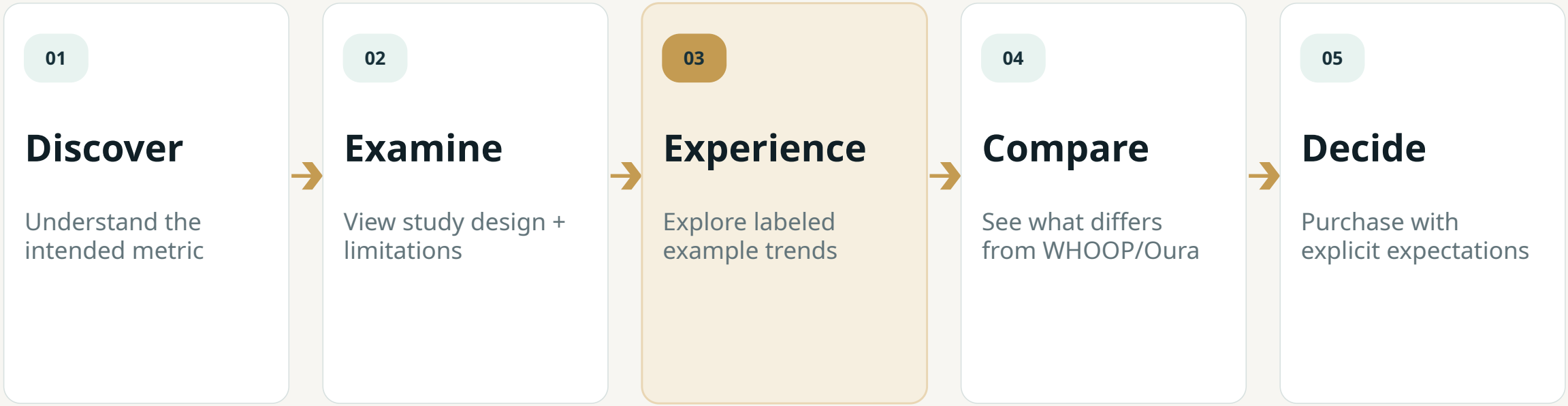
Uncertain incremental value

High evidence / regulatory dependency

Explicit non-goal: a more persuasive explanation must never overstate scientific certainty.

Proof-to-Purchase: an evidence-first decision journey

This is a proposed product strategy, not an assertion about missing features in Temple's current experience.



Designed outcome **Not higher conversion at any cost - informed conversion with fewer misconceptions.**

Method: comparative content experiment; all uplift is hypothetical until tested.

Prove understanding, usefulness and business viability - in that order

A staged validation program keeps marketing claims separate from customer benefit.

A DISCOVERY

15–20 interviews

Existing wearable habits, user interpretations, price thresholds.

B CONTENT EXPERIMENT

Two purchase experiences

Compare current messaging with evidence-led content: trust, comprehension, misconceptions.

C PRODUCT USE

Post-delivery longitudinal study

Habit formation, sustained wear, repeated useful insights, returns.

PROPOSED NORTH STAR

Weekly users obtaining a personally meaningful, correctly interpreted insight

Guardrails: misunderstanding of claims, return rates, unsafe interpretation, discomfort and support burden.

Defensibility must be earned, not announced

A technically unusual signal becomes a business only when customers trust it, use it and keep paying for its value.

MEASURE
Specific, reproducible signals

→

EXPLAIN
Evidence and limitation literacy

→

ACT
A decision users can defend

→

RETAIN
A repeatable reason to wear

PM call **Validate practical value with expert early adopters before scaling the category.**

PRIMARY SOURCES / VERIFY IN SPEAKER NOTES

Temple official product page • Temple Terms of Use (9 Nov 2026) • Reuters (11 Nov 2026)
Moneycontrol (10 Nov 2026) • Indian Express (13 Nov 2026) • WHOOP / Oura official pricing

All segmentation, prioritization, experiments and proposed metrics are independent PM hypotheses, not company disclosures.