



Performance. Quantified.

Problem

Improving athletic performance requires a delicate balance of stress (training) and recovery (rest)¹.

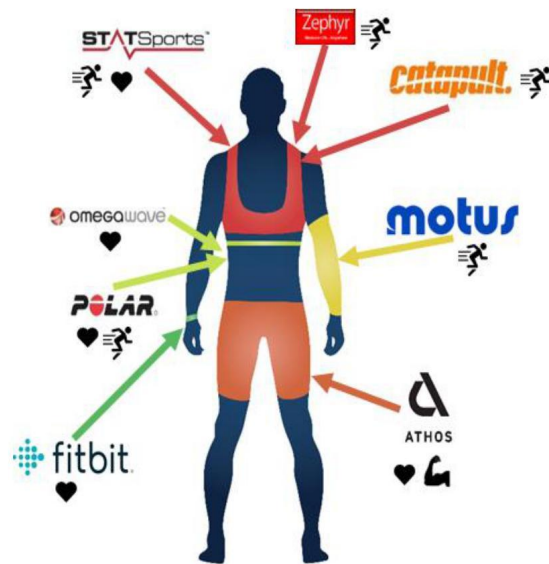
Athletes and consumer have little to no methods of quantifying the relationship between stress and recovery.

The lack of precise measurement costs the industry billions² and is responsible for a majority of injuries that occur every year³, including 60% of military injuries⁴.

1. <http://myweb.facstaff.wvu.edu/chalmers/PDFs/Rest%20and%20recovery.pdf>
2. https://medium.com/@stephensmith_ie/what-is-the-real-cost-of-injuries-in-professional-sport-fee1d66a7502
3. <https://sma.org.au/resources-advice/injury-fact-sheets/soft-tissue-injuries/>
4. <https://www.ncbi.nlm.nih.gov/pubmed/25269128>

Quantifying performance is not easy

Specialized monitoring



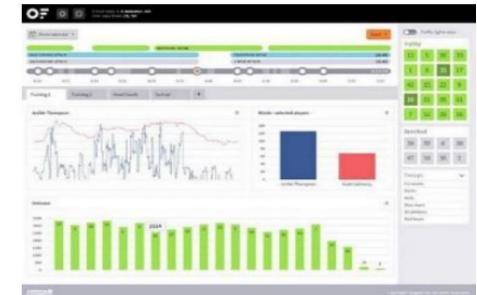
Multiple solutions needed for monitoring in order to quantify performance and fatigue, making it difficult to monitor

Slow



Current systems are lacking in portability and ease of deployment, making them a cumbersome solution for monitoring athletes at multiple facilities

Complex



The complexity of data is one of the biggest pain points as it requires users to not just understand science but often hire data scientists in order to gain any insights

Comprehensive performance monitoring is unavailable to most

Solution – Quantified Performance



Strive compression clothing with an integrated belt buckle module. Strive is brand agnostic and can make any apparel smart with sensor integration.



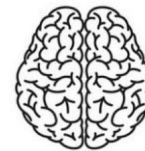
Motion



Muscles



Heart



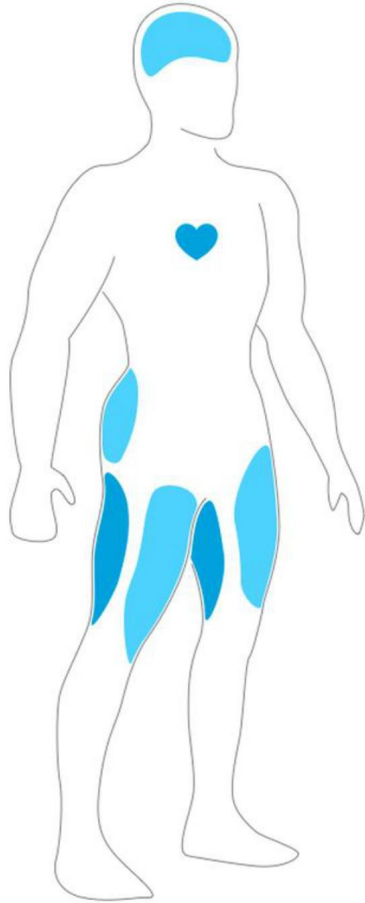
Mind



Washable

A smart compression system that meets users' comfort needs while providing detailed insights into performance, fatigue, and recovery, all while being as simple to use as any piece of clothing

Why it matters?



Mental Load – How ready is individual to perform?

- Monitor mental readiness to perform

Heart – What is the internal stress load?

- Understand physical stress experienced by an individual

Muscles – How much effort is being exerted to achieve the task?

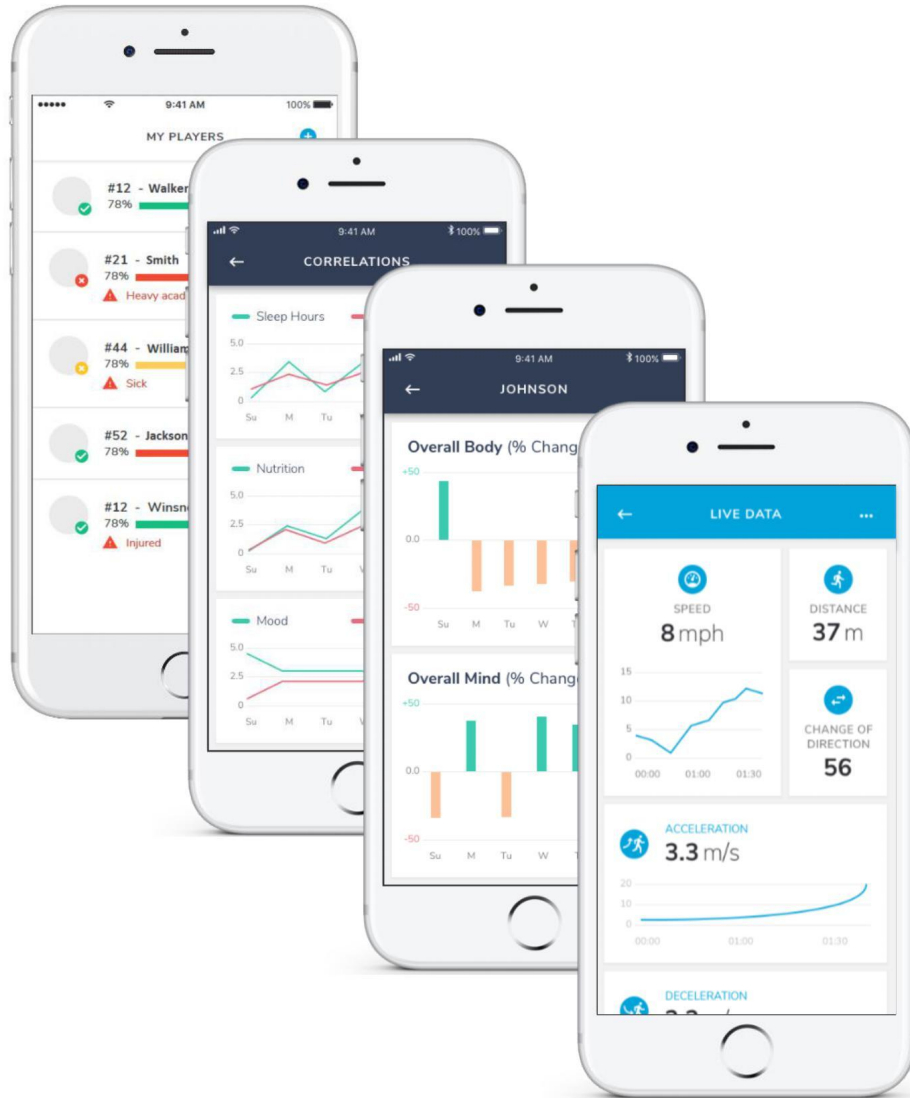
- Quantify how much force is exerted to complete the task

Motion – Is the physical task at hand being achieved?

- Track tasks and achieved physical accomplishments

Monitor and quantify lead performance indicators... unlike any other solution

The Power of Data



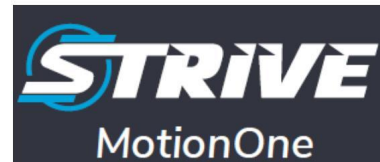
Performance analytics for everyone

- Provide data to users in real-time to understand any performance anomalies
- Offer insights into what it takes for each athlete to perform at their max
- Automated and easy to understand reporting with no additional labor required.

Product Offerings



Wellness and recovery
monitoring software



Motion and load,
indoors and outdoors



Motion, load, fatigue
and rate of exertion
indoors and outdoors

Hardware
(per player)

\$500

\$1,250

Software
(annually)

\$1,000

\$2,000

\$10,000

\$50,000

MotionOne & Sense3

*Complete portfolio addressing performance and recovery needs.
Pricing validated with 120+ coaches*

Sports

Price

Clothing: **\$500 - \$1,250**

Software: **\$2,000 - \$30,000**

Why?

- Real-time data
- Automated reporting
- Actionable insights
- No data scientist needed with all information provided to coaches automatically



Performance. Quantified.

Consumer

Price

Clothing: **\$179**

Software: **\$0 - \$7.99** / month

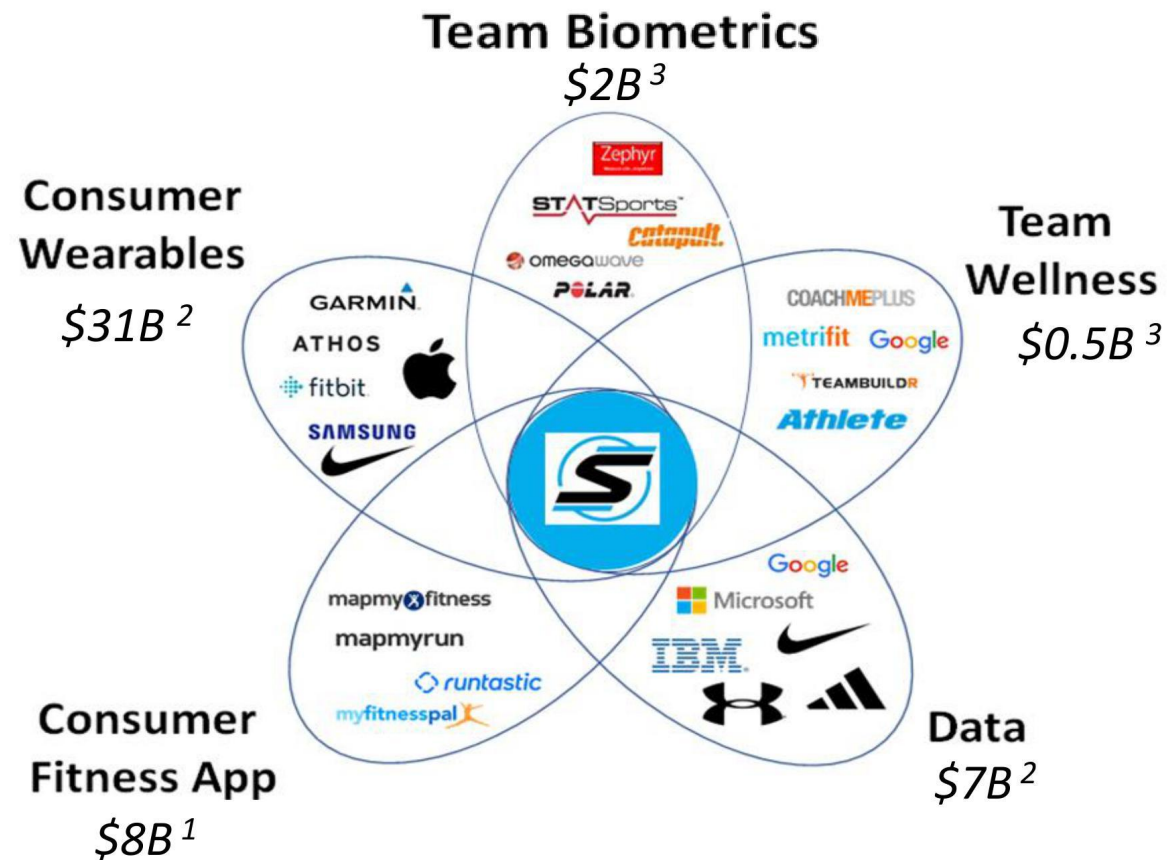
Why?

- Real-time data
- Become more efficient
- Holistic understanding
- Train like Pros using reference data



Invisible trainer with VISIBLE results!

Market Size



Strive's SAM is \$14B

1. <https://www.prnewswire.com/news-releases/growth-opportunities-in-the-global-digital-fitness-market-300489518.html>

2. <https://www.gartner.com/newsroom/id/3790965>

3. <https://globenewswire.com/news-release/2017/09/11/1117356/0/en/15-5-Bn-Sports-Player-Tracking-and-Analytics-Markets-2017-2023-Market-Shares-Strategies-and-Forecasts.html>

Target Markets

**Sports
\$4B**

D1 and Pro Sports

Focus on Division 1
and Pro teams which
includes 480K¹
athletes

**Military
\$2B**

Special forces

Adjacent use model
to pro athletes. There
are 73K Special
Forces personnel

**Others
\$8B**

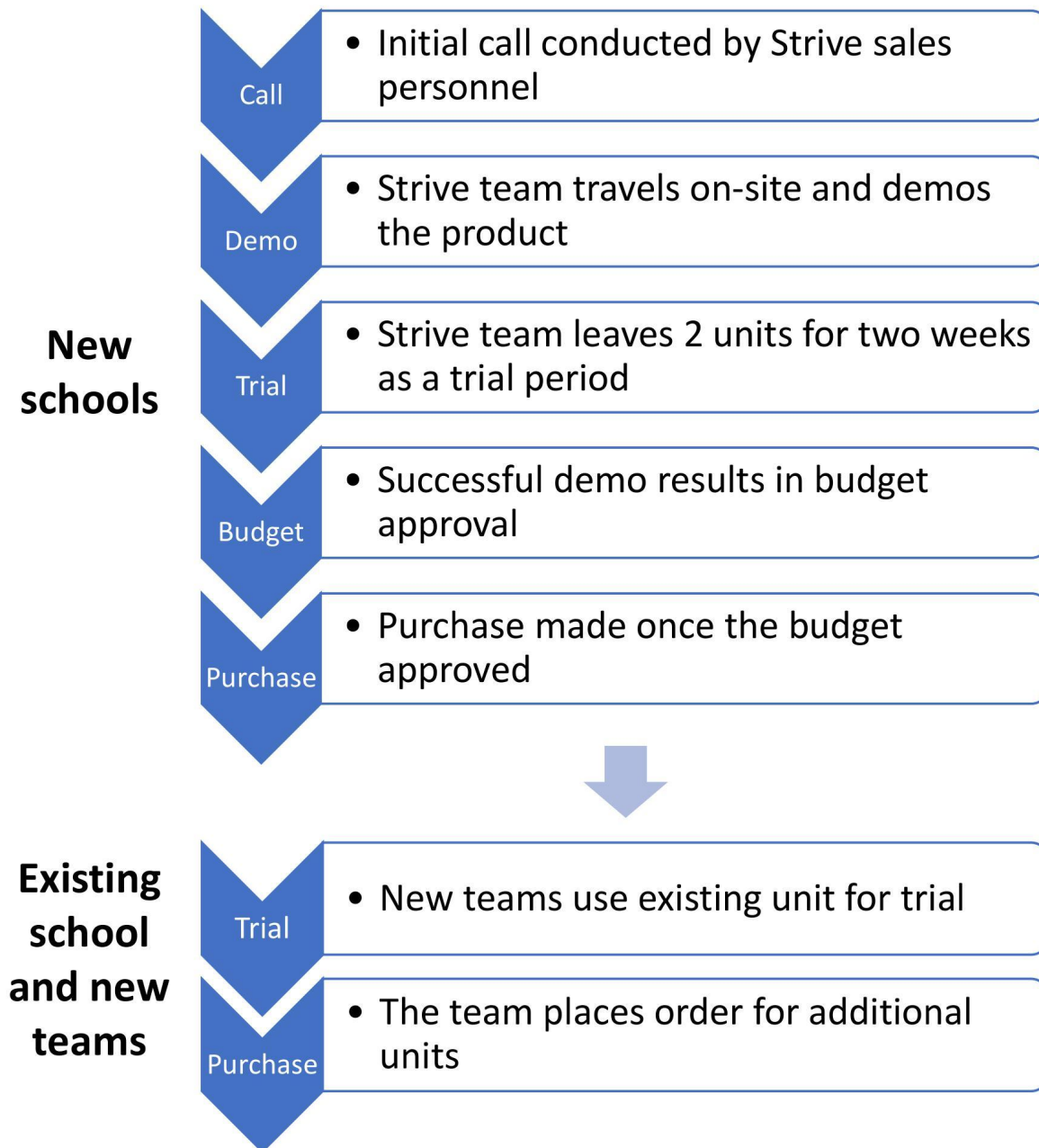
**Industrial and
Consumer**

Simplified and
application specific
with the goal of
leveraging sports data

Start with sports and branch into other adjacent markets

1. <http://www.ncaa.org/student-athletes>, <https://www.bls.gov/ooh/entertainment-and-sports/athletes-and-sports-competitors.htm>

Sales Anatomy – Universities



Scalable sales model

- New customer acquisition is \$5K, adding new teams within the same school acquisition cost is \$0
- Scalable model for universities and professional teams
- Trial period used to prove the product

Strive Team



Nikola Mrvaljevic
CEO

- Lead PM at IoT division from inception to 60+ members at Fluke
- Ex basketball players
- Published work on interpretation of body performance
- MS in Biomedical Engineering from URI and MBA from UW



Carsten Winsnes
COO

- Software developed and director of operations
- Ex college athlete (college)
- Scaled a software platform for use in robotic surgery rooms
- BS in Computer Science from WPI



Filipp Shpomer
CTO

- Hardware and firmware developer
- Developer at the Russian Institute of Nuclear Physics
- Platform developer at Microsoft (identity and dev tools)
- MS in Computer Science and MBA from UW