

exakt health

Building the next generation
of **Musculoskeletal (MSK)**
healthcare

MSK disorders include (sports) injuries, back pain and arthritis among others.

Hi Kim!

Let's check your
recovery progress
today



We're facing a huge MSK healthcare gap

50%
of adults have
a MSK
condition

20%
receive PT
treatment

Onsite and tele-health physical therapy (PT) cannot solve it

1o1 physical
therapy is
inefficient

Low adherence
leads to high re-
injury rates

Misdiagnosis and
incorrect
treatment
advice are a
problem

We need a paradigm shift that
puts digital therapeutics at the
core

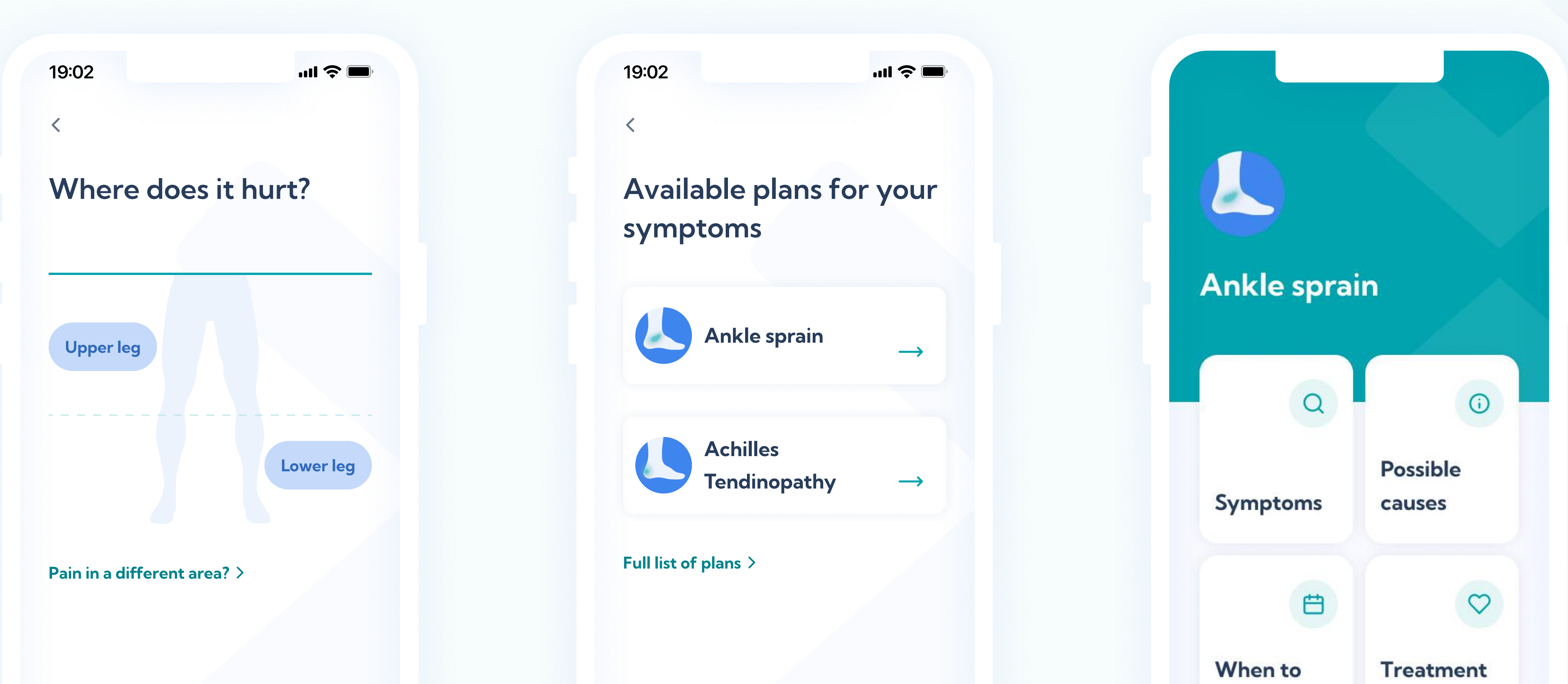


Designed for
scalability

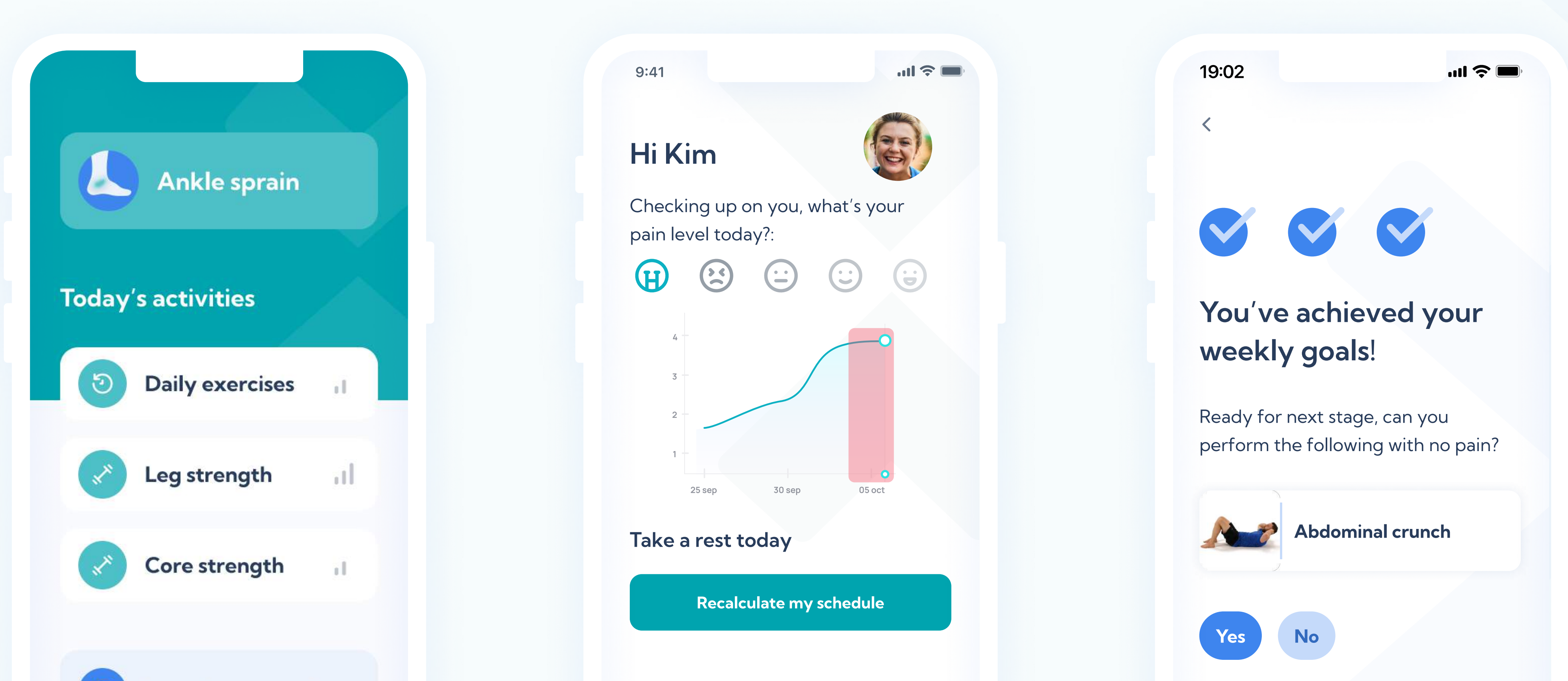
Personalized and
engaging
support to each
patient

Consistent high-
quality medical
advice

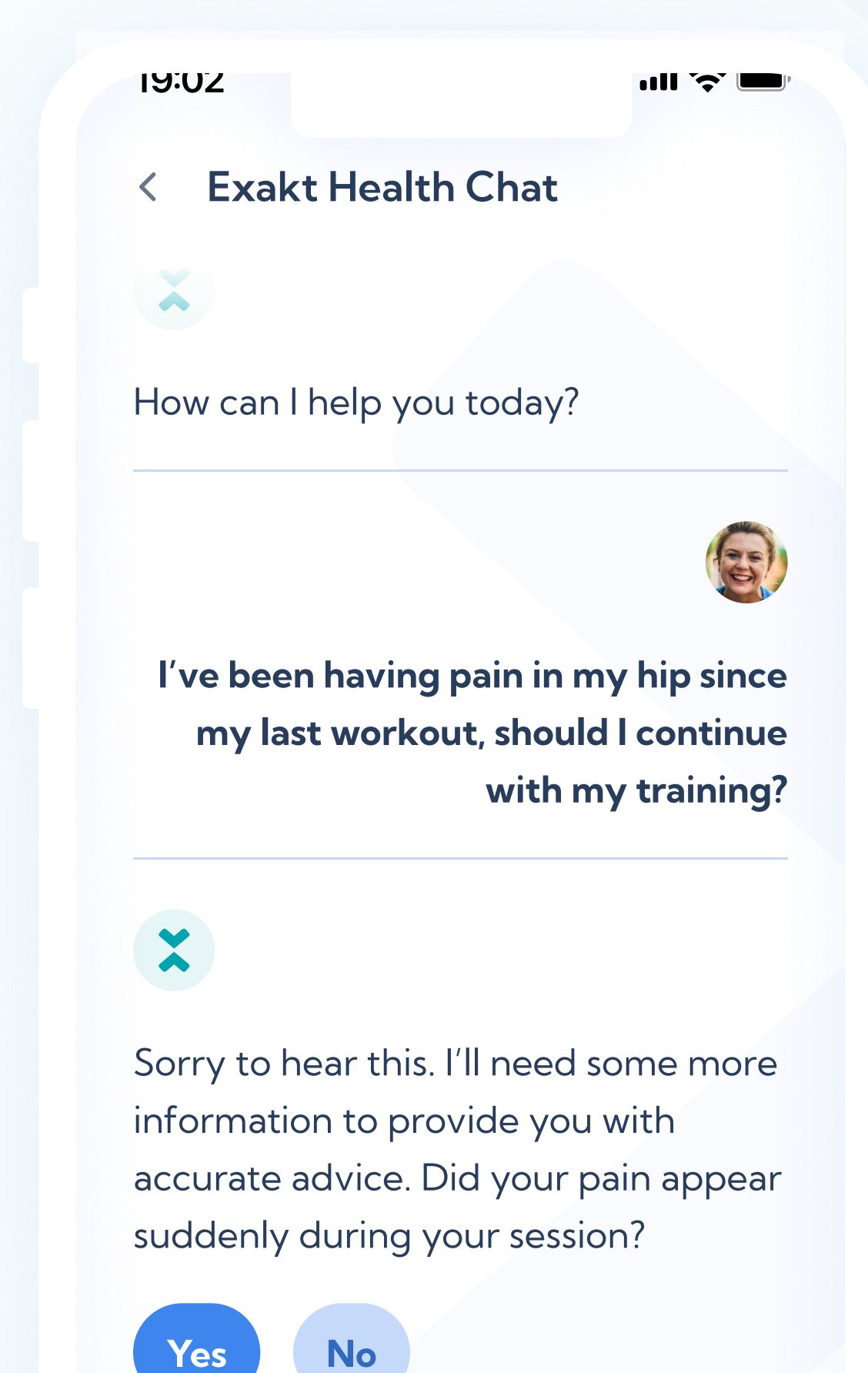
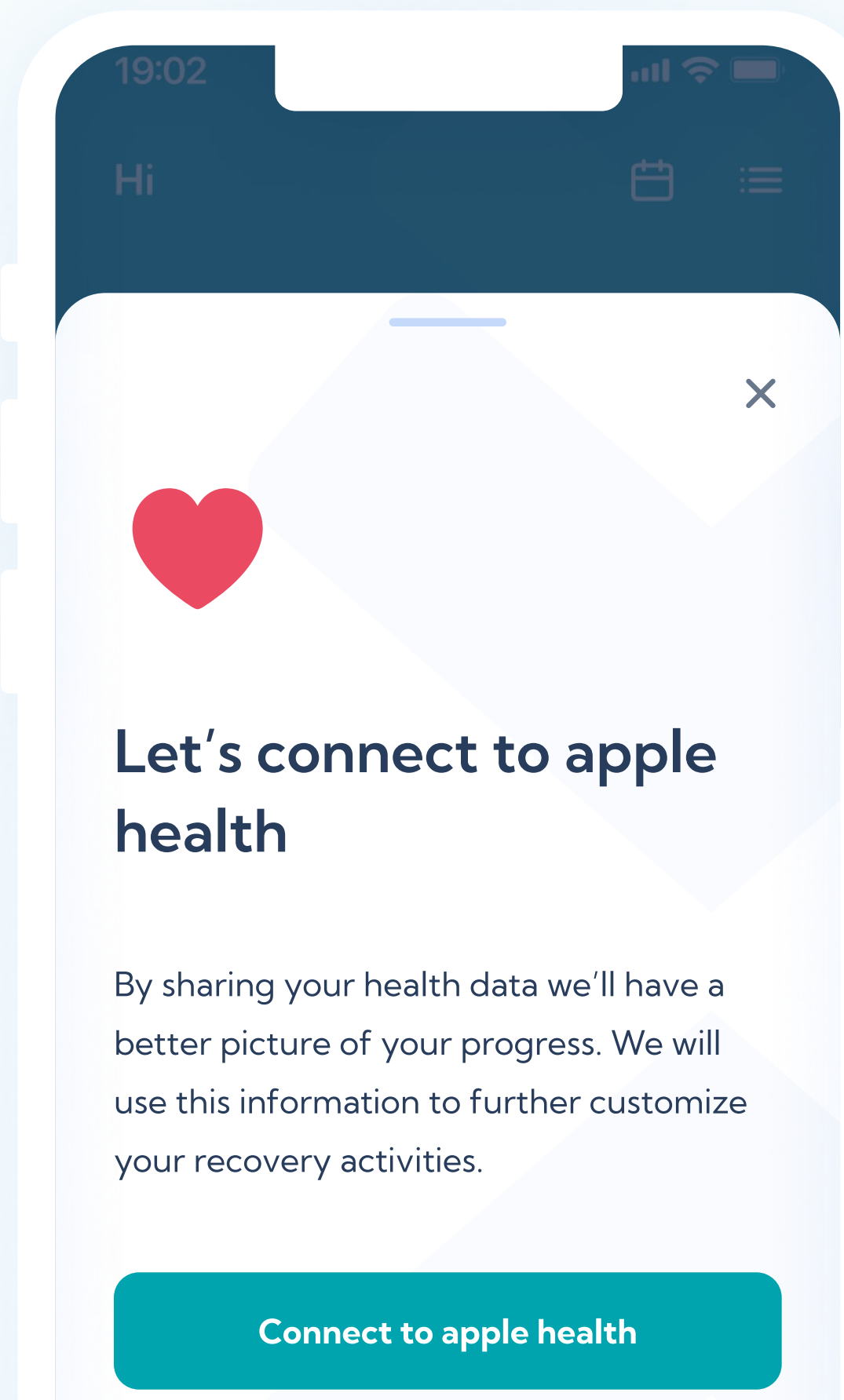
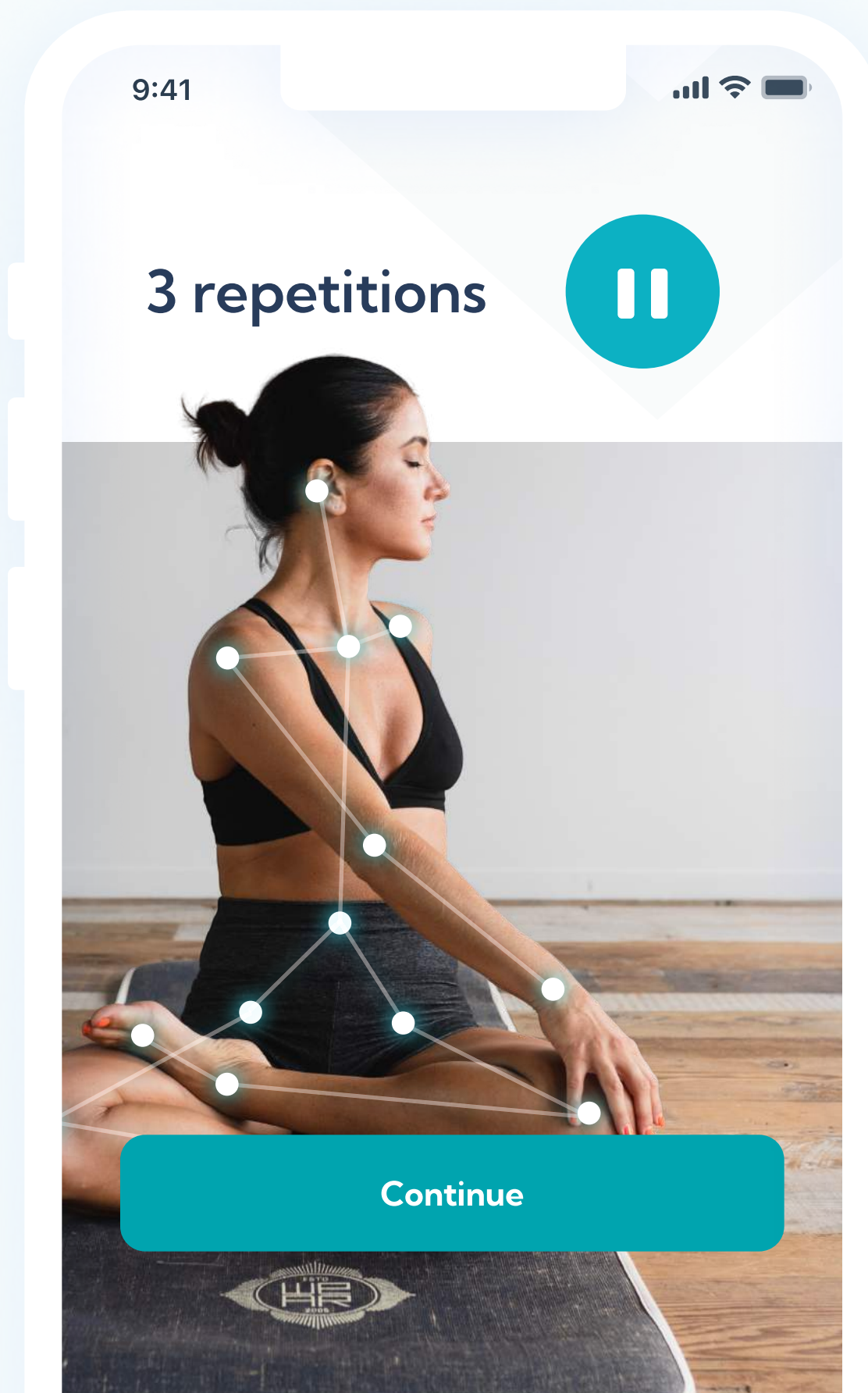
A symptom checker to get users a diagnosis within minutes



A personalized rehab program that engages users to complete their full recovery



Computer vision, holistic data and LLM to redefine the boundaries of MSK care



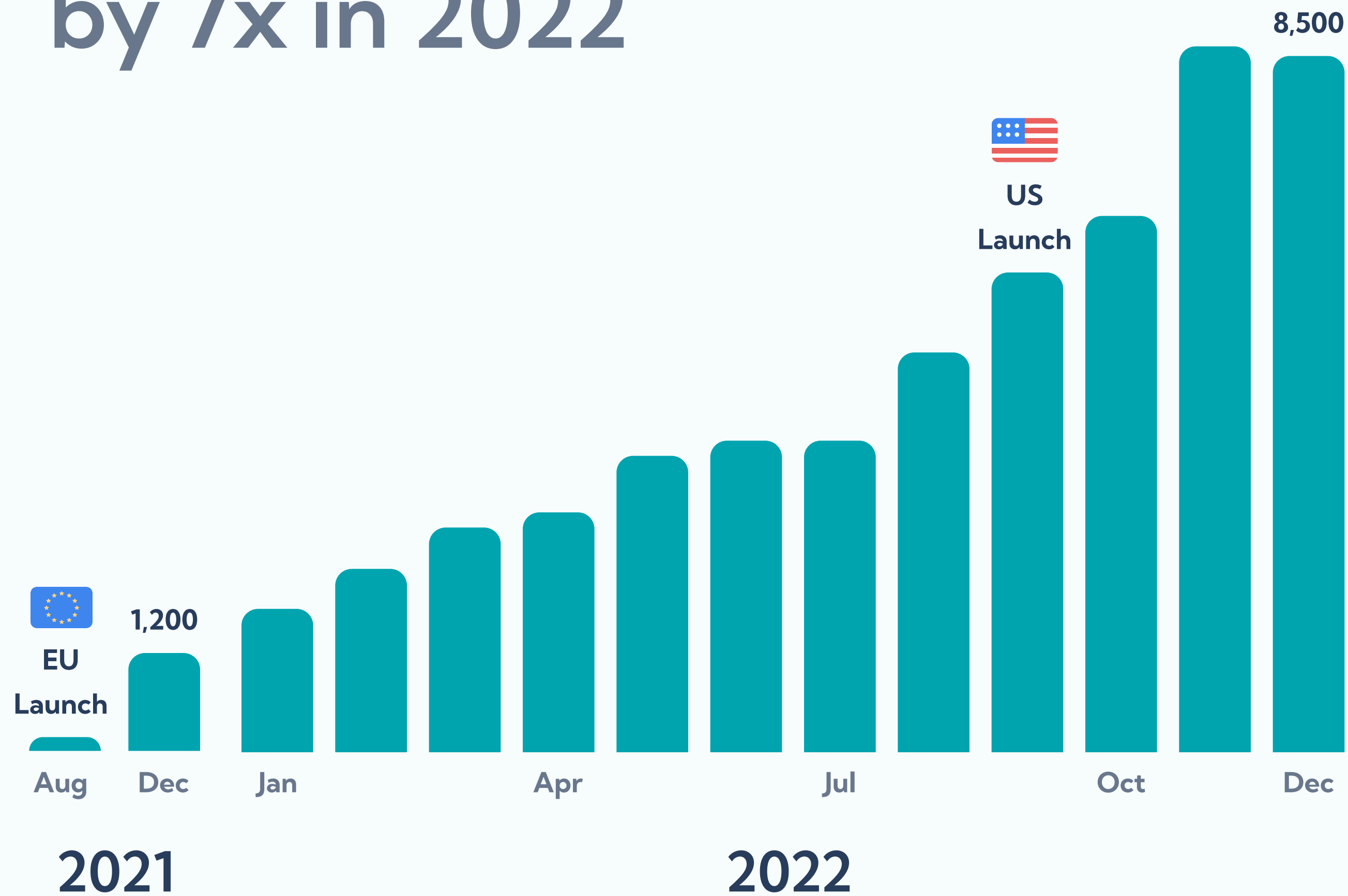
D2C: Be the #1 consumer app for physical therapy

- Underserved consumer market: no significant competitor
- Big market potential: 60% of MSK patients don't receive PT treatment
- High willingness to pay – especially in the sports injury segment

B2B: Reimbursement by institutional payers

- Huge market size: \$300 bn spending on MSK by US employers alone
- Competition incl. virtual clinics rely on humans in-the-loop can be disrupted on price
- Legislation (DiGA, CPT-codes) creates entirely new market

We grew our MAU by 7x in 2022



MAU = Monthly Active Users with at least 2 App sessions; Monthly retention of users with first workout completed; Adherence = 4 consecutive weeks of at least 1 recovery activity per week

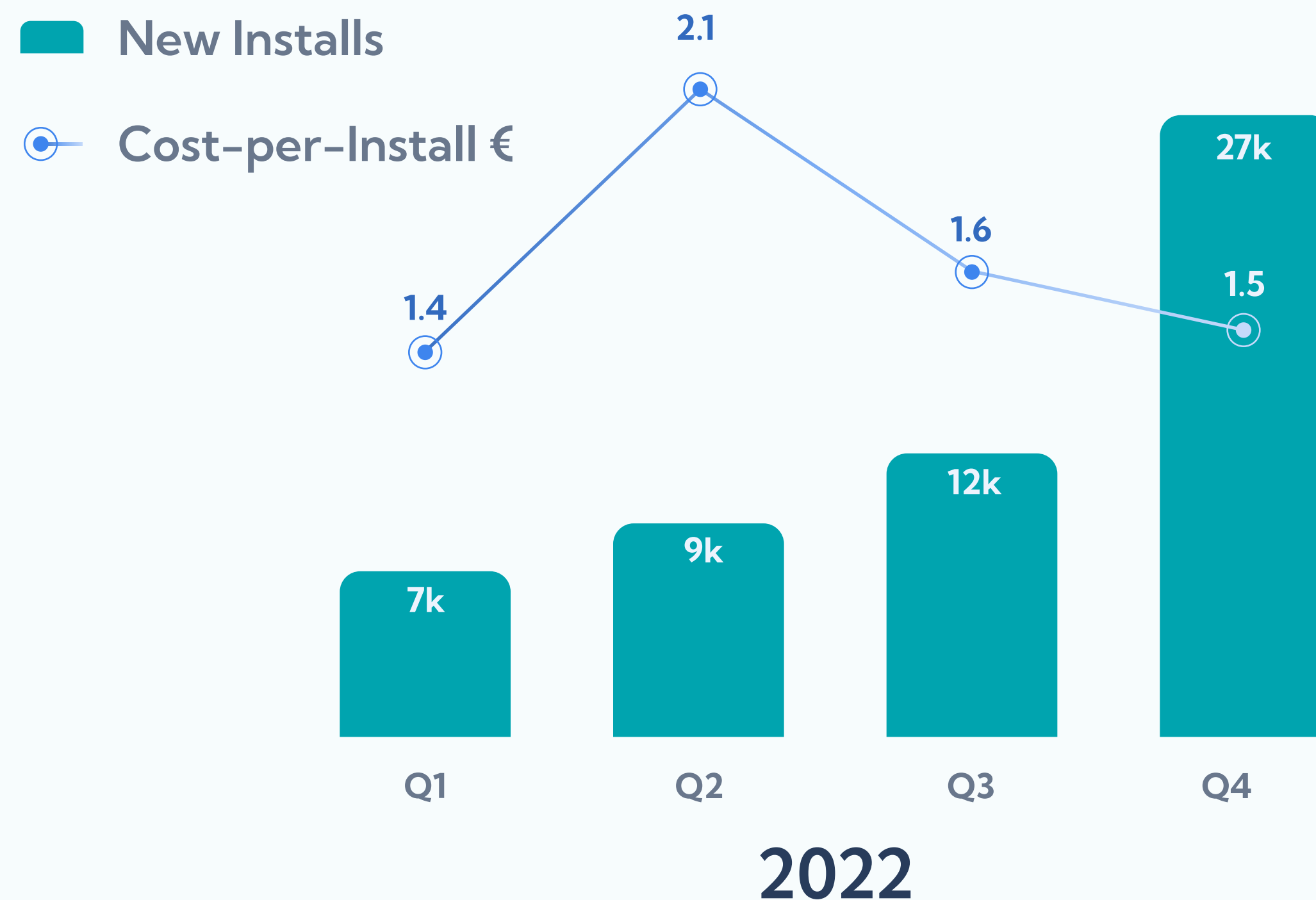
Users love our App
4.8 ★ 500 ratings

User retention

Month 1	60%
Month 2	42%
Month 3	31%

75%
adherent users reported
clinically significant
improvements

We're ready to scale up user acquisition



Efficient user acquisition focused on SEO and influencer collaborations.

User's willingness to pay is validated

Dec 2022

Launch of paid subscription in the US at \$13 per month

5%

conversation rate from new installs to subscribed users

A team with a track record in scaling a Unicorn and a PT clinic



Lucia Payo

Co-Founder / CTO

Experienced in building mobile applications and scaling top-performing tech teams.



Philip Billaudelle

Co-Founder / CEO

Experienced in launching regulatory-heavy products, machine learning and building high-performing teams.



Maryke Louw

Physiotherapy Lead

M.Sc. Physiotherapy
Founder of Sports Injury Physio – Online Physio Clinic



Andrew Le

Founder buoy health



Maximilian Tayenthal

Co-Founder N26



Gloria Bauerlein

Ex Head of Strategy Kry



Possible Ventures