



# Final Team Presentation

Team 12 - The Ohmies

# Introduction

Team 12 | The ohmies

## Smart Performance Wearable

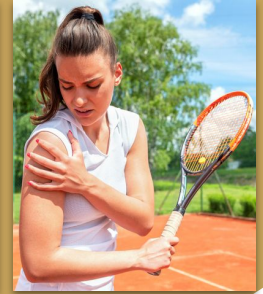


**MUSCLEMIND**

- We have developed an intelligent wearable that prevents injuries, speeds up recovery and improves performance.
- We combine sensor engineering and signal analysis in the service of health and physical performance.

# Sports injuries are frequent, costly and often avoidable.

- In professional athletes, they lead to missed games and millions in costs.
- In recreational athletes, they cause frustration, interruptions in training and abandonment.



## The Problem?

Lack of real-time information about what the body is doing.

# Interviews

We spoke to 35+ athletes, 2 coaches and 5 clinical specialists.



- Athletes feel that injuries are inevitable, but want early warnings.
- Coaches want objective data on physical condition and fatigue.
- Specialists trust in the technology.

These needs were the starting point for our solution.

# Value Proposition

**1.** Prevent injuries.

**2.** Recover better.

**3.** Train intelligently.

→ Real-time muscle and movement feedback.

→ Personalised alerts that prevent compensations and overloads.

→ Guided recovery sessions based on physiotherapy.

# Solution

A system consisting of a wearable + mobile app

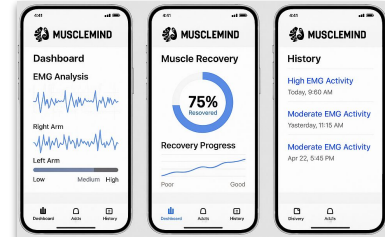
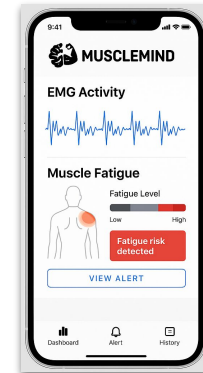
Wearable with EMG and inertial sensors, placed on critical muscle groups (thigh, calves, back).



App with:

- Real-time monitoring
- Automatic overuse alerts
- Performance and fatigue history
- Personalised recovery guides
- Interactive injury prevention education

Available in Pro (coaches/athletes) and Lite (general use) versions.





# Market



**Recreational fitness**

**Teams and professional athletes**

growing market with a focus on health,  
well-being and performance

a niche with high demands and good  
investment capacity

**Strategy**

Start with the professional segment (riders with basketball teams),  
validate and gain traction, and then expand to the end consumer.

# Competition

We're not a generic fitness tracker.

Compared to:

- Fitbit



- Garmin



- WHOOP



➤ We focus on biomechanics, not just vital signs.

➤ We give feedback during exercise, not just afterwards.

➤ We adapt the plan to the user, based on real data.

## What sets us apart?

- ✓ Clinical personalisation with immediate practical application.

# Channels

Direct sales to sports clubs, gyms and clinics

E-commerce with Lite version for individual athletes

How we reach our customers

Partnerships with influencers, athletes and physiotherapists

Collaborations with federations and sporting events

Digital presence with a focus on performance and trust.

# Key Partners

Strategic alliances already underway:

- IST professors and researchers for technical development and clinical validation

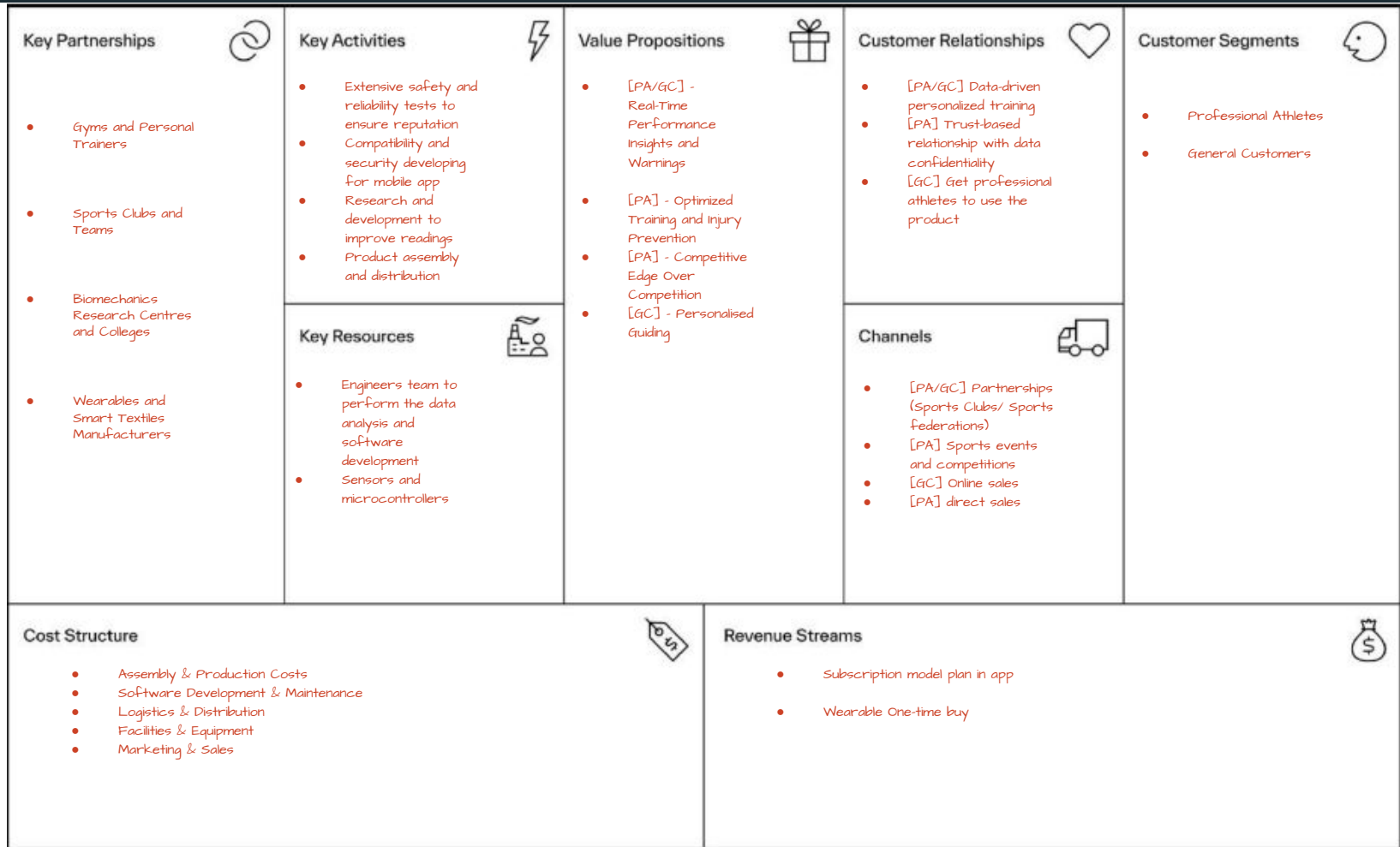


- Athletes and coaches interested in testing the first prototypes



- Potential partners in the field of rehabilitation and sports performance



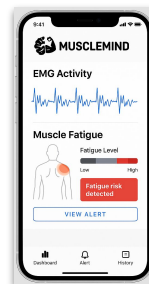


# Costs



Wearable:

Vest PRO	410.87
Vest	66.22



APP:

Development	15 000 €
R&D + Testing	8 000 €

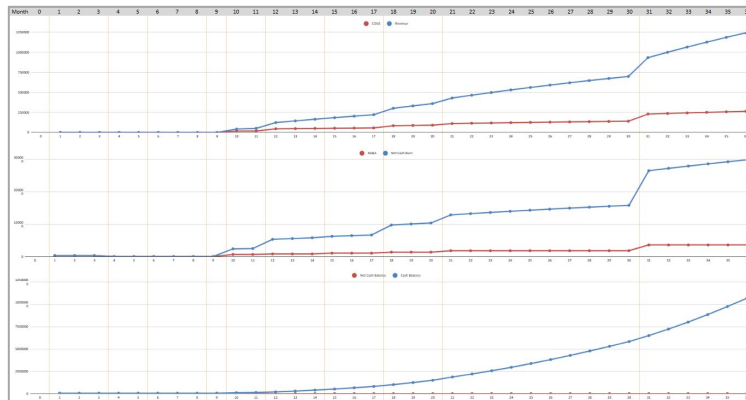
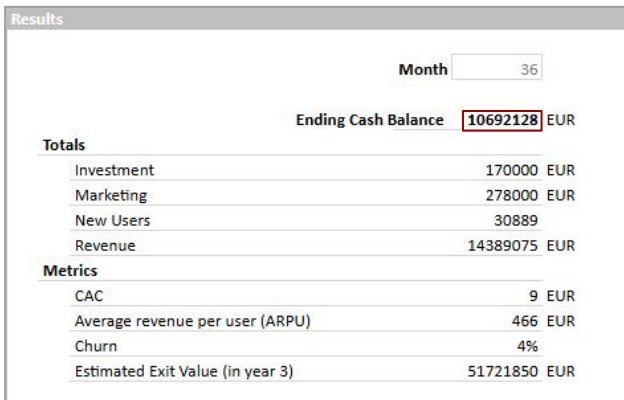
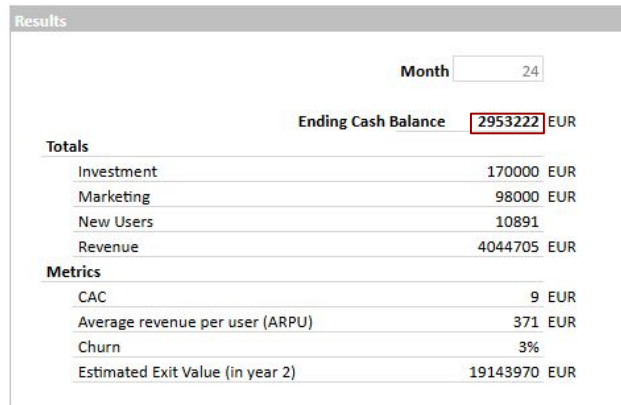
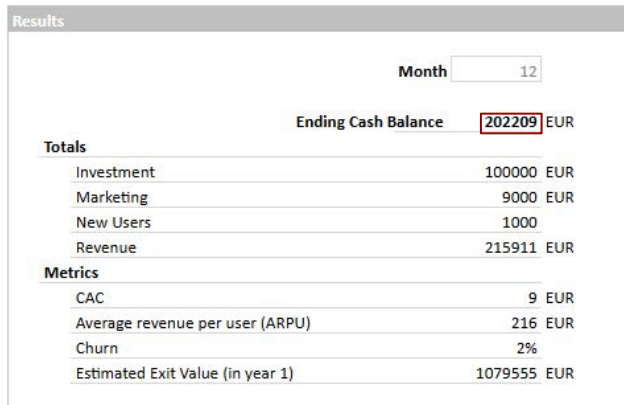
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Marketing & Sales	5 000 €
Operations & Tools	3 000 €
Legal & Admin	1 500 €

**Total: 46 150.50 €**

( Vest Pro 30x ; Vest 20x )

# Financial Timeline Tool



# Team



David Carrilho



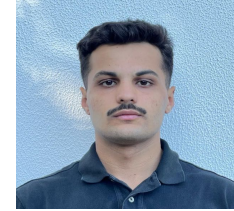
Tiago Abreu



Miguel Pereira



Guilherme Garcia



Tiago Dias



Pedro Lopes

Kontron  
Transportation  
- job (active)



JEEC - Speakers  
Team



JEEC - Speakers  
Team



Necathon



Necathon



FST - Control





# Thank you for your attention.

We are open to all questions.