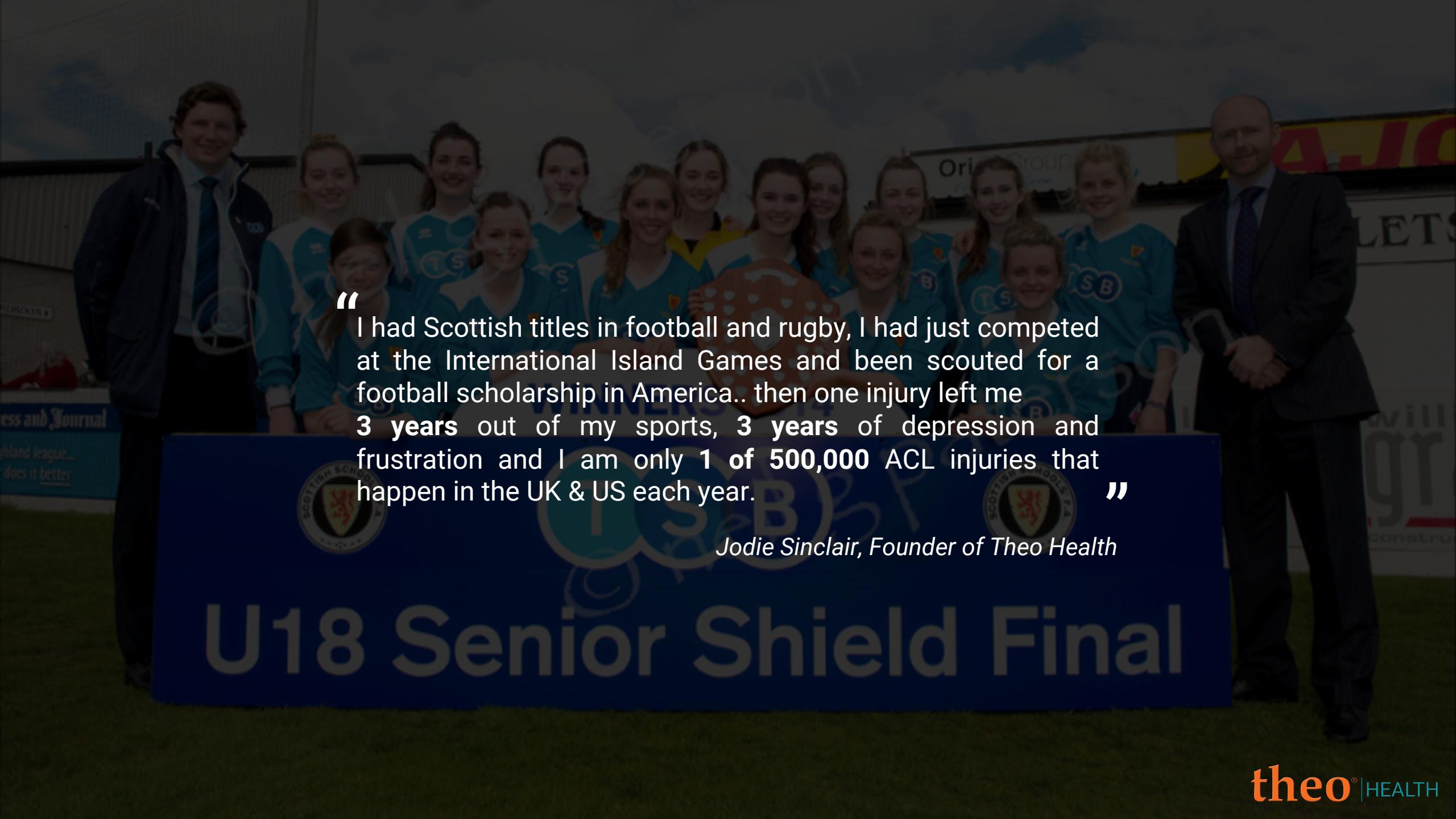


theo[®] | HEALTH

**MOTIVATION THROUGH REHAB
TRAINING PARTNER THROUGH LIFE**

UoD Coding Project Intro



“ I had Scottish titles in football and rugby, I had just competed at the International Island Games and been scouted for a football scholarship in America.. then one injury left me **3 years** out of my sports, **3 years** of depression and frustration and I am only **1 of 500,000** ACL injuries that happen in the UK & US each year. ”

Jodie Sinclair, Founder of Theo Health

U18 Senior Shield Final

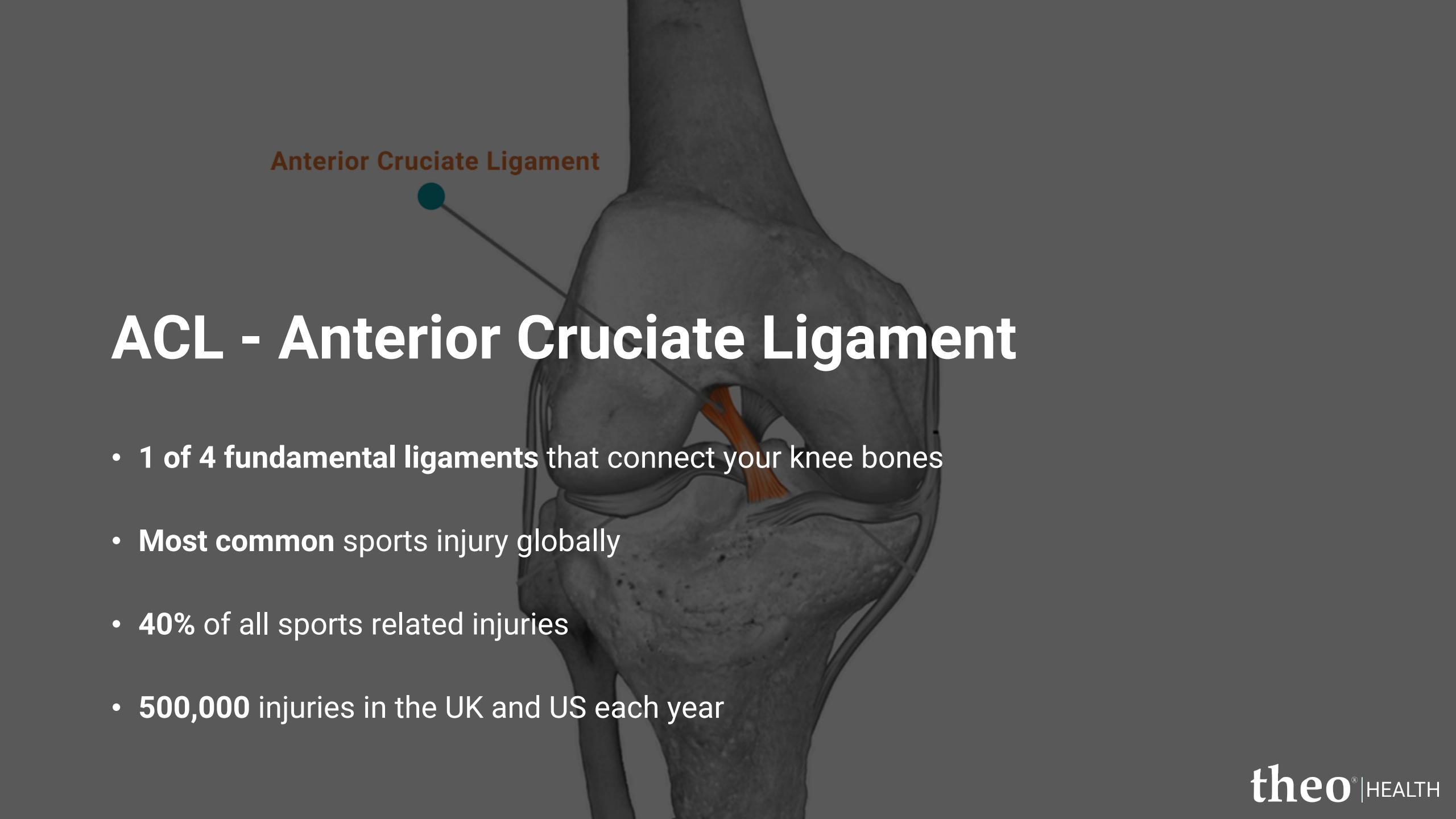


Jodie Sinclair

Founder & CEO at Theo Health

BSc Product Design (First Class Hons)
– University of Dundee 2019

Entrepreneur
Adventure Enthusiast
Adrenaline Addict



ACL - Anterior Cruciate Ligament

- **1 of 4 fundamental ligaments** that connect your knee bones
- **Most common** sports injury globally
- **40%** of all sports related injuries
- **500,000** injuries in the UK and US each year

Target Market

Injury Recovery

- Private Physiotherapists
- Injured athletes

Fitness Development

- Personal Trainers
- 'Fitness Junkies'

Beachhead Market

ACL Rehabilitation



Beachhead Market Size

100,000 ACL Injuries UK

ACL Injuries in the UK Annually

400,000 ACL Injuries US

ACL Injuries in the US Annually

4.1 Million ACL Injuries Globally

ACL Injuries Globally Annually

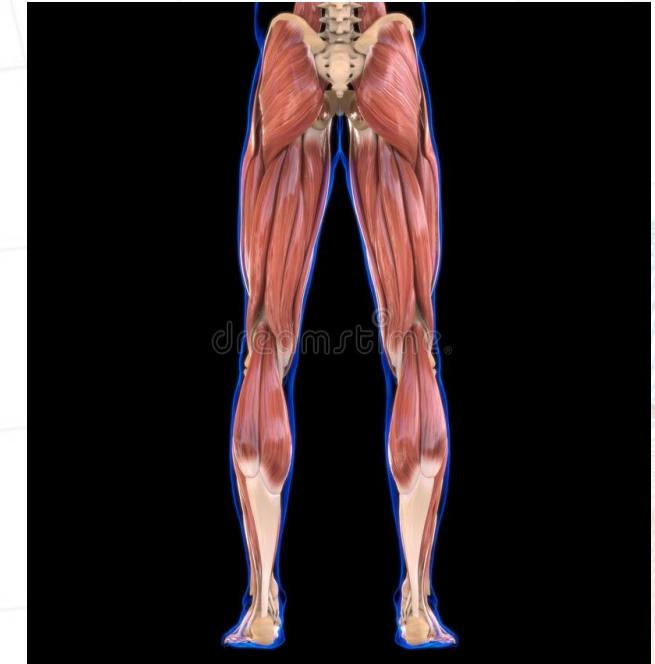
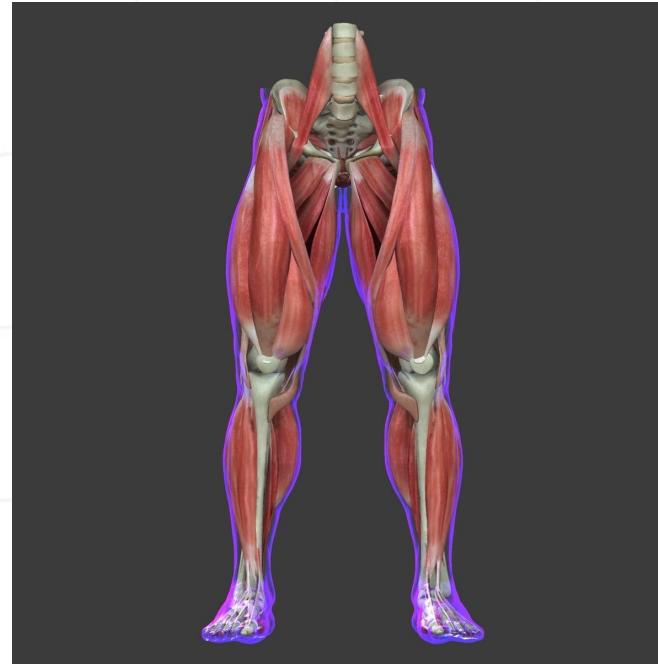
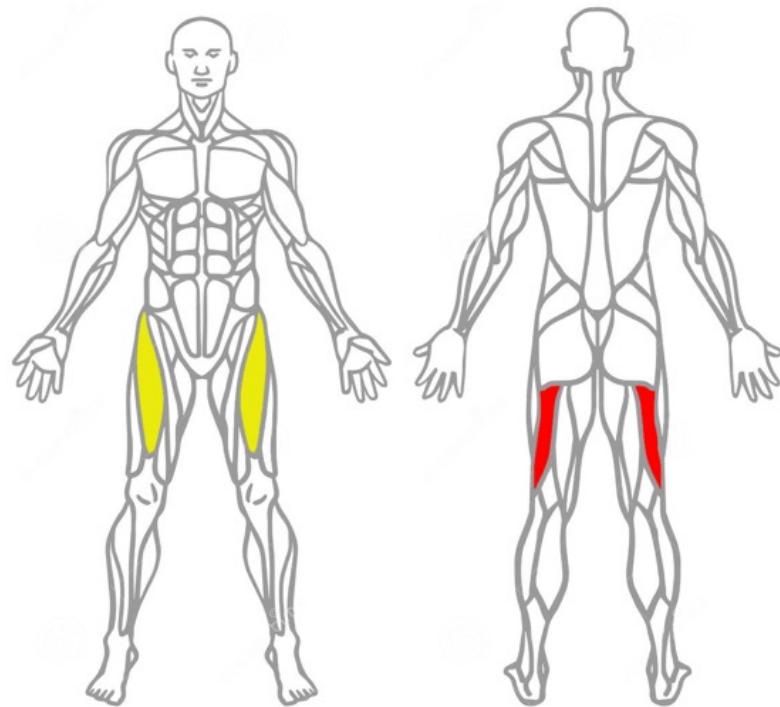
mission

To show that there is always someone that cares

vision

Prevent injured athletes all over the world, going through unnecessary turmoil and facing their battle alone. To see theo® being used in every continent, connecting athletes and 'Fitness Junkies' and bringing together a community that inspires and encourages one another.

Project Brief - get creative!



Make sure to justify your ideas/solutions

theo[®] | CARES

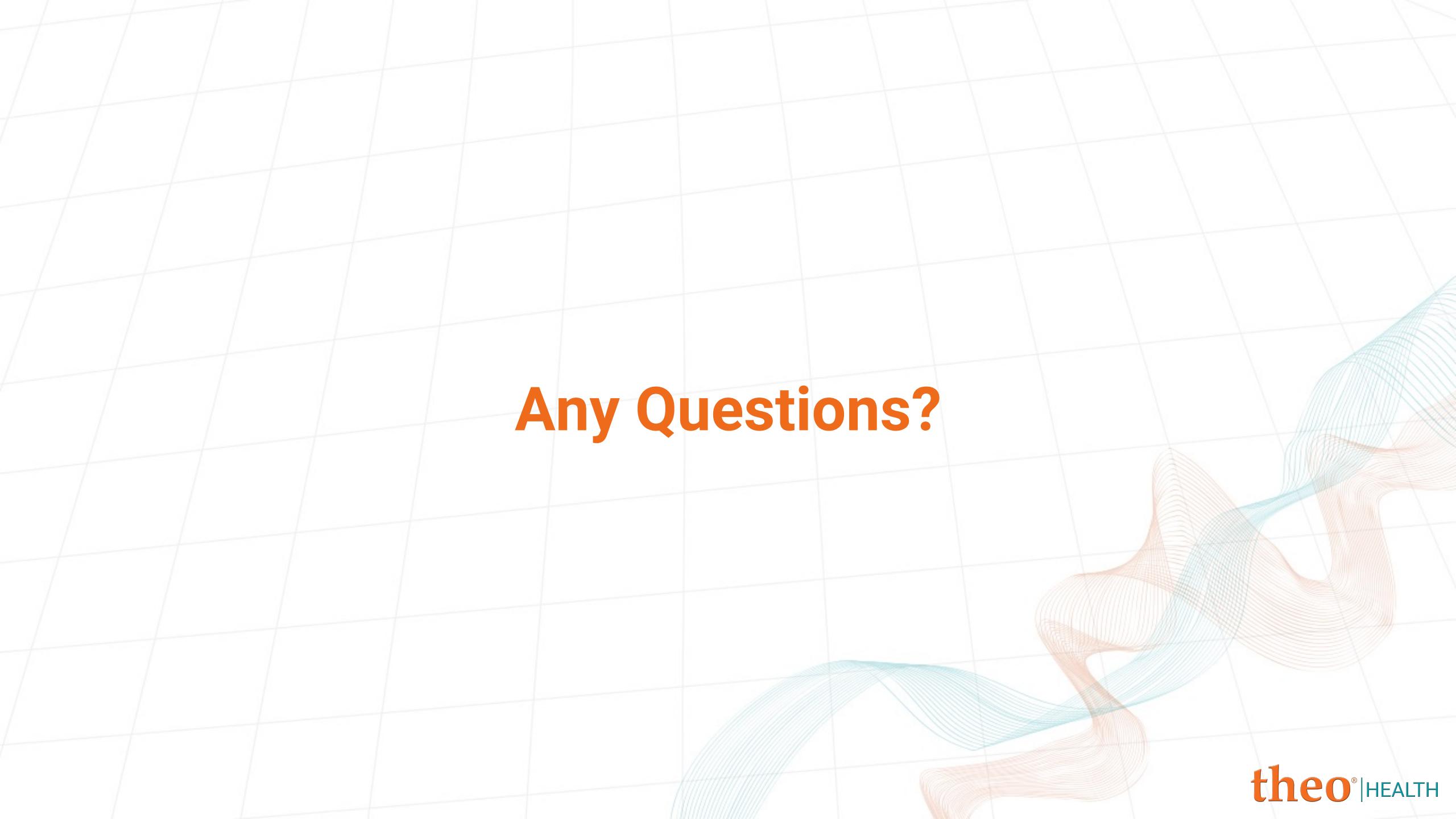
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Any Questions?