

GENERAL INFO

BodyGraph B.V.
Smart Technologies
Founded in 17/10/2017

CONTACT INFO

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CORE TEAM



Joris Janssen (30%)
CEO & Founder
Finance

Alexander Kievits (30%)
CTO & Founder
R&D



Pim Luitjen (30%)
CMO & Founder
Marketing & Sales Assisted multiple startups

Roy Lenders (10%)
Investor/Software partner

PARTNERS

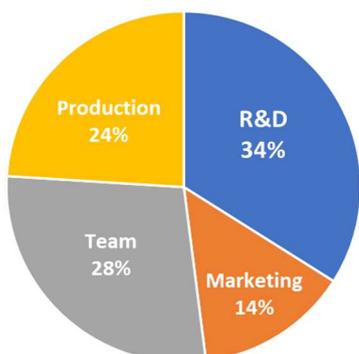


PATENT & IP

Patent pending: On the specific production techniques used to integrate the sensors, which leads to more accurate measurements.

INVESTMENT

€ 480.000,-



“Intelligent body monitoring”

WHAT WE DO

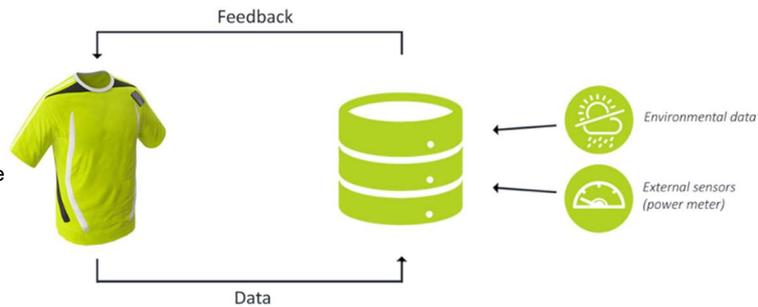
BodyGraph is a development company which develops textile-based custom solutions for accurate body monitoring and feedback applications. Our first solution is being developed for the cyclist industry from which we can quickly learn and adapt our product for the health market.

PROBLEM

Trends show there is an increase of body monitoring solutions used by athletes to prevent injuries and increase performance. Still the cases of sport injuries and overtraining are increasing. 50% of the athletes don't know how to recognize the signals of overtraining. Apart from this athletes often don't know how to interpret the data from current body monitoring solutions which can lead to wrong decision making.

SOLUTION

A smart wearable shirt with multiple integrated sensors and a data platform with AI algorithms designed to support athlete's performance analysis and prevent unhealthy training leading to injuries.



DUTCH MARKET

The Textile Coach will be a platform product were only the user interface and information of interest needs to be adapted to the right application. For example to support elderly care.

		TAM	SAM	SOM
Beachhead market	Cycling	780.000	380.000	58.000
	Fanatic road cyclists			
Focus market	Elderly	4.200.000	1.000.000	150.000
	Elderly living at home			

COMPETITIVE ADVANTAGE

- All-in-one solution (shirt & data platform)
- Real-time feedback
- Automated personalized training plans
- Smart algorithms to prevent overtraining

BUSINESS MODEL

- Starters set: €350,- (Shirt, Core Module & application)
- Subscription Year 2+: €10,- per month (application)
- Extra separate shirts: €100,-

REVENUE MODEL

