



**Reliable and competitive personalised foot orthotics for everyone.
Because every step is important.**





Problem & Market Need

**Foot related pain:
one out of three adults**

- Limited customers accessibility
- Reduced customisability
- Expensive products
- Long production time



Our Solution

Fully automated workflow

- Accessible
- Complete customisability
- Competitive price
- Optimised production time

Market & Customers



■ Online retail ■ Retail outlets











■ Medical ■ Sport ■ Comfort

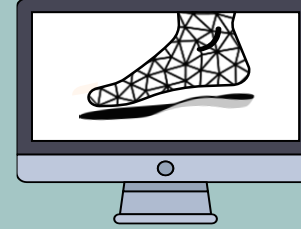
Foot orthotics TAM – 3.3 \$ Bn

- Foot orthotics TAM CAGR 5.7%
- 3D Printed foot orthotics TAM CAGR 30.4%
- Prescribed custom foot orthotics price \$300/\$700
- Off-the-shelf insoles price \$20/\$100

Competitors & Competitive Advantages

 	 	 	 	
✗	✓	✓	✓	Patient-specific solution
✓	✓	✗	✓	Orthopaedic solution
✗	✗	✓	✓	Low production cost
✗	✗	✓	✓	Remote data acquiring
✗	✓	✗	✓	Customisability

Barriers to Competition



3DP



Patent Pending

Team



Raffaele Ferrante, Co-founder & CEO

PhD candidate in Computer Science and Control

4+ years grants application experience

4+ years management experience



Marco Mannisi, Co-founder & CPO

PhD in Health and Life Sciences

5+ years research experience

4+ years CAD and 3D print experience



Daniele Bianchi, Co-founder & CTO

PhD in Structural Engineering and Mechanics of Materials

4+ years research experience

4+ years computer simulation experience



Professor James Woodburn

Assistant Vice Principal

Professor in Rehabilitation

8+M€ Raised



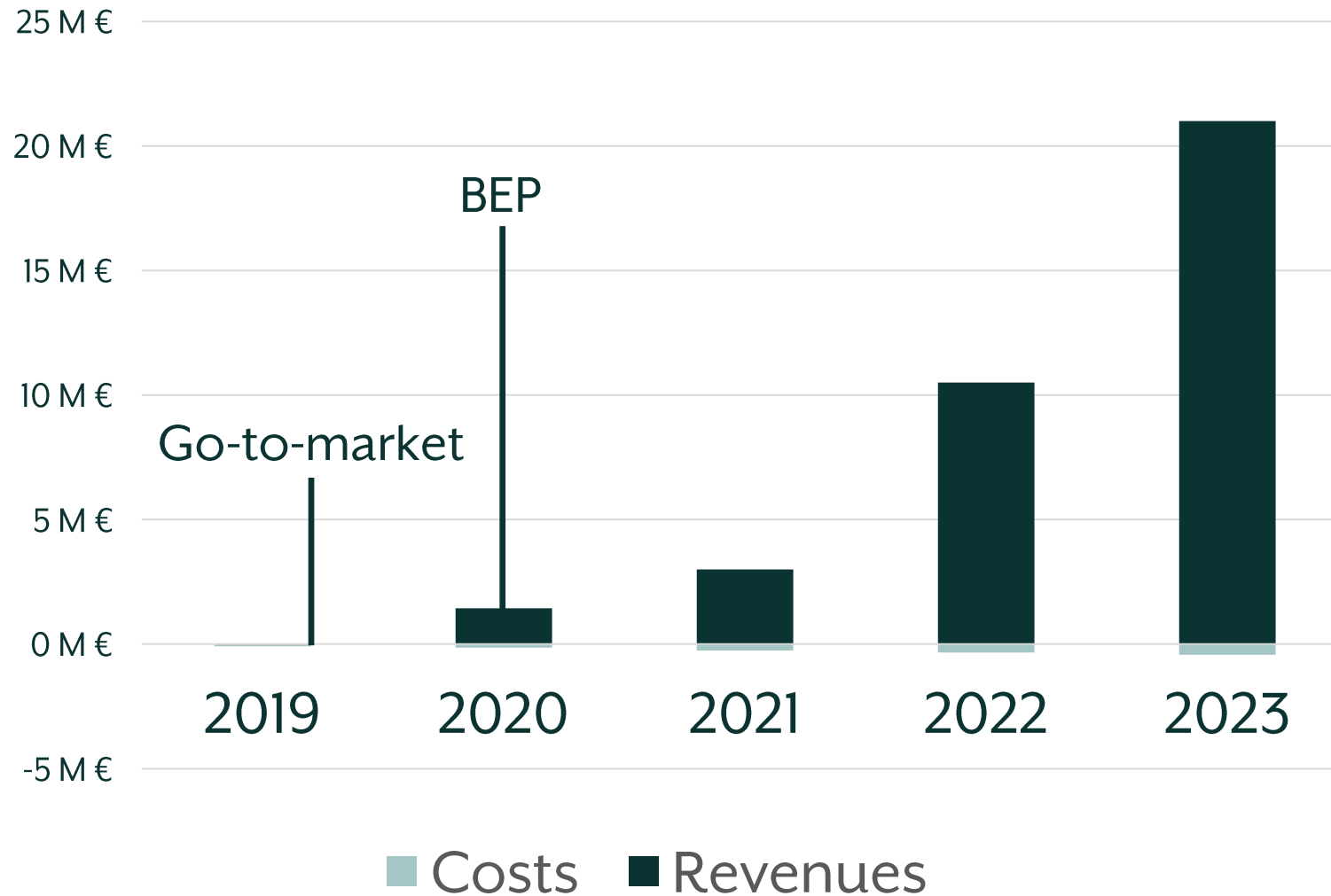
Doctor Carlo Pagliaricci

Associate Medical Director in Sport Medicine

Medical Officer of the Italian Army

Medical Doctor of Olympic Army Team

Financials



- B2B2C model strategy
- Licensing deal
- Lower costs for companies
- Better service for customers
- SOM = 0.5% TAM

Investment

30k Founders

30k European/national grants

+170k to reach BEP

+550k to keep planned growth rate to 2023



Unione europea



REGIONE
LAZIO



ROI Strategy

- Sell asset
- Royalties on sales
- B2C revenues
- Grants

Resources Needed Beyond Capital

- H&R -> Insoles market manager
- B2B -> Online retail platform
- Partnership -> Insoles lining
- Partnership -> Eco-friendly filament



Low cost custom orthotics using IoT and 3D printing.

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