

Problem

- Athletes can measure either force or motion, but not both simultaneously
- Current techonologies are extremely expensive

Existing Alternatives

- GIH or similar Labs (hard to access)
- Marker video recognition
- High cost pressure boards

Solution

- Integrate an affordable force measurement using a new chip on the market and a solution with a marker less motion analysis system

Key Metrics

- Accuracy of force measurements
- Accuracy of body recognition through video
- Analysis of force vectors in conjunction with motion tracking

Unique Value Proposition

- An affordable system that enables athletes and coaches to measure and analyze movements from both a motion and force perspective

High Level Concept

- Your personal biomechanical and force analysis built in for your training

Unfair Advantage

- Proprietary Software
- Costs

Channels

- Low budget sport teams
- Government Sporting Agencies
- Gyms
- Phisiotherapy / Health
- B2C

Customer Segments

- Athletes / Coaches
- Physiotherapists
- Orthopedists

Early Adopters

- People interested on their performance, strength, movement fluidity

Cost Structure

- Wii boards / Force sensor
- Chips CS1237
- Camera
- Server maintainance*
- Hardware needed
- Commercialization / Ads

Revenue Streams

- Product sales
- Monthly subscription for analysis