

REVOLUTIONISING INDUSTRY WITH AI



In modern manufacturing, **every workstation is crucial**.

Behind every product assembled or machine operated, there's a worker — and a set of physical movements that affect both their **health** and **productivity**.



Injuries cost €3K per employee YoY*, totaling **€1.5M** for an average plant.



Optimising productivity saves €3.4M per plant annually**.

*Source: [Hovmand.com / EU-OSHA](#)

**Source: Estimation from MTM/Lean use cases + OSHA studies

Postura is building the next-generation tool for **industrial workstation optimisation**, combining:



Ergonomic risk assessment

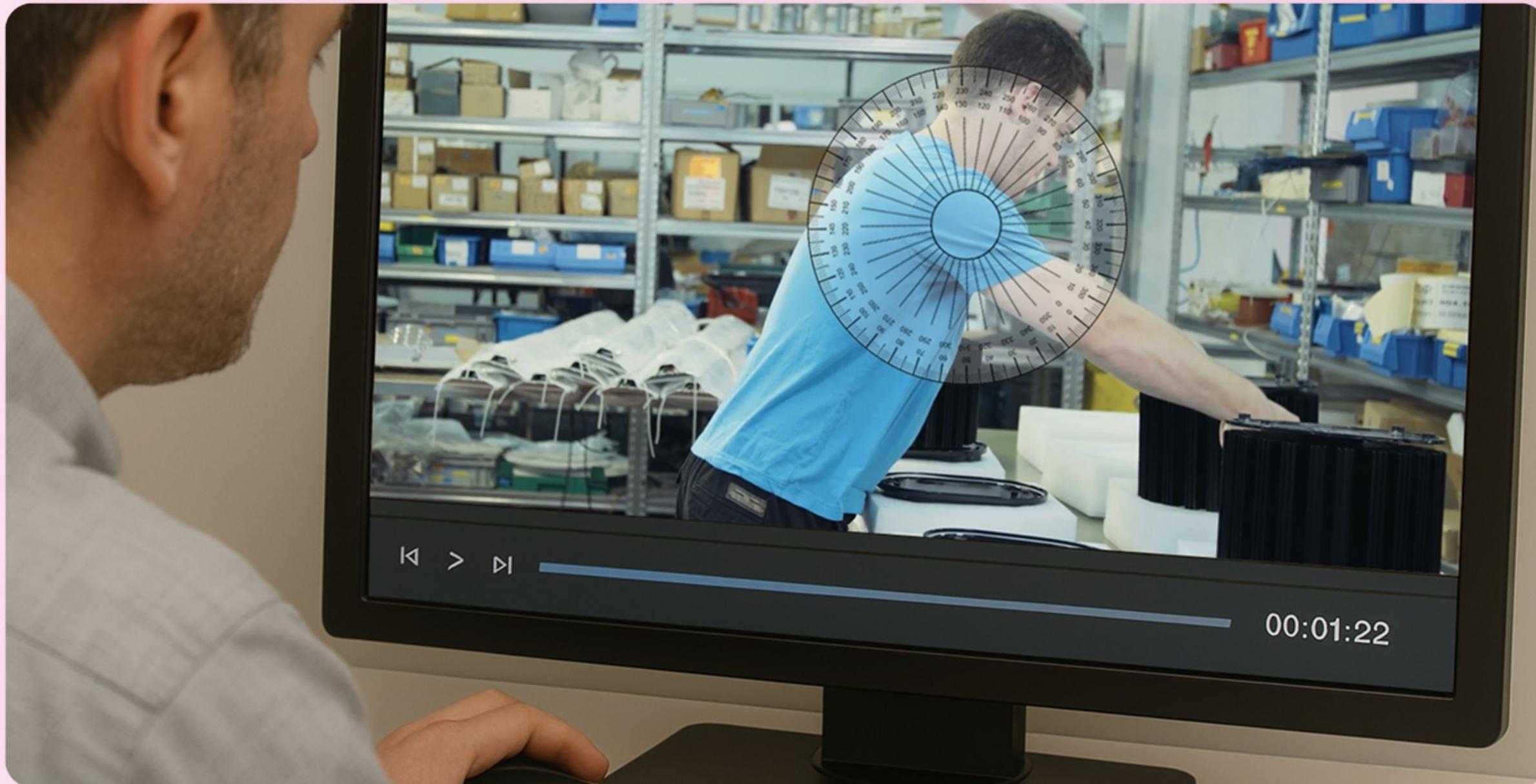
Identifying harmful postures and preventing *musculoskeletal disorders* (MSDs).



Time & Methods Analysis (MTM)

Measuring and optimising task execution time to improve efficiency.

The problem - traditional industrial analysis



Ergonomic risk assessment



Time & Methods Analysis (MTM)



Subjectivity of analyses

The process is tied to the human factor.



Costly and Time-Intensive

Traditional methods are time-consuming, costing up to €1.5K per workstation



Difficulty in organization

Still relying on external hard drives and paper records.

POSTURA - Product vision



Co-design with Beko, Electrolux and Evoca Group.

POSTURA - Ergonomic risk assessment

Risk!
Angle: 91°

Spalla DX

PUNTEGGIO SPALLA DESTRA

- Tempo di ciclo: 15 s
- Posture incongrue: 7,3 s
- % tempo di ciclo: 52,4 %
- Punteggio OCRA: 8

LEGENDA GRAFICO

- Angolo spalla - tronco
- Flessione
- >80° - Postura incongrua
- Abduzione
- >45° - Postura incongrua

Grafico angoli

00:00 - 00:15 | Secondi

1 minuto

Angolo [Deg]

SINISTRA

Categoria	Valor
Spalla	26
Gomito	5
Polso	11
Mano	5
Azioni din.	25



1. Video Recording
via APP



High in costs
The costs are up to
1500 € per.



3. Analysis
and reporting

TECHNOLOGY



Ergonomic Posture Evaluation



Precision Distance Analysis

Craft a digital twin of your production plants

10x

Faster in ergonomic and MTM analysis of your company.



Maximize **ROI** by focusing investments where they matter most.

70%

Reduction in **incidents** (average cost of an incident in the EU is €90K).

Risk Reduced by **62% YOY**

94% Safe

Efficiency raised by **8.7% YOY**

Still **91%** Safe

Risk Reduced by **59% YOY**

88% Safe



Market size - Manufacturing companies



TAM

Calculated from 130 million global workstations*, based on 390 million manufacturing workers, with an estimated revenue of €100 per workstation annually.

SAM

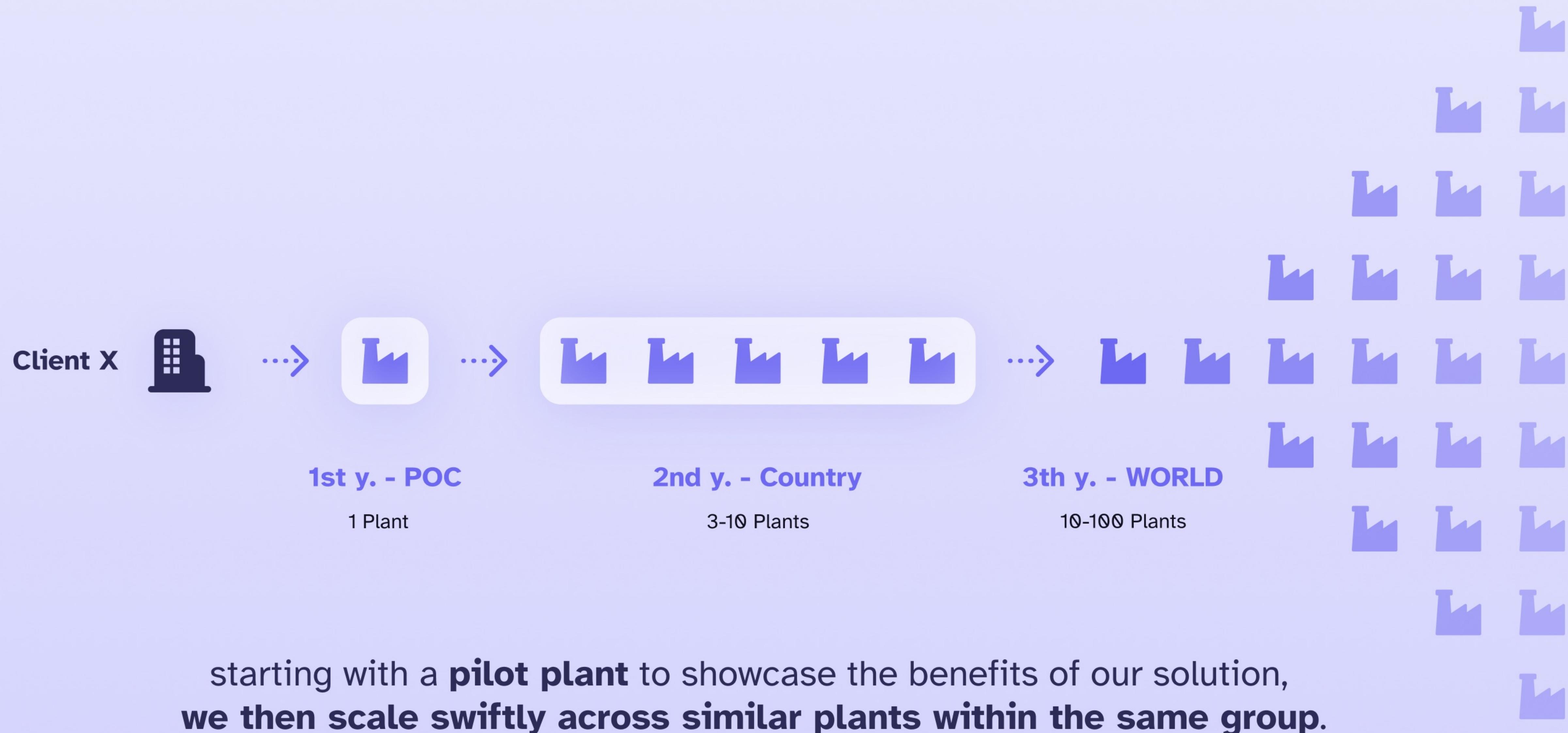
Targeting EU's large industrial multinationals, with 3200 groups operating an average of 10 plants each, results in 32K plants. With an estimated value of €15K per plant YoY.

SOM

With a goal to capture ~10% of the SAM within five years, targeting 3200 plants to achieve €50 million in annual recurring revenue.

Estimated minimum contract size **15k/year**.

Go to market - Land and Expand



Results in the last 12 months

(Sales started in Q2 '24)



10
Clients Acquired



~ €150K
ARR



2 renewals
0 churn, +50% price



2 EU expansion
Land and Expand ✓



1,000+
Analyses Completed



Electrolux
Manufacturing

👉 expanding EU

👨‍💻 co-designing



Beko
Manufacturing

👉 expanding EU

👨‍💻 co-designing



Evoca
Manufacturing

✍ 2 years renewal

👨‍💻 co-designing



Iren
Multiutility

✍ 2 years contract



Piaggio
Manufacturing

✍ all group contract



Stellantis
Manufacturing

👉 new client



Caterpillar
Manufacturing

👉 new client



St reparava
Manufacturing

👉 new client



Aprilia
Manufacturing

👉 new client



Brembo
Manufacturing

👉 new client

Competitors - Raising funds



TuMeke Ergonomics (USA)

TuMeke raises \$10M in Series A
Funding led by Intel Capital.

December 19, 2023



Soter Analytics (UK)

Soter Analytics raises \$12
million to help prevent
workplace injuries.

April 19, 2022



STRONGARM

STRONGARM (USA)

Raised \$50 million to deliver
wearable devices that protect
industrial workers.

January 31, 2022

Postura fills the compliance gap left by competitors — the only AI-powered platform ready for OCRA, the gold standard in European ergonomics.

Team



Daniele Gusmini

CEO



Giuseppe Pastore

CTO



Andrea Rotella

CSO



Lapo Peruzzi

CPO



Matteo Carbonari

Sr. Algorithm



Stefano Orsini

Jr. Full Stack



Davide Pavan

Ergo Specialist



Kevin Bravo

Sr. Full Stack



Victor Muller

Sr. Algorithm



Rocco Luigi

App Developer

Mentors



Luca Della
Ergonomist



Daniele Moresco
Ergonomist



Diego Goldesten
Holistic, Sales & CS

Network



techstars_

B4i BOCCONI FOR INNOVATION

Fundings roadmap

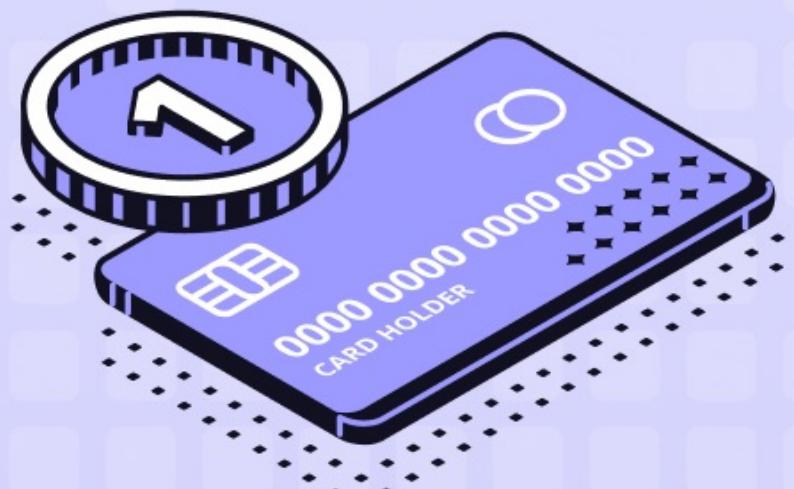
650 K



✓ Q3 2024

Convertible note

GOAL: Build a robust and scalable product



2 M



🚀 End 2025

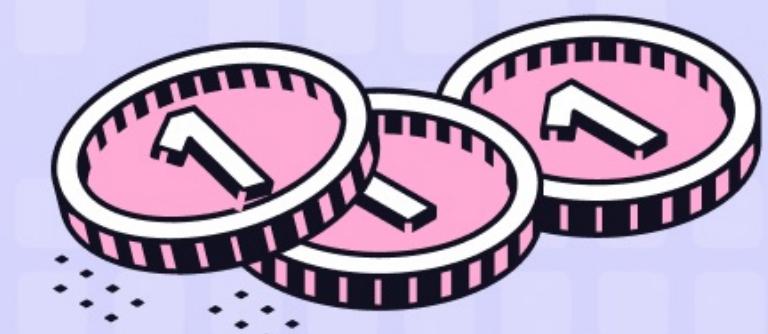
Seed Round

GOAL: Expansion

🎯 Current focus

Expanding the team:

Tech team to improve the product
CS team to support customers



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