



bodyfeel
AT YOUR PACE

Investor Pitch Deck

The world is shifting to a less active lifestyle

31%

Adults worldwide
do not meet
WHO's physical
activity
guidelines raising
up to 35% in 2030

North American
Community Hub

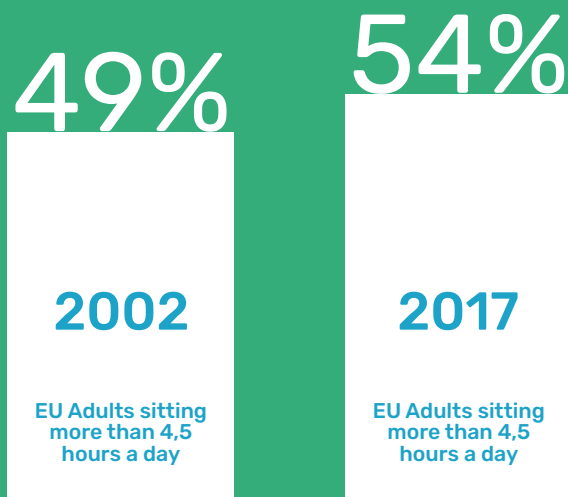
45%

Europe: ~45% say
they never
exercise/play
sport

OECD

- Sedentary activities and lack of exercise are a global phenomenon
- Simple solutions for everyday life are missing

AI That Analyses How You Move – and Teaches You How to Move Better



- Sedentary behaviour is increasing in Europe
Source: [biomedcentral.com](https://www.biomedcentral.com)
- Studies say a passive lifestyle increases the risk of musculoskeletal problems*
- Regular movement halves MSK complaint risk



*Dzakpasu et al., “Musculoskeletal pain and sedentary behaviour in occupational and non-occupational settings: a systematic review with meta-analysis” – International Journal of Behavioural Nutrition & Physical Activity (2021)
Source: ijbnpa.biomedcentral.com

*Holth et al., “Physical inactivity is associated with chronic musculoskeletal complaints” – BMC Musculoskeletal Disorders (2008)
Source: bmcmusculoskeletdisord.biomedcentral.com

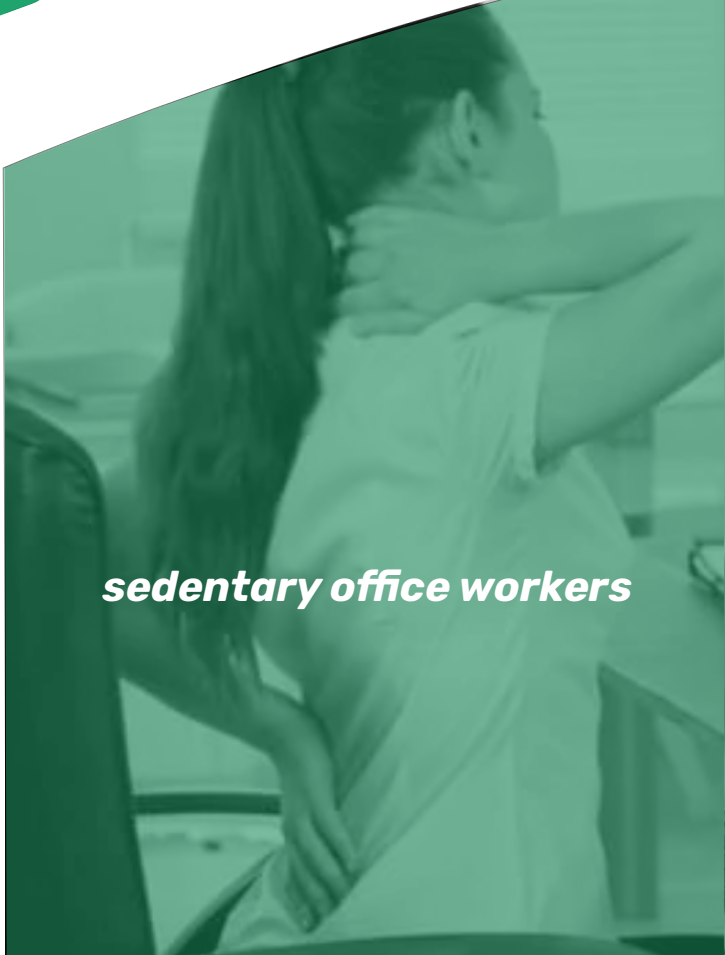
Personal AI Guide for Healthy Movement - No Sensors, No Hardware



Capture - Analyse - Improvement

- Our team of medical experts has accumulated knowledge over the years that helps prevent the majority of all back problems *before* they occur.
- People are looking for an *easy* solution for their individual situation
- Bodyfeel *uniquely* addresses the full spectrum of users – from sedentary lifestyles to fitness enthusiasts and athletes – making it a truly universal solution

Benefits & Target Users



sedentary office workers



***fitness enthusiasts and athletes
core market***

***UK: 11,5 million gym members
EU: 67,6 million gym members
World: estimated 600 million gym members
beachhead market:
6,5 million runners in the UK (statista.com)***



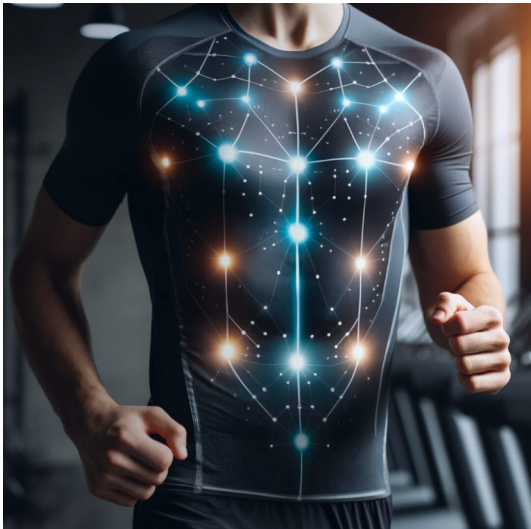
elder persons

Traction

App
Subscriptions
In-App
Purchases

Hardware
Sales
T-Shirts
Tripods

B2B
Partnerships



Progress and Risk Mitigation

2024

Bodyfeel Therapy Concept
Marketing Concept
Design Concept

2025

Development team implementation
Project team implementation
Graphic Concept defined
Visual prototype ready
MVP defined

- Knowledge: 25 years of expert experience
- Tech validation: AI training concept developed
- Clickable Prototype is ready
- MVP for iOS and Android is defined and in preparation
- B to B interest is proofed with Gyms in Germany

2026

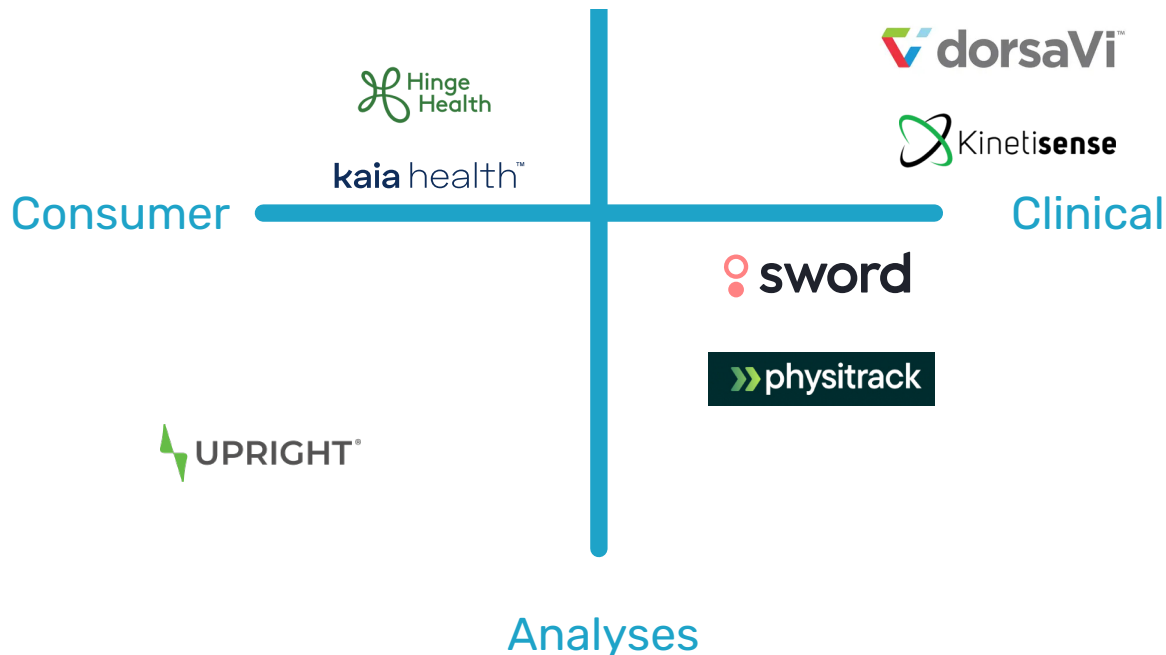
2027



Competition and Differentiation

Leads to better
movement behaviour

bodyfeel



- **DorsaVi (Sensor-based, clinical)**
High hardware cost, low consumer scale, complex integration for mass market.
- **Kinetisense (Sensor-based, clinical)**
Clinic-focused, expensive setup, not consumer-friendly.
- **Upright GO Wearable posture corrector (Sensor-based, consumer)**
Simple consumer wearable for posture feedback; Narrow feature set (posture only),.
- **Hinge Health (Sensor-less, consumer/enterprise)**
High cost to enterprise buyers, mostly program-driven (less focus on fine-grained movement analytics).
- **Kaia Health App-only therapy (Sensor-less, consumer/clinical hybrid)**
Competition in enterprise deals.
- **SWORD Health (Sensor-less/clinician-assisted, clinical)**
Operational complexity and cost; enterprise sales-heavy.
- **Physitrack / PhysiApp (Sensor-less, clinician tools)**
B2B2C distribution (dependent on clinicians), not consumer-first product.
- **Bodyfeel clinical-grade insights without hardware (Sensor-less / Photo + AI)**
AI-based, sensorless, daily-use movement coach
Users only need a phone camera. Movement-health expertise (osteopathy/physio background) Easy onboarding & retention hooks: Guided photo capture + tailored daily micro-recommendations fit into routines leads to a holistic, better movement behaviour.



Go to Market Strategy



Beta users via gyms
and social media campaign
in niche sectors (runners UK)



Launch of the MVP
(Minimum Viable Product)
for iOS and Android
Release of hardware
with bodyfeel branding



Establishment
of community
functions



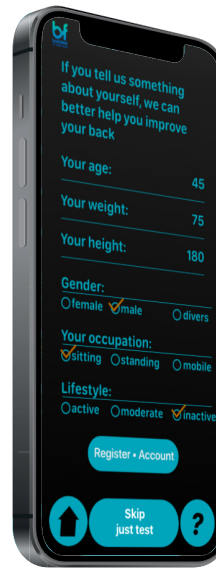
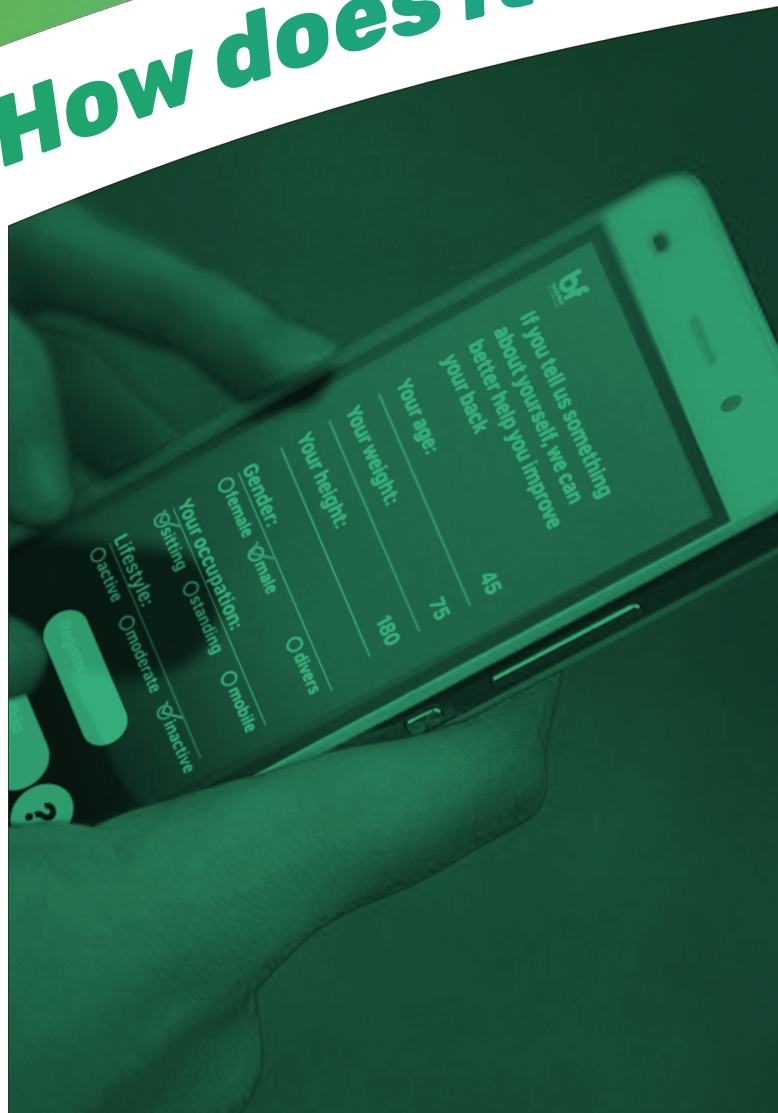
Direct
outreach to
institutions for
academic
collaboration

Three Simple Steps Help You Escape the Trap of Rigidity

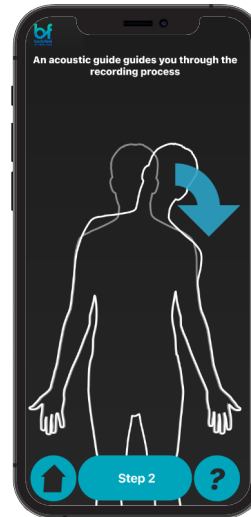


- Bodyfeel guides you to record your individual movement pattern over time
- The expert trained AI analyses your movements as an osteopath would do
- The solution is a training and lifestyle plan that is easy to implement in everyday life for more mobility and a higher quality of life

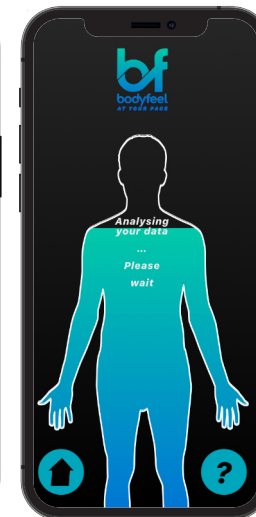
How does it work?



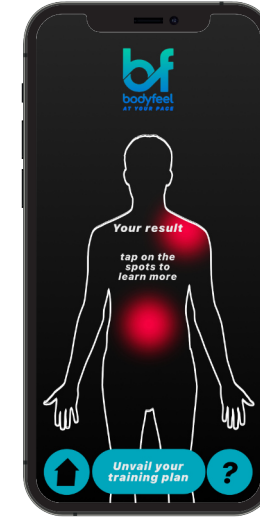
Anamnesis



Posture recording



AI evaluation



Results



Individual Fit Plan



The Expert Team



Dr. Andrea Orlandi
Osteopath & Founder



Dr. Mike Pavone
Osteopath & Founder



Dr. Paolo Tresoldi
Osteopath & Founder



Frank Giese
Industrial Designer,
Project Management
& Investor Relations



Heinrich Hess
Business
Development & Sales
Expert



Wojciech Bednarczyk
KI expert and
technical
Development

“A multidisciplinary team of health and movement experts, design, marketing, and AI experts drives Bodyfeel’s smooth app development and strategic growth.”



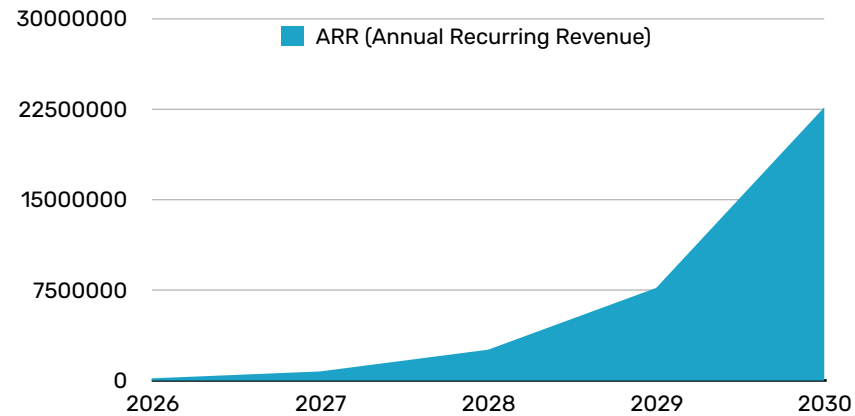
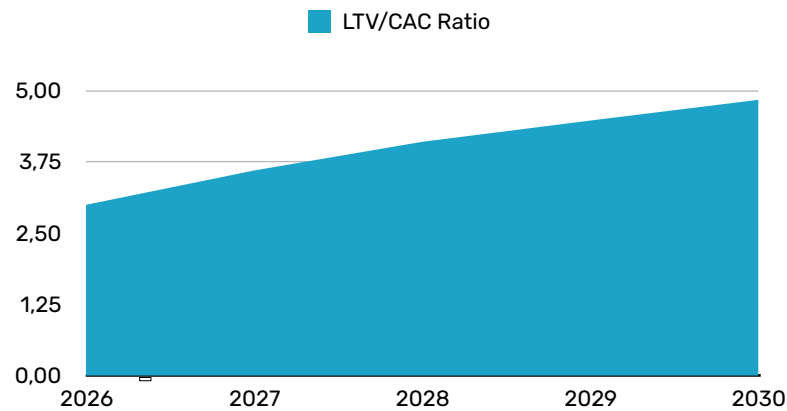
Revenue Scenario Conservative

1. Conservative Case (slow adoption, conversion max 7%)

Focus: cautious uptake, slower scaling, lower free > paid conversion.

Conversion path: 3% → 7% by 2030; reference: Calm approx. 7%

Subscription Price: 9 € / month



Year	Total Users	Paying Users	Gear	B2B	Revenue Subscription	Revenue plus Hardware
2026	50,000	1,500 (3%)	25000		162000	187000
2027	150,000	6,000 (4%)	110000		648000	758000
2028	400,000	20,000 (5%)	400000	2000000	2160000	2560000
2029	1,000,000	60,000 (6%)	1200000	4000000	6480000	7680000
2030	2,500,000	175,000 (7%)	3750000	6000000	18900000	22650000

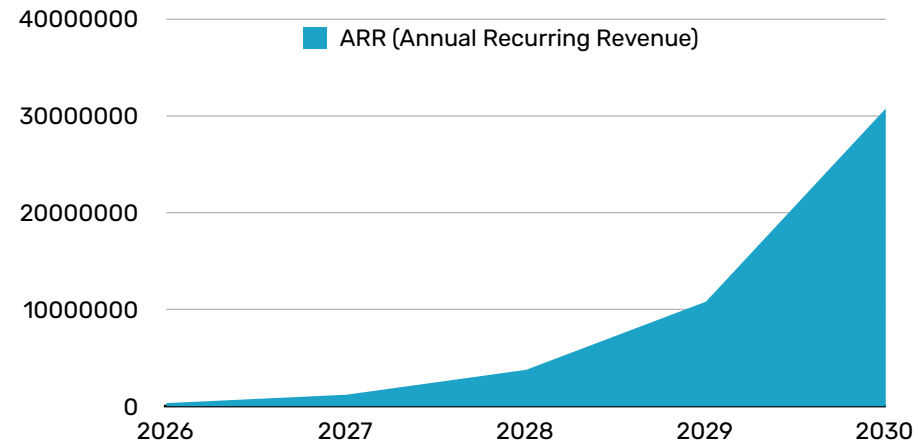
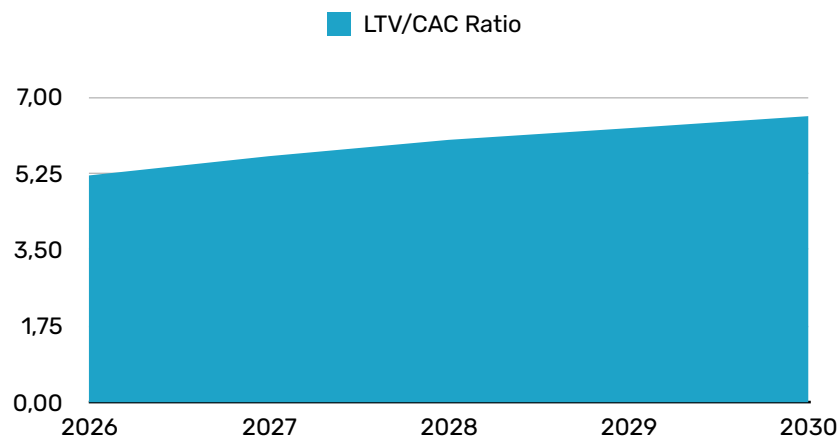
Revenue Scenario Realistic (Base)

2. Base Case (realistic, benchmarked at 5–9% conversion)

Conversion path: 5% → 9% by 2030.

B2B revenue kicks in from 2028.

Subscription Price: 10 € / month

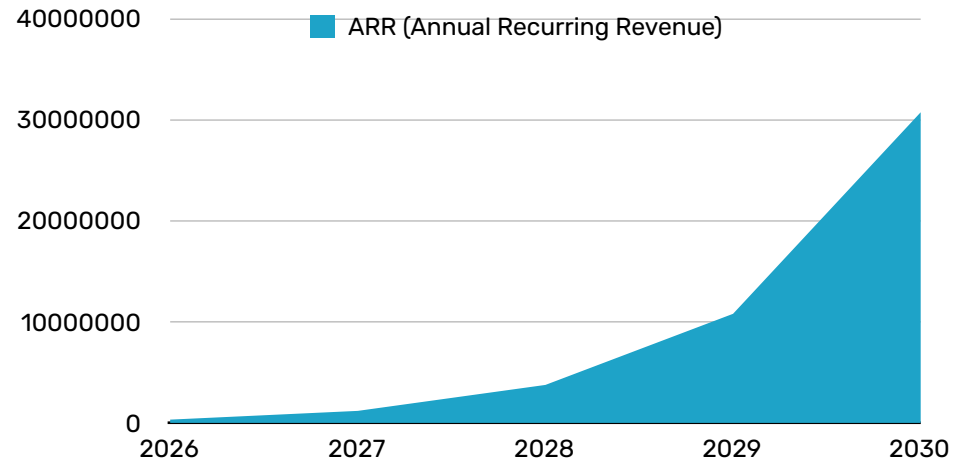
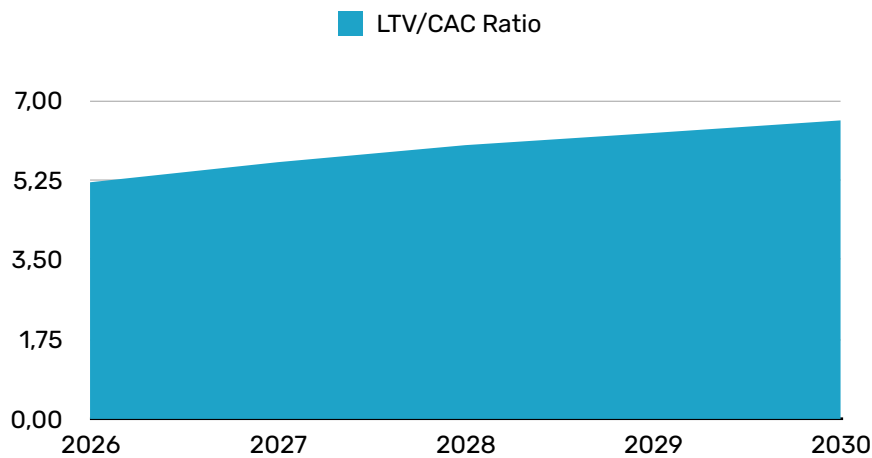


Year	Total Users	Paying Users	Gear	B2B	Revenue Subscription	Revenue plus Hardware
2026	50,000	2,500 (5%)	25000		300000	325000
2027	150,000	9,000 (6%)	110000		1080000	1190000
2028	400,000	28,000 (7%)	400000	2000000	3360000	3360000
2029	1,000,000	80,000 (8%)	1200000	4000000	9600000	9600000
2030	2,500,000	225,000 (9%)	3750000	6000000	27000000	27000000

Revenue Scenario Aggressive

3. Aggressive Case (strong adoption, viral growth, conversion up to 15%)

Conversion path: 8% > 15%.
Strong influencer marketing, insurer deals,
and international scaling.
Subscription Price: 12 € / month



Year	Total Users	Paying Users	Gear	B2B	Revenue Subscription	Revenue plus Hardware
2026	50,000	4,000 (8%)	25000		576000	601000
2027	150,000	13,500 (9%)	110000		1944000	2054000
2028	400,000	40,000 (10%)	400000	2000000	5760000	8160000
2029	1,000,000	120,000 (12%)	1200000	4000000	17280000	22480000
2030	2,500,000	375,000 (15%)	3750000	6000000	54000000	63750000

Roadmap

Q2 2025
Team expansion
& MVP refinement

Q4 2025
Investor
presentations
& marketing push

Q1 2026
MVP development
& community building

Q2 2026
Beta testing
with pilot users

Q3 2026
Full-scale
product launch



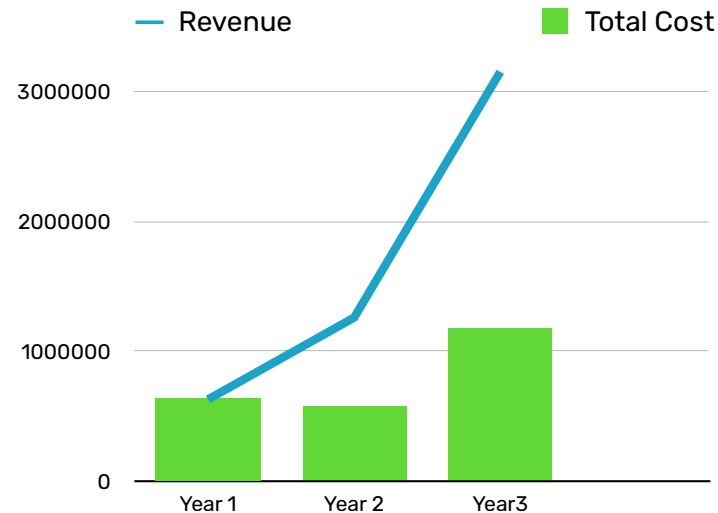
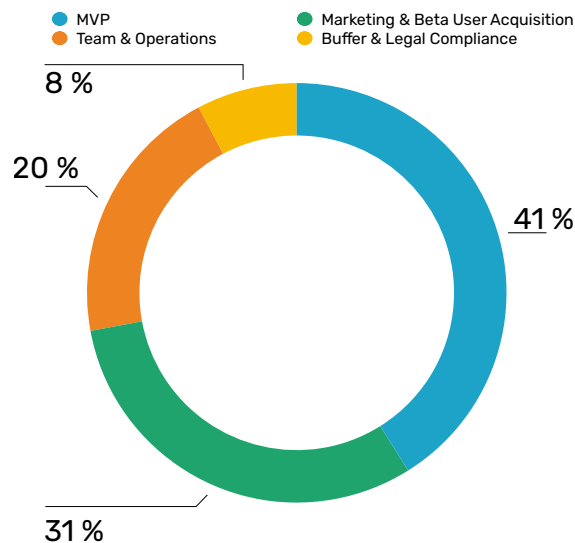
Investment asked *Runway 36 months, based on realistic midpoint scenario*

We're raising €2.4–3.5M to bring Bodyfeel to 400,000 users and €3.4M revenue within 36 months

- MVP: 265.000 €
- Marketing and first user acquisition: 1,6 Million €
- Team and Operations: 390.000 €
- Buffer and Legal / Compliance 150.000 €
- **Total: 2,4 Million €**

Every additional million spent on marketing generates approximately 250,000 additional subscribers and, depending on the conversion rate, between 7,500 and 37,500 paying subscribers. These, in turn, generate between 2.2 and 6 million additional annual recurring revenue, depending on the scenario.

Bodyfeel expects to reach EBITDA breakeven by 2027–2028, driven by strong recurring revenue growth, 80% gross margins, and scalable marketing efficiency. Even in the conservative scenario, we achieve profitability before 2029



Conclusion

Our Ask

- € 2,4 to 3,5 million Investment
- Runway: 24–36 months

Use of Funds based on 2,4 million midpoint

- MVP Development: € 265.000
- Marketing & Beta Acquisition: € 1.600.000
aggressive multi-country rollout, influencer marketing
- Team and Operations: € 390.000 Team: Graphics, UAT, Content, Marketing
- Buffer and Legal / Compliance: € 150.000

Investor Proposition

- Equity participation in bodyfeel,
- Exposure a global high-growth market
- Diversified revenue model (subscriptions, hardware gear and B2B installations)
- Exit option from the fifth year: Sale to major sporting goods manufacturer

Milestones (Next 24 Months / Base case)

- MVP launch
- 150.000 active users
- 250 corporate partners and 50 professional associations
- Revenue ramp-up: € 2,7 M potential in year 2 (Base Case)

Summary

Contact:

info@hgh-innovation.com

<https://bodyfeel.net>



- The world faces a growing Movement Gap: people are sitting longer, moving less, and developing inefficient movement patterns. Bodyfeel was developed to close this gap and guide users to a more active lifestyle with better movement patterns
- Bodyfeel is the easy accessible AI based solution for everyone to prevent back pain
- Bodyfeel offers the opportunity to invest early in a huge growth market
- Join us in shaping the future of proactive movement health.
- Contact us to benefit early and don't leave the opportunity to others.

Smarter Movement for a Healthier You

