MAXUP – Condensed Whitepaper Summary

Unlocking Potential. Raising Maximums. Together.

📊 What is MAXUP?

MAXUP is a modular, scalable, and integrative system designed to develop human performance in three dimensions: **physical**, **cognitive**, and **productive**. It blends the power of artificial intelligence with teamwork, immersive environments, and individualized support through wearable technology.

At its core, MAXUP transforms ordinary individuals into **MAX-MANs**: stronger, smarter, and more motivated. It brings together education, sports training, manufacturing skills, and mental health into one ecosystem.

🧬 Key Elements

- **MAXUP-CENTER**: Physical hubs with full infrastructure for 6000 participants, running in 3x8 shifts (Sport, School, FAB).

- **MAXUP-GROUP**: Teams of 4 peers working and training together, rotating and anonymous.

- **MAXUP-COACH**: A personal AI assistant embedded in a smart helmet.

- **MAX-SKIN**: Intelligent training suit with EMS and real-time sensors.

- **MAXUP-FAB**: In-house manufacturing unit, teaching real-world production skills.

- **MAXUP-IA**: Central AI optimizing programs and group composition.

- **MAXUP-APP**: For remote users; builds virtual groups, synchronizes efforts.

- **MAXUP-BOX**: Mobile training and travel module.

- **MAXUP-POINT**: Minimal installations for public infrastructure.

🚀 Vision and Deployment

MAXUP aims to scale from full-featured centers to smaller formats:

- **Full MAXUP-CENTER** (6000 MAX-MANs)

- **MAXUP-ROOM** (36 rotating spots)

- **Individual kits** (COACH+SKIN)

- **MAXUP-APP** for home/mobile users

- **Public infrastructure** with MAX-POINT access nodes

⚖️ Legal & Open Ecosystem

- **MAXUP** is a registered trademark.

- Software is open source under AGPLv3.

- Hardware designs are shared under CERN-OHL-S.

- Contributions managed by **MAXUP-LAB**.

- Developers welcomed via the **MAXUP-OPEN** initiative.

💼 Business Model

- Direct sales of wearable kits

- Center subscriptions & MAXUP-APP tiers

- Partnerships with schools, clubs, municipalities

- Franchises and institutional deployment

- Anonymous data analytics platform

🤖 Why It Works

MAXUP lowers stress, boosts engagement, and promotes healthy competition and cooperation in peer groups. It addresses major societal needs: education, health, inclusion, and employment.

Designed for youth aged 14-25, it has appeal across ages and sectors. It's modular, inclusive, and scalable.

MAXUP: Be what you can be.