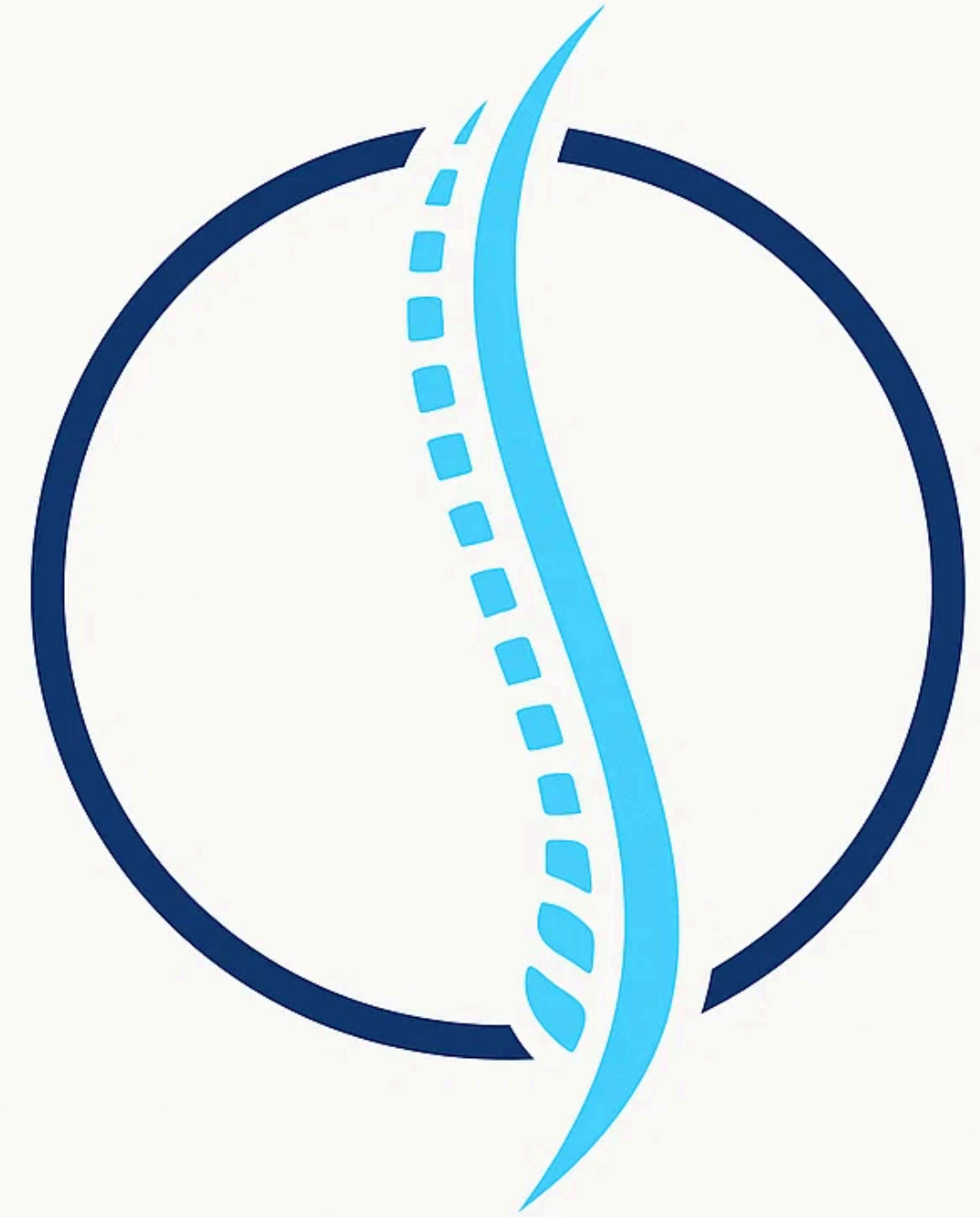
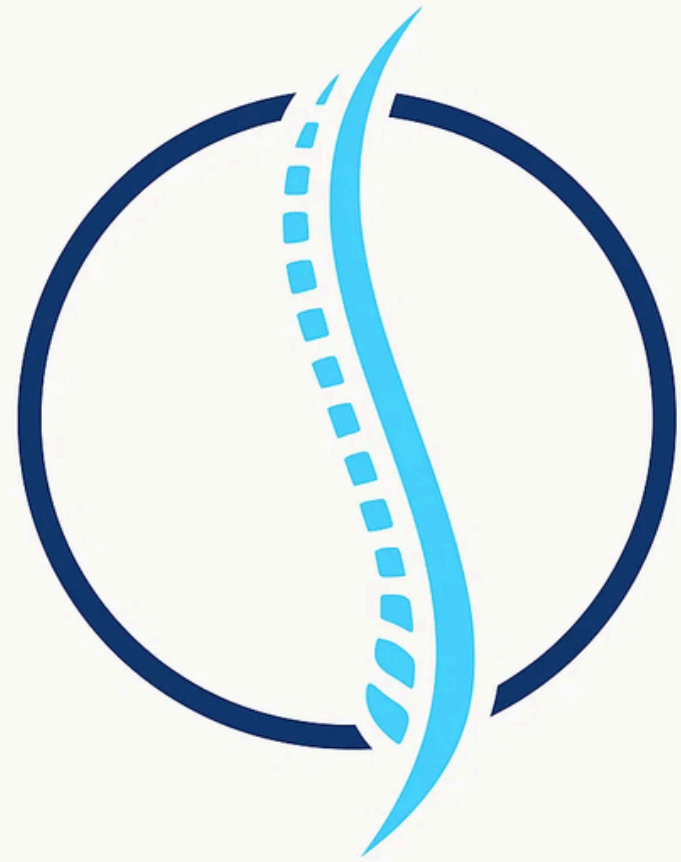


**STRAIGHTEN
UP**

**FINAL
PRESENATION**



**STRAIGHTEN
UP**



**STRAIGHTEN
UP**

OVERVIEW

01

Problem

02

Market

03

Solution

04

Competition

05

Business Model

06

Validation

07

Market&Sales

08

Our Team

09

Financials

10

Milestones

01 PROBLEM

Poor Posture

- **Two thirds** of adults suffer from **Lower Back Pain** at some time in their lives.
- Poor posture can cause several **negative health problems** such as:
 - **Stiffness**
 - **Chronic pain**
 - **Fatigue**
 - **Heartburn/slowed digestion** due to increased pressure on the abdomen
 - **Injuries in the workplace or practicing sports**
 - **Cordination problems**
 - **Confidence**



02

MARKET



PROFESSIONALS WHO SPEND LONG HOURS SITTING

Want to improve posture and prevent back pain caused by a sedentary job



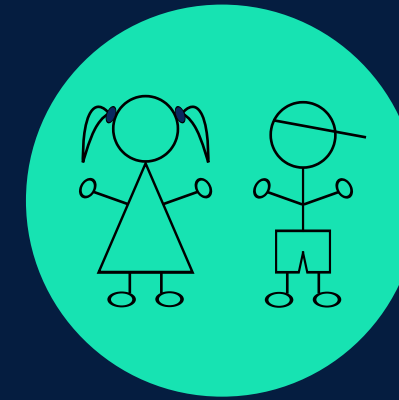
PEOPLE WITH POSTURAL ISSUES OR CHRONIC PAIN

Seek an accessible and practical solution to relieve pain and improve quality life



ATHLETES, COACHES AND PEOPLE WHO EXERCISE

Want to maximize performance and prevent injuries caused by poor posture



CHILDREN

Teachers and parents are interested in improving children's postures since early ages, improving their future

03 SOLUTION

Wearable Live Motion Tracking using a sensor-embedded vest to monitor body movement in real-time, enhancing performance, posture, and injury prevention.

Features:

- Real-time monitoring;
- Live Feedback;
- App/Website;
- Data storage



03 SOLUTION

How does it work?

- **Wearable Sensors**
 - Capture body motion and orientation
- **Kinematic Modeling**
 - Reconstruct limb/body posture in real time
- **Live Tracking**
 - Monitor posture continuously
- **Haptic Alerts**
 - Vibrate to signal poor posture
- **App Integration**
 - Daily insights & progress reports



04 COMPETITION

Why is it better?

	Dorsa VI	Upright Go & Lumo Lift	Our product
Pricing	\$\$\$\$	\$\$\$	\$\$ (best value)
Ease of use	Complex	Simple	Simple
Tracking Area	Full back	Partial	Full back
Technology	Video or Sensors	Sensor (on the upper back)	Sensors

05

BUSINESS MODEL - CREATE VALUE

01

Poor posture is a common problem in:

- Work environments (e.g., office jobs)
- Sports and athletic training
- Health and physiotherapy



02

It can lead to:

- Back and neck pain
- Long-term injuries
- Decreased movement efficiency



Our solution:

- A smart vest with embedded sensors that monitors posture in real time
- Instant feedback delivered through a mobile app

03



04

Value for the user:

- Injury prevention
- Pain reduction
- Better physical performance and quality of life

05

BUSINESS MODEL - DELIVER VALUE

CHANNELS



- **Online Store** - global reach and full control over branding
- **Specialized shops** - builds credibility and gives customers hand-on experience

CUSTOMER RELATIONSHIPS



- **Targeted online marketing and social media campaigns**
- **Reward system and high quality, responsive support**
- **Corporate partnerships and referral programs.**

CUSTOMER SEGMENTS



- **Professionals with sedentary jobs** looking to improve posture and prevent back pain.
- **Athletes, coaches, and fitness enthusiasts** aiming to enhance performance and avoid injury.
- **Individuals with postural problems or chronic pain** seeking practical pain relief.
- **Children**, with parents and teachers focused on early posture correction for healthier futures.

05

BUSINESS MODEL - CAPTURE VALUE



REVENUE STREAMS

- **Direct Online Sales (70%)** - Via the brand's e-commerce platform.
- **Retail Partnerships (30%)** - Sales through pharmacies and specialized shops that offer product visibility and trust.
- **Subscription Model** - 40% of users subscribe to premium app features. Monthly churn rate: ~4%
- **Ad Revenue from Free Users** - Non-paying users generate revenue through in-app ads (covers around 60% of users).

05

BUSINESS MODEL - CAPTURE VALUE



COST STRUCTURE

- **Production Costs** - Includes materials, sensor integration, assembly, and quality control.
 - Unit cost ranges from €25 to €35
- **Software development** - Continuous improvement of the mobile app, cloud integration, and server maintenance.
- **Marketing & Sales** - Digital advertising, influencer partnerships, and e-commerce management.
 - Customer Acquisition Cost (CAC): 30€
- **Logistic and Distribution** - Warehousing, shipping, packaging, and handling of returns.
- **Customer Support** - Technical help, warranty services, and user onboarding.
- **Operations** - Includes staff salaries (avg. €1914.36/month), office expenses, legal, and accounting
 - Fixed monthly expenses per employee: €218

06 VALIDATION

PROBLEM VALIDATION

- 74.1% of surveyed users experience posture-related pain

SOLUTION VALIDATION

- 74% of surveyed would be willing to use the product and the rest would use depending on confort and discretion
- 40% would be willing to pay for a subscription plan with better features



07

MARKET&SALES

Target-Markets:

- Professionals with sedentary jobs
- Athletes, coaches, and fitness enthusiasts
- People with poor posture or chronic pain
- Children

Where is our product available:

- Online
- Specialized Store

Marketing strategy:

- Google and Meta ads
- Social media presence
- TV advertisement
- Social media partnerships



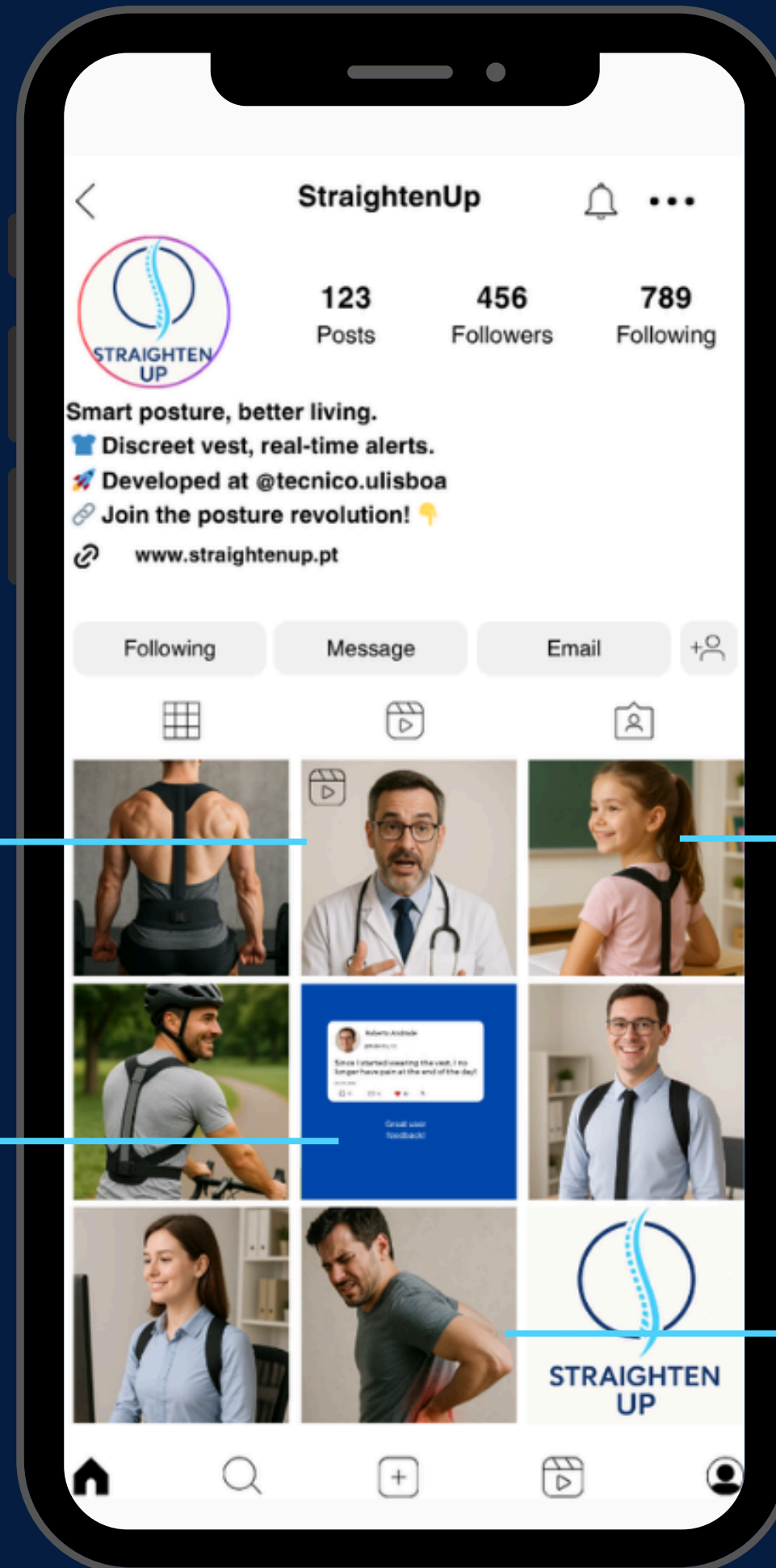
Social Media Strategy

Educational Content

Information about posture, back pain, ergonomics, and prevention

Testimonials

User statements
Helps build trust and external validation



Product Demonstration

Photographs of real people using the brace
Shows how the product fits into real life in a comfortable and discreet way

Facts and Insights

Statistics about posture problems, daily life impact, etc.

08

OUR TEAM



**AFONSO
OLIVEIRA**

**PROJECT
MANAGER**



**FRANCISCO
OLIVEIRA**

ENGINEER



**JOÃO
SANTOS**

DESIGNER



**MIGUEL
PARREIRA**

**BUSINESS
PLANNER**



**TOMÁS
OLIVEIRA**

MARKETING

09

FINANCIALS

Key metrics:

- Target IRR: 25%
- Revenue Model: Hybrid (subscriptions + asset sales).
- Valuation Multiplier: **4x revenue.**



Revenue sources:

- Subscription Revenue:
 - €2.5/month per non-subscription user
 - €3.8/month per subscription user
- Asset Sales:
 - €74.99 first purchase
 - (70% direct, 30% indirect)

09

FINANCIALS

Cost of goods sold (COGS):

- Monthly direct cost per subscription user: €2.72
- Monthly direct cost per non-subscription user: €2



SG&A

- Main cost driver: Employee salaries
- Includes office rent, software, insurance, and communication
- Estimated total: ~€11K/month for a team of 5

Capex (furniture, IT devices,...)

- Estimated values for 5 employees - €2.5k

10

MILESTONES

- **Months 1 - 6: Prototyping and Validation**
 - Initial investment of 40,000€
 - Develop a MVP
 - Private Beta Launch (30,000€)
- **Months 7 - 10: Pilot Program and Regulatory Approvals**
 - Public Beta Launch
 - Obtain necessary certifications for safety and compliance
 - App & Hardware V1.0 (50,000€)
- **Months 11 - 18: Market Entry**
 - 1K revenue/month
 - Create an e-commerce platform
 - Run marketing campaigns (100,000€)
 - 100% growth rate/month

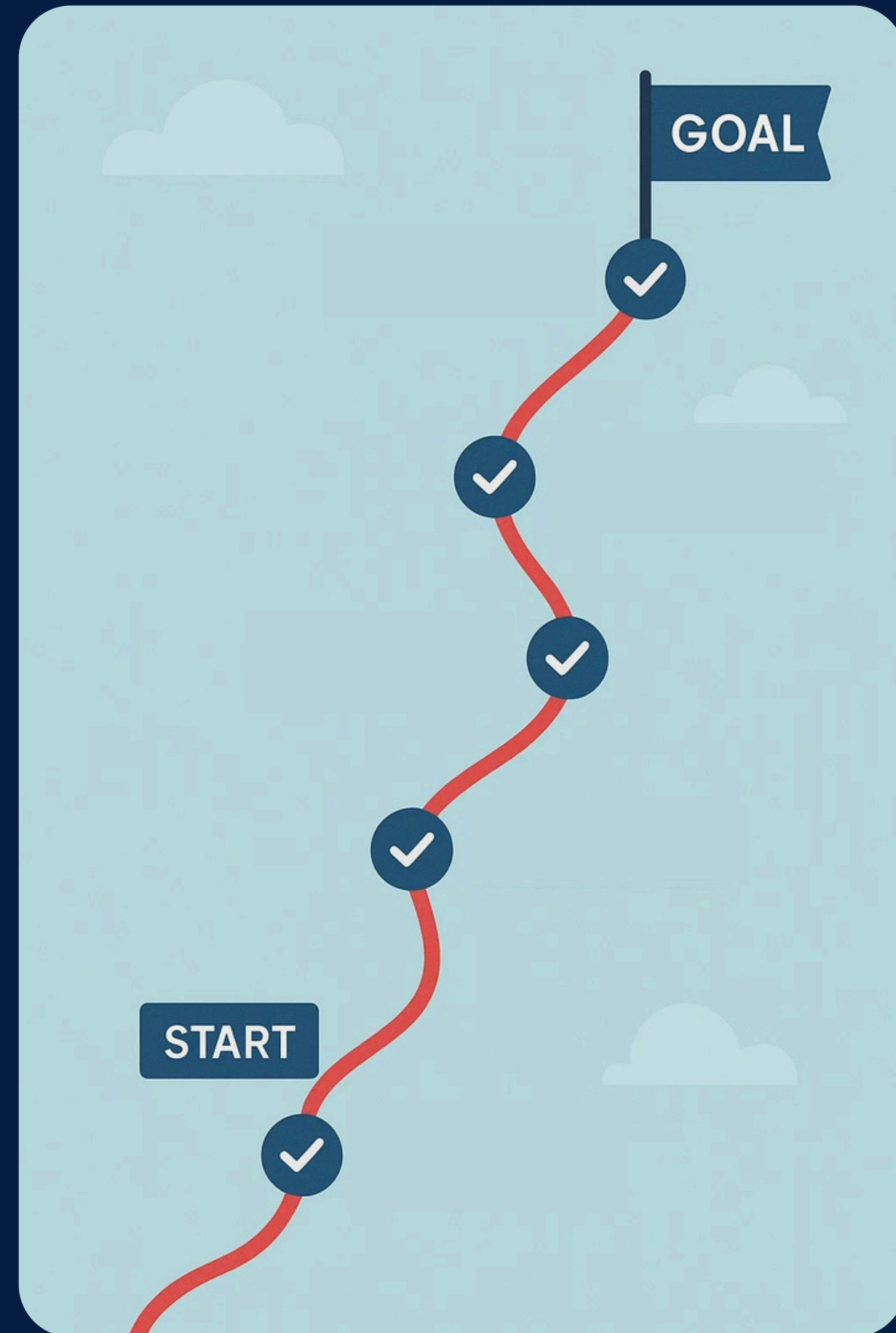
MILESTONES



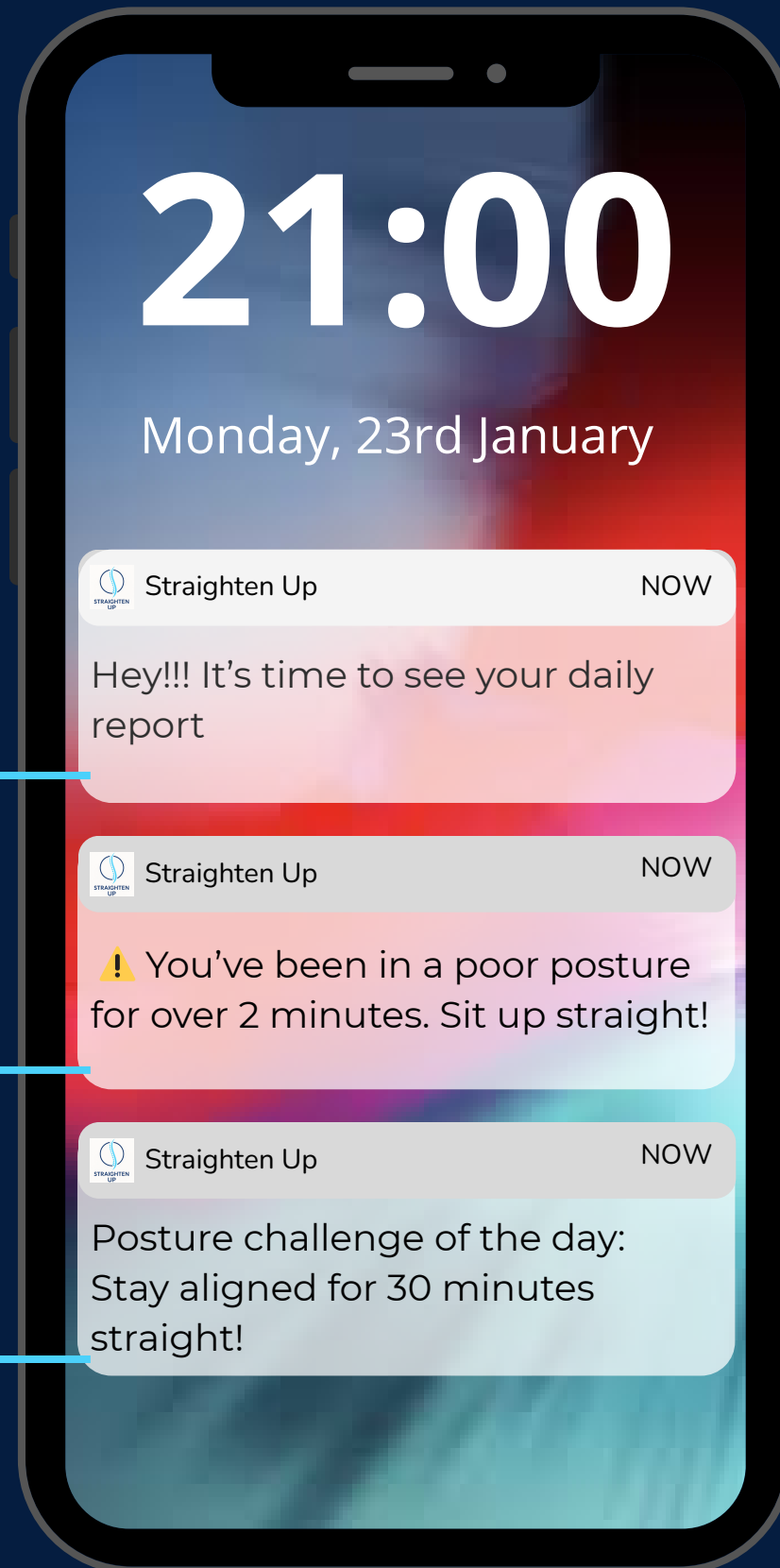
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MILESTONES

- **Months 19-24: Scaling and Expansion**
 - 10K revenue/month
 - Expand distribution channels
- **Month 25-36: Establish Market Leadership**
 - 50K revenue/month
 - 3-Year checkpoint
- **We ask for 220,000 €**



NOTIFICATION ALERTS



Daily Report Alerts

To see daily reports

Real-Time Alerts

For immediate posture correction

Scheduled Reminders

To build healthy habits throughout the day

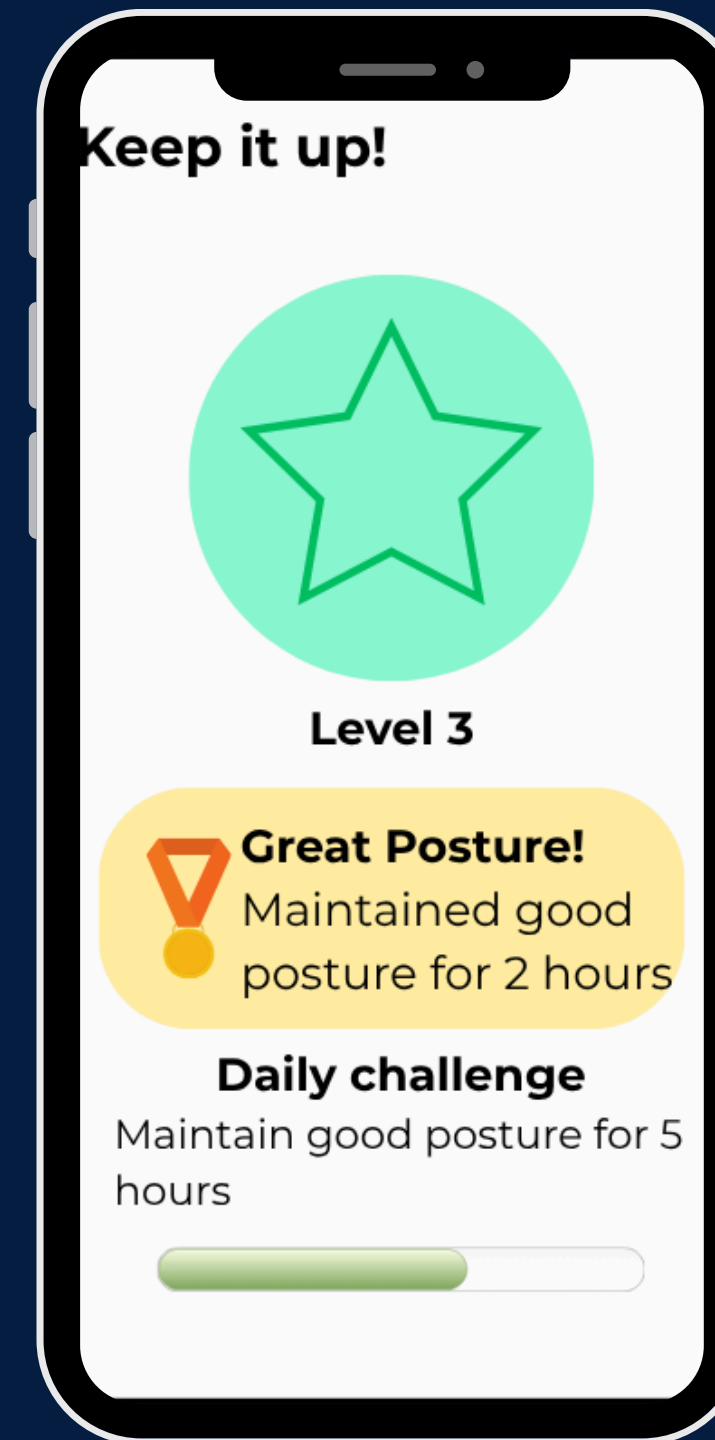
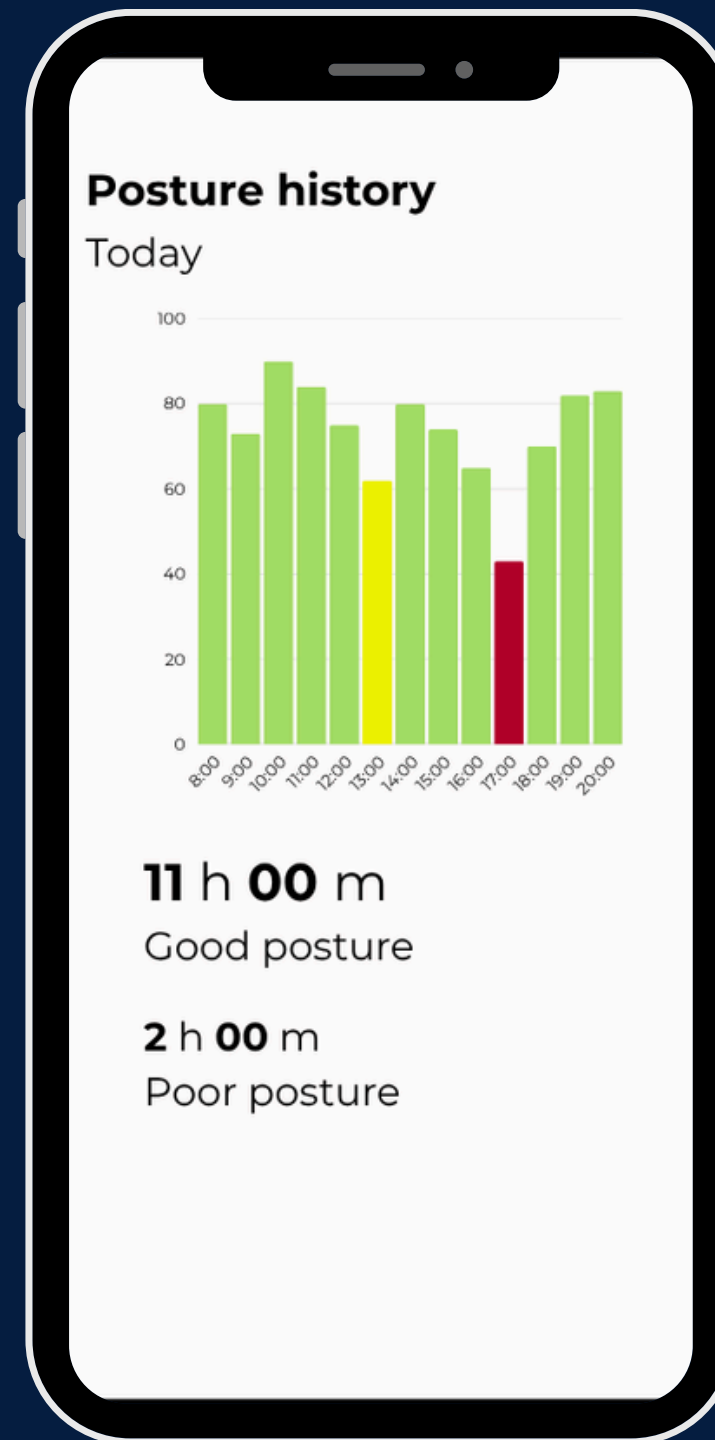
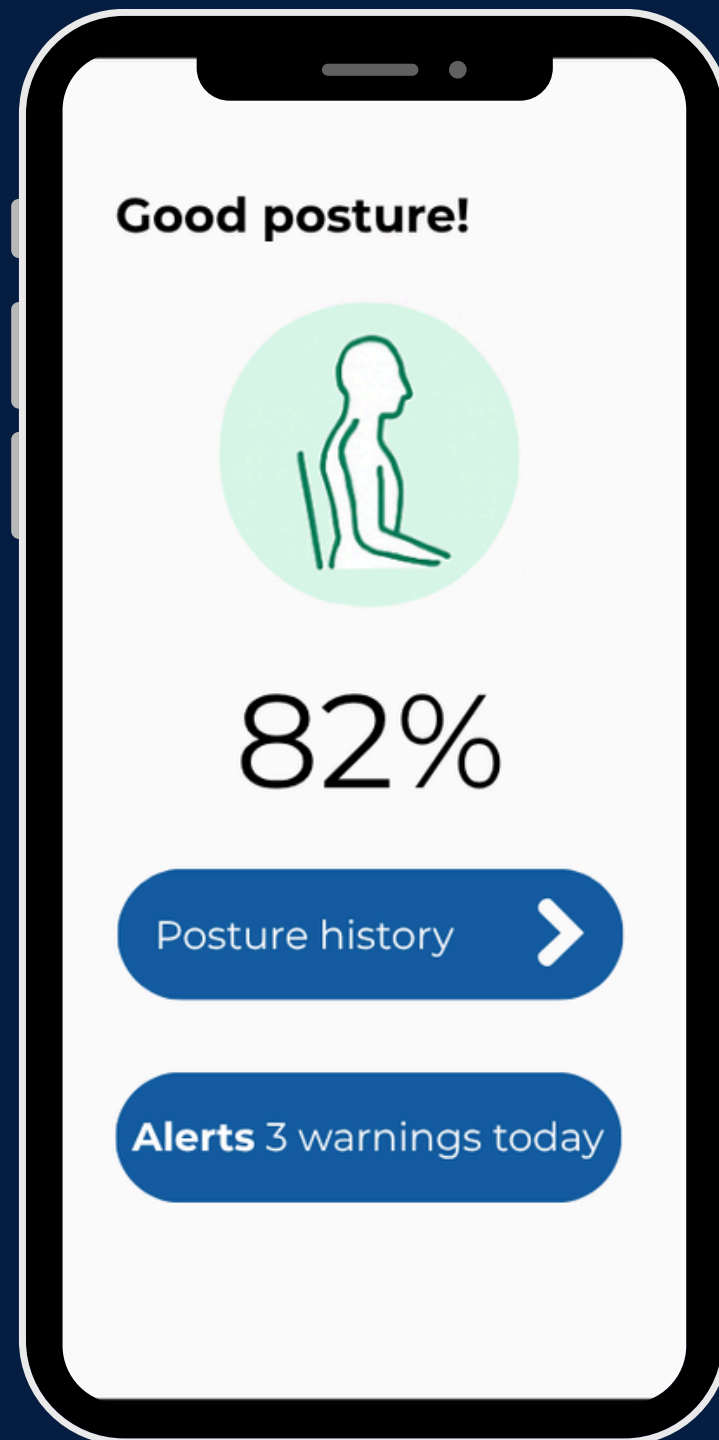


Premium Upgrade Notifications

Progress & Motivation Notifications

To encourage and reward users

STRAIGHTEN UP APP



THANK YOU