



Physical recovery redefined









affected by musculoskeletal conditions

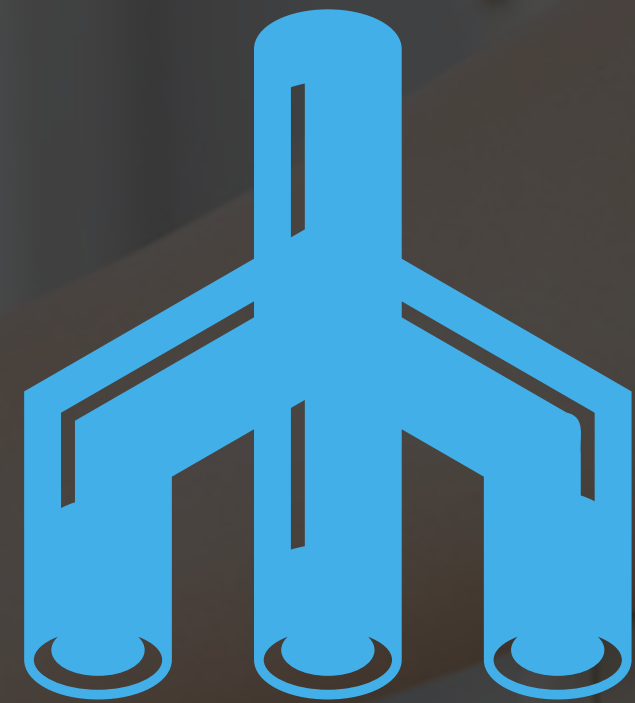




drops out of treatment



 **Problem**



**Throughput**



**Reputation**



 **Problem**



Throughput



Reputation





# Solution

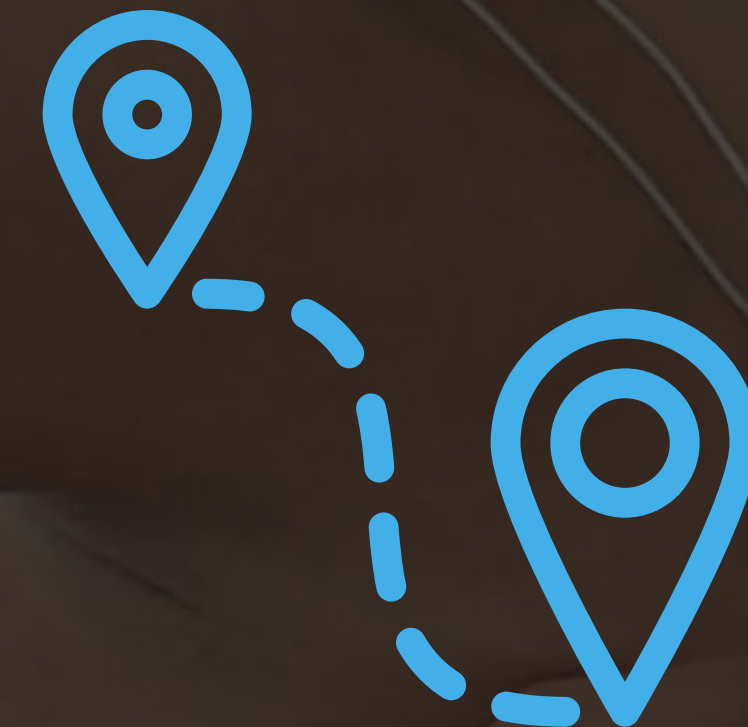
An advanced electromyographic biofeedback system that



**Reduces Recovery  
Time by 50%**



**Decreases  
Recurrence Rates  
by 75%**



**Enables Remote  
Sessions**



A person is lying in a hospital bed, wearing a white t-shirt and blue plaid pants. A tablet is mounted on a stand above the bed, displaying a medical interface with a large red needle gauge. A sensor is attached to the person's waist, connected by wires to the tablet. The background is a plain wall with some text partially visible.

# Product



# An Advanced System for physiotherapy training



PhysioPlux Clinical



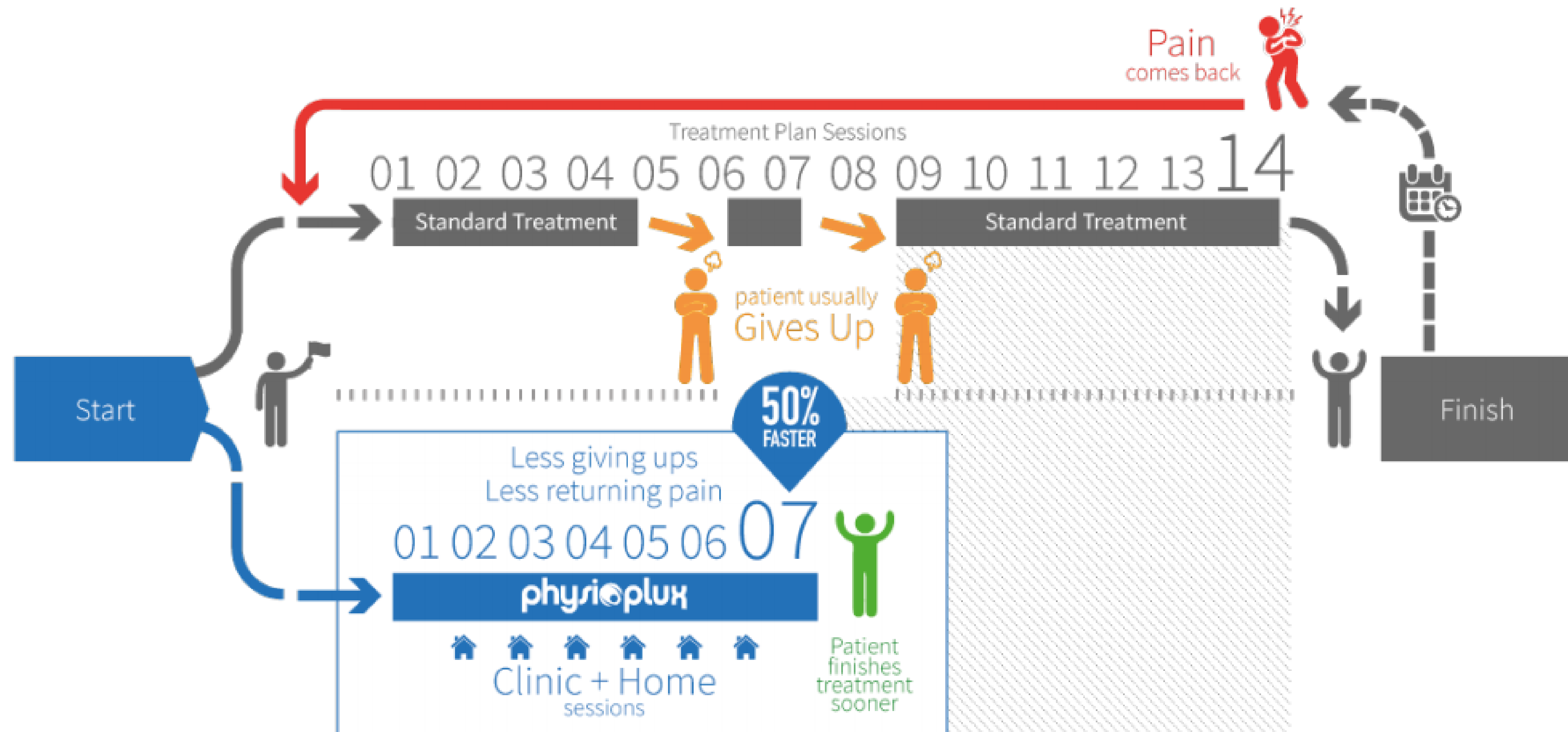
PhysioPlux Trainer



# Graphic interface with simple and intuitive menus











## Pricing Plan

Monthly subscription

\$0

TRIAL

2 months period

\$150

PER DEVICE

PhysioPlux Clinic

\$100

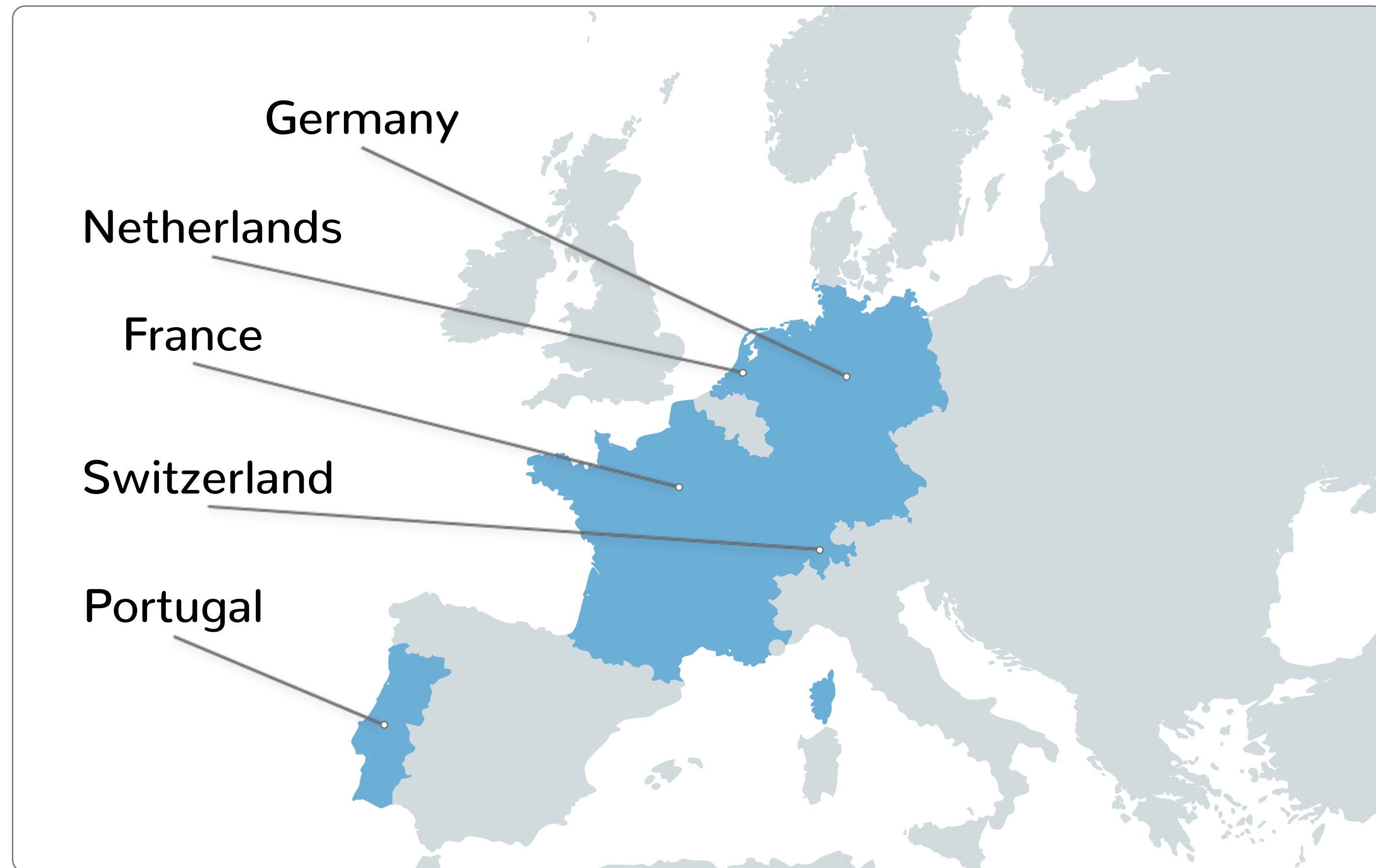
PER DEVICE

PhysioPlux Trainer





# Clinical Trials (Europe)







# Physical Therapy Market (USA)

\$30

BILLION DOLLARS

Market size

↑7%

PERCENT

Market growth  
per year

18

THOUSAND

Private clinics



## Market Adoption



### EVENTS

Target events monthly  
Medica (150,000)  
Arab Health (85,000)  
MD & M West (20,000)



### PARTNERSHIPS

Insurance companies  
Research centres  
Distributors  
Exercise library developers



### ONLINE CHANNELS

Therapy forums  
Health platforms  
SEO



A person is lying in a hospital bed, wearing a white t-shirt and blue plaid pants. A tablet is mounted on a stand above the bed, displaying a medical interface. A sensor is attached to the person's waist, connected by wires to the tablet. The background is a dark, dimly lit room.

# Competition



# Competition

ReWalk<sup>™</sup>  
Robotics

  
Traditional  
physiotherapists

 Itch

MyoTrac<sup>™</sup>  
INFINITI

 SWORD HEALTH

physioplux

EMG

✗

✗

✓

✓

✗

✓

Wireless

✓

✗

✗

✗

✓

✓

At home usage

✓

✗

✗

✗

✓

✓

Realtime feedback

✗

✓

✓

✓

✓

✓

Exercise library

✗

✗

✗

✗

✓

✓

Price

N/A

\$50-350  
per session

\$2000  
one time cost

\$3000  
one time cost

\$500  
per month

\$200  
per month



# Competitive Advantage



**Continuous Customisation**  
remote exercise updates



**Free Trials**  
up to one month product trial



**Customer Service and Support**  
technical maintenance



**Ease of Use**  
simple and intuitive



**Home Training**  
perform exercises remotely

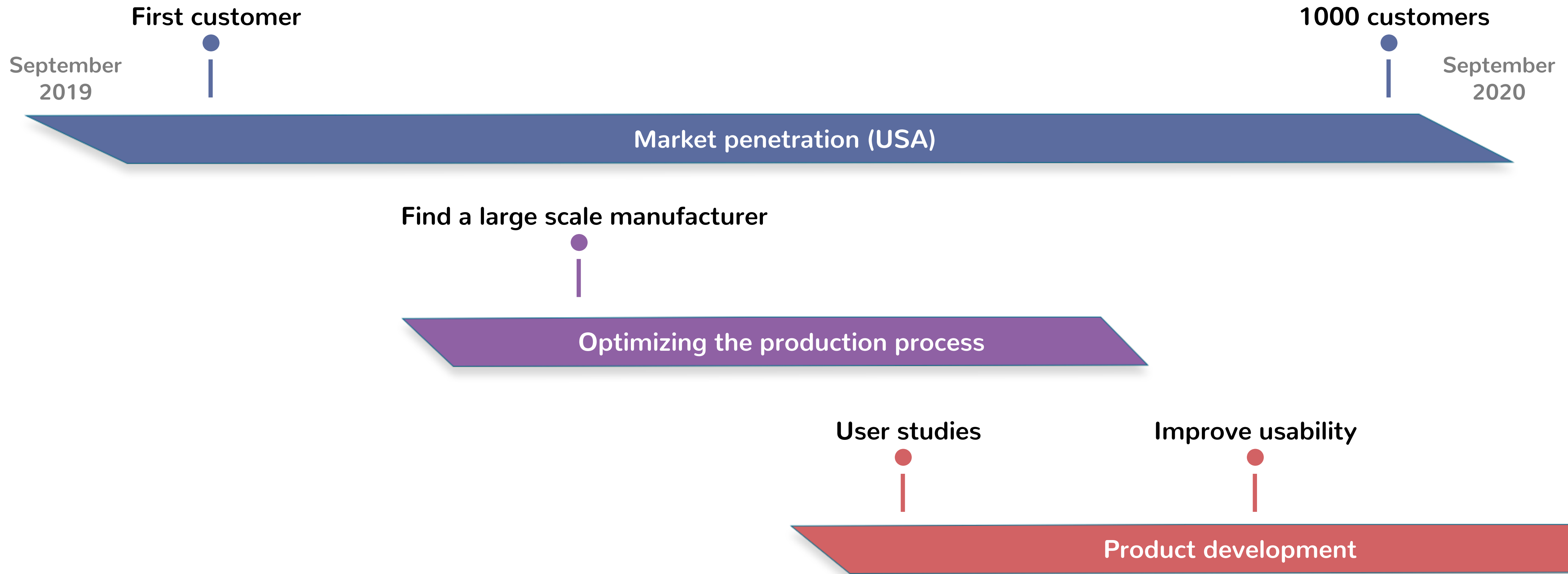


**Accurate Analysis**  
biofeedback

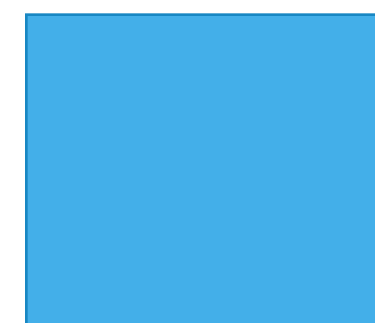




# Timeline







# Financial

We are looking for 12 months financing to reach 1,000 customers

\$ 1M

INVESTMENT

initial opportunity

1,000

CUSTOMERS

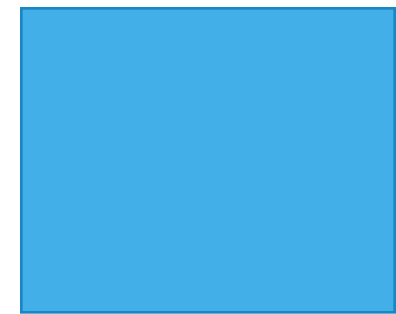
acquisition  
per year

\$ 29M

REVENUE

over 12 months





## Team



**Petter  
Jakobsson**

Digital Design

**Operations manager**



**Matteo  
Mainenti**

Embedded  
Software

**Marketing manager**



**Eva Maria  
Veitmaa**

User Experience

**Public relations**



**Mafalda  
Filipe**

Business  
Management

**Business developer**



**Ming  
Yoo**

Computer  
Science

**Finance**





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# Q&A

## CAC : LTV

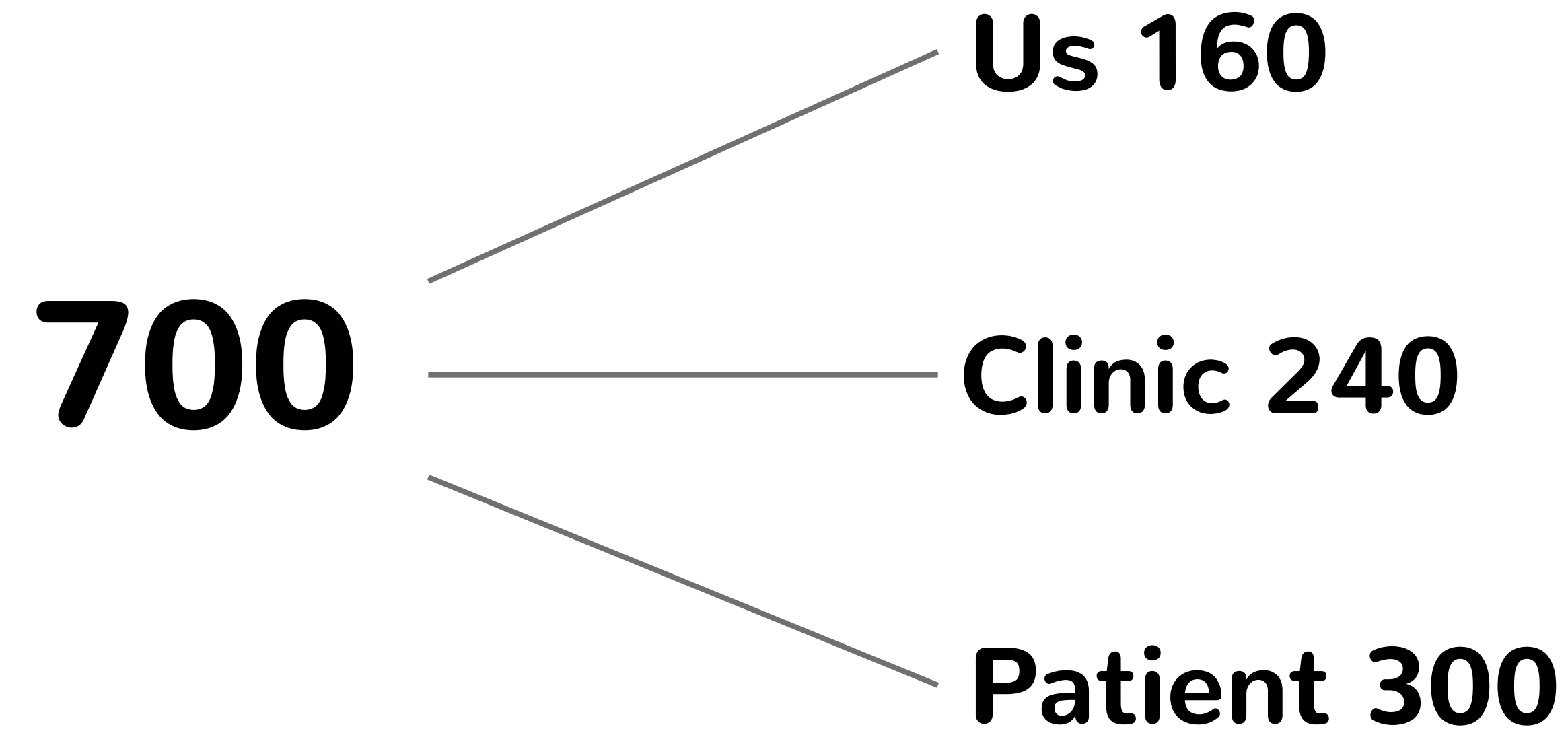
30 devices × 1000 clinics × average \$80 × 12 months = \$29M

$$\frac{800,000}{1,000 \text{ clinics}} = 800 \text{ CAC} = \$500 + \frac{25,000 \times 12 \text{ months}}{1,000 \text{ clinics}}$$





## Value Creation per Treatment



# WHY USA?

- The United States does not have a national health care service
- By 2030, America will have at least 40,800 unfilled posts for physicians
- 82.8% of retirees in 2017 made use of private healthcare
- The number of Americans opting to enroll in private healthcare plans that contract into Medicare has increased from 12.8% to 34% between 2004 and 2017
- There are 2.6 doctors per 1000 patients in the United States
- A retiree in the United States can expect to pay around \$5,000 out of pocket for medical expenses a year
- Health insurance providers focus more on incentivizing healthy behaviors



# WHY PHYSICAL THERAPISTS?

- For patients who aren't covered by medical insurance, a physical therapy session typically costs \$50-\$350 or more
- Total annual industry revenue for physical therapy treatment is estimated to be \$26.6 billions
- Currently there are roughly 200,000 physical therapists employed across the United States
- Employment of physical therapists is projected to grow 34% from 2014 to 2024

# VALUE PROPOSITION.

1. See what is going on inside the muscle (EMG) -> more accurate analysis -> more effective treatment -> faster recovery -> more satisfied patients -> higher reputation -> new customers -> more money
2. Possibility of doing ex at home -> can send patients home faster after surgery -> freeing up space in the clinic -> can accept more new patients -> more money
3. Possibility of doing ex at home -> patients do not have to commute to the clinic -> can reach more patients who have difficulty coming to the clinic (difficulties with commuting, busy schedules), wider coverage -> more patients -> more money
4. Patients work out independently, on their own -> reduced workload for the physical therapists -> can treat more patients with the same amount of effort -> higher throughput -> more money
5. Personalised treatment plans -> higher focus on the patient -> more satisfied customers -> higher reputation -> new customers -> more money
6. Possibility of doing ex at home -> faster treatment -> reduced workload for the physical therapists -> happier therapists -> more efficient and satisfied therapists
7. All the data is on the cloud -> less paperwork -> reduced working hours -> more rested therapists -> happier therapists -> more efficient treatment