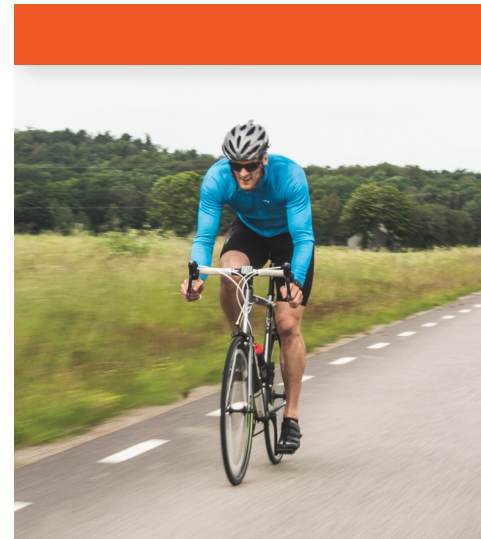


INNOWEARABLE



KNOW YOUR BODY × EXCEL YOUR GAME



WHY WE DO IT

There is a growing interest in training and health that drives a need to find the right wearables to improve your training and your training results. To reach their goals elite athletes measure lactate in the blood via blood samples to retrieve information on muscle endurance. For this reason lactate is considered “the golden standard metric” for endurance sports. There is also an increased interest in using innovative technology to measure, motivate and excel your training.

In a groundbreaking research study we have discovered something unique. We have created a method for measuring the blood lactate level during training non-invasively. Through sensors placed on the muscles active during exercise algorithms in the device calculate the blood lactate level. This will revolutionize the training methods for all endurance athletes. Currently the method is validated for cyclists and runners.

OUR MISSION

To provide athletes with technical innovations that elevate their performance in sports and in life.





OUR VISION

To give athletes actionable insight to reach their goals.

KNOW YOUR BODY // EXCEL YOUR GAME

The trend of measuring parameters for training is long. The current golden standard for elite athletes is lactate level/threshold training. There has been no way to measure these parameter – until now. By getting feedback on lactate level in real time while exercising bring a new dimension to training.

The sensors on the muscles are of EMG type. This is a proven measurement technology, so the implementation of the device hardware is of low risk. The novel part of the invention is the feature extraction of from the muscle signal and the machine learning algorithms executed in the device. This result in real-time information about muscle fatigue to the training athlete.





THE TEAM



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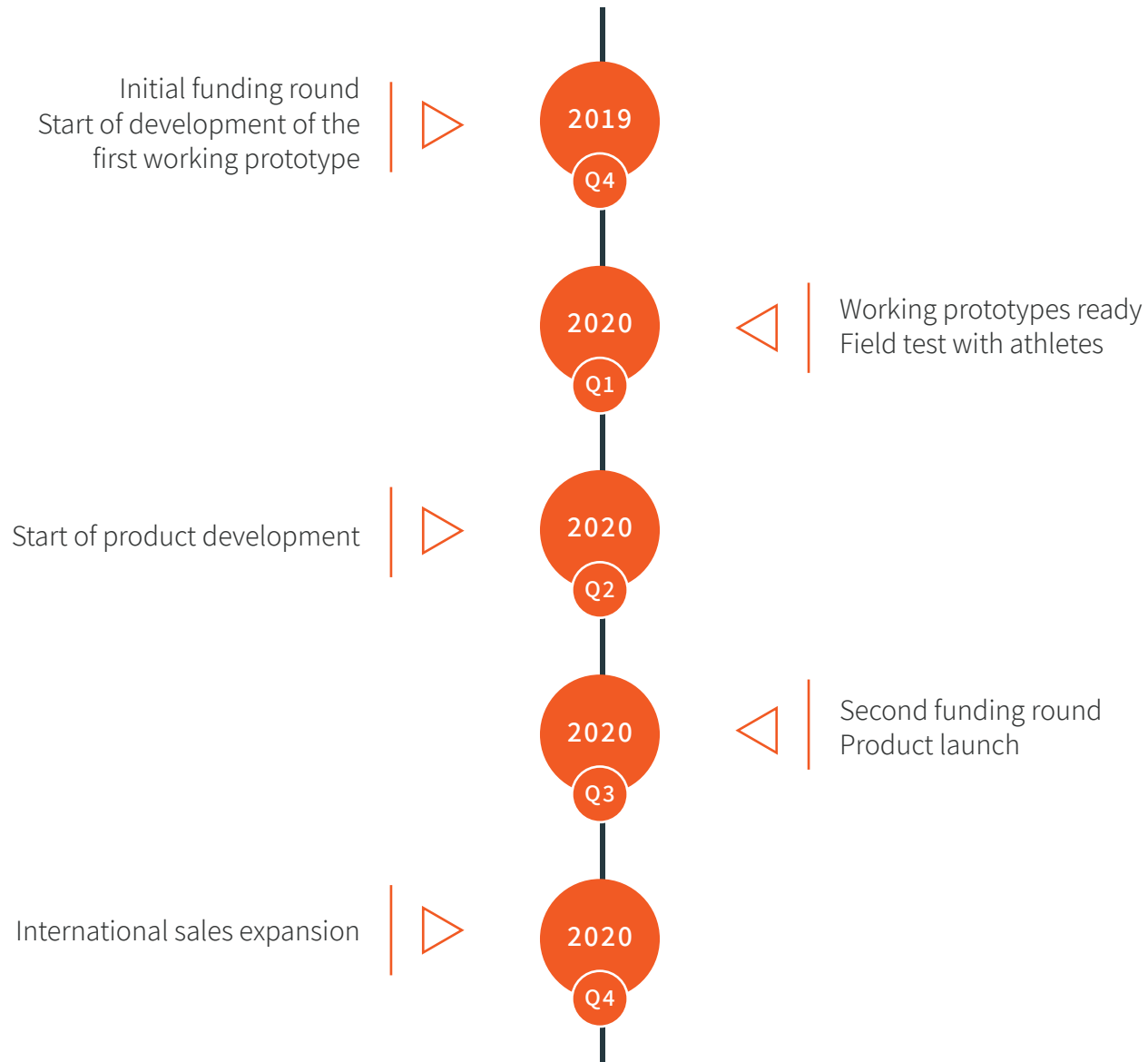
Lina Lundgren, PhD
Biomechanical Engineer

WHY INVEST IN INNOWEARABLE

The method of this invention is scientifically proven for both runners and cyclist. These two sports are dominating when it comes to number of athletes on both elite level and ordinary exercise. This leads to the fact that the market is very big and growing. The team of Innowearable has a very broad competence reaching from branding strategy to electronic design and production. With this in mind we think the Innowearable is in the right spot to take a huge leap onto the market.



THE PLAN FOR INNOWEARABLE





THE BUSINESS MODEL

Innowearable will sell the device in online stores under their own control. OEM sales to tier one brands can be considered but is not the prime alternative.

HOW TO REACH THE MARKET

Innowearable is facing a challenge to break through with noise in the market. Our strategic approach is to use high profile athletes as ambassadors for the training device and both traditional media and social media





THE OPPORTUNITY FOR INNOWEARABLE

Our opportunity is to show the athlete world that by being able to measure lactate while performing the training can be greatly enhanced. The Innwearable lactate sensor is a fast sensor and give the user a very direct response. This is important in making training decisions.

We foresee a shift from measuring heart rate towards measuring muscle properties such as lactate threshold. We shall lead this development

THE COMPETITION IN NOWEARABLE HAVE

There are a lot of devices focusing heart rate measurements and some measure other properties. Pulse training has been used very much in the past but more athletes turn to lactate level based training schemes.

There are others measuring the oxygen level in the blood and use that as a fatigue measure. This is a clear competitor to Innwearable but the training scheme is not as established as lactate threshold training.

There are yet another provider measuring the properties of the sweat of the athlete. To measure the properties of the sweat has a significant delay. We feel that this is a big drawback of this method.



SALES EXPANSION AND PRICING STRATEGY

Innowearable's revenue will be generated through sales of the lactate measuring sensor. The pricing strategy is to enter the market by teaming up with renowned athletes that advocate for the products uniqueness and relevance in order to target a high-end segment with a cost between 3000-6000 SEK per device.

The device will be sold in Innowearable web shops and shipped worldwide.

Innowearable will directly market and sell the device on the global market. The sales will go through online websites and the expansion will be governed by the marketing effort that Innowearable does and the commitment to engage high profile elite athletes as supporters of the product.

