PRECURE®

Helps prevent work-related musculoskeletal disorders

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Meet Helena

Due to chronic tennis elbow and 6 years of pain, Helene had to change job and only work reduced hours. Not to mention the personal consequences. The core to our idea and vision stems from Helene´s case.

Due to chronic tennis elbow and 6 years of pain

Musculoskeletal disorders is the number one work-related health problem in the world

Musculoskeletal disorders (MSD) are injuries and disorders that affect the human body's movement or musculoskeletal system. Tennis elbow and lower back problem are examples hereof.

58%
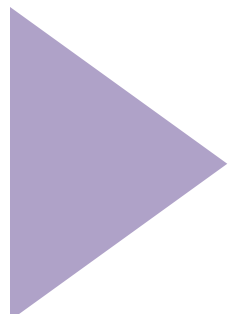of all workers in the EU report MSD complaints

39 billion
Employer costs in EU is estimated to €39 billion

We digitalize health and safety to help prevent work-related MSD

Save costs

Healthier workplace

Dashboard provide new insights

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PRECURE´s platform is on the market and will be expanded

Smart wearables collect data

App gives user feedback

PRECURE®

We focus on enterprise customers

PRECURE®

We offer an all-inclusive subscription
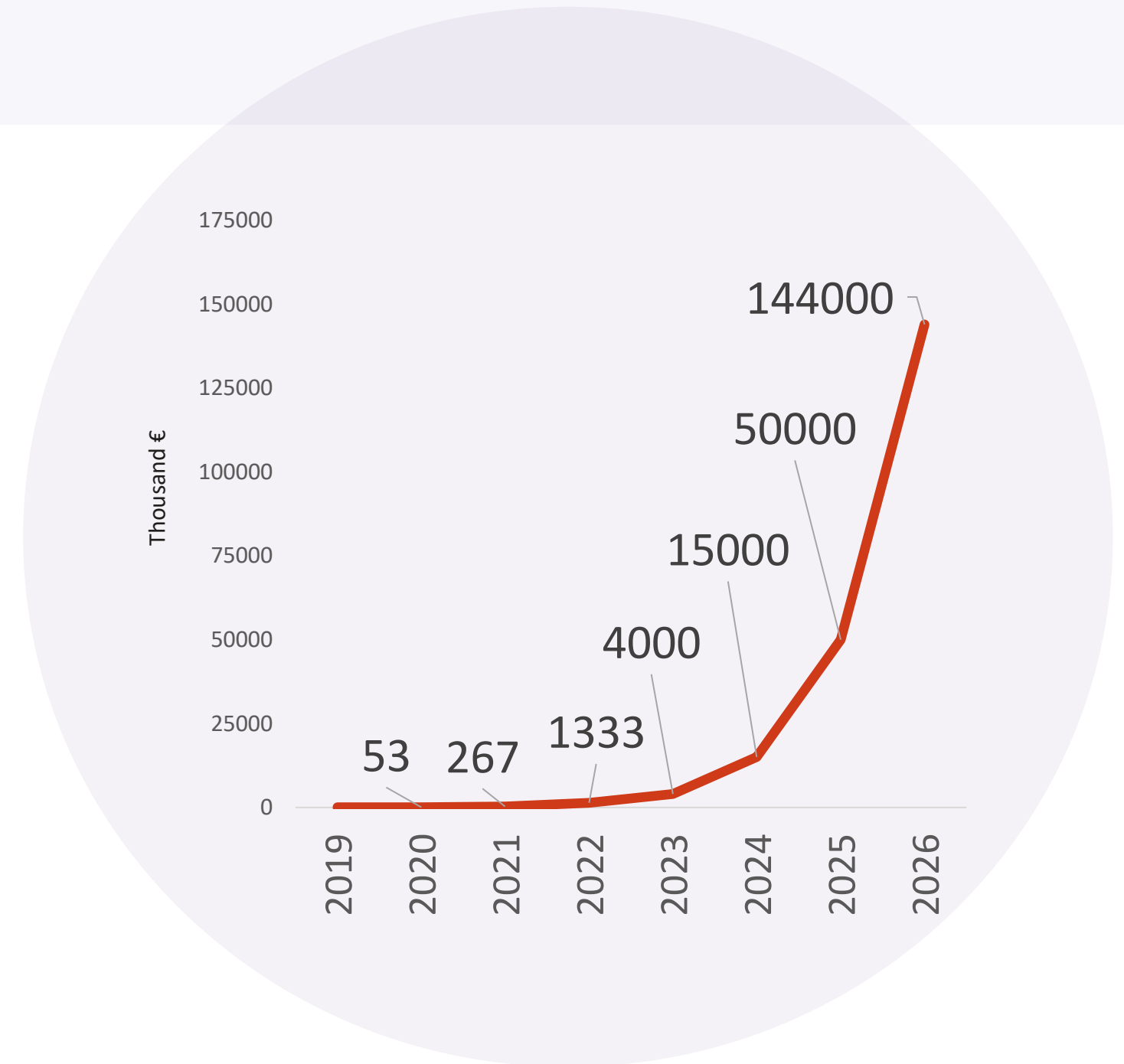
Devices

Software and support

Unlimited use and data

- Risk mapping
- Rehabilitation
- Design workflow
- Automation
- Quality Control
- Annual Workplace assessment
- Training

€200 per device per month

€60,000 per pilot
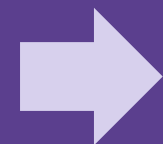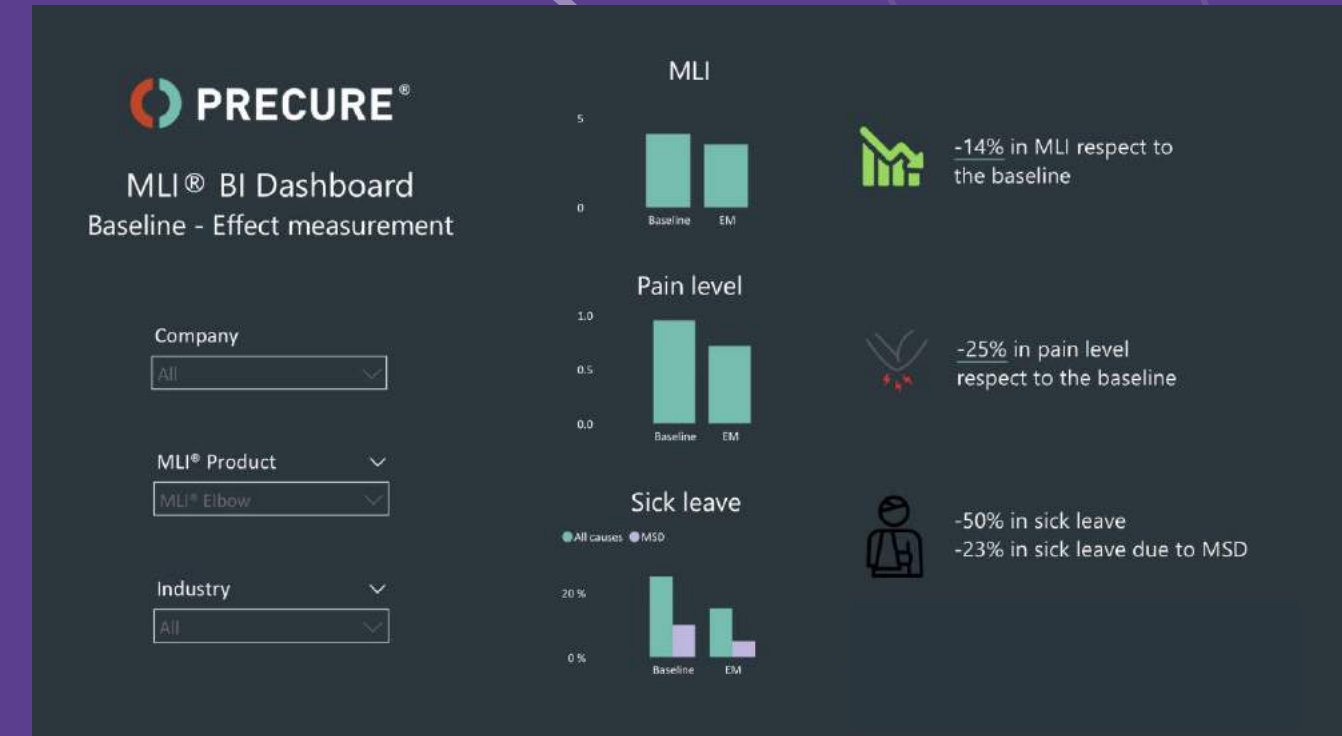
An amazing and diverse team united in our vision

PRECURE®

David, data master
MSc Engineering
Drone pilot

Søren, CINO
HSE expert, 25 yrs. exp.
serial entrepreneur

Finn, CEO
MBA, +20 yrs
int. mgmt. exp.

Petra, COO
MSc Health Innovation
Chief

Jønne, CTO
MSc Engineering
Go-cart

The competitor landscape

Key differentiators:

- ✔ Data precision
- ✔ Individual and organizational
- ✔ Prevention
- ✔ Ease-of-use

Parameter	PRECURE (DK)	Primary competitors with similar business model and/or value proposition					Secondary competitors with similar technolgies										
		Bioservo (SE)	Somaxis (US)	Hinge Health (US)	Expain (NO)	Shimmer (IRE)	Dorsavi (US)	Athos (US)	Dycare (ES)	UpRight (ISR)	Cometa (IT)	Delsys (US)	Kinetic (US)	Myontec (FI)	Soter Analytics (UK)	Modjoul (US)	WearHealth UG (DE)
Company insights	+	+	-	-	-	+	+	-	+	-	+	+	+	+	+	+	+
Individual feedback	+	+	+	+	+	-	-	+	-	+	-	-	+	+	+	+	-
Ease-of-use	+	-	+	+	+	-	-	+	-	+	-	-	+	+	+	+	+

Where are we today?

€   € 2.5 million in funding

⚡   MLI® Elbow on the market and MLI® Back as prototype

+   +1000 users, 50 companies, and +18 billon data points

3   3 partners – one being the top-1 Scandinavian insurer

DK   Revenue in DK, initial activities in the US

2   Two patents pending

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Appendixes

The business case for the customer

	Variables		Calculated
Average number of sick days per employees per year *	8		
The average percentage of sick days related to MSD **	33%		2,64
The MLI® platform addresses 70% of MSD-related sick days **			1,85
Average employee monthly salary	$ 3.846		
Direct costs per sick day *		$	262
Indirect cost are 1 to 5 times bigger or in average ***	1,5	$	392
Average costs per sick day		$	654
Average costs for MSD-related sick days covered by the MLI® platform per employee per year		$	1.208
Effect of the MLI® platform in reduced MSD-related sick days	10%	$	121
Number of employees	100.000		
Normal cost of MSD-related sick days per year		$	12.083.077
PRECURE subscription. In your case, we recommend: 400 MLI® Back 200 MLI® Elbow 200 MLI® Shoulder			
Subscription cost per year		$	2.584.615
ROI			368%
Savings		$	9.498.462

* Sick leave - more and faster back to work, 2019, © Dansk Arbejdsgiverforening

** Health and safety at work in Europe – A statistical portrait, Inna Šteinbuka, Anne Clemenceau, Bart De Norre, 2010, Eurostat.

*** Work-related musculoskeletal disorders: Prevention report, 2008, EU-OSHA – European Agency for Safety and Health at Work

Click on pictures to see how it works

Individual use

WHS insights
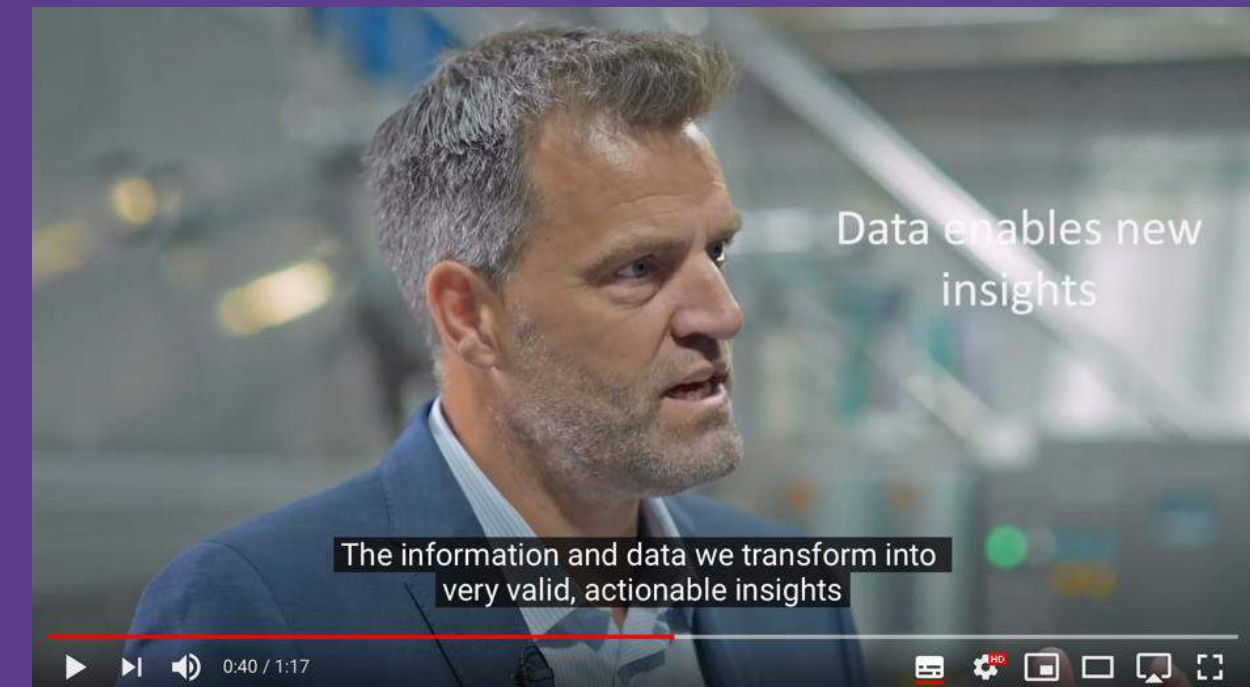
My name is Sarah. I'm 35 years old.
I have a daughter named Olivia.

Dramatization, based on
real customers story

Data enables new
insights

The information and data we transform into
very valid, actionable insights

https://youtu.be/c4DRxEPFN1Y

https://youtu.be/-eccgkOwU3o

This how the platform works

PRECURE®

MLI® Elbow

MLI® Back

MLI® Shoulder
Available 2023

D **MLI® Smart wearables**

Sensors collect muscle and movement data. PRECURE expands the portfolio to parts of the body exposed to work-related MSD.

B **WHS Insights**

Use MLI® smart wearables to collect data on a group of employees. Use MLI® BI Dashboard to analyze the data and create new insight; on whether there is an issue, with MSD, what it is, and what to do about it. You can do this by function, process, team, or a whole department. – and when ever you want

C **Individual use**

Distribute MLI® smart wearable to employees, who already experience MSD or are at risk. It provides the user feedback, which nudges the user to change inexpedient behaviour and thus help prevent MSD and support rehabilitation

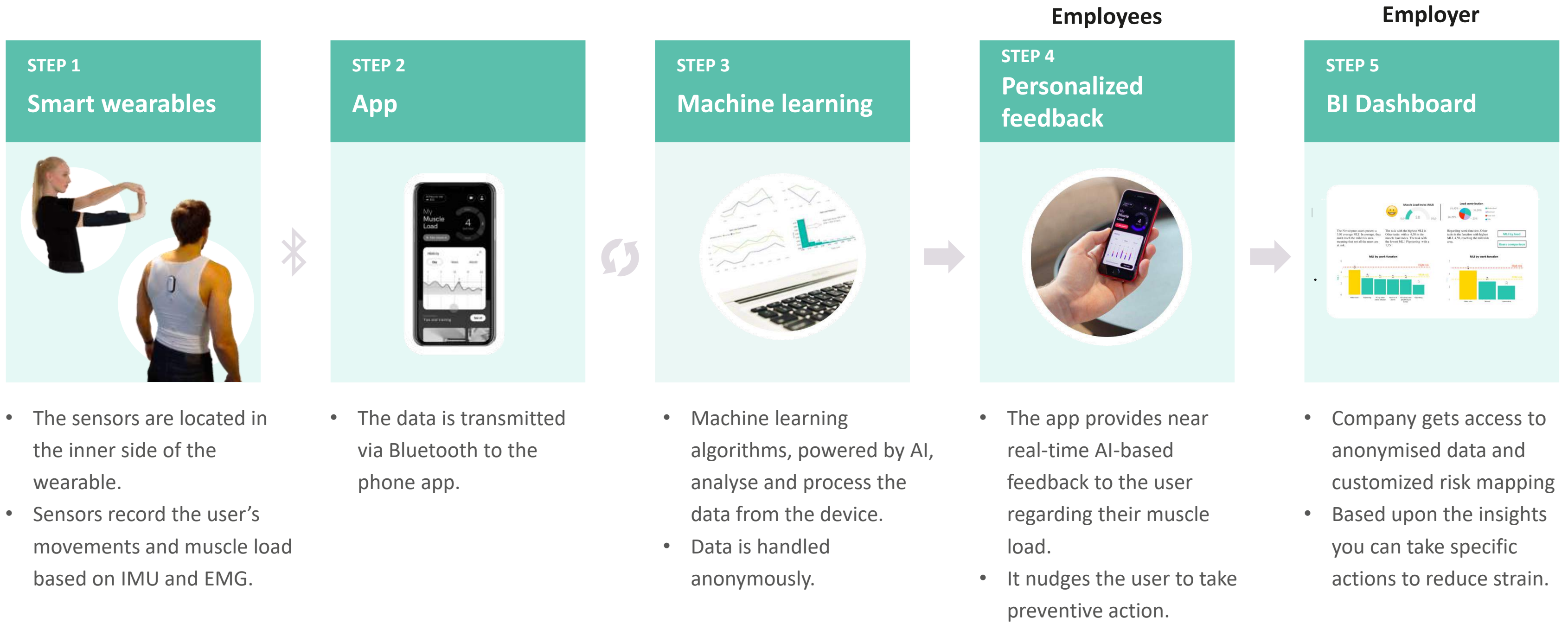**Structural and organizational factors**

Individual factors

A **MLI® BI Dashboard**

Use MLI® smart wearables to collect data on a group of employees. Use MLI® BI Dashboard to analyze the data and create new insight; ther there is an issue, with MSD, what it is, and what to do . You can do this by function, process, team, or a whole ent. – and when ever you want

How our platform works

Employees

Employer

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
Smart wearables	**App**	**Machine learning**	**Personalized feedback**	**BI Dashboard**

- The sensors are located in the inner side of the wearable.
- Sensors record the user's movements and muscle load based on IMU and EMG.

- The data is transmitted via Bluetooth to the phone app.

- Machine learning algorithms, powered by AI, analyse and process the data from the device.
- Data is handled anonymously.

- The app provides near real-time AI-based feedback to the user regarding their muscle load.
- It nudges the user to take preventive action.

- Company gets access to anonymised data and customized risk mapping
- Based upon the insights you can take specific actions to reduce strain.

| Real-time muscle activity | Joint movement monitoring | Early warning | Behavioural change | Prevention of injury | Reduced costs |

Design intent

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UX criteria

- Trustworthy
- Intuitive and user-friendly

- Non-obstructive and Gender neutral
- Comfortable
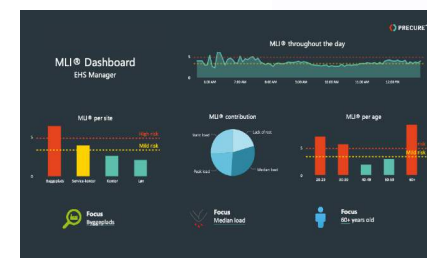

MLI® Elbow

2019

MVP of MLI® Back

2021

MLI® Back

2022

2021

MLI® BI Dashboard

MLI® app

MLI® Back, design intent

PRECURE®

Looking for € 3M

Split into two: $ 1M early **2022** $ 2M early **2023**

Growth in existing markets

- Expansion of team
- Establishing footprint in the USA

Expansion to new markets

- Expand into EU countries and USA
- Initial activities in the Japanese market

Product portfolio

- Digitalization of the subscription service delivery model
- Reduce CoP
- Upgrades and new products