

# Application deck

## JAPET

## Company identity card

Insert your LOGO



Japet  
270 rue Salvador Allende, 59120 LOOS, FRANCE  
<https://www.japet.eu/>

Creation date : 05/04/2016  
Legal structure : SAS  
Workforce: 18  
Share capital: 67% founders

Company value proposition (20 to 30 words): Prevent and relieve back pain at work

Key figures:

	2017	2018	2019	2020
Turnover	0	0	162 000 €	370 000 €
Net profit	-197 000 €	-518 000 €	-788 000 €	-880 000 €
Equity	471 000 €	171 000 €	-534 000 €	-1 505 000
Workforce	7	10	12	16

Market : Companies direct and indirect costs related to back pain

Definition

Size : 4 bilions euros

Trend :

- 54% CAGR (2018-2026) of work exoskeleton
- +18% (2012-2018) average price of sick leave for back pain



A male worker in a grey t-shirt, dark blue work pants, a white hard hat, safety glasses, and gloves is kneeling on a metal grate in a factory. He is wearing a black exoskeleton device on his back and is working with a metal rod. The background shows industrial equipment and a bright light source.

# Japet.

bring  
back  
health

**The exoskeleton against back pain at work**

# Founding team

## **Damien BRATIC** - COO

Medical engineer, 8 year  
experience in dev. Of  
medical device for spine  
Shares : 31%

Boston  
Scientific

## **Amélie BLONDEAUX** - CDO

Product designer, architect  
and serial entrepreneur  
Shares : 4%

RUBIKA  
ISD INSTITUT  
SURFACIQUE DESIGN

## **Antoine NOEL** - CEO

Robotics engineers, +8  
years of exp. in dev. Of  
exoskeleton  
Shares : 32%

Mit

# Investors

SUSV

FINOVAM  
GESTION

NFA  
NORD FRANCE AMORÇAGE





# **Wearable Medicine™**

The combination of **medical sciences**  
and **modern robotics** to improve **health**



**Average cost of sick  
leaves for back pain**

**8 000 €**



# Japet<sup>W</sup>

**The exoskeleton  
against back pain  
at work**



# Relieve back pain .

Relieve employees suffering from low back pain  
in order to regain health and performance.

« Since we have been equipped, no one  
complains of lower back pain any more »  
*Miloud, **Renault Sport***



# Technology .

## Active exoskeleton

Worldwide patent



## Textile integration

5 years of R&D



## Medical standards

Class 2.A Medical device



# REMOVE LUMBAR PRESSURE .

Robotic lumbar support





# Scientific validation .



**Clinical trial  
& on-site trial**



**75%**

Pain relief

# MAINTAIN ACTIVITY.

Continuous support in every  
movement & posture





# Sick leaves drive the need for exoskeleton .



**+18%** (2012-2018)

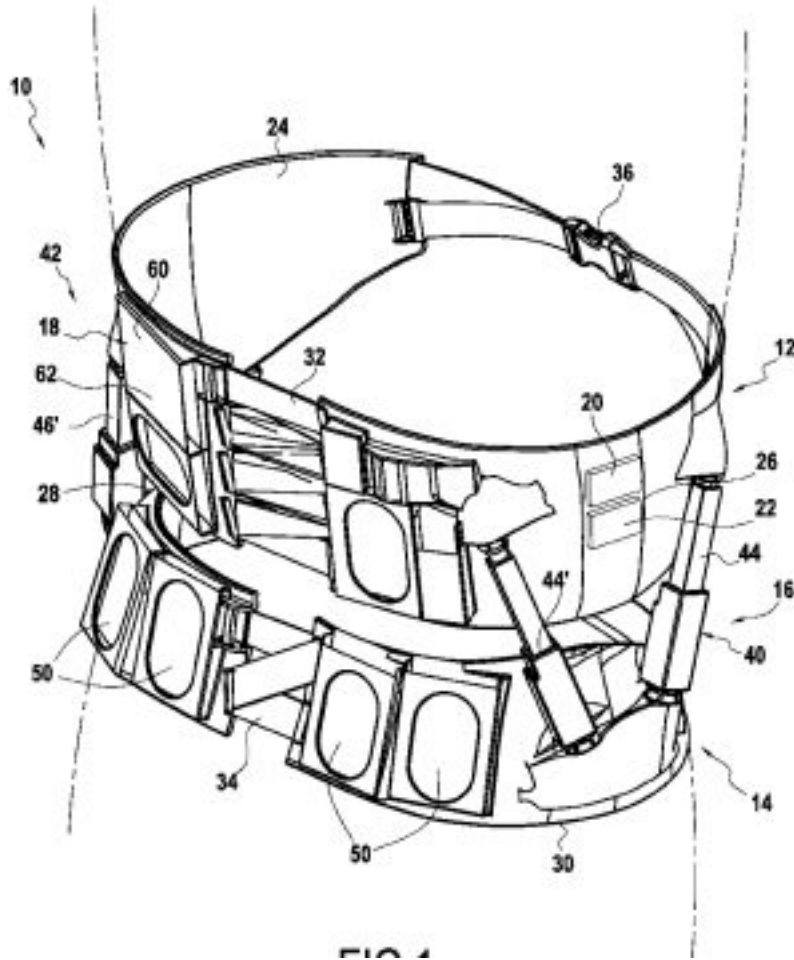
Cost of sick leaves related to back pain for companies in Europe with a total of **4B€**

**+54%** CAGR (2016-2026)

Industrial exoskeleton market growth

**600M€** in 2026

# Intellectual protection .



**Worldwide patent on the  
unique structure of the device**

EU, US, JP, KR, AUS, CAN

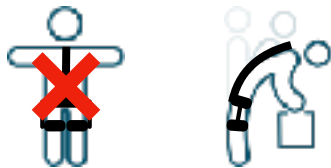
**IP Strategy**

2 more patents coming



# Wearable Medicine at work .

**Prevention exoskeleton**



Support in flexion



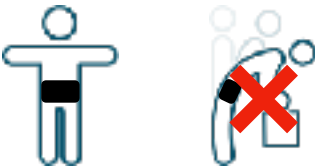
Work



Pain relief in every work situation

Pain relief

**Lumbar belt & brace**



Pain relief while resting

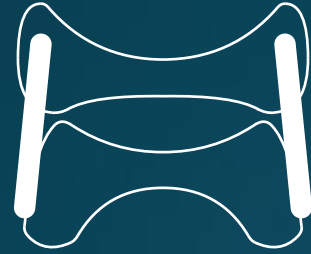


Rest

Prevention



# Business model



**6 500 € + 350 € / year**

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**70%**

Production margin

# +45 Clients .

## Industry



RENAULT



## Logistics



## Other

Distribution



Chemistry



## Healthcare



## Construction



## Food





# Target market .

## Launch

**Q2 2019**



2 distributors  
3 salesmen

**Q2 2020**



1 representative

**S1 2022**



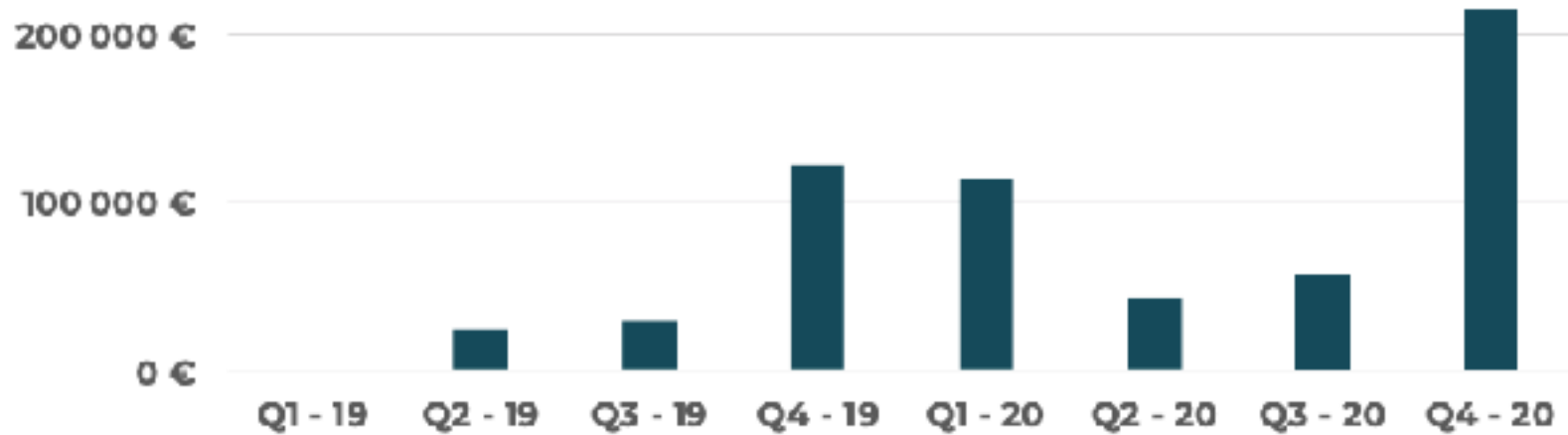
Sales through distributors

**S2 2022**



# REVENUE 2019 - 2020 .

Revenue 2019 - 2020



**Revenue**

**2019**

162 k€

**Revenue**

**2020**

370 k€

## ACCELERATION OF THE SALE CYCLE

### Transformation rate

From 11% in 2019  
to 22% in 2020

### Duration

From 4,5 months in 2019  
to 2,5 months in 2020

### Average sale

From 6 800 € in 2019  
to 9 000 € in 2020

# Revenue 2021 .

## 2021 Target

1 000 k€

### DIRECT SALES

#### Lead & Customer database

383 k€

#### Lead generation

250 k€

### INDIRECT SALES

#### French distributor

300 k€

#### International

70 k€



# Direct sales 2021 - Database .

## PROSPECT DATABASE

383k€

Included in the CRM on the 18/01/21

	Number of leads	Qualified leads	Quotation sent	Quotation signed
Quotation signed				27 120 €
Quotation sent			161 100 €	149 018 €
Qualified leads		14	108 700 €	100 547 €
Leads	53	15	115 124 €	106 489 €
TOTAL	53	29	384 924 €	383 174 €
Transformation rate	28 %	85 %	93 %	
Average sale		9 123 €		

Theoretical potential of the database

800 k€

Potential of the base at pro-rata of the average conversion rates

383 k€



# Deployment .

After pilot phases,  
**launch of the  
deployments**

**Percentage of  
orders for  
deployments :**

From 9% in 2019  
to 20% in 2020



**FM** > LOGISTIC



**NAVAL**  
GROUP

Sheet metal work : 50 people

Itinerant technician : 100 people

Packing on adapted jobs : 75 people

Train maintenance : 200 people.

**Short term potential**





# Direct sales 2021 - Lead Generation .

## LEAD GENERATION

250k€

Leads generated on S1  
are converted to S2

	Leads on S2 2020	Target for S1 2021
Inbound contact	43	60
Trade shows / events	10	0
References	16	20
Prospection	29	30
Recurring	11	14
Total	109	124

**Number of leads  
generated in S2 2020**  
109

**Target for S1 2021**  
124

**Considering a conversion rate of 22% and an average basket of  
€9,123, the potential of leads generated on S1 is:**  
250k€



# Indirect sales & International 2021 .

## FRANCE

300k€

Turnover achieved in  
2020 by the distributor FR

180 k€



Renewed distribution  
contract with minimum order

300 k€

## INTERNATIONAL

70k€

### 2020

Germany  
20 k€

Asia  
10 k€

### Target 2021 Germany

70 k€

4 leads /  
month

Currently 7  
Qualified leads

Recruitment of Hd  
of Sales EU



# PRODUCT ROADMAP .

**T1 2019**

**Japet.<sup>W</sup> v1**

## **Production cost**

From 1 800 € in 2020

To 1 000 € in 2022

## **Assembly**

from a set  
to two sub-sets

**T3 2021**

**Japet.<sup>W</sup> v2**

## **Comfort**

Improved comfort

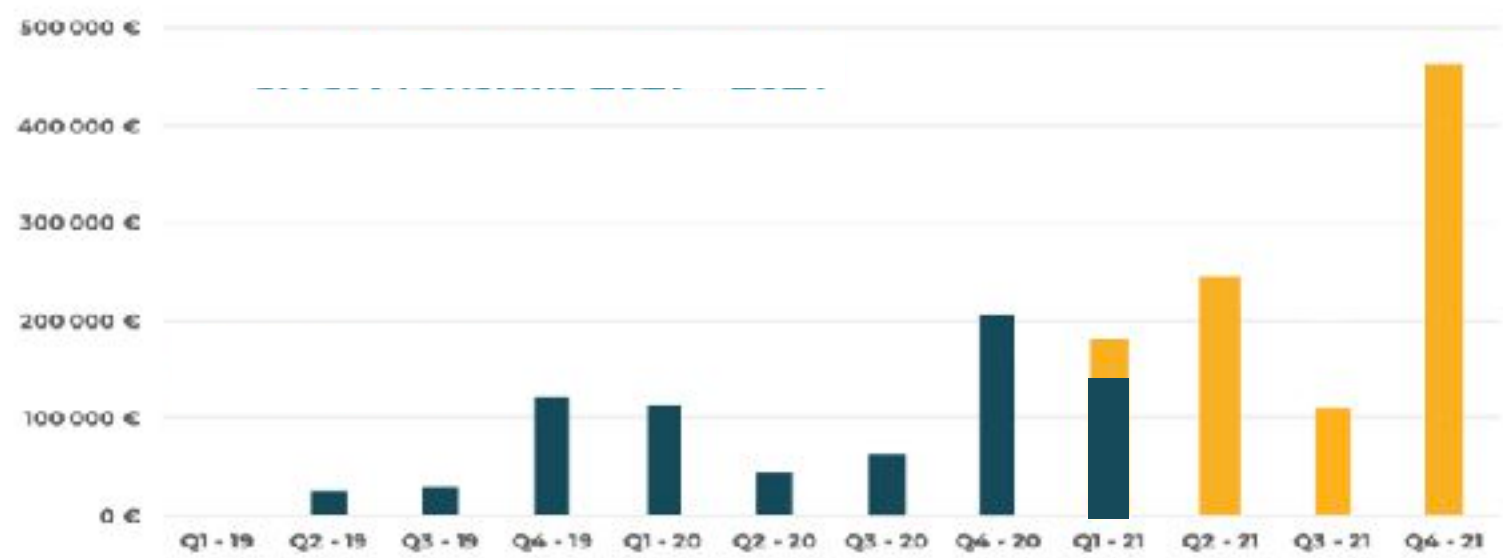
## **Data**

Product monitoring to  
improve satisfaction





# Revenue 2019 - 2025 .



P&L (k€)	2020		2021		2022		2023		2024		2025	
Revenue	390		1 010		2 614		5 487		9 654		15 838	
Margin	250	63 %	717	71 %	1 910	73 %	4 017	73 %	7 094	73 %	11 769	74 %
EBITDA	(423)		(230)		6	0 %	740	13 %	2 092	22 %	4 067	26 %
Profit	(865)		(240)		(317)		445	8 %	1 882	19 %	2 736	17 %
Employees	16		21		35		58		86		110	



# 2,2M€ fundraising

1,4M€ secured

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**67% founders**

**2016**  
150K€  
Pre-seed

**SUSV**

**2017**  
1M€  
Seed

**FINOVAM**  
GESTION

**NFA**  
NORD FRANCE AMORÇAGE



Industria

**Building a strong  
ecosystem of innovative  
industrial partners**

**To become the European  
leader of back pain  
prevention at work**



# Japet.

bring back health

## japet medical

270, rue Salvador  
59120 Loos, France  
Société par actions simplifiées  
au capital de 15 478 €  
820 081 602 00030 RCS Lille

/ [antoine.noel@japet.eu](mailto:antoine.noel@japet.eu)



Innovators  
Under 35

i-Lab

