

Pendulum

The smart insole for fall prevention

Falls Among Older Adults Are



Common

1 in 4
Older adults (65+) falls
each year

\$50 Billion Annually

**\$9
Billion
Medicaid**

**\$12 Billion
Private/Out-of-Pocket**

**\$29 Billion
Medicare**



Preventable

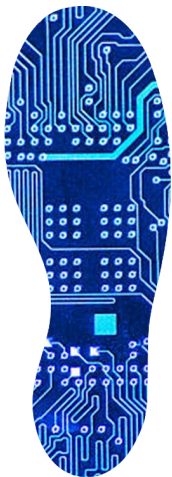
Clinicians can use
STEADI

Not Continuous

To prevent falls & reduce costs

Pendulum Solution

Pendulum is an insole with sensors and predictive algorithms



Pendulum provides

**Alerts based on
Fall Risk Estimation**

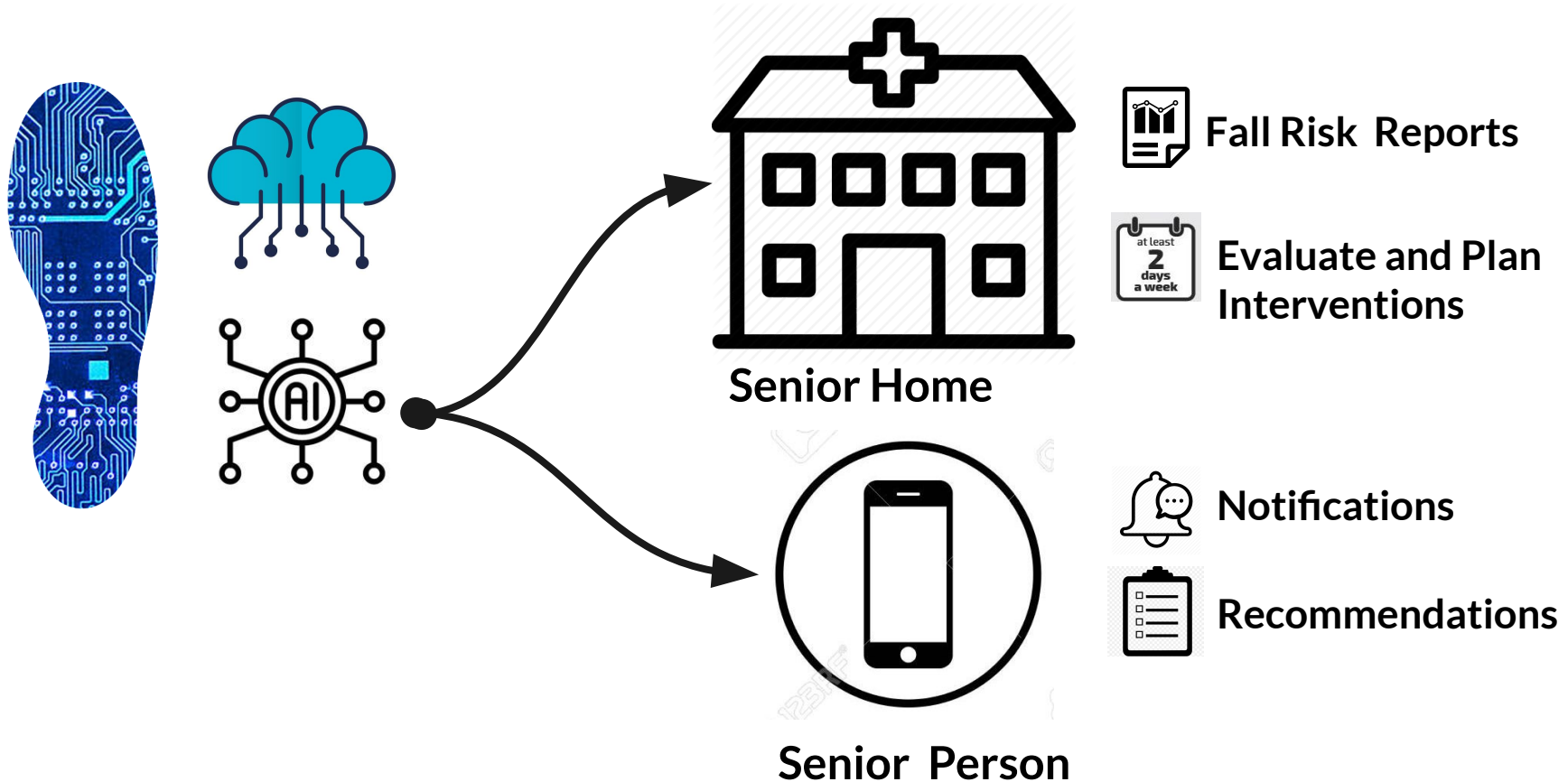


**Monitors continuously
and long-term**



**Easy to use, embedded
in apparel**

Pendulum Fall Risk Prevention System



Healthcare Wearables

Venture funding of biosensors & wearables

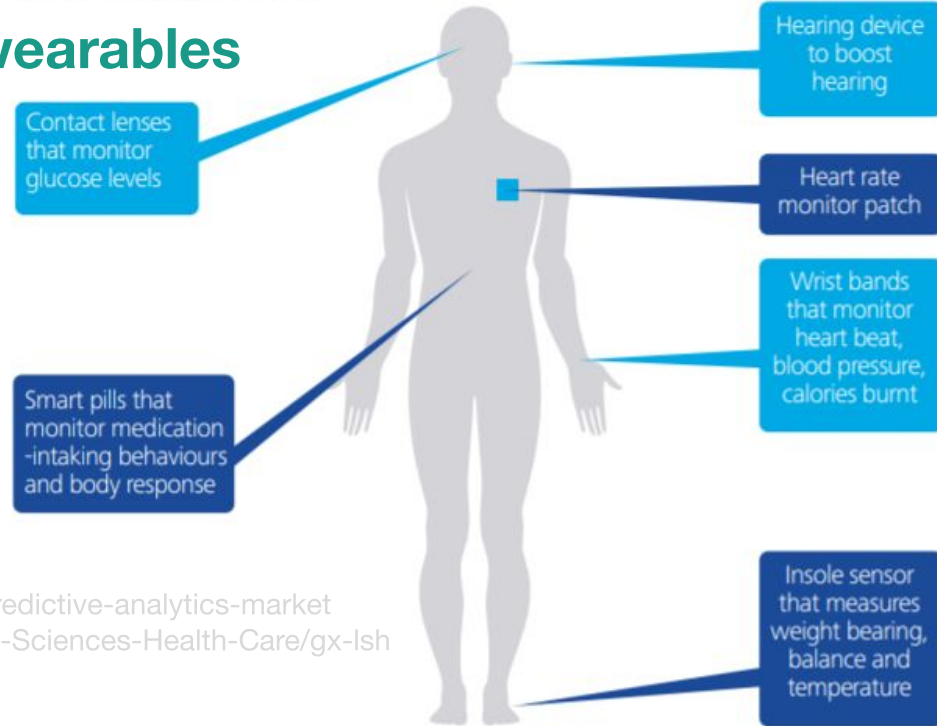
- Increased 5 x from '11-'13
- 74 mil biosensors shipped '14

mHealth market revenue

- reached \$2.4 b in 2013
- expected \$19.5 b by 2025

Examples of how wearables might transform information and understanding of peoples health status

Wearables invade the market



<https://www.grandviewresearch.com/press-release/global-healthcare-predictive-analytics-market>

<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Life-Sciences-Health-Care/gx-lsh-c-healthcare-and-life-sciences-predictions-2020.pdf>

Market Fall Risk - Elderly Homes

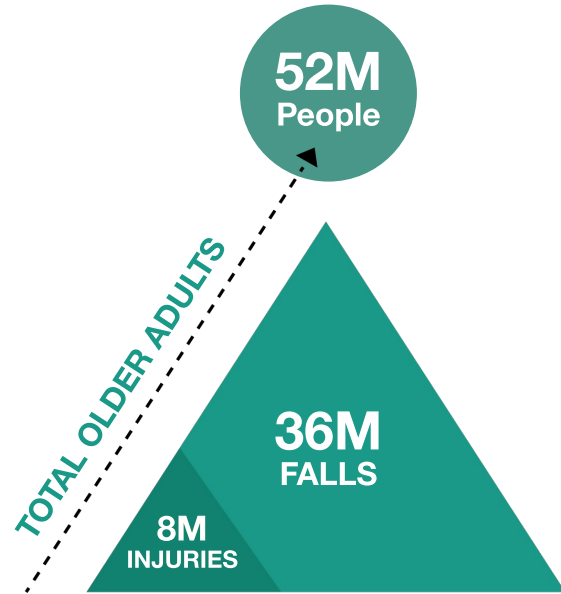
Elderly population needing care

Country	Home Care	Private Care (no of beds)
Germany	1.5M	0.6M
France	0.8M	0.5M
UK	0.5M	0.5M
US	3M	1.4M
Japan	>10M	Trend is to do care at home

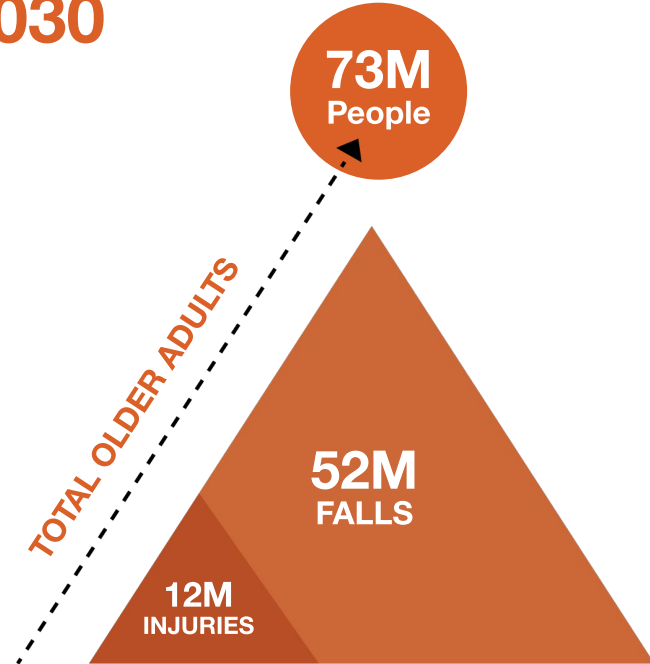
<https://content.knightfrank.com/research/656/documents/en/european-healthcare-care-homes-elderly-care-market-2020-6902.pdf>
<https://www.reuters.com/article/us-health-coronavirus-japan-elderly/in-japans-elder-care-homes-coronavirus-tests-limits-of-overstretche-idUSKBN22O0T8>

Market Fall Risk - Seniors

2018



2030



Competition

Non insole or foot wearable devices:

- Smartwatches (Arjo NSD)
- Escos Copilot
- Philips GoSafe2
- E-Vone
- Lindera

Insole based devices

- FeetMe
- No early warning
- No (automatic) fall risk estimation

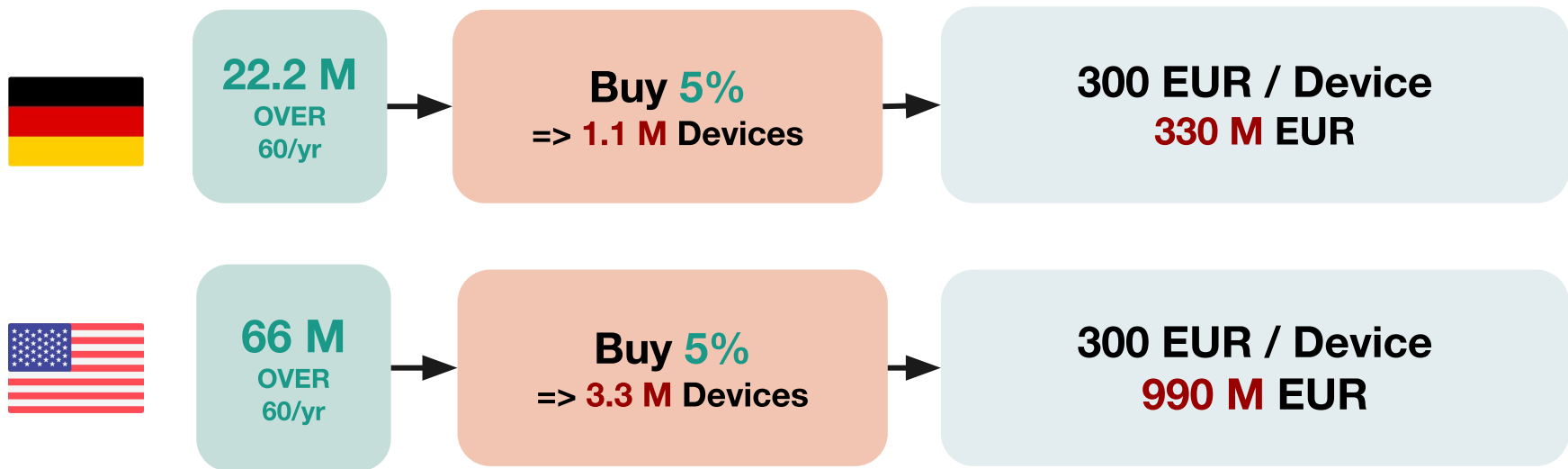


Revenue Model B2B - Elderly Homes

First stage will target elderly homes.



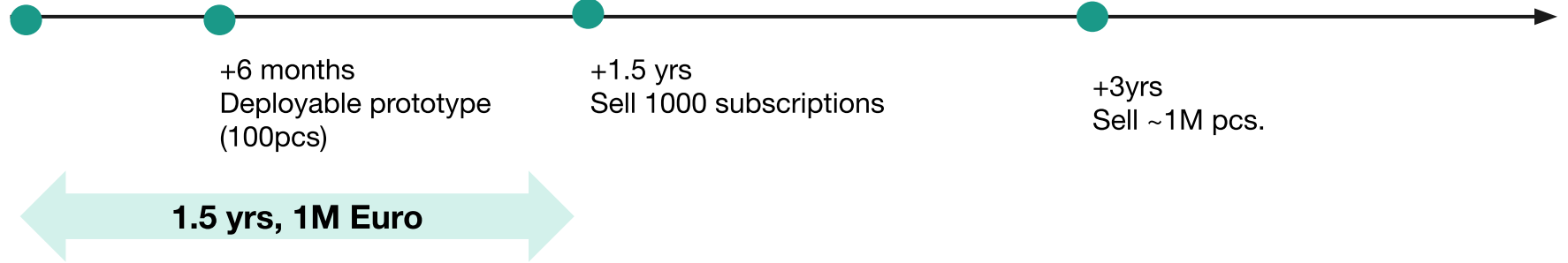
Second stage will target seniors directly



Timeline

Funding Needed

Revenue Starts



Team



Alex

CEO Co-founder Pendulum
LingPed Technical Lead (2019)
PhD in Human-Computer Interaction
(2016)
MSc Embedded Systems



Cristi

CTO Co-founder Pendulum
PhD in Noninvasive Medical
Diagnosis (2011),
Double degree: MD (2003) and
BSc Comp Sci (2007)

Expert advisors



Dr. Alina Vicas

Neurologist
Hospital Espírito Santo;
Evoralabor - Segurança, Higiene e
Saúde no trabalho, Lda;
Evora, Portugal



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Facharzt für Orthopädie und spezielle
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Thank You!

www.pendulumwearable.com