

# starleet

wearables for personalized AI

Starleet ApS



**COVID-19  
sparked interest  
in health but...**



**wearables  
are plenty and  
gimmicky!**

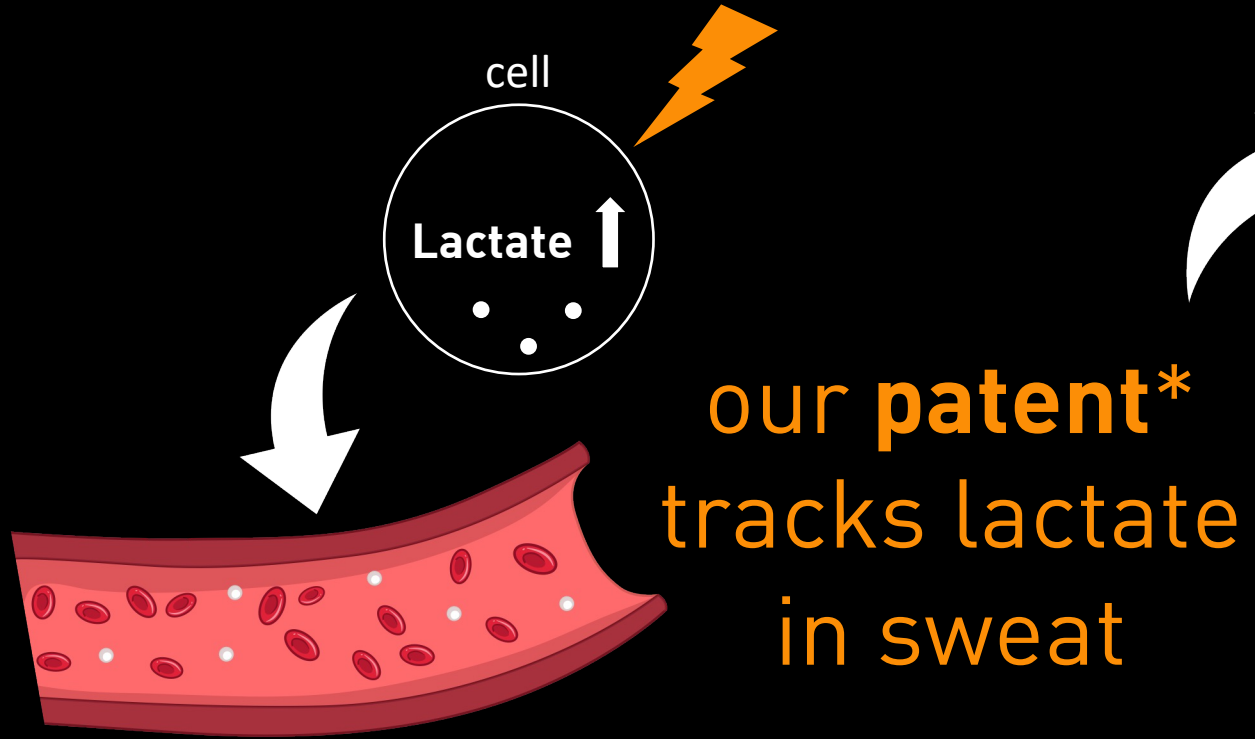
**user  
complaints**

**user fatigue at ~7 months**

**low battery life: 30%**  
**software problem: 30%**  
**wear and tear: 21%**

**"I learnt everything I could"**

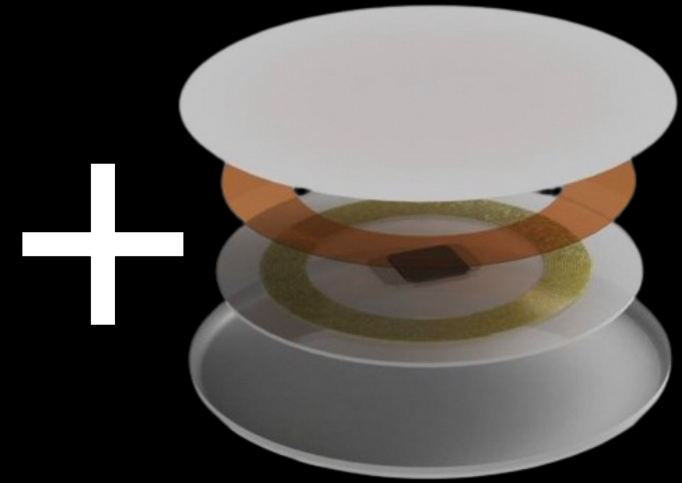
lactate is **THE KING**  
biomarker for stress



build the ecosystem:  
AI + app + wearable  
= AI-enabled biosensors

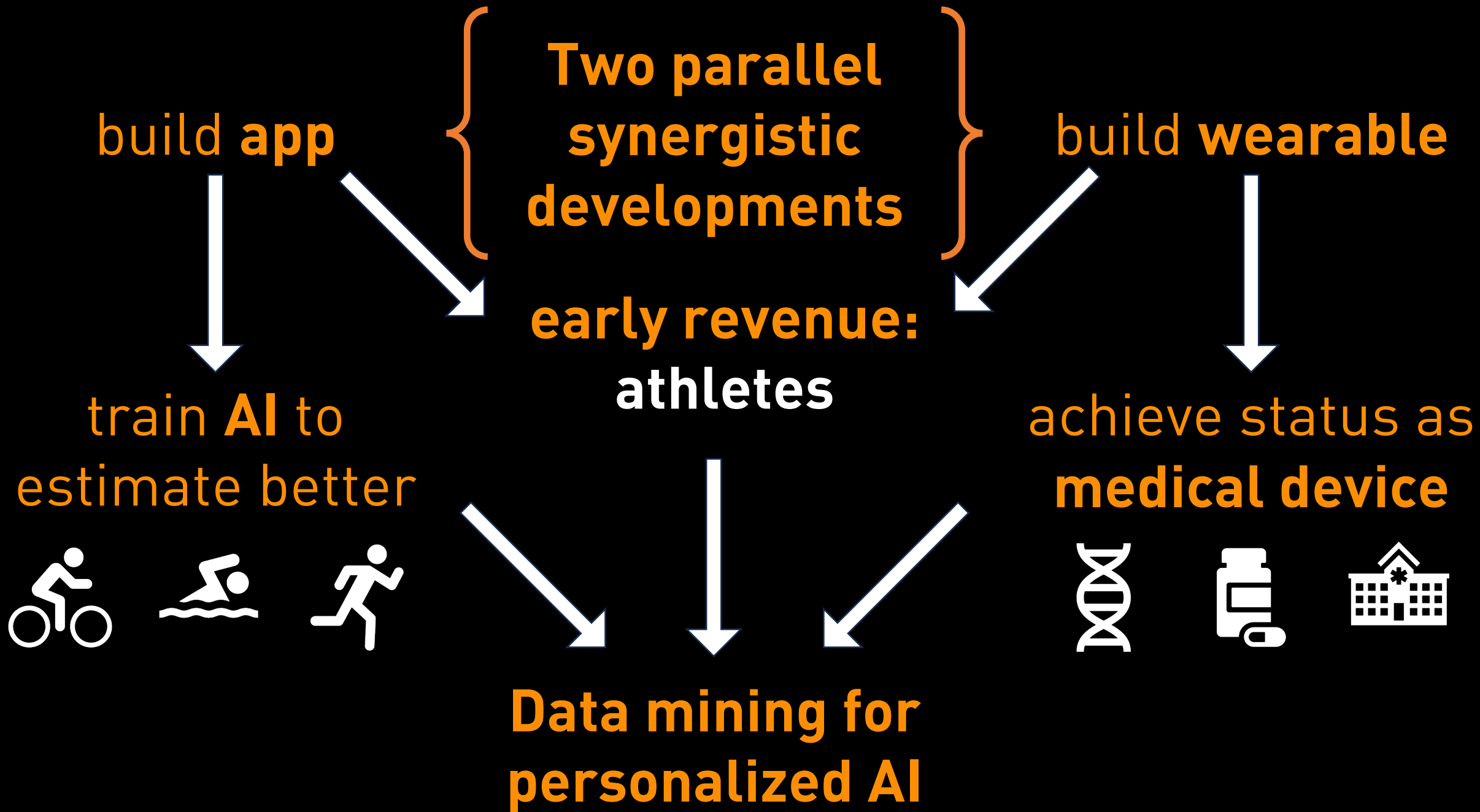


[demo](#)



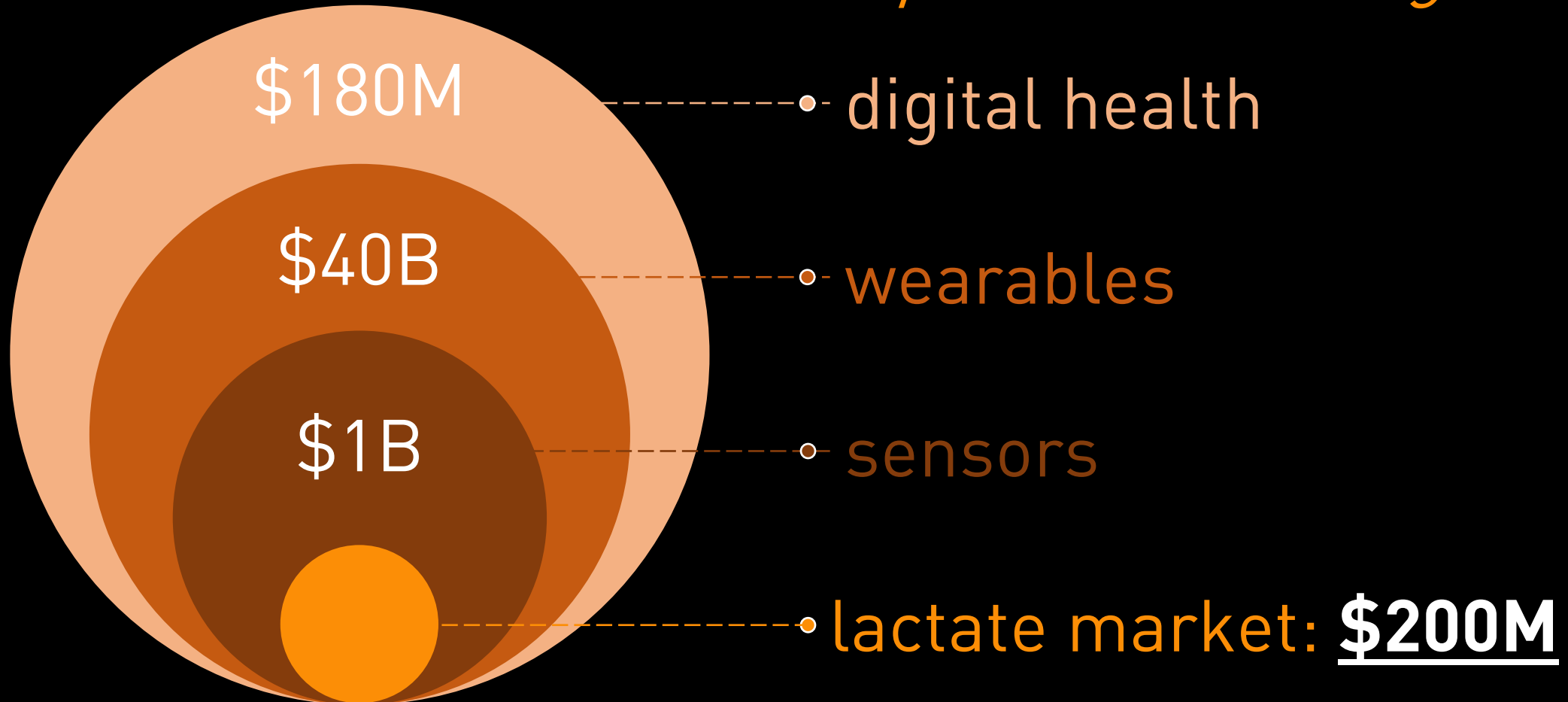
- ✓ accurate & precise
- ✓ personalized AI
- ✓ "set it and forget it"

\*pending in June



**The  
underserved  
unmet athletes**

**75% agreed that lactate will have  
significant impact on their lives:**  
*"...deeper insight in my physiology  
and development in training"*



**1. target:  
athletes already  
using lactate**

**2. target:  
general fitness  
enthusiasts**

# 91% prefer our solution:

*"...be a lot easier to monitor and secondly I bleed a lot the needles leave with some minor pains for a couple of days"*

## current solution



## our solution



# Revenue from subscription-based model

\$5

month

- app (intro mode)
- lactate estimator
- AI-powered coach
- ebooks

\$40

month

- app (norm mode)
- wearable
- AI-powered coach
- training group I

\$75

month

- app (beast mode)
- custom wearable
- personalized AI
- training group II

\$200








month

- App (1337 mode)
- custom wearable
- personalized AI
- personal coach

**\*savings over 90%\***

**\*\*168 less blood tests\*\***

complete ecosystem for athletes

							
app	✓	✗	✗	✓	✓	✓	✓
AI	✓	✗	✗	✗	✗	✗	✓
lactate measurement	✓	✓	✓	✗	✗	✗	✗
coach service	✓	✗	✗	✗	✗	✗	✗



**founded by  
interdisciplinary  
glass eaters**



- thesis in sports medicine
- 10 years in hospitals
- astronaut candidate (ESA)

**CEO**

**Peter Tran | MD, PhD | BSc Nano**



- advisor at Nordic Laboratories
- genetics expert
- cancer screening specialist

**CSO**

**Katrine Nørgaard | PhD**



- founded peak4ever
- 10 years in sales
- elite athlete

**CMO**

**Mads Tærsebøl | MSc**

