



Sean Joyce
July 1995 – August 2021

Undetected heart defect.

Athletes face reactive heart health management

– compromising:

- Performance**
- Recovery**
- Optimal Health**

CONFIDENTIAL



AARON GOTLASETH – CEO & FOUNDER

OUR MISSION

Provide:

- Real-time insights
- Proactive heart health management
- Peak performance



WHAT WE ARE

- **AI Software company**
- **Heart health analytics**

WHAT WE ARE NOT

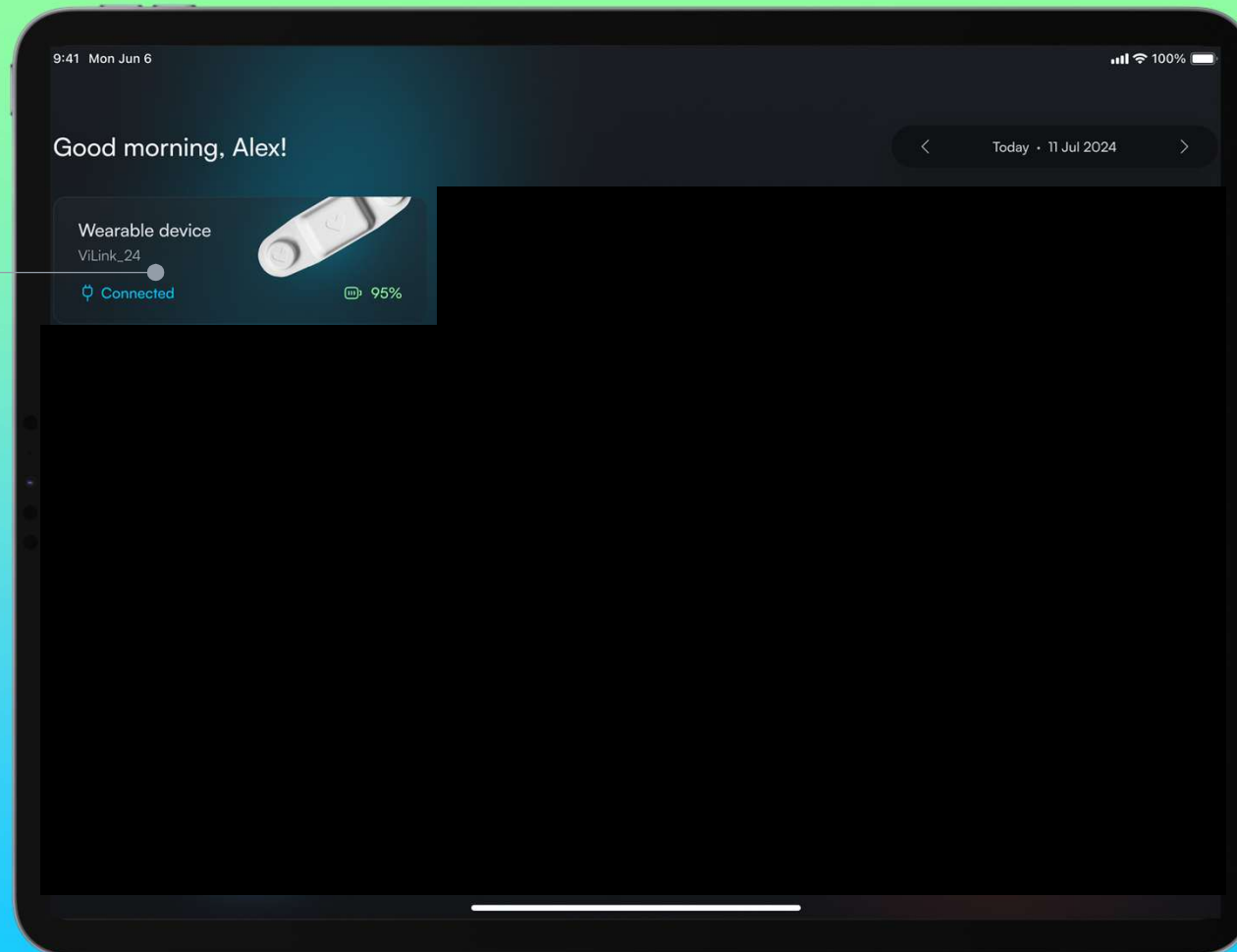
- **Hardware manufacturer**

HOW?

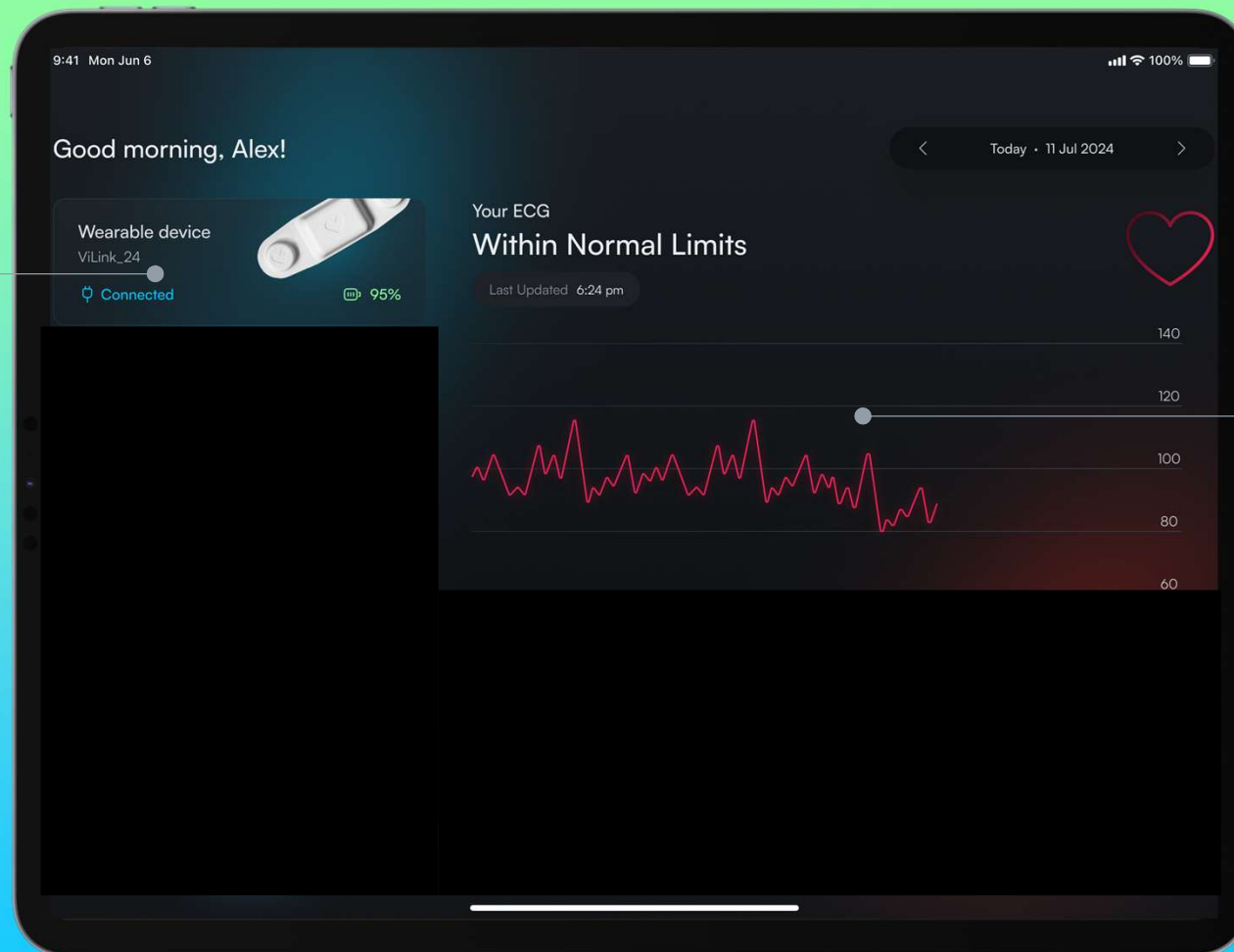


- 3RD PARTY DEVICE
- ATTACHES TO THE CHEST
- ADHESIVE PATCH

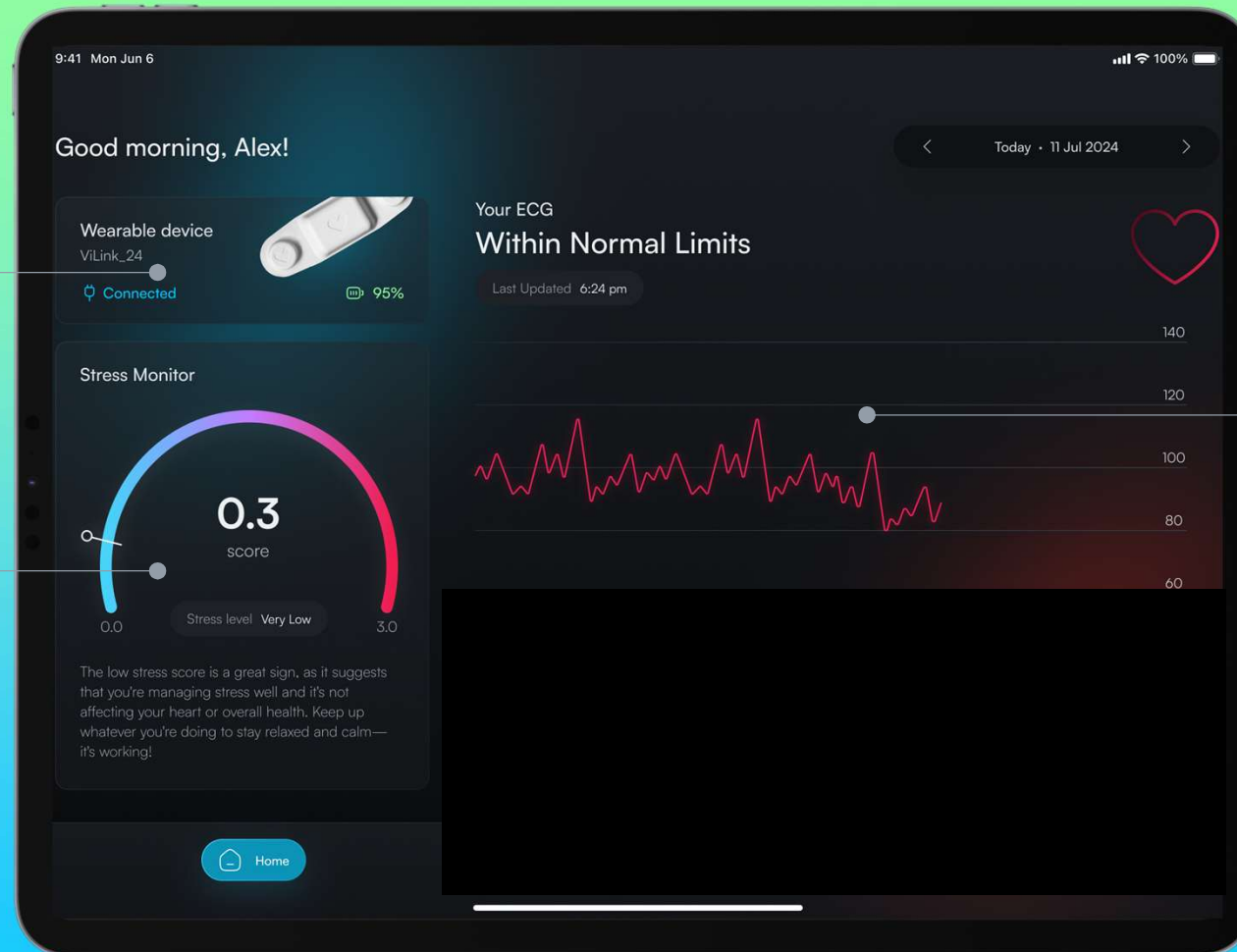
Device Integration



Device Integration



ECG Monitor



Device Integration

Stress Monitor Scale

ECG Monitor



Device Integration

Stress Monitor Scale

ECG Monitor

Key Performance Metrics

Don't I get all this?



- **Spot check**
- **Not continuous**
- **PPG sensors & not custom fit**
- **Can't be worn in competitive scenarios**



Features

- Rechargeable up to 14 days
- Up to 30 day data cache
- IPX7 water resistance
- Connects via BLE network

Benefits

- Live Streaming & recording
- Reusable & rechargeable with case
- IoT-enabled
- Ultra light and non-evasive

Data Parameters

ECG rhythm	Skin temperature
Heart rate	Step count
Heart rate variability	Posture
RR-interval	3-Axis accelerometer
Respiratory rate	

Reduce cardiac risk by **93%**

Improve performance, through
prediction and prevention up to
30%

WHY EXRT?

- **First to market with AI-driven heart health monitoring specifically for athletes.**
- **Ability to continuously assess vital signals,**
- **AI & ML models can detect subtle physiological signatures**

COMPETITOR MATRIX

GRANULAR HEART INSIGHTS



EXRT AI

CONTINUOUS MONITORING



WHOOP



FOURTH FRONTIER

GARMIN
GARMIN



FITBIT



OURA

MARKET OPPORTUNITY

TAM

SAM

TARGET MARKET

EXRT MARKET SHARE



ADDITIONAL VERTICAL OPPORTUNITIES

- **Healthcare**
- **Business & Insurance**

INTEREST & CONNECTIONS



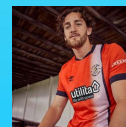
PAUL WINSTANLEY
CO-SPORTING DIRECTOR
CHELSEA FC



JONATHAN POWER
CLUB DOCTOR
LIVERPOOL FC



MARK GILLETT
CHIEF MEDICAL
OFFICER
PREMIER LEAGUE



TOM LOCKYER
FOOTBALLER
CARDIAC ARREST
VICTIM



WAYNE ROONEY
ENGLAND & MAN UTD
LEGEND

GO-TO-MARKET

Phase One

Beta Test & Initial
Validation (2025
Current)



Phase Two

MVP Development &
Iteration
(2025 3 months)



Phase Three

Early Market Penetration &
Branding (2026 8 months)



Phase Four

Scaling Sales & Market
Expansion (2026 14
months)



BUSINESS MODEL

Pricing strategy

Annual SaaS revenue, Monthly device payment.

User Type	Device Cost	Software Fee	Analytics
High-Tier Pro Teams	£300 per player	£15-30,000 Annually	Advanced heart analytics+£2000
Low-Tier Pro Teams	£150 per player	£5-15,000 Annually	Mid Tier heart analytics+£1000
Consumers	£250(one time) OR	£65 per month all inclusive	Analytics add on - £30 Premium Tier Monthly

FINANCIAL MODEL

	2025/2026	2026/2027	2027/2028	2028/2029	2029/2030
No. of Teams	40	118	393	987	1,984
Revenue	£1,200,000	£3,558,000	£11,727,200	£29,635,650	£59,520,000
Gross Profit (65%)	£780,000	£2,346,393	£7,622,760	£19,263,789	£38,688,000
Net Profit (20%)	£240,000	£711,600	£2,345,440	£5,927,130	£11,904,000

FINANCIAL MODEL

	2026/2027	2027/2028	2028/2029
No. of Consumers	2,573	39,684	197,120
Revenue	£2,007,540	£30,950,520	£153,753,600
Gross Profit (31%)	£624,347	£9,629,661	£47,915,865
Net Profit (15%)	£301,131	£4,642,578	£23,063,040

OUR TEAM



Aaron Gotlaseth

CHIEF EXECUTIVE
OFFICER
(TECH & ENTERPRISE
SALES)



James Smethurst

CHIEF OPERATING
OFFICER
RECRUITMENT, AI
ENTREPRENEUR



Sean Gilmour

CHIEF TECHNOLOGY
OFFICER
(AI ENGINEERING)

- **93% Reduction in Cardiac Risk**
- **Performance improvement up to 30%**
- **\$550m Market Share**
- **Validated Technology with Medical-Grade Accuracy**
- **Experienced, Visionary Team and Strong Partnerships**