



Physaio

физايو

physaio

PITCH DECK



www.physaio.io



Info@physaio.io



Jeddah, Saudi Arabia

PITCH DECK AGENDA

- 
- 1 Introduction
 - 2 Problem Statement
 - 3 Our Innovative Solutions
 - 4 How it works?
 - 5 Market competition
 - 6 Proof of concept
 - 7 Regulatory and IP
 - 8 Milestones and strategies
 - 9 The ask
 - 10 Team

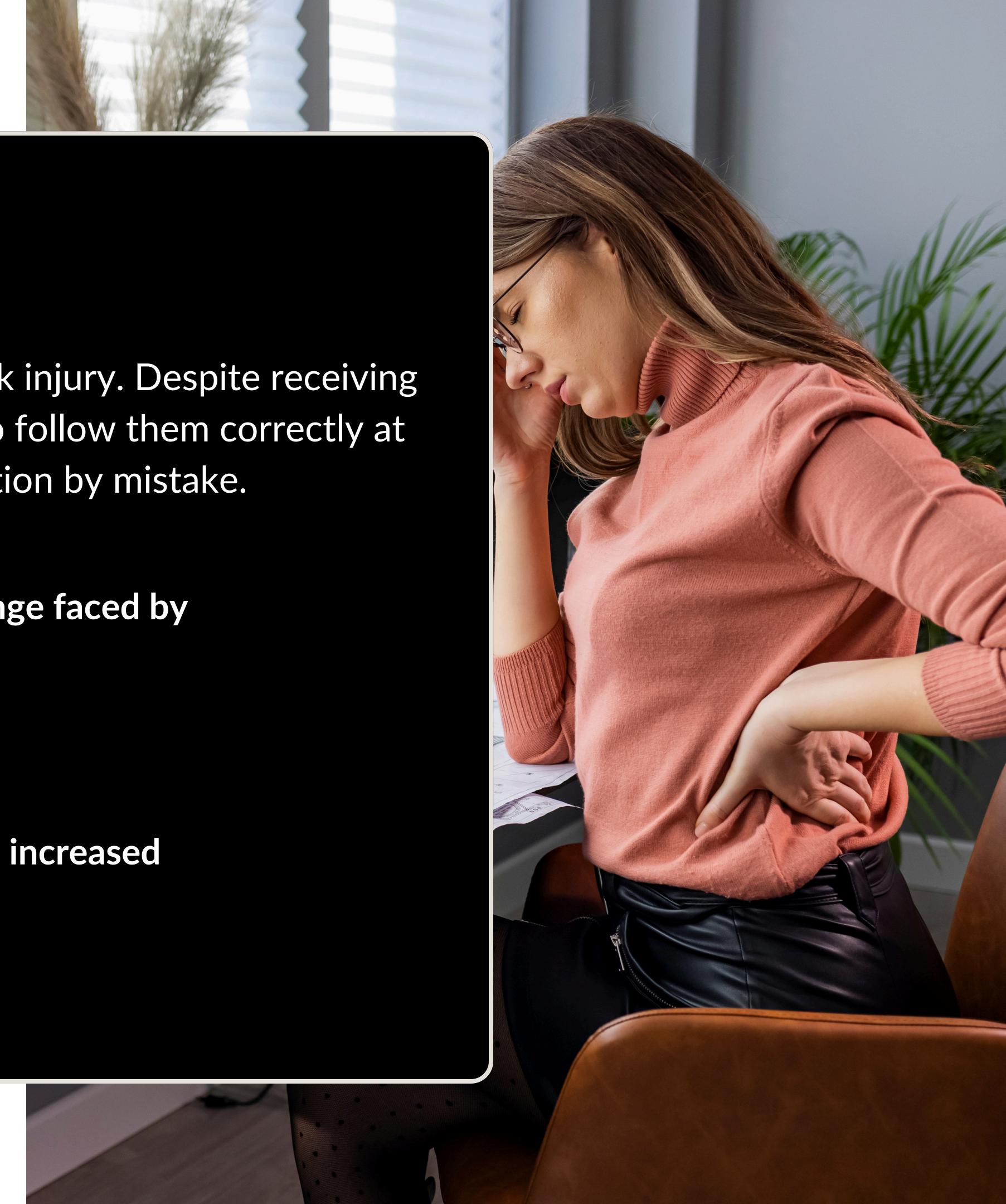
INTRO

Sarah is a 45-year-old mother recovering from a back injury. Despite receiving prescribed physiotherapy exercises, she struggles to follow them correctly at home, fearing she might worsen her condition by mistake.

This is not an isolated problem, but a challenge faced by

Millions

leading to prolonged recovery times and increased healthcare costs



PROBLEM STATEMENT

70%

of patients prescribed physiotherapy do not adhere to their treatment plans effectively, leading to prolonged recovery and increased complications.

Reference: Aloyuni et al. (2020)

\$11B

annual cost burden on healthcare systems worldwide due to poor adherence to prescribed physiotherapy, resulting in repeated treatments, additional doctor visits, and avoidable injuries.

Reference: Aloyuni et al. (2020)

>50%

of patients report confusion regarding proper exercise form at home, leading to increased risks of incorrect rehabilitation and additional health issues.

Reference: Alzakri et al. (2023)

KEY TECHNICAL PROBLEM

Patients recovering from injuries often **lack real-time, personalized guidance** during home physiotherapy, leading to incorrect movements and prolonged recovery. Current solutions do not provide sufficient support or instant correction for improper exercise form, increasing the likelihood of further injury or ineffective rehabilitation.



OUR INNOVATIVE SOLUTION

-  **Physaio** aims to eliminate the challenges faced by millions of patients during home-based physiotherapy by providing personalized, real-time exercise guidance.
-  This **AI-driven** platform ensures patients can perform exercises safely and effectively, minimizing the risk of errors and improving rehabilitation outcomes, all from the comfort of their homes.

physaio

Real-time guidance

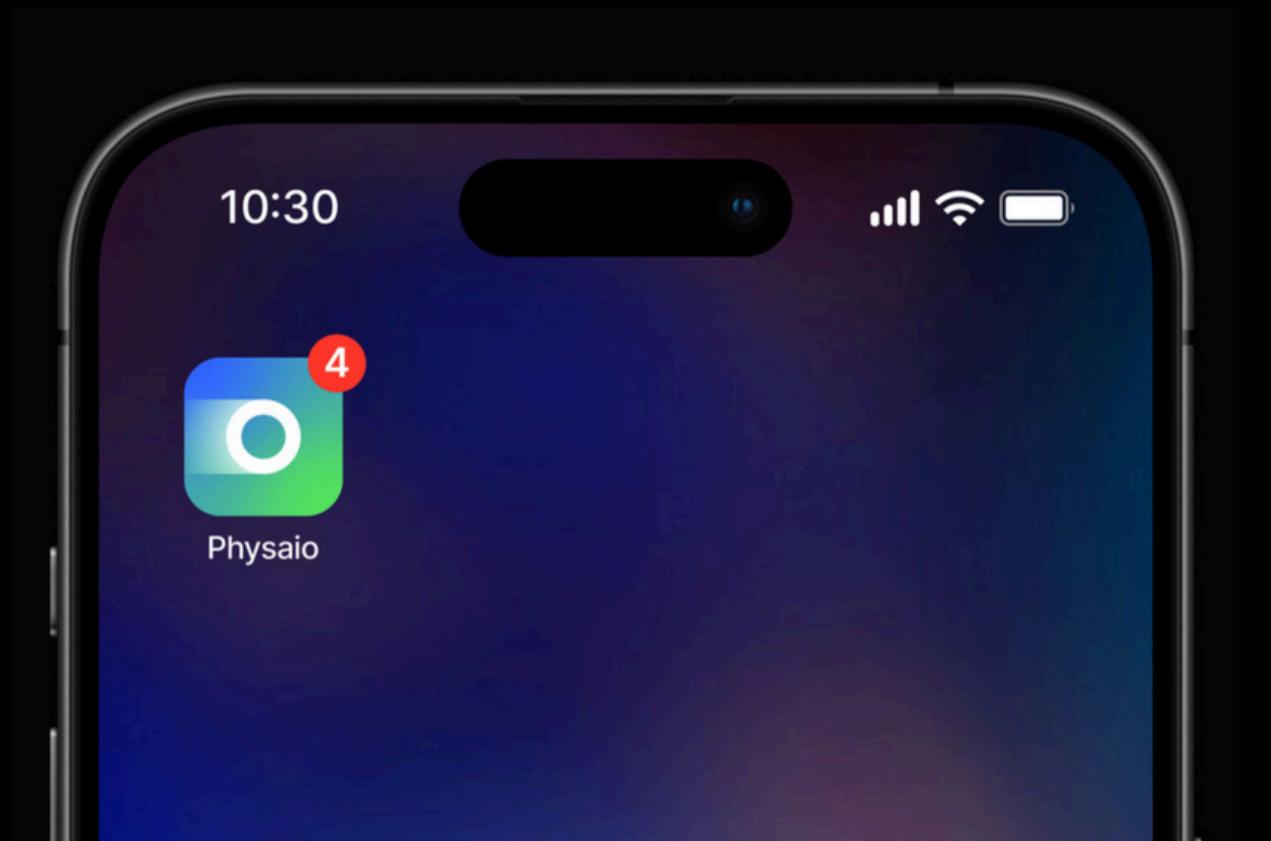
Our Ai model is capable of tracking patients' movements, providing instant instructions to correct their form and ensure that exercises are done accurately.

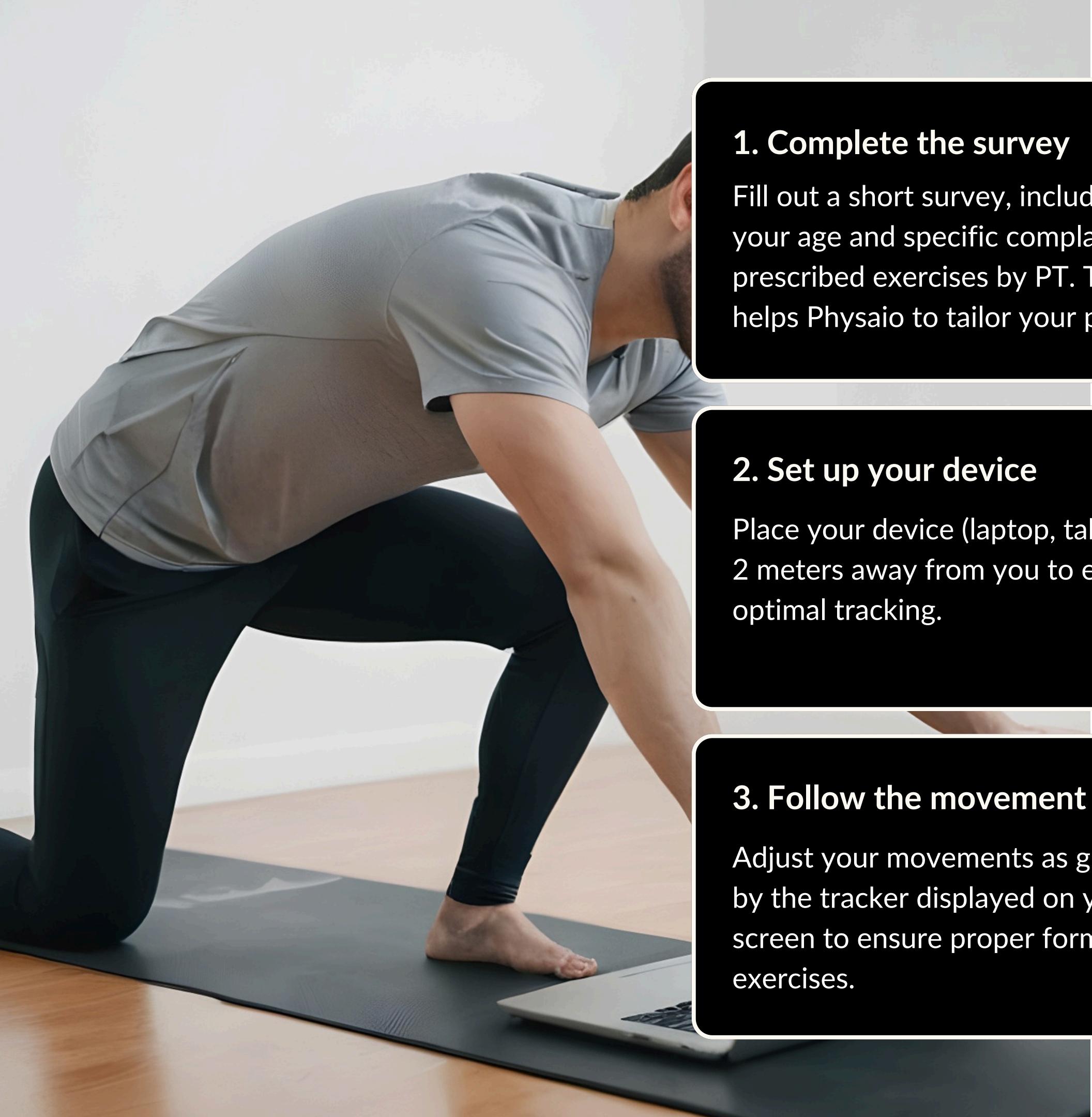
Personalized exercise plans

Physaio tailors the program plans to each patient specific needs, adapting as they progress in their recovery.

Remote monitoring and tracking

Progress is tracked and reports are sent directly to the patient healthcare provider.





HOW physaio WORKS?

1. Complete the survey

Fill out a short survey, including your age and specific complaint or prescribed exercises by PT. This helps Physaio to tailor your plan.

2. Set up your device

Place your device (laptop, table, etc) 2 meters away from you to ensure optimal tracking.

3. Follow the movement guide

Adjust your movements as guided by the tracker displayed on your screen to ensure proper form during exercises.

MARKET COMPETITION

Our main competitor is Kaia, which has been in the American and German markets since 2016. Physaio has a huge potential to make a difference in the Saudi Arabia and Middle East markets.

Company	Personalized plans	Real time guidance	Remote monitoring	Customized Exercises
				
				
				
Physiotherapy centers				

Physaio



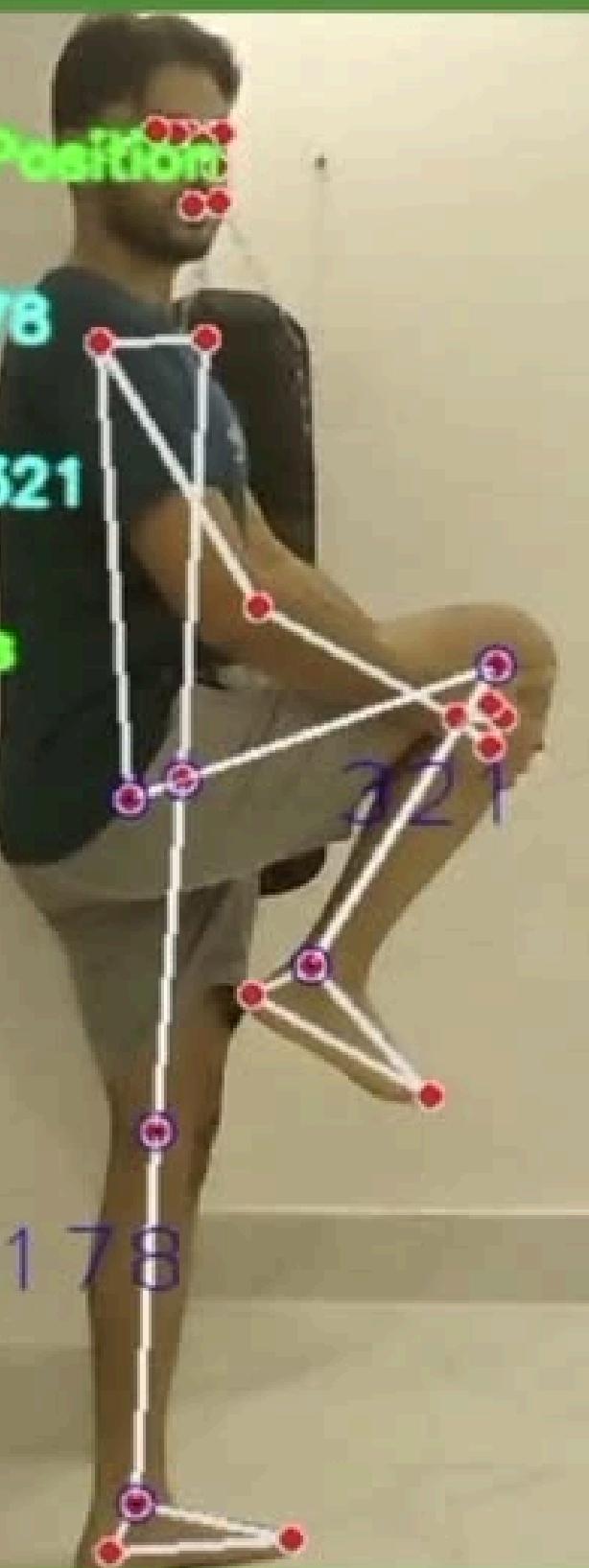
or click [here](#)

Correct Knee Hug Position

Left Knee Angle: 178

Right Knee Angle: 321

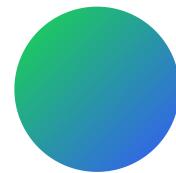
Hold for: 4 seconds



PROOF OF CONCEPT

- A systematic review and a meta-analysis showed that **70%** of the included RCTs reported a **significant difference in adherence** between the control and intervention groups, **favouring an additional digital intervention.**
- However, the **literature is lacking** studies that specifically investigates the efficacy, safety, and level of adherence of Ai assisted physiotherapy sessions, probably due to the novelty of such approaches.
- Hence, after validating our prototype that uses **CV2 CVzone models with up to 90%** accurate detection, we need to submit a proposal for IRB approval in order to run the clinical analysis.

EFFICACY AND SAFETY OF PHYSAIO



Aim is to evaluate the efficacy and safety of an Ai assisted physiotherapy models, compared to the traditional physiotherapy

Methods



Settings: ? physiotherapy clinics located in jeddah, SA



Subjects: Adults between the age of 18-60.
Exclusion criteria is specified in the proposal



Study design: cross-sectional? randomized blinded



Sample size: ? participants.
details on the calculations is specified in the proposal

Variables



Demographics e.g. age, gender, height, ...



Main complaint: Up to 5, e.g. back pain, ankle strain,...



Functional outcomes and adherence: e.g. NRS for pain, RMDQ for disability, EARS and reports for adherence,...



Safety: possible local and systemic side effects.

REGULATORY AND IP



Physaio is committed to complying with regulations in Saudi Arabia, particularly the Saudi Food and Drug Authority (**SFDA**) for healthcare technologies and clinical trials, and the Saudi Data & Artificial Intelligence Authority (**SDAIA**) for AI applications. We are currently in the development phase and expect to complete all necessary **SFDA** and **SDAIA** registrations within the next **6-12 months** to ensure full legal readiness as operations expand.



Though **Physaio** is not yet registered, we are actively planning trademark registration with the Saudi Authority for Intellectual Property (**SAIP**) and patent filings for our proprietary AI technologies. We aim to initiate the IP filing process within the next **6-9 months**, once the technology is fully market-ready.

MILESTONES

Graduated from Misk Launchpad
2024,Q3

Expected Break even
2027

Selling shares
2029



2024,Q1

- Winning 3rd Place at Google Hackathon "TechMeetUp4"

2024,Q4

- Publishing Physaio app.
- Having 2 early adopters customers (Hospitals/Physiotherapy centers).
- 25 active users (Patients).
- 20 Exercises.

2025 - 2026

- Having up to 15 customers
- Adding more exercises.
- Improve the app.
- 25K active users.
- Having 50 Exercises.

2026 - 2029

- Reaching 100 customers.
- Having 200 exercise by the end of 2029.
- Reaching 200K active users.
- Adding packages exercises.

2030

- Having 250 customers.
- Reaching 1M active users.
- Having up to 400 exercises.

OUR STRATEGY

At Physaio, our focus is on **long-term growth and expansion**. We are not currently planning for an early exit, as our goal is to scale our AI-assisted physical therapy solutions and establish a strong market presence.

- Expanding market reach by partnering with healthcare providers and rehabilitation clinics.
- Enhancing our product with cutting-edge AI technologies to address a broader range of physical therapy needs.
- Entering new geographic markets to solidify our brand as a leader in AI-driven healthcare.

Once we have achieved significant growth and market adoption, we will explore exit opportunities such as:

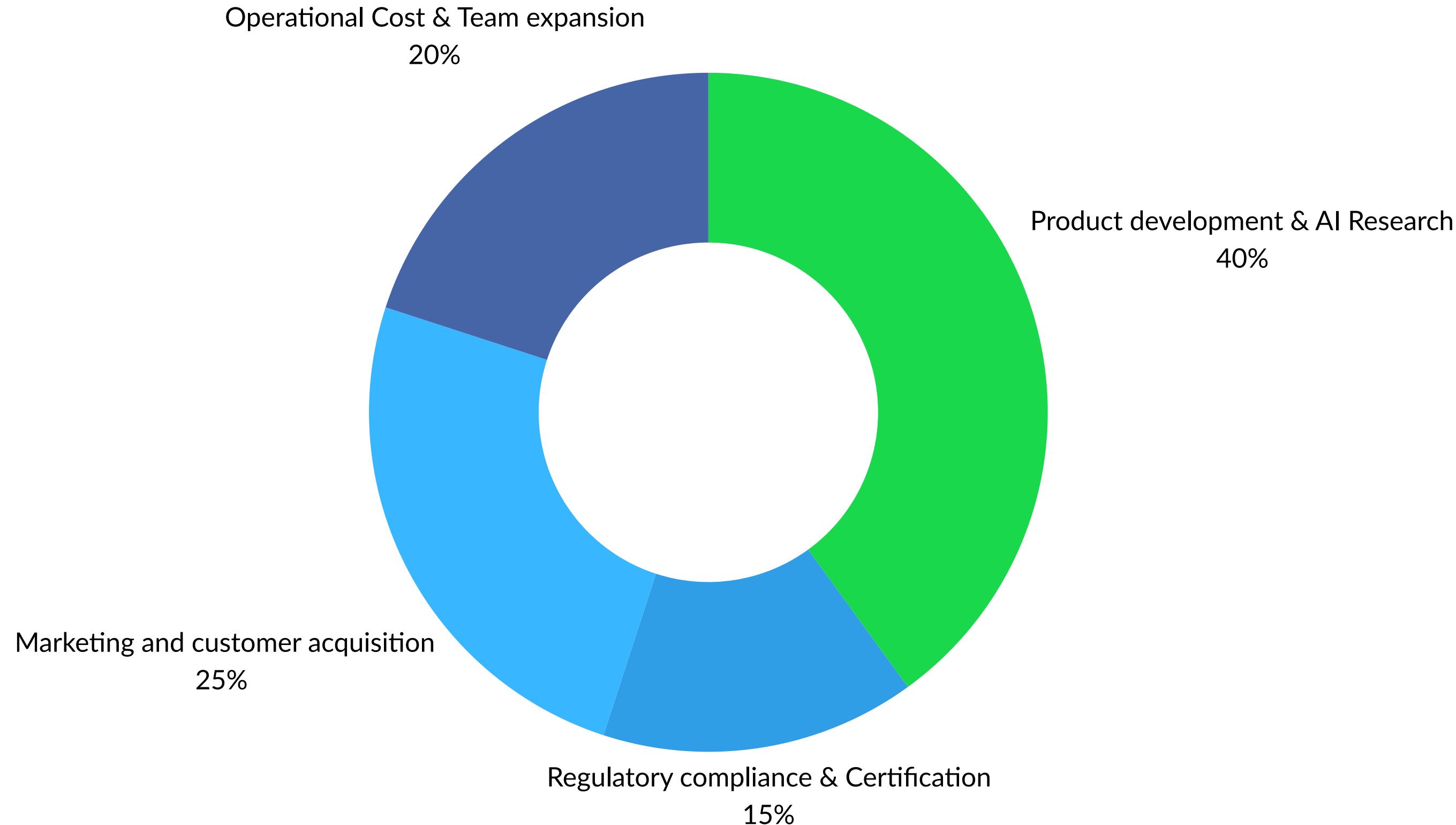
- M&A with larger healthcare companies seeking to integrate advanced AI solutions.
- IPO to allow public investment and further expansion.

THE ASK

We are looking to raise \$2M (7.5 M SAR), to scale up physaio and support our growth

- Speed up the process to go into the Market.
- Covering operational cost for 2Y.
- Covering Regulatory fees.
- Prod development and research.

USE OF PROCEEDS



MEET THE TEAM

OUR TEAM



**AHMED
BAWAZEER**

*AI & Computer Vision Specialist
CEO at Physaio*

- Passionated in Management, and entrepreneurship.
- Certificate of Mastering Computer Vision.



**DR. SEREEN
ALHARBI**

*Medical intern at NGH
CPO at Physaio*

- Worked in multiple research projects that focuses on digital health and AI implementation in the healthcare field.
- Specialist in Computer Vision with significant projects in the field of AI-driven solutions for healthcare.



**WESAM AL-
HLWANI**

*AI Engineering
CTO at Physaio*



**ABDULAZIZ
BANAEMAH**

*Software Engineering manager
at Physaio .*

- Experienced in mobile app development with Flutter, leveraging AI for intelligent solutions.

ADVISORS



**JAWAD
CHAUDHRY**



- Serial entrepreneur and digital transformation expert with technical and business experience. He has served several entities in public and private sectors, and has founded startups in the field of HealthTech.



**ZAID
MAGRABI**



- Clinical Manager, Spine Physiotherapist.
- Bachelor's degree in Physical Therapy, certificates in Quality Management and an MBA, and has 8 years of experience in outpatient rehabilitation clinics.

MISSING

As we continue to expand, we recognize the need for additional expertise to drive the company forward, such as Chief Financial Officer, Chief Regulatory Officer (CRO), Chief Marketing Officer (CMO) positions.