



# Peloton for pain relief

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# The Vision

To become the primary way people manage their pain from muscle strain and aches with interactive video exercise programs and biofeedback.



# Problem

Therapeutic exercise reduces back pain, but it is **inconvenient, expensive,** and/or **not fun**. They do:

- Yoga
- Massages
- Physical therapy
- Chiropractors
- Drugs

# Currently, They Spend:

- **Yoga:** \$16B industry revenue; avg. \$90 per month
- **Massage:** \$18B industry revenue; avg. \$71 per hour
- **Physical Therapy:** \$37B industry revenue
  - \$10-75 per session (with coverage); typical visits 6 to 12
- **Chiropractor:** \$16B industry revenue
  - \$34-106 per session (with coverage); typical visits 6 to 12

A photograph of four young people sitting in a row, all looking down at their smartphones. The person in the foreground is a young man wearing a grey hoodie and a blue and black checkered baseball cap. Behind him is a young woman in a light blue top, then a young man in a light blue shirt, and finally a young woman with blonde hair in a brown top. The background is blurred, suggesting an outdoor setting.

**35% of patients adhere to their care plan**

A man with a beard and mustache is sitting on a tan couch. He is wearing a white turtleneck shirt and white shorts with a red heart pattern. He has a white neck brace around his neck. He is holding a black remote control in his right hand. The background shows a window with vertical blinds. The text "It's boring, expensive, and inconvenient" is overlaid in the center of the image.

**It's boring, expensive, and  
inconvenient**

# Solution

**BACKALERT**

We make therapeutic exercise fun, convenient, and cost effective.



enflux

# Solution

A sensor helps create good spinal alignment and pairs to an interactive, at-home 21-day wellness video system focused on stretching, strengthening, and massaging.

enflux





**Demo**

*enflux*

# In collaboration with leading research centers



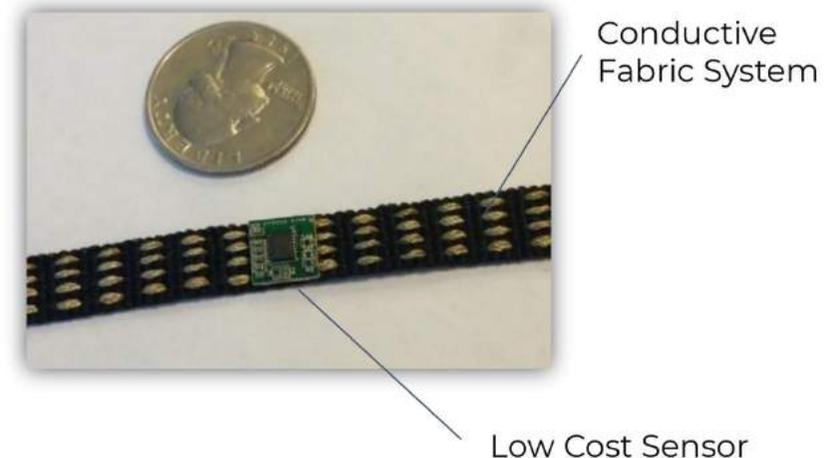
Taiwan Sports University



# Patented Tech

## Technology covered by Granted Utility Patent “USPTO 151214”

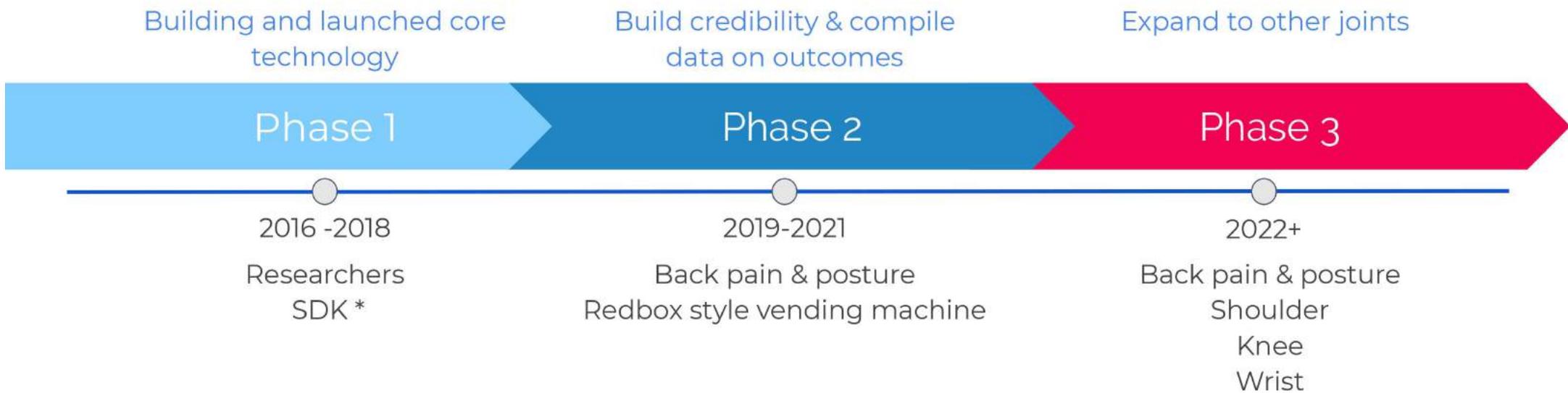
1. Method for creating low cost, durable, and waterproof conductive fabric system to transmit data.
  2. Method for integrating sensors into conductive fiber transmission system. Leading to low cost, durable, and high efficiency manufacturing procedure.
- **Machine Learning Algorithms.** Allows us to classify and categorize movement patterns.
  - **Signal Processing Algorithms.** Enables us to use low cost sensors to measure 98% accurate body position.



# Competitive Advantage

- **First mover advantage.** We partner and convert clinics into our retail space and make them more money.
- **Owning the clinic's customer value chain.** Forging relationships with clinics and collecting their patient information - turning them into our own customers - low, sustainable CAC.
- **Complete Solution.** Corrects bad movement habits and gives personalized movement video feedback.
  - High accurate, scalable motion capture system.
  - Works anywhere at any time.
  - Sensors have vibration biofeedback
  - Patented
- **High Potential LTV.** Exciting interactive wellness video content library with machine learning designed for high engagement.

# Product Road Map



**Manufacturing partners and hardware design is completely de-risked and vetted**

# Pricing (B2C)

## **Hardware Products - Purchase**

- BackAlert Works Package: \$299.99; 85% margin
- Full-body: \$799.99; 67% margin

## **Hardware Products - Rental**

- BackAlert: \$2/day

## **Accessories**

- \$99.99 BackAlert Vibration Roller; 85% margin
- \$24.99 BackAlert Exercise Bands; 67% margin

## **Video Library Subscription**

95% margin

- \$39.99/month

# Revenue Model

- **How do we make money?**
  - Rent or purchase BackAlert through vending machine in clinics
  - Purchase directly on BackAlert website
- **What's in it for the clinic?**
  - Share 30% of revenue with the clinic
  - Makes them look more innovative
  - Keeps patient coming back
  - Vending machine handles end-to-end operation

# Expansion Road Map

Launch California clinic retail spaces and build awareness digitally

Target the **93,300** clinics in USA to become BackAlert retail spaces.

Expand to workplace with back pain injury prevention.

## Phase 1

2019-2020

- Email outreach: deploy BackAlert vending machines - California clinics
- Internet advertising: B2C

## Phase 2

2020-2022

- Email outreach: deploy BackAlert vending machines - Nationwide clinics
- Internet advertising: B2C

## Phase 3

2022+

- Email outreach: deploy at SMB workplaces
- Email outreach: deploy BackAlert vending machines - Nationwide clinics
- Internet advertising: B2C

Partner with clinics to convert waiting rooms into BackAlert retail space.  
Zero friction. End-to-end operation. Revenue share incentive.

# Market Size (\$)



**All musculoskeletal revenue  
per year (US)**

Total Available Market



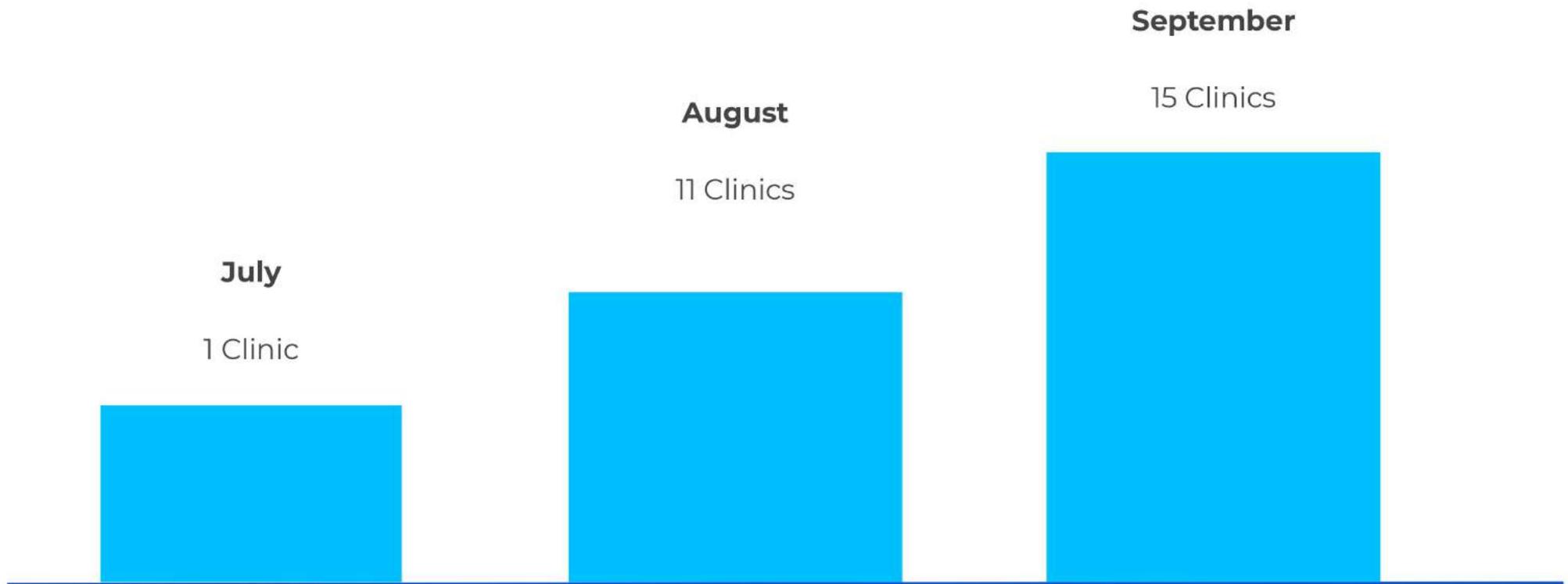
**Back pain treatment revenue  
per year (US)**

Serviceable Obtainable Market



= Physical Therapy + Chiropractor + Yoga + Massage

# Traction



\$160,000+ in signed contracts from clinics



# The Team

The team has the background, experience, and proven track record to succeed.



## Doug Hoang, CEO

- Head of Safety at Harley Davidson
- Chief Engineer: Designed & brought 1000+ parts to market yielding \$500M+ in revenue



## Joshua McCoy, CTO

- Programming since 12 years
- Machine Learning
- Serial Entrepreneur



### Our Investors:

Street Edge Capital  
SKL Group  
Harvard Business Angels  
Charge Ventures  
Y Combinator



# Advisory Team



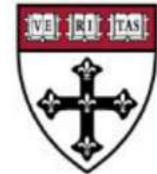
**Natsuko Watanabe,  
DPT**

- 10 years as a Physical Therapist
- Served thousands of patients
- Owner at Rising Sun Physical Therapy



**Sunny Tam, PhD**

- Harvard University
- Medical Device FDA expert
- 20 years of medical technology development



**Dominic Leung, PhD**

- UC Berkeley, Brown, Purdue Professor
- NASA engineer
- 30+ spatial navigation algorithm development



**Keith Brodie**

- MIT
- 25 issued US patents
- 20+ years in spatial navigation algorithm development



# Summary

- Peloton for pain prevention/rehab
- \$50B market
- Mass production: de-risked
- IP Protected
- 25% growth in contracts