



bodyfeel
AT YOUR PACE

Investor Pitch Deck

Smarter Movement for a Healthier You



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AT YOUR PACE



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Prevent Back Pain with AI-supported Movement Analysis

\$300 billion in global healthcare spending is projected by 2030 due to inactivity-related diseases

66M Europeans suffer from persistent low back pain

In many OECD countries, only around 3% of health spending is directed toward preventive care. The remaining 90-plus percent goes to treating existing conditions, hospital care, pharmaceuticals, and chronic disease management. Bodyfeel aims to shift this paradigm—investing early in movement and posture to cut downstream costs, increase healthy years, and reduce the burden of reactive healthcare.”

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
- Our expert-trained AI-App is the solution

It's possible to prevent back pain - Our solution knows how



- Our team of health experts has gained knowledge over the years that helps prevent the majority of musculoskeletal back problems before they occur.
- People are looking for a 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



Three Simple Steps to Better Movement Health



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

Why Invest in Bodyfeel Now

“The world faces a growing movement gap: more people are sitting longer, moving less, and struggling with inefficient movement patterns.

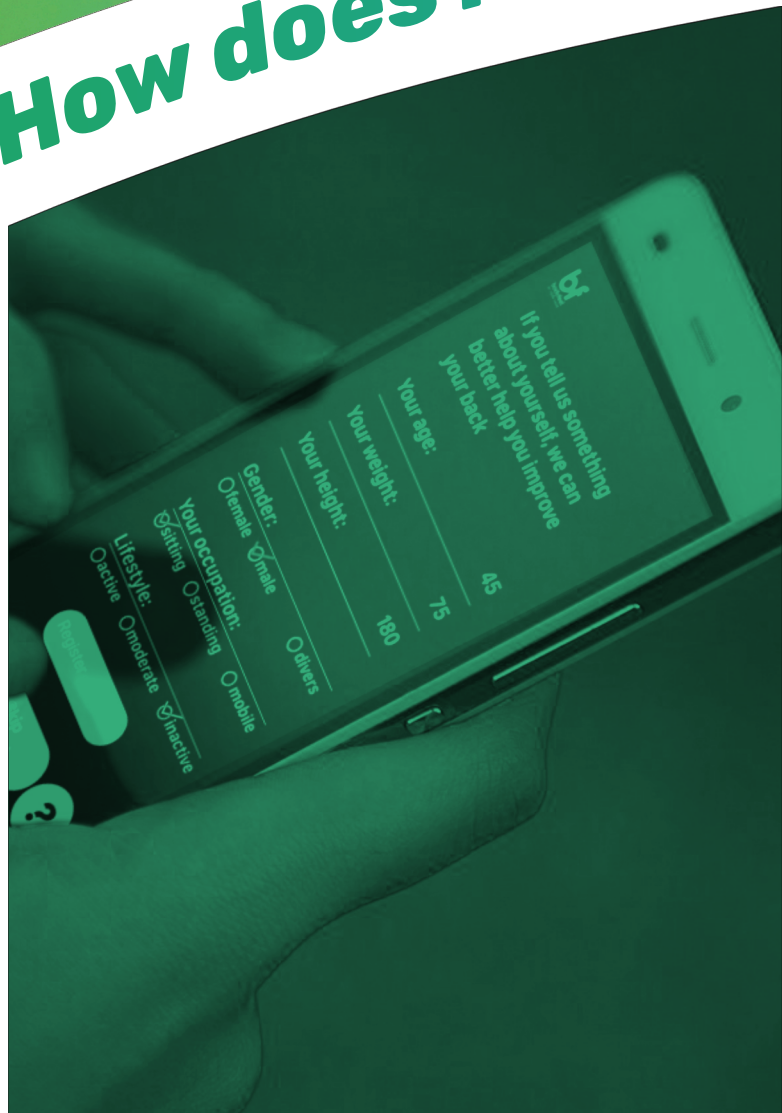
Traditional health solutions haven’t addressed this effectively – but Bodyfeel provides simple, practical solutions that fit seamlessly into daily life.”

By investing in Bodyfeel, you are:

- Entering a \$600B+ digital health market with massive growth potential.
- Backing a unique solution that combines **movement health expertise** and AI for a scalable, personalized movement platform.
- Supporting a first-mover advantage in the underserved posture & movement optimization segment.
- Partnering with a seasoned team with proven expertise **the movement health field**, AI, and health innovation.
- Early entry into a rapidly scaling global wellness and digital health business.
- Attractive exit opportunities as corporates, insurers, and sports brands seek partnerships and acquisitions.
- Participation in building a movement health ecosystem – from the app to smart garments – creating multiple revenue streams.
- If you don’t invest now:
- You miss a chance to lead in one of the fastest-growing areas of digital health.
- Competitors will seize the market opportunity and establish themselves as category leaders.
- You lose the opportunity to join a high-impact venture that transforms everyday health and delivers strong returns.



How does it work?



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If you tell us something about yourself, we can better help you improve your back

Your age: 45

Your weight: 75

Your height: 180

Gender:
☐ female ☒ male ☐ others

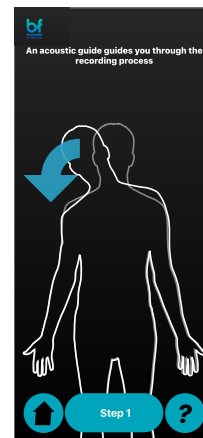
Your occupation:
☒ sitting ☐ standing ☐ mobile

Lifestyle:
☐ active ☐ moderate ☒ inactive

[Register - Account](#)

[Skip just test](#)

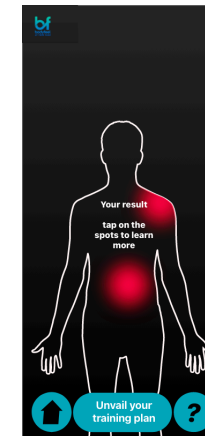
person's history



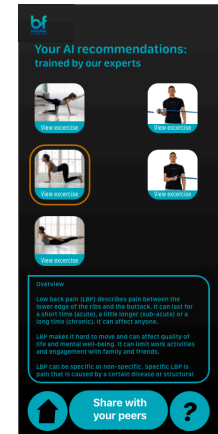
posture analysis and recording



AI evaluation

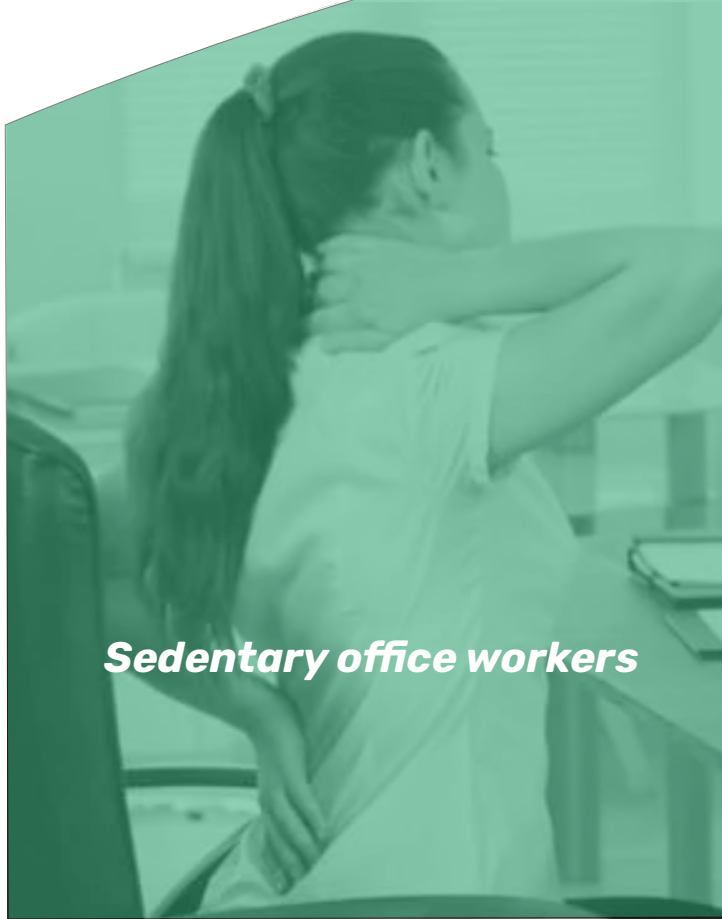


Results



Individual Fit Plan

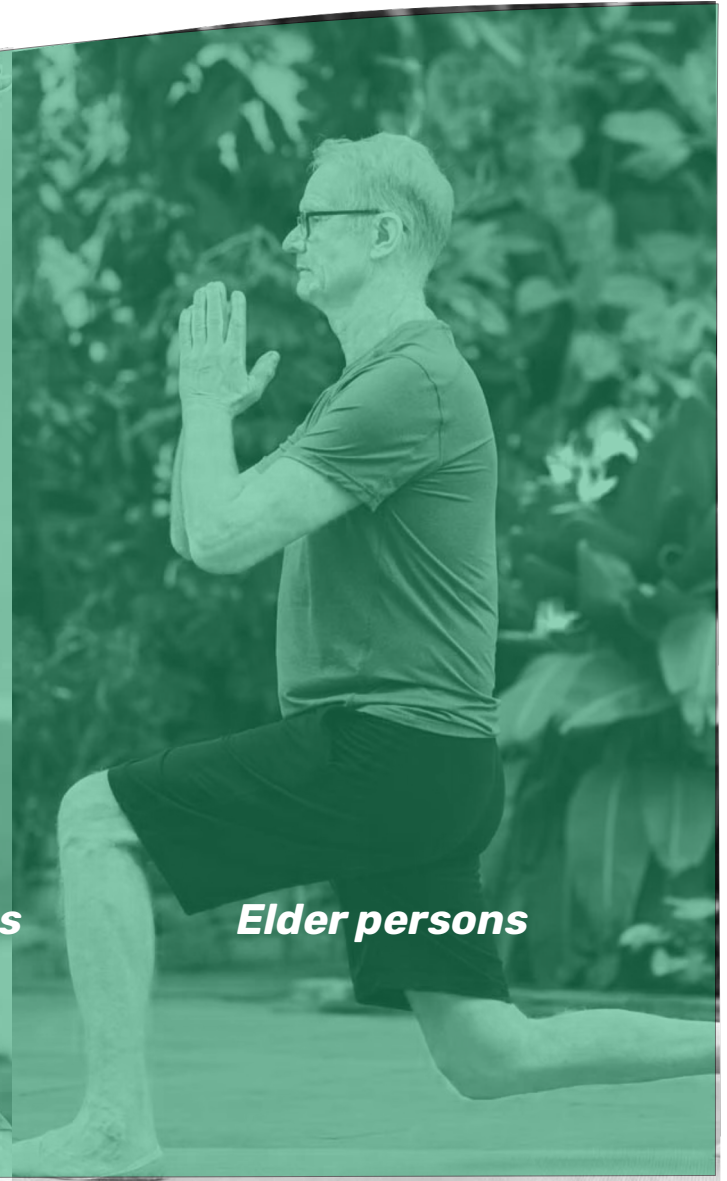
Benefits & Target Users



Sedentary office workers



fitness enthusiasts and athletes



Elder persons

Roadmap

Q2 2025
Team expansion
& MVP refinement

Q3 2025
Investor
presentations
& marketing push

Q4 2025
MVP development
& community building

Q1 2026
Beta testing
with pilot users

Q2 2026
Full-scale
product launch

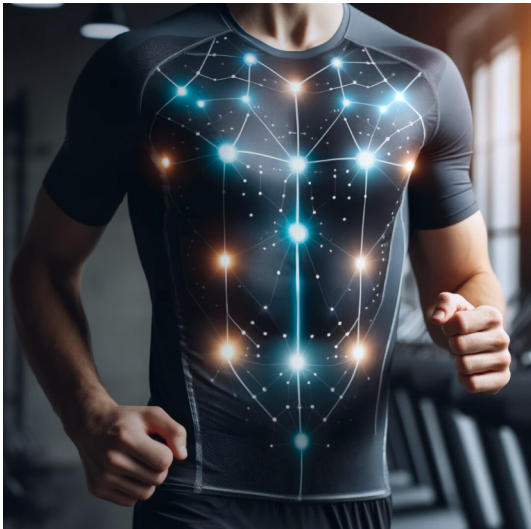


Traction

App
Subscriptions
In-App
Purchases

Hardware
Sales
T-Shirts
Tripods

B2B
Partnerships



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The Expert Team



Andrea Orlandi Founder Osteopath



Mike Pavone Founder Osteopath



Paolo Tresoldi Founder Osteopath



Frank Giese Industrial Designer



Heinrich Hess Business Development

- Dr. Andrea Orlandi – Osteopath & Founder
- Dr. Mike Pavone – Osteopath & Founder
- Dr. Paolo Tresoldi – Osteopath & Founder
- Frank Giese – Industrial Designer & Entrepreneur
- Heinrich Hess – Business Development & Sales Expert

Financials

1. Conservative Case (slow adoption, conversion max 10%)

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

Conversion path: 3% → 10% by 2030

Subscription Price: 14 € / month

Year	Total Users	Paying Users	Gear	B2B	Revenue Subscription	Revenue plus Hardware
2026	50,000	1,500 (3%)	25000		200000	225000
2027	150,000	6,000 (4%)	110000		800000	910000
2028	400,000	20,000 (5%)	400000	2000000	3000000	3400000
2029	1,000,000	70,000 (7%)	1200000	4000000	10000000	11200000
2030	2,500,000	250,000 (10%)	3750000	6000000	42000000	45750000

Financials

2. Base Case (realistic, benchmarked at 5–15% conversion)

Conversion path: 5% → 15% by 2030.
B2B revenue kicks in from 2028.
Subscription Price: 14 € / month

Year	Total Users	Paying Users	Gear	B2B	Revenue Subscription	Revenue plus Hardware
2026	50,000	2,500 (5%)	25000		330000	355000
2027	150,000	11,250 (7.5%)	110000		1500000	1610000
2028	400,000	40,000 (10%)	400000	2000000	7200000	7600000
2029	1,000,000	120,000 (12%)	1200000	4000000	21600000	22800000
2030	2,500,000	375,000 (15%)	3750000	6000000	63800000	67550000

Financials

3. Aggressive Case (strong adoption, viral growth, conversion up to 20%)

Conversion path: 10% → 20%.

Strong influencer marketing, insurer deals, and international scaling.

Subscription Price: 14 € / month

Year	Total Users	Paying Users	Gear	B2B	Revenue Subscription	Revenue plus Hardware
2026	50,000	5,000 (10%)	25000		650000	675000
2027	150,000	22,500 (15%)	110000		3000000	3110000
2028	400,000	80,000 (20%)	400000	2000000	12000000	12400000
2029	1,000,000	200,000 (20%)	1200000	4000000	36000000	37200000
2030	2,500,000	500,000 (20%)	3750000	6000000	93000000	96750000

Summary

- **The world faces a growing Movement Gap: people are sitting longer, moving less, and developing inefficient movement patterns. Bodyfeel is designed to close this gap.**
- **Bodyfeel is the easy accessible AI based solution for everyone to prevent musculoskeletal back pain**
- **Bodyfeel offers the opportunity to invest early in a huge growth market**
- **With your investment you secure the return of the future and are part of a global trend from the very beginning**
- **Contact us to benefit early and don't leave the opportunity to others.**
- **Preventive not reactive**

