starleet

wearables for personalized AI

COVID-19 sparked interest in health but...

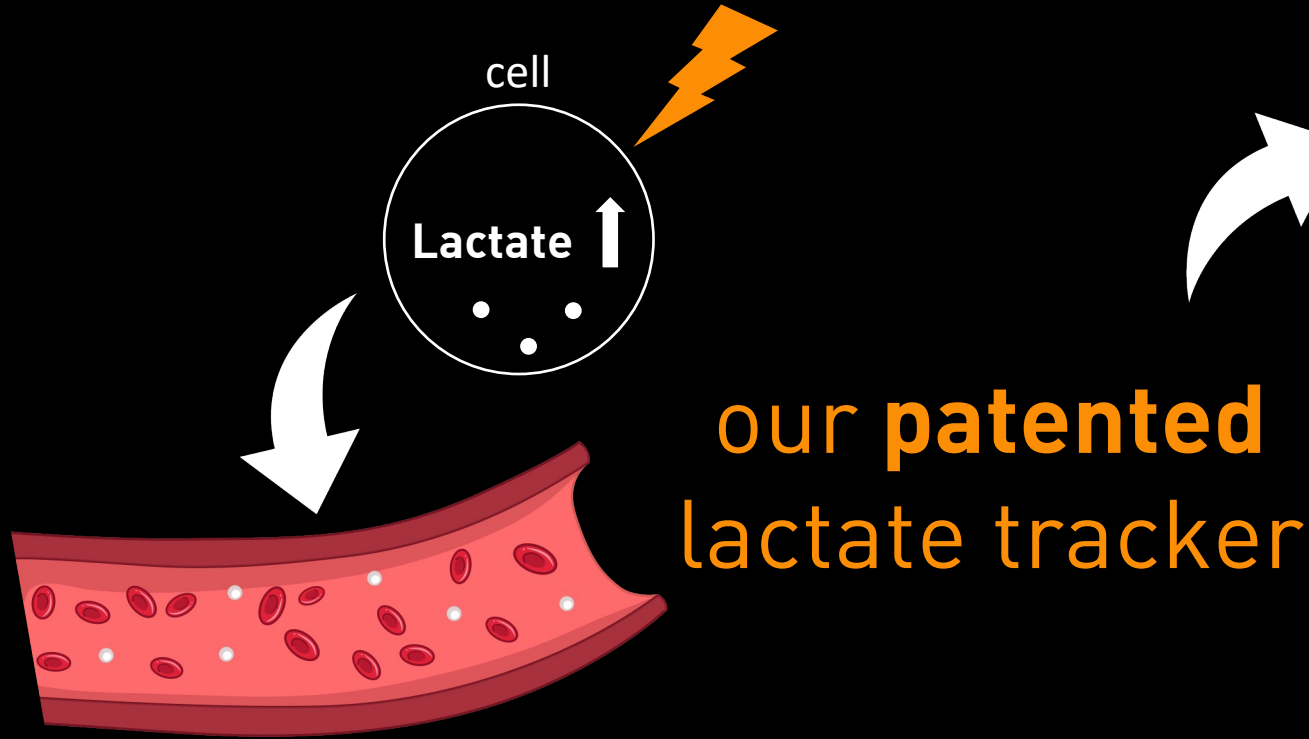wearables are everywhere and gimmicky!

N=237

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

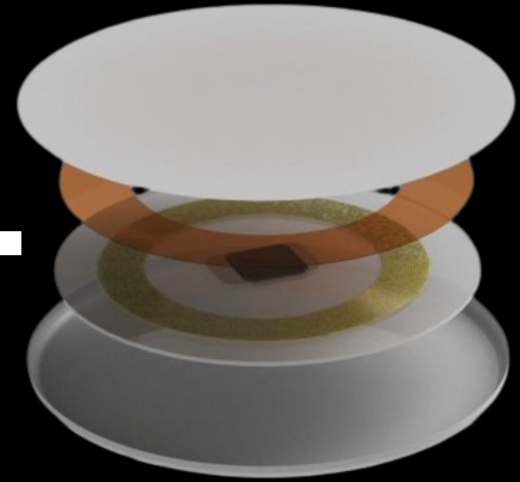user fatigue at ~7 months

"I learnt everything I could"

lactate is **THE KING**
biomarker for stress

cell

Lactate ↑

our **patented**
lactate tracker

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

starleet.com

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

1. target: athletes already using lactate

digital health market: $200B
CAGR: 25%

2. target: general fitness enthusiasts

91% prefer our solution:
" This would be game changing, absolutely remove the annoying part of lactate testing"

current solution

our solution

(optional)

building the complete ecosystem

	Σ	EKF	Roche	(butterfly)	dexcom	Medtronic	(Strava)
app	✔	✘	✘	✔	✔	✔	✔
AI	✔	✘	✘	✘	✘	✘	✔
lactate measurement	✔	✔	✔	✘	✘	✘	✘
coach service	✔	✘	✘	✘	✘	✘	✘

founded by interdisciplinary glass eaters

CEO
Peter Tran | MD, PhD | BSc Nano

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

CSO
Katrine Nørgaard | PhD

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

CMO
Mads Tærsbøl | MSc

- founded peak4ever
- 10 years in sales
- elite athlete

	01 Jan	02 Feb	03 Mar	04 Apr	05 May	06 Jun	07 Jul	08 Aug	09 Sept	10 Oct	11 Nov	12 Dec
MARKET ANALYSIS			SOCIAL MEDIA	▬	▬							
Survey				95 answers	▬							
Expert interviews				Featured on podcasts	▬							
Collaborations					TBA	●						
APP			LANDING PAGE	▬	▬							
UI/UX				Initial design	▬							
AI					TBA	●						
Test Phase					TBA	●						
LAB			PATENT PENDING	▬	▬							
Development Phase				TBA	▬							
Clinical test					TBA	●						
Features					TBA	●						