VERUM MOVEMENT

PEOPLE SHOULD BE ABLE TO WORKOUT WITHOUT HURTING THEMSELVES...

KEY INSIGHTS

INJURIES ARE EXERCISE-AGNOSTIC

CROSSFIT

"...(73.5%) HAVING SUSTAINED AN INJURY DURING CROSSFIT TRAINING."

YOGA

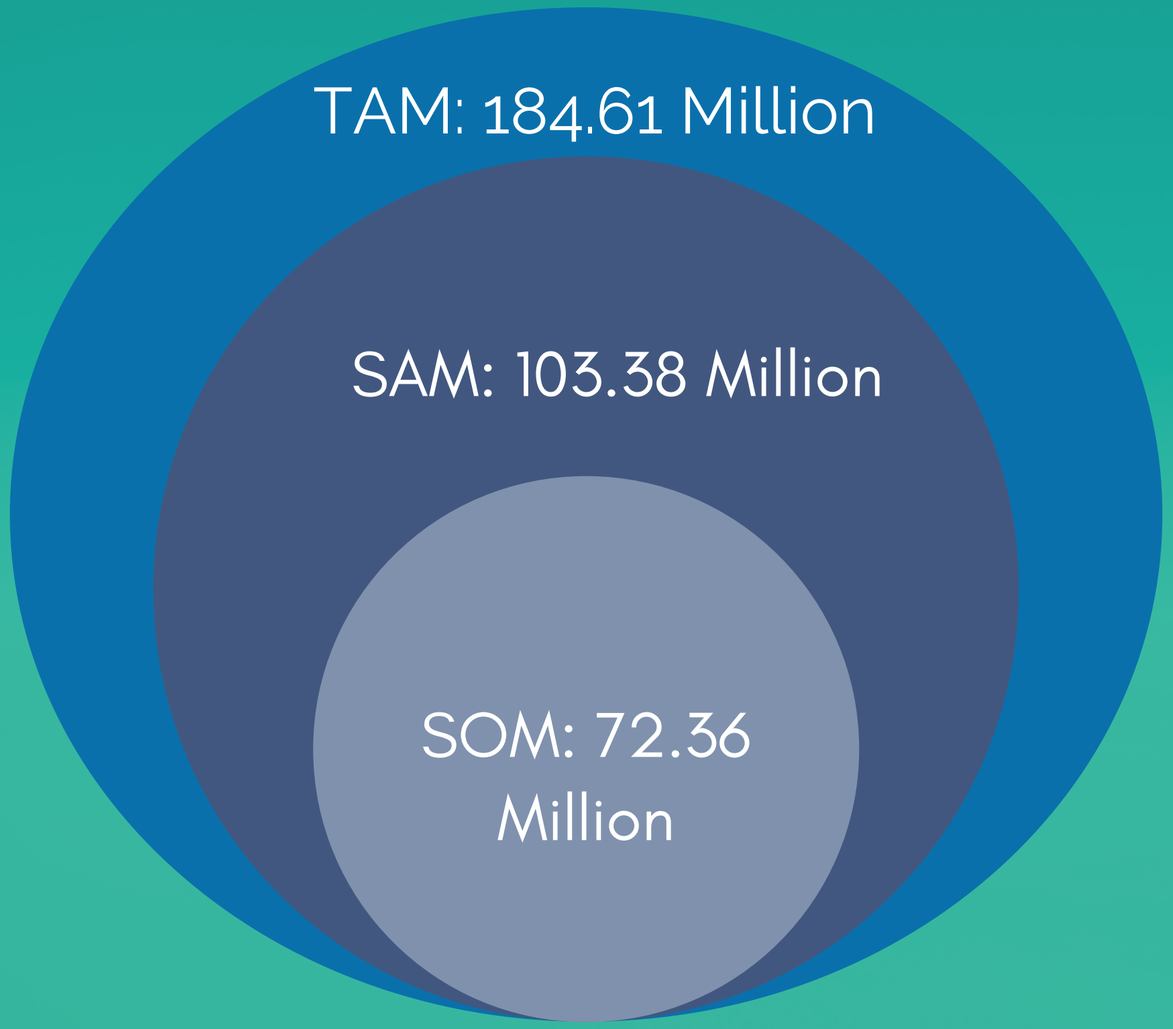
"YOGA CAUSES MUSCULO-SKELETAL PAIN IN 10% OF PEOPLE AND EXACERBATES 21% OF EXISTING INJURIES..."

HIIT

"FINDINGS FROM A DESCRIPTIVE SURVEY SHOW THAT IN A HIIT EXERCISE REGIMEN... YIELDING AN INJURY PREVALENCE OF 46.5%..."

POWERLIFTING

"63.9% OF THE RESPONDENTS REPORTED HAVING AN ACUTE POWERLIFTING-RELATED INJURY DURING THEIR POWERLIFTING CAREER."



GLOBAL OPPORTUNITY SPACE

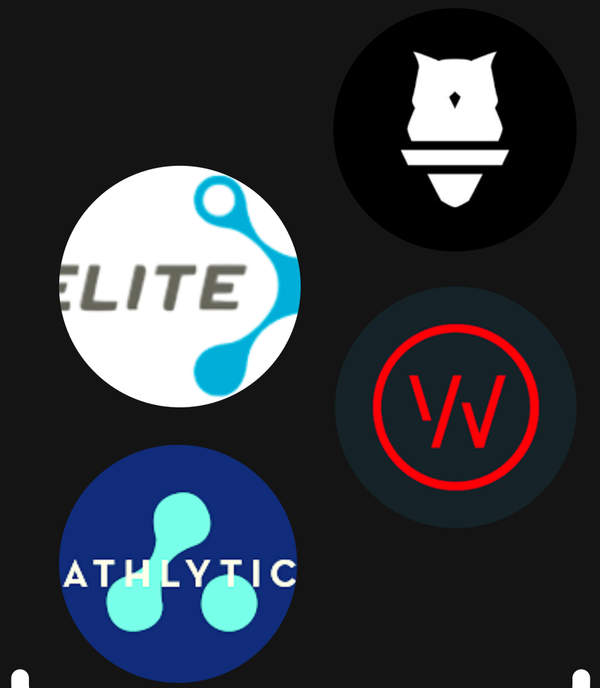
TAM- # of people who workout

SAM- # of people who have sustained an exercise injury

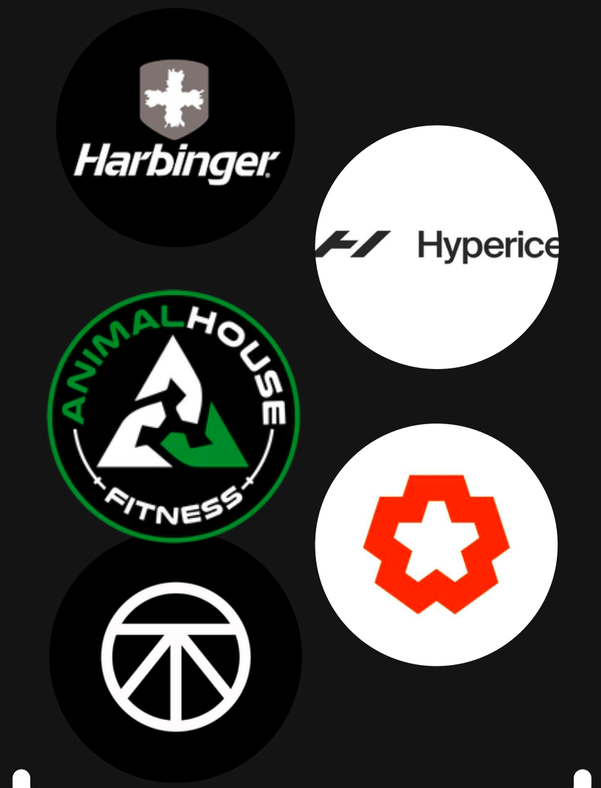
SOM- # of injuries that require medical treatment

"PROJECTIONS ESTIMATE THAT THE [FITNESS] INDUSTRY WILL REACH A REVENUE OF 434.74 BILLION BY 2028, GROWING 171.75% FROM 2021."

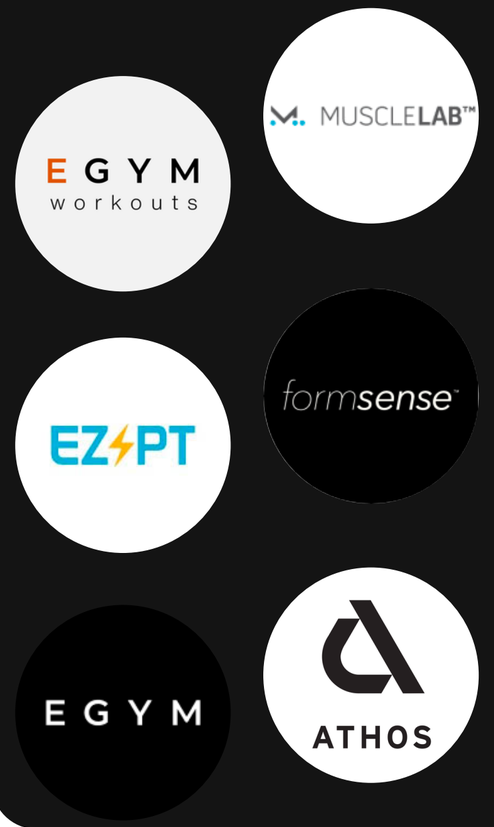
COMPETITIVE ANALYSIS



Tracking and Recovery Apps



Physical Items



Form Correction Technology

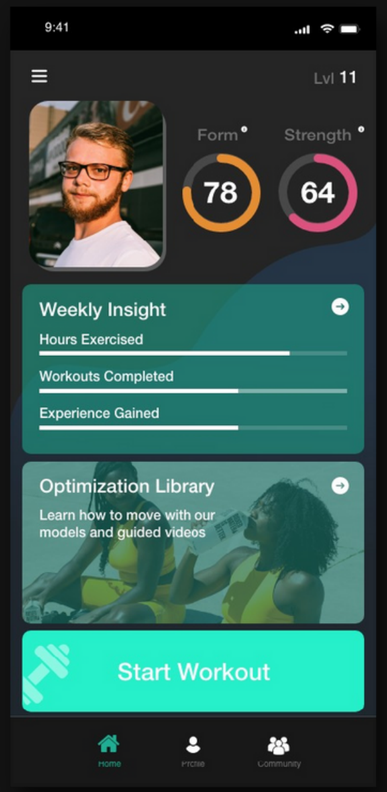
BUT COMPETITORS ARE NOT CAPITALIZING ON ALL THE OPPORTUNITIES POSSIBLE IN THE SPACE... UNLIKE VERUM

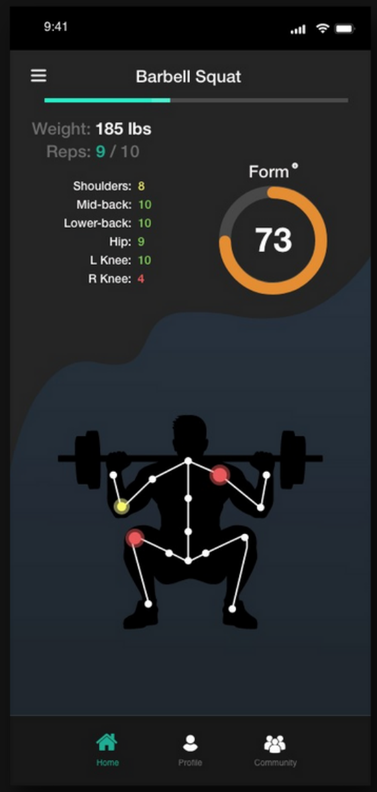
- Non-Intrusive Technology that utilizes a high-fidelity 3D modeling algorithm
- Unrestricted access to review historic workouts and 3D models
- Gamified user experience that rewards progress and nurtures development
- Actionable insights as a person exercises for real-time improvement

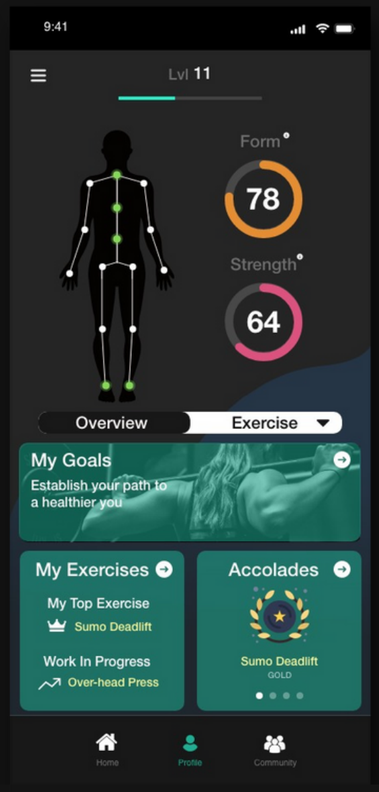
SOLUTION

VERUM'S ELEVATE IS THE MOST MOBILE AND SOPHISTICATED 3-D MODELING SOFTWARE FOR YOUR FITNESS JOURNEY

Verum uses a combination LiDAR and Optical sensors, computer vision, machine learning, and an open ecosystem to immerse individuals into a comprehensive training supplement to reduce the risk of injury as a person exercises.







VERUM'S SENSOR

ERAS OF WEIGHTLIFTING

DUMBBELLS, RESISTANCE TRAINING, ROPES

BASIC SKELETONIZATION SOFTWARE YOU SEE TODAY

BASIC EQUIPMENT | COMPETITIVE WEIGHTLIFTING | NEW-AGE TECHNOLOGY | **VERUM MOVEMENT**

BARBELL TRAINING AND MACHINE EQUIPMENT

FIRST-OF-ITS-KIND OPEN ECOSYSTEM FOR FITNESS AND EXERCISE

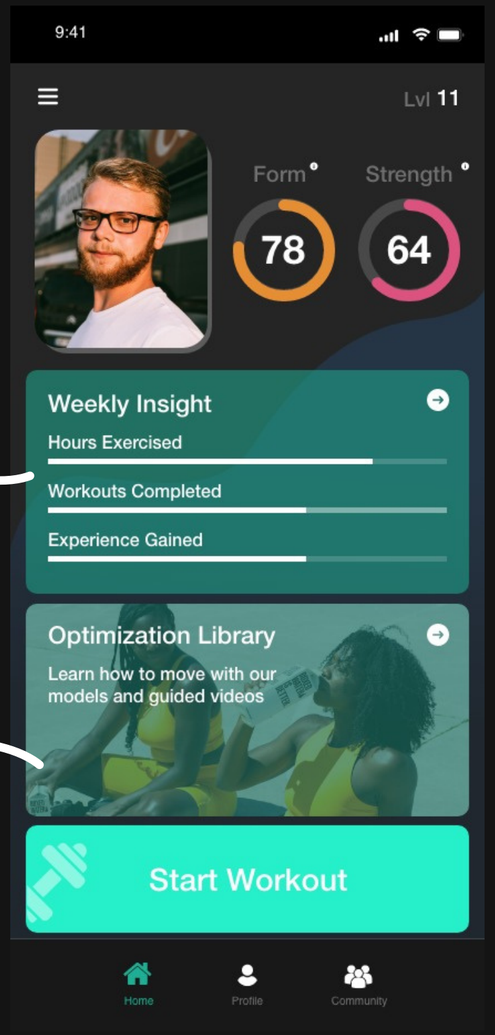
USER EXPERIENCE

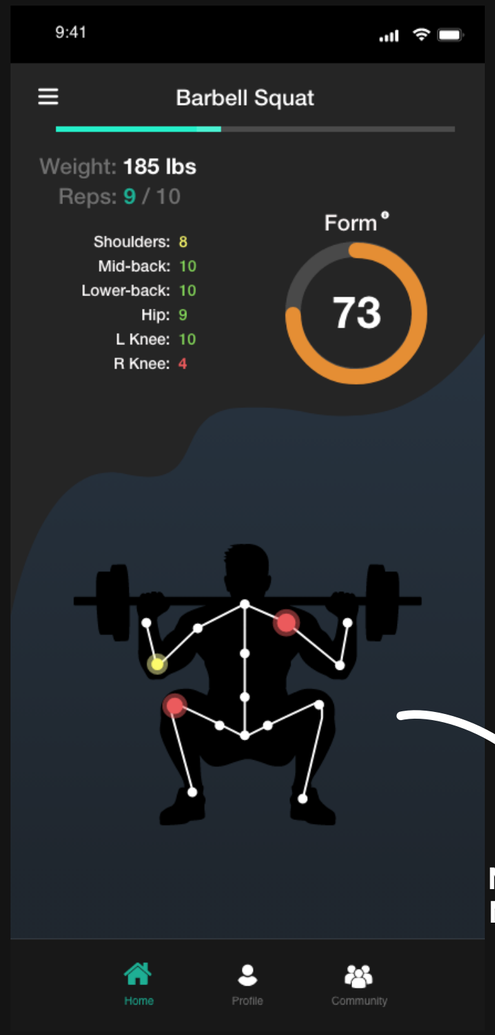
USER INSIGHTS

- PERSONALIZED INSIGHTS ON MOVEMENT
- SEE ADANCED METRICS

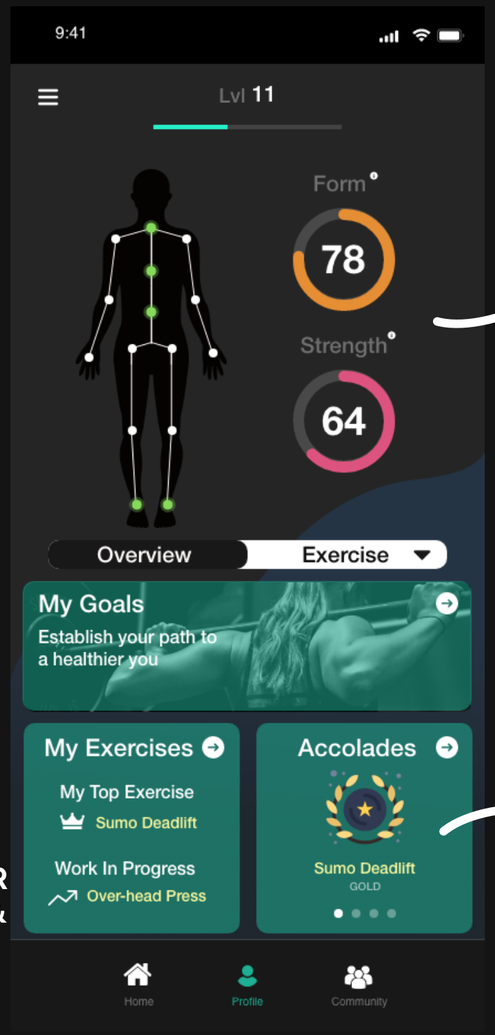
LEARN TO MOVE

- ARTICLES ON MOVEMENT AND HEALTH
- GUIDED VIDEOS ON HOW TO PERFORM MOVEMENTS





MIRROR USER MOVEMENT & PROVIDE INSIGHTS IN REAL TIME



VISUALIZE PROGRESS

- PERSONAL FORM & STRENGTH SCORES
- VISUALIZATION OF STRENGTHS & WEAKPOINTS

GAMIFICATION

- ACCOLADES
- COMMUNITY ENGAGEMENT
- LEVEL UP & GROWTH

COMPUTER VISION ALGORITHM

TEAM TESTING

USER TESTING

LONG-TERM DEVELOPMENT GOALS

Machine Learning

Update skeletonization to include a 32-point model

Suggestive insights to improve movement

Observe movement trends with data analytics

Increase # of movements observable by algorithm

User Experience

Introduce gamification to motivate users and provide a holistic experience

Develop a library of informative material on optimizing movement

Improve 3D visualization to display more information in real time

BUSINESS MODEL

Affordable Upfront Costs

Partners will purchase our sensors at cost

+

Ecosystem and Software Annual Subscription

Based on the number of users a gym has, a subscription tier will be purchased for access to ecosystem and skeltonization software

+

Technical Innovation

Using our high-fidelity 30+ point skeletonization model, Verum will sell collected data to companies like Fitbit and Apple

Long Term: In-App Purchases and Extension Packages based on Athletic Level

DISTRIBUTION CHANNELS

Target Independent and Consumer Gyms for early user adoption

Develop technology for usage in Physical Therapy Offices, High-Performance Athletics, and At-Home Fitness

Expand globally to target nations including Canada, United Kingdom, and Germany

FINANCIAL DRIVERS

COST DRIVERS

- BACK-END & FRONT-END INFRASTRUCTURE
- SERVER AND ANALYTICS INFRASTRUCTURE
- HARDWARE MANUFACTURING
- SALES & MARKETING

REVENUE DRIVERS

- DATA BANK ANALYSIS & SALES
- SOFTWARE AND ALGORITHM
- SENSORS & ACCESSORIES
- IN-APP PURCHASES

PARTNERS

Confirmed Gyms

Metfit Powerlifting Gym
Natick, Ma

Mauceri Private Fitness
Solon, OH

Pipeline

TB12 Sports
Foxborough, MA

InnerCity Weightlifting
Boston, Ma

WHY PARTNERS WANT VERUM

01 Gamification of working out leads to a more fun and engaged experience for their users

02 People who use the technology will have more bang for their buck due to the fitness tracking and movement optimization tools

03 Users are more likely to stay at their gym knowing that there are resources that help reduce their fear of getting injured

Pilot Testing Experimentation

All Groups will test Deadlift, Bench Press, and Barbell Squat	Group 1 - Bodyweight at High Repetitions (Hypertrophy training)	Group 2 - High Volume (Strength Training)	Group 3 - 1 Repetition Max
Weight Levels	A weight the lifter Is confident they will get 20 repetitions	50,60,70,80,90, % of 1RM	1-3 rep warm ups of 50,60,70,80,90, and finally 100% 1RM
Repetition Ranges	12-20 Repetitions	3-5 Repetition at each weight	1-3 Repetitions at max possible weight
Info the Experiment Group will Provide	Find the point where form falls apart due to fatigue	Find the deterioration of form as Weight Increases	Find failure points In form, as they are most prominent during a Max Lift

GOALS:

1. DETERMINE POINTS OF FORM DETERIORATION BASED ON TYPE OF WEIGHTLIFTING ACTIVITY
2. VALIDATE SKELETONIZATION MODEL WITH REAL-TIME FEEDBACK
3. BETTER UNDERSTAND HOW USERS INTERACT WITH THE PRODUCT/ECOSYSTEM

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Venture Investor at VU Venture Partners

CITATIONS

- https://pubmed.ncbi.nlm.nih.gov/24276294/
- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4282473/'
- https://policyadvice.net/insurance/insights/fitness-industry-statistics/
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- https://www.sciencedaily.com/releases/2017/06/170627105433.htm#:~:text=Yoga%20causes%20musculoskeletal%20pain%20in,than%20has%20previously%20been%20reported.
- https://advances.massgeneral.org/ortho/article.aspx?id=1271