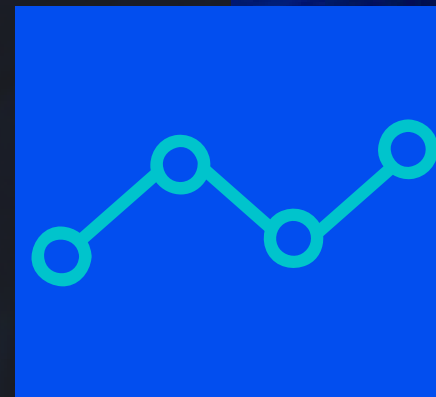


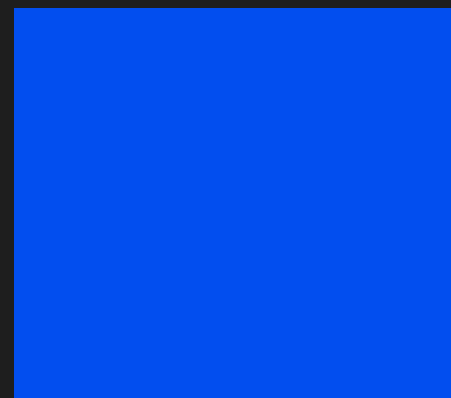


Where Human Performance Meets Data Analytics





**"BEYOND THE SOLE IS A HUMAN PERFORMANCE DATA COMPANY THAT
LEVERAGES WEARABLE TECHNOLOGY AND MACHINE LEARNING
ALGORITHMS TO OPTIMIZE ATHLETIC PERFORMANCE, DETECT COMMON
MOVEMENT PATTERNS RELATED TO ATHLETIC INJURY, AND ASSIST IN
RECOVERY AFTER INJURY WITHIN PHYSICAL THERAPY PRACTICES."**



CORE VALUES



**HONESTY AND
TRANSPARENCY**



**RELIABILITY AND
RESPONSIBILITY**



**DISCIPLINE AND
PERSEVERANCE**

Who We Are

Our wearable insert technology sits at the intersection of human performance and data analytics.



CEO

Ahmad Muhammad



COO

Miles Curry

- Illinois Institute of Technology, 4th Year
- Specialization in Business Administration (B.S.) and Marketing Analytics (M.S.)
- 4-Year Starter on IIT Men's Basketball Team battling with torn ATF and deltoid ligament injury in 2021-2022 season

- Illinois Institute of Technology Alumnus
- 6 Years of Experience within Entrepreneurship, Business Administration (B.S.)
- 4-Year Starter on IIT Men's Basketball Team battling with torn ATF and deltoid ligament injury in 2021-2022 season



Q1 2020 - R&D + Market Research

Q2 2020 - Concept Validation

Q4 2020 - Customer Discovery

Q1 2021 - Early-Stage Prototyping



CONTEXTUALIZING THE PROBLEM

**8 OUT
OF 14**

PLAYERS FROM ILLINOIS
TECH'S MEN'S BASKETBALL
TEAM SUFFERED AT LEAST
SOME FORM OF INJURY
DURING THE 2019-2020
SEASON





90%

**OF STUDENT-ATHLETES
REPORT SOME KIND OF
SPORTS-RELATED INJURY**

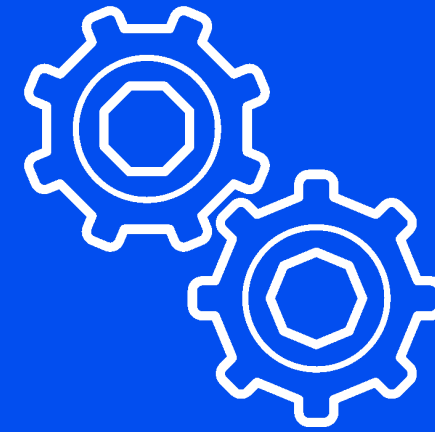
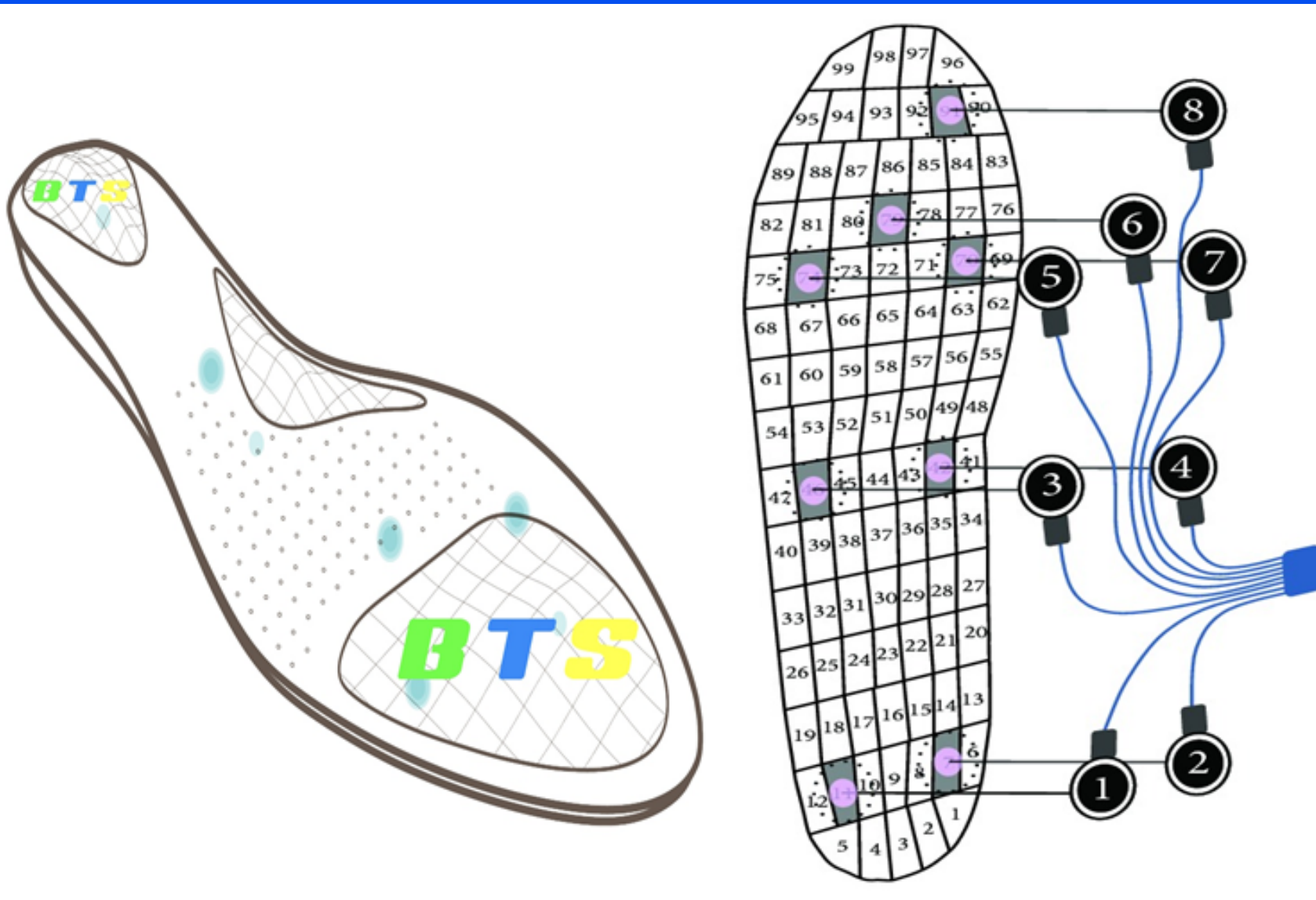
54%

PLAY WHILE BEING INJURED

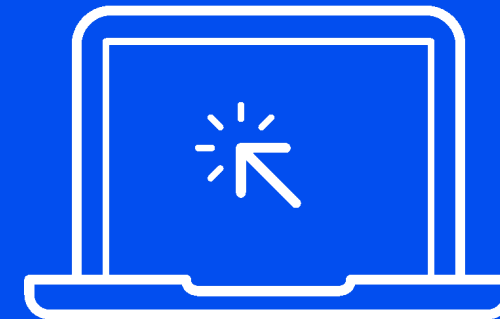
-NATIONAL ATHLETIC TRAINERS' ASSOCIATION

OUR SOLUTION:

DATA-DRIVEN SMART INSOLES



DATA ANALYTICS PLATFORM



SENSORS FOR BIOMECHANICAL OPTIMIZATION



APPLICABLE IN EXERCISE OR PHYSICAL THERAPY

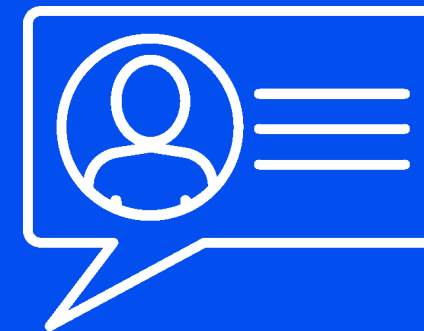
OUR SOLUTION: MACHINE LEARNING SOFTWARE



IN-DEPTH GAIT ANALYSIS



REAL-TIME TRACKING



PERSONALIZED FEEDBACK

IN-DEPTH METRICS



STRIDE LENGTH

CADENCE

PRONATION/SUPINATION

**FLIGHT
ZONE/CONTACT ZONE**

**POINT OF IMPACT
(HEEL, MIDFOOT,
FOREFOOT)**

**BIOMECHANIC
ADJUSTMENT
RECOMMENDATIONS**



SURVEY CONDUCTED WITH OVER 20 CLINICIANS

More than 75%
respondents showed
interest in testing a
prototype and
supported the use of
our gait technology.



CHAPIN WEHDE
HEAD ATHLETIC TRAINER

Illinois Institute of
Technology



HETAL KULKARNI
PT

NovaCare
Rehabilitation



LIZ YEARLY
PT, ATC

Impact Physical
Therapy

CUSTOMER ACQUISITION

Various clinicians noted, "Our
smart insole could help observe
patients' improvement
percentages and mechanic
changes within their practice"

WHO REALLY NEEDS THE DATA?

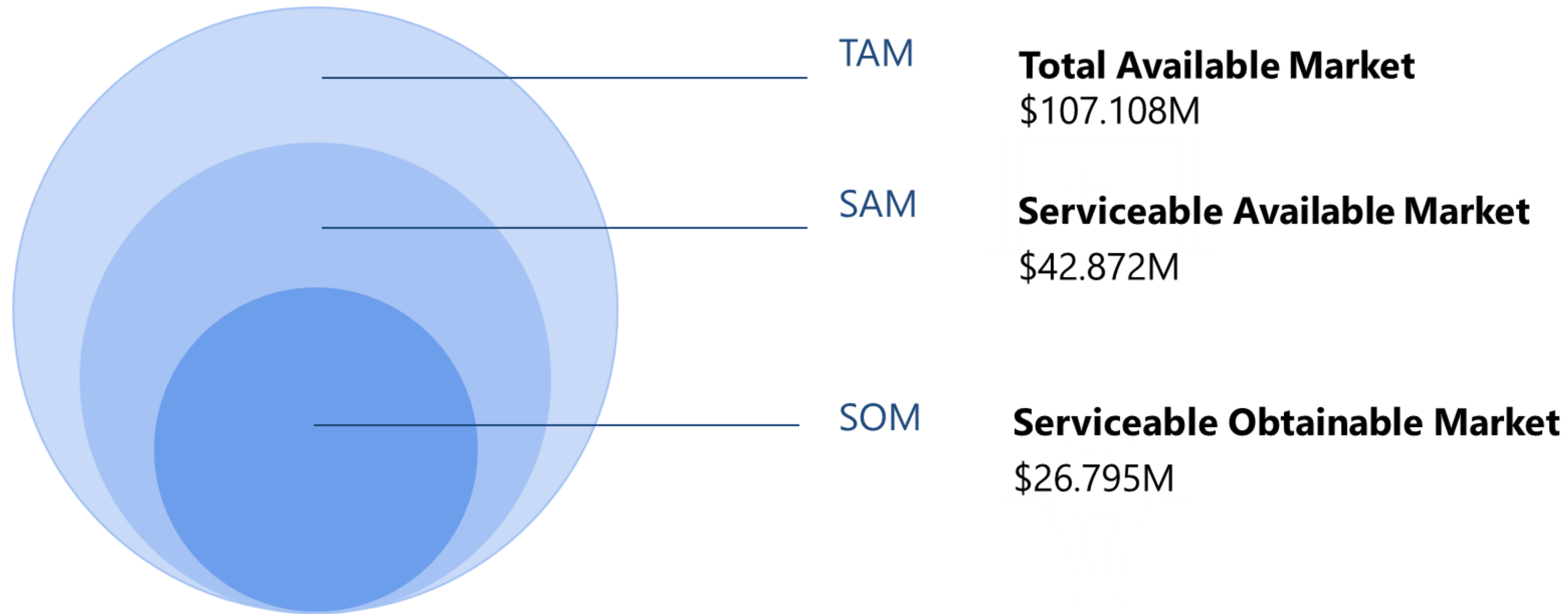
TARGET MARKET

- PHYSICAL THERAPISTS
- ATHLETIC TRAINERS

THERE ARE CURRENTLY 233,000 PHYSICAL THERAPISTS IN THE US. THE AVERAGE PHYSICAL THERAPY CLINIC SEES BETWEEN 100 AND 200 PATIENTS EACH WEEK.

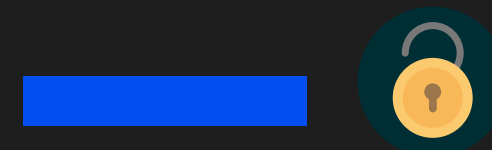
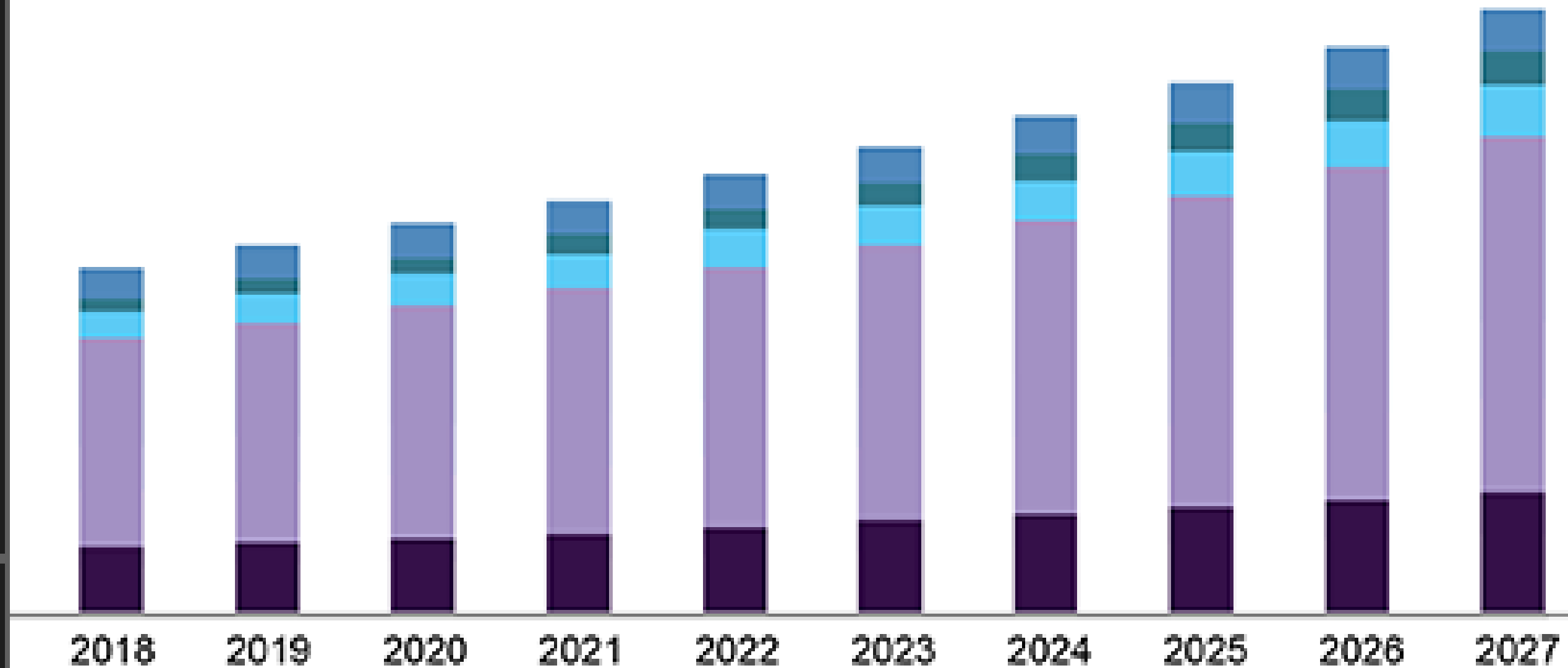


MARKET POTENTIAL

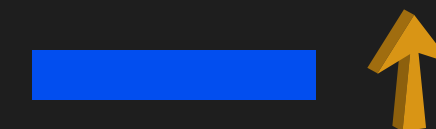


MARKET RESEARCH AND PROJECTIONS

U.S. physiotherapy equipment market size, by application,
2016 - 2027 (USD Billion)



LESS RESTRICTIONS
FOR PHYSICAL
THERAPY ACCESS



PHYSIOTHERAPY
EQUIPMENT MARKET
WORTH \$36.3 BILLION

WHAT SETS US APART?



BEYOND THE SOLE

Utilizing Precise Analysis

We offer data that focuses on pressure and postural details that enhance sport, instead of common metrics such as speed and pace.



NURVV

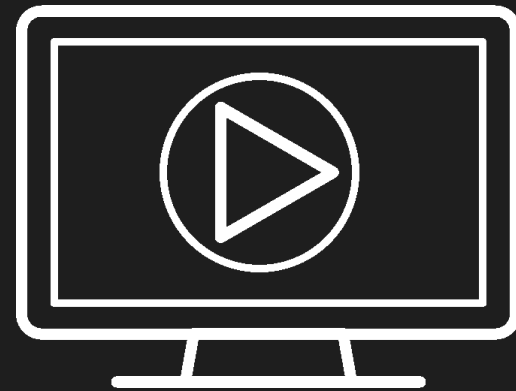


WHOOP



DIGITSOLE

MONETIZATION STRATEGY



SUBSCRIPTION MODEL

- INSOLE BUNDLE WHICH INCLUDES KEY BIOMECHANICAL DATA
- ACCESSIBLE ON MOBILE AND DESKTOP APPLICATIONS
- ALLOWS PTS AND ATS TO FULLY ANALYZE PATIENTS
- MONTHLY FEE (PRICING PLAN CURRENTLY TAKING PLACE)



USING INVESTMENT FOR OUR COMMUNITY: OUR ASK

PHASE 1:

R&D FOCUS AND MVP CREATION
WITH PHYSICAL THERAPISTS

PHASE 2:

TESTING ATHLETES AT ILLINOIS
TECH'S CENTER FOR SPORTS
INNOVATION

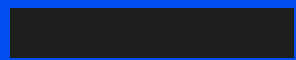


MAKE THE DIFFERENCE

BY GOING...



APPENDIX



Value for our Customers

For physical therapists, we collect biomechanical data from our wearable technology to help act on the information in a dynamic framework. Within their clinical sessions and outside within athletes' physical performance.



LIZ YEARLY (TESTIMONY)

"Athletes need assistance with the technical aspect of analyzing biomechanical data and this would initially be better in our hands"

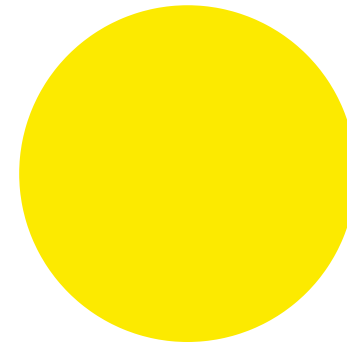
What exist today is a static setting where there are only pressure plates being utilized along with the naked eye of physical therapists. Instead, we come into the scene to provide precise measurements to assist in further analyzing gait and parameters of biomechanics.



Price/Unit Cost



At the early stages of the business, we are working to take off-the shelf hardware and access the data from the existing provider. Then, provide our own platform for analyzing biomechanics further for practitioners to apply to their practice.



\$95 per unit

Cost to build and obtain one unit of a smart insole

**One-time \$100 unit price +
\$39.99/month or
\$359.88/year**

**Smart Insoles + Subscription Software
(Included Together)**

**Comparable to competitors
that range around:
\$49.99-\$79.99/month**