



A smart device to improve performance & welfare for horses



Globally, more than **5 horses die on race tracks** every day, a loss of **700M€** per year

In reality, **10 times more horses** die or get killed before competing as they are severely injured during training

This is happening because racehorses are always **pushed too hard**

The industry has a name for it: **“horse wastage”**

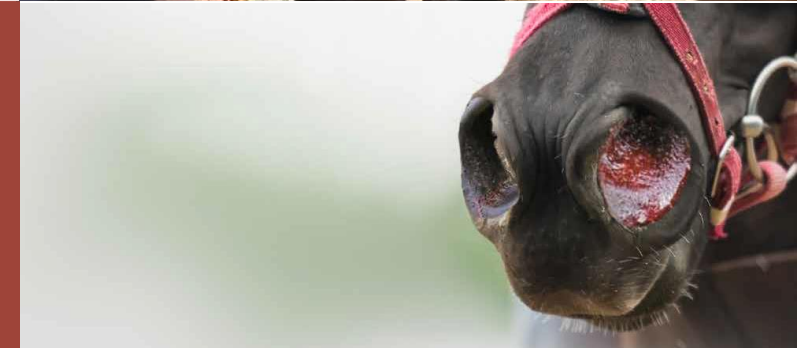


Horse training – by professional – is today based on analogue methods

Manual tracking of respiratory rate leads to unprecise assessment of training intensity



Respiratory issues affects +80% racehorses



Losing a horse cost from 200K to 500K€



StepUp Horse is the **1st device to track breathing** in a non-invasive way during exercise



Measure **breathing** and
take better decisions

Prevent over training and
improve horse performance

Get notified of early signs of respiratory
abnormalities and **take care of horse's health**

How it works

Easy to set up strap

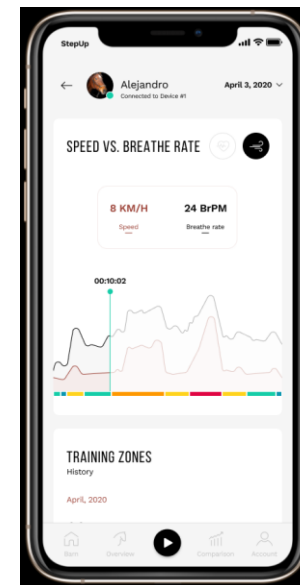
Real-time data on
Garmin / Apple Watch

Real-time data +
Advanced analytics post-training

BLE

LTE CAT-M1 & 2G

Device with removable
electronics
Contains machine learning
algorithms



Cloud-based data
collection and processing

All essential features integrated to make better decision & improve performance

Smartwatch & Mobile App

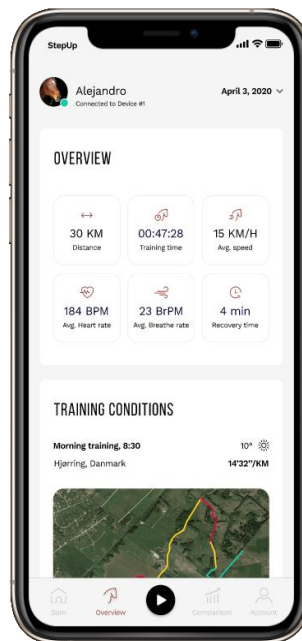
In real-time

- Breathing rate
- Training intensity
- Fatigue detection**
- Ventilation***
- Speed
- Distance
- Heart rate
- Lap time*
- Stride Frequency
- Stride length*



For each session

- Recovery breathing rate
- Recovery heart rate
- All real-time data
- Weather and ground conditions
- Intuitive graphs to compare parameters
- Maps

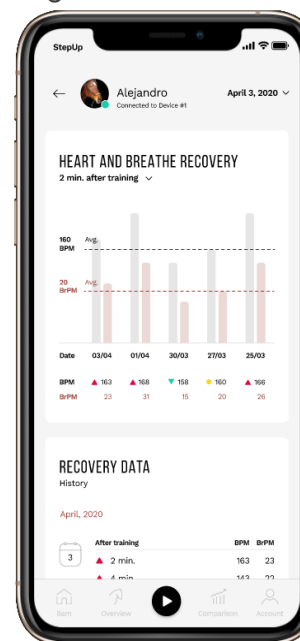


Work as a team

- Add riders, trainers and owners in your team and collect & share the data with each of them.
- Add comments on each ride after training
- Access to historic data from past training

Track progress

- Compare horses over time and follow their progress



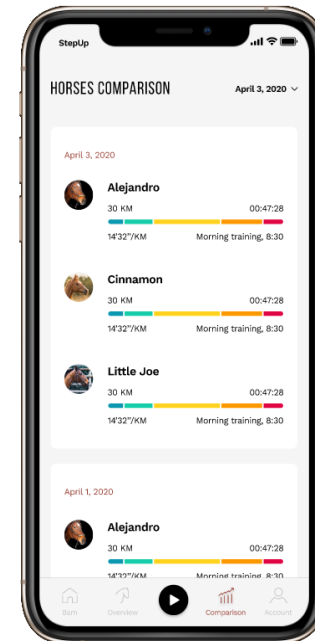
Take care of horses

- Get alerted in case of respiratory and cardiac abnormality***

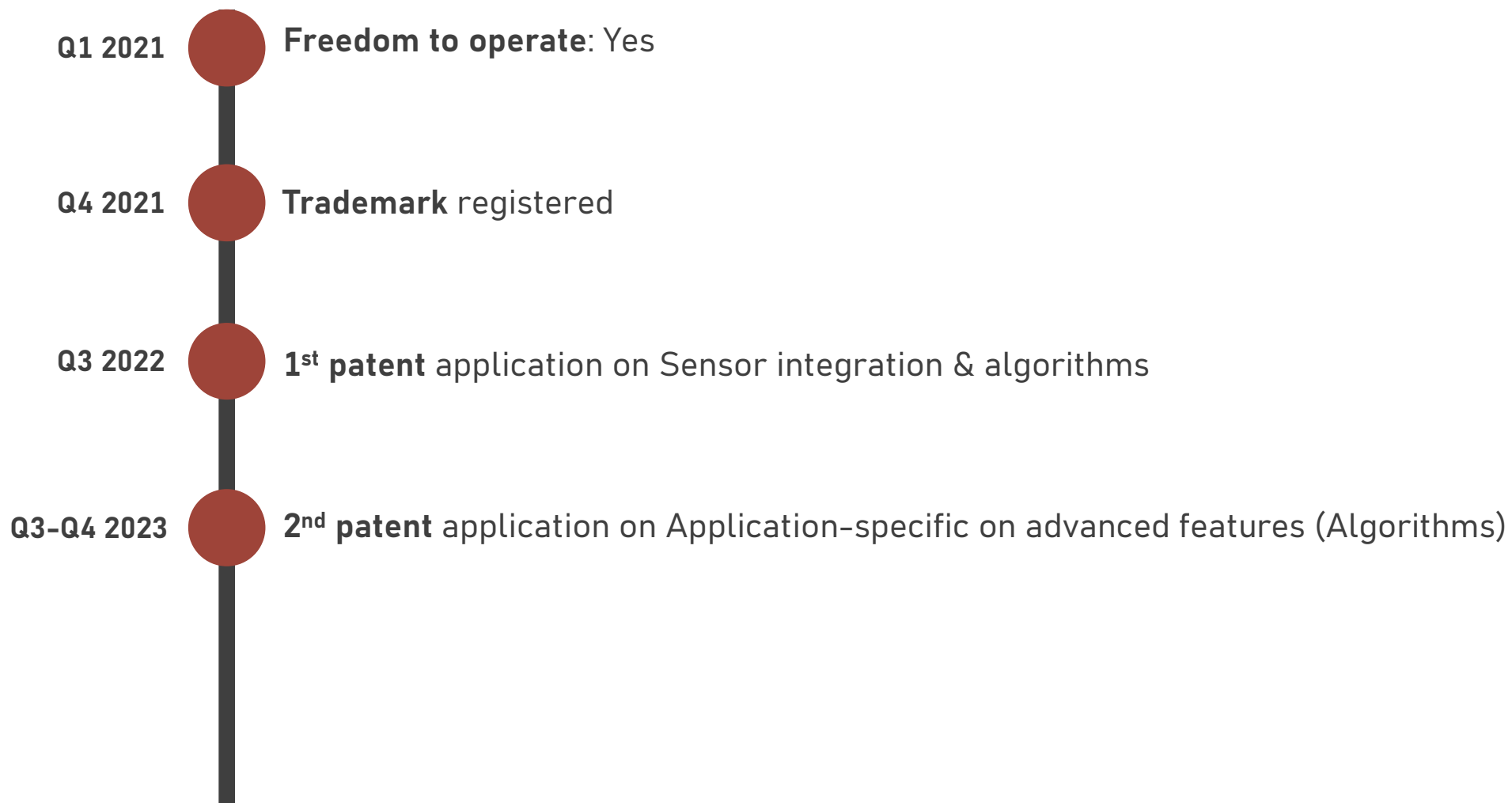
*Will be implemented later in 2022

**Will be implemented in 2023

***Will be implemented in 2024



Intellectual Property Strategy



Business model & pricing validated by potential customers







Device (incl. 1 year subscription):
1000 €

Subscription (after 1st year) :
20 €/month/per hardware device



Competition

We are the first to monitor breathing during training

Brands						
Price for 1st year	1000 €	1899 €	425 €	2000 €	250 €	400 €
Business Model	Unit + Subscription	Unit + / & Subscription	Unit & Subscription	Unit + Subscription	One time purchase of Unit	
Breathing Frequency	✓					
Training Zones	✓				~	
Fatigue Detection	✓*					
Screening for Respiratory Anomalies	✓**					
Motion (Speed & Distance) Stride frequency & length	✓	✓		✓	✓	✓
Heart Rate	✓	✓	✓	✓	✓	✓

*Will be implemented in 2023

**Will be implemented in 2024

Market Size

<i>Horse Racing (Gallop & Trotting)</i>	<i>Beachhead</i>	6K customers (Scandinavia Market) – 6M €*
	<i>SAM¹</i>	21K customers (Scandinavia, France & Australia Market) – 21M €*
	<i>TAM²</i>	300K customers (Globally) – 300M €*
<i>All Disciplines</i>	<i>TAM²</i>	3 Million customers (Globally) – 3 Billion €*

- Source- https://www.researchgate.net/publication/331234705_Global_Horse_statistics_internal_02_2019
- ¹Serviceable Addressable Market ²Total Addressable Market
- *The market size is calculated as number of potential customers* price of the product for the first year

G2M Strategy

Horse Racing (Gallop & Trotting)	Phase 1 2023	Scandinavia: DK & SE Market Size: 6K customers – 6M €* Target: 100 customers – 10K €* + subscription**	Channels: LOIs & D2C (DK & SE) local fairs Distributor: Equinics
	Phase 2 2024 to 2026	Scandinavia, France & Australia: Market Size: 21K customers – 21M €* Target for 2026: 4300 customers – 4.3M €* + subscription**	Channels: LOIs & D2C One on ground distributor for each market Two online channels for each market 10 Stables in each market (+20 racehorses)
All Disciplines	Phase 3 2027 to 2028	Scandinavia, France & Australia: Market Size: 240K customers – 240M €* Target for 2028: 14000 customers – 14M €* + subscription**	Channels: Phase 1&2 + Online marketing Tie up with Influencers B2B Magazines

- Source- https://www.researchgate.net/publication/331234705_Global_Horse_statistics_internal_02_2019
- ¹ Serviceable Addressable Market ² Total Addressable Market
- *The market size is calculated as number of potential customers* price of the product for the first year
- **Subscription cost includes 20 € per month (in 2023 from 2nd year, from 2024 from 1st year and we expect 70% customer retention)
- **From 2024 onwards will also offer premium subscription options for customers.

Traction: From Interviews to Conditional Sales Agreements

60 Interviews
conducted



25+ Letters of
intents



3 Conditional Sales Agreements

Sandie Kjær

Gallop trainer & owner of healthy
horse



Dorte Lykke

Trot trainer & owner



Sarah Bäckman

Trot trainer & owner



Testimonials from Key Opinion Leaders from Denmark & Sweden

Amanda Andersson

International Gold Medal-Owner & Trainer – Eventing – Sweden



“It will be interesting to use the belt and incorporating breathing parameter could give better understanding of horse condition & performance.”

Steen Juul

Leading trot trainer & owner in Denmark



“Currently I have tool to check heart rate, but my horses face respiratory issues and there is no tool in market to check breathing data. Looking forward to test & buy the product”

Hakan K Persson

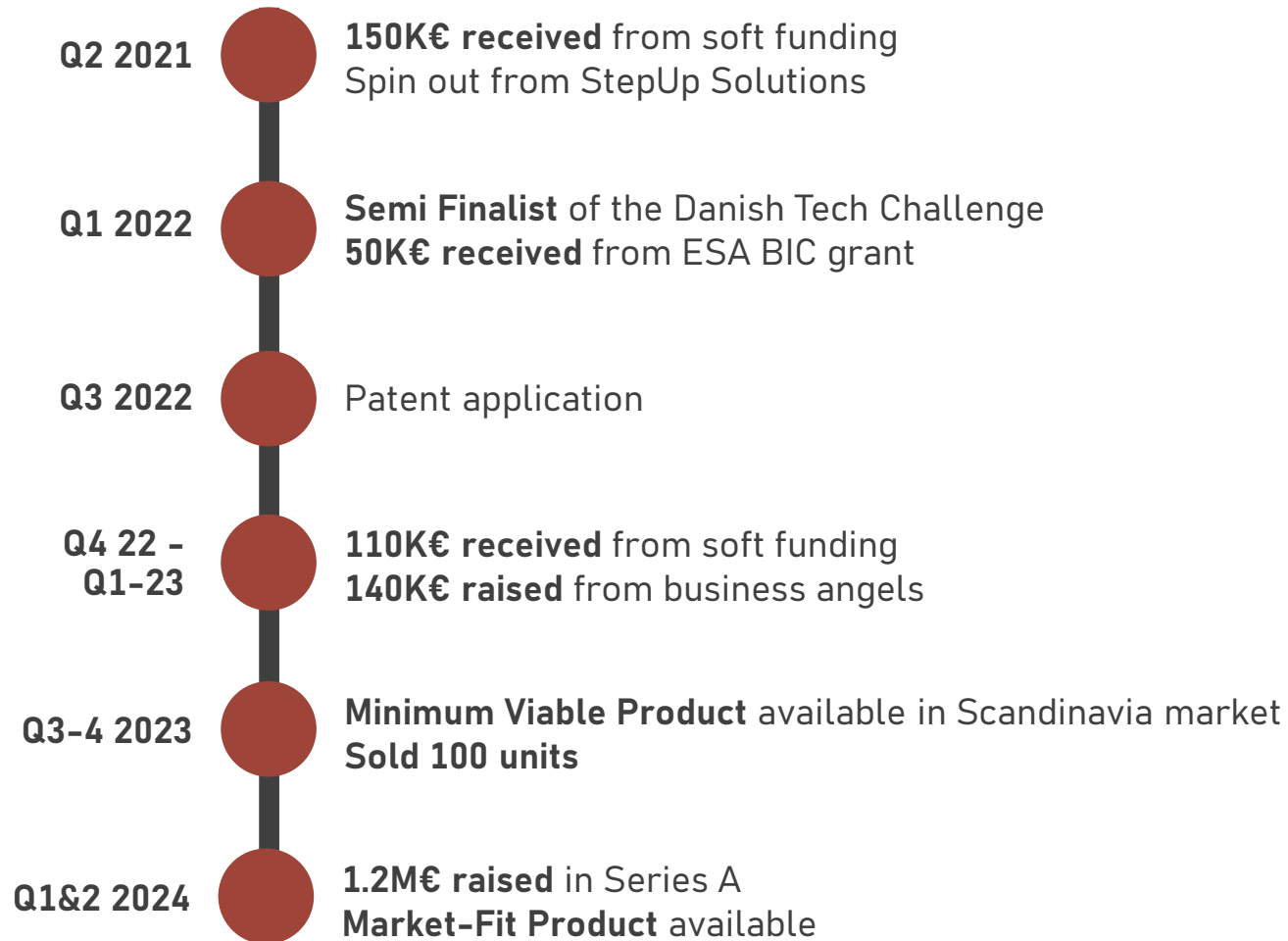
Trot trainer & owner – Sweden



“Looking forward to use the belt, since I train all horses individually, it will help me recognize state of each horse on specific dates & allow me to take decision based on data.”



Milestones



Team

Founders



Amit Moriani
CEO

MBA (Marketing)
12 years of Sales & BD
experience



Charles H. Gayot
CTO

Double M.Sc. in engineering
5 years of tech start-up
experience



Sandie Bregnager Kjær
CBO

Professional horse trainer
with 20+ years of experience
Owner of HealthyHorse

Volunteers & Interns



Vasilina Baciú
Sales and Marketing



Kieran Theret
Embedded Software



Ilian Haralampiev
Data Scientist



Jean Lanthiez
Mechanical
Engineer

Industry Advisors



Corrie Knack
Professional ex-race
horse trainer &
entrepreneur



Mikkel Shafi
Stable owner &
entrepreneur



Prof. Jeremy Naylor
Veterinarian,
researcher &
Racehorse trainer

DTC Business Mentor Team

3 experienced mentors
for BD & marketing strategy

Partners

University of Copenhagen

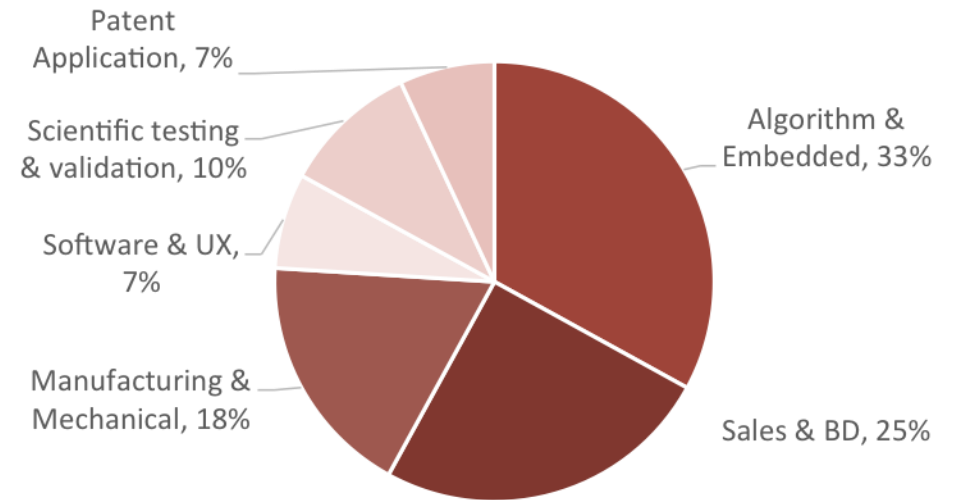
Lab2Field

Pole Hippolia & EEBA

We are looking for 250 000€

- **Objective**
Make changes after pilot testing, certify, manufacture and sell 100 MVP
- **Source**
110K from public funding, 140K from investors
- **Ideal investor profile**
Experience in horse racing industry and/or invested in animal-related products
- **Next round**
1.2M€ for expansion in 2024

Expected breakup



Area	Detailed expenses
Algorithms & Embedded	1 part time engineer, 1 founder
Sales & Business Development	Trade show exhibitions, 2 part time salesperson, 1 founder
Manufacturing & Mechanical	DFM reviews, Manufacturing of 100 units
Software & UX	Outsourced: Development of smartwatch app, maintenance and UI changes
Scientific testing & validation	Outsourced: Lab2Field for validation of accuracy
Patent Application	IP attorney and fees



Challenges

- Strengthen our business model
- Design go to market strategy
- Financial planning
- Raise investments



Can you be the Advisor ?

- Passionate about animal welfare & Network in the equine industry
- You are an active investor and maybe have invested in animal-related products
- Understand the challenges of building a hardware product
- Experience in B2B market





I'm more than a
race car, I'm your
companion!

Thank you for your attention

info@stepuphorse.com



Back-Up Slides



Customer Case: Dorte Lykke

She is a **professional trotting trainer** for past 25 years. Her father, Lars Lykke, won several trotting races in Denmark and Sweden.

Dorte **owns two competing racehorses**, 2 foals and 2 mare in her own stable **worth 85K€**.

Dorte **trains both her horses** and **checks vital signs** after training or racing with help of stethoscope for heart rate and never focused on breathing due to lack of equipment available to do so.

She has a horse called **Mellis Akema** who was winning several races and **earning 8-10K€ every month**. The horse participated in many competitions and started to bleed from lungs and it remained undetected for many weeks. This led to decreasing horse performance during training, until Dorte finally called a vet who diagnosed the issue: EIPH.

The examination and medicine spend on horse was only 10K DKK but **the cost** of maintaining the horse and not having it perform during 6 months **is estimated around 30K€**

Dorte is looking out for equipment, which can **show breathing data to understand horse condition better during and after training**.

After presenting StepUp Horse device, **Dorte is looking forward to test and buy our product**.



Breathing is the missing link in training high performance horses

Respiratory Rate

Early indicator of exhaustion

Ventilation

Indicate each horse limits

Respiratory issues

To track early signs of respiratory abnormalities



What's inside?

1.6 meter long
stretchable strap

Breathing sensor –
our **uniqueness**

3 Electrodes for
accurate ECG / Heart
Rate

Casing with holding
removable Electronics
(for washing the belt)

GNSS receiver with
(soon) Galileo HAS
and other sensors

Velcro for stable
mount on the saddle or
harness

Velcro for easy
installation around the
horse

Inside

Outside

Total weight: 850g

Removable
electronics
(1 week battery life,
wireless charging)



Backend for data storage

BLE or ANT

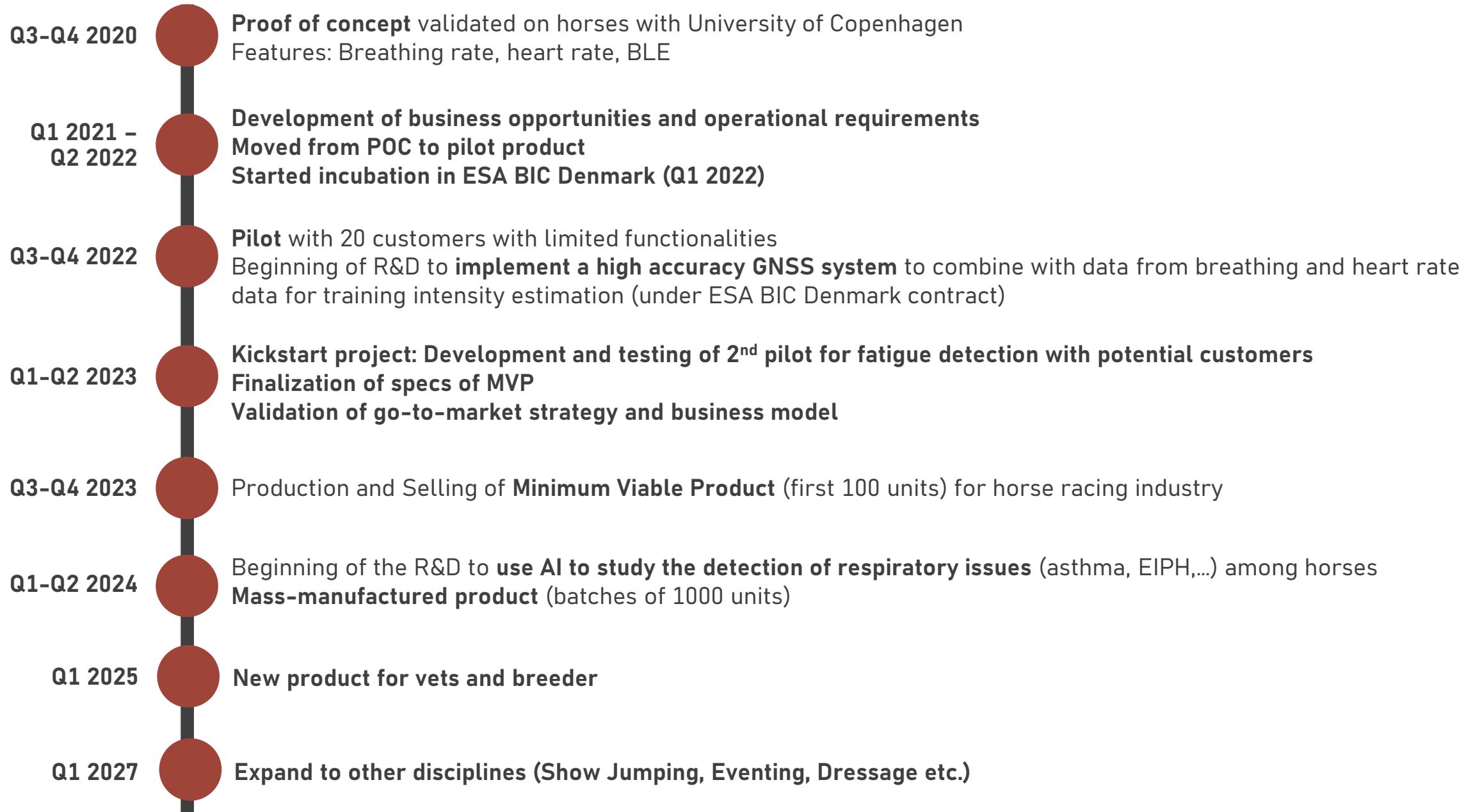


Smartwatch for
real-time data



User's phone for
data visualization

Product Roadmap



StepUp Horse makes good gross margin

Single unit product cost (in €)

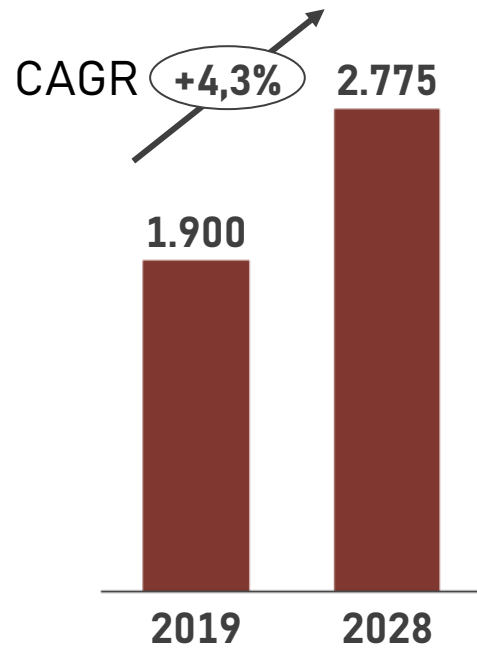
	Up to 100 units	Up to 1000 units
Sales price per unit	1000	1000
<i>Direct cost per unit:</i>		
Material	50	30
Components + Assembly	250	170
License fee*	20	20
Package & Delivery	50	40
Total COGS	370	260
Gross Margin	630	740
Gross Margin	63%	74%

- Up to 100 units, our cost of manufacturing per unit is 370 euros and falls to 260 euros for 1000 units
- Thanks to margin, we can sell with discounts or distributor fee while selling MVP units and market fit products.

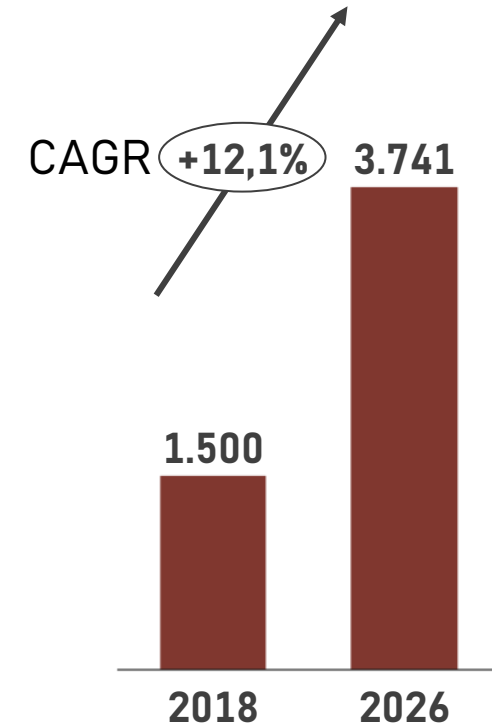
* License fee is paid to StepUp Solutions which did the initial development of the technology. The company is owned 100% by StepUp Horse CTO

Growth of adjacent markets

Global Equine Equipment Market (M\$)



Global Veterinary Wearable Device Market (M\$)



Financial projections

Forecast

	2021-22	2023	2024	2025	2026	2027	2028
No. of Countries		2	4	4	4	4	4
Market Size (no. of potential customers)		6K	21K	21K	21K	240K	240K
<i>No. of units sold</i>		100	600	1200	2500	5000	9000
<i>('000 €)</i>							
Total Sales (Devices+ Subscriptions)		100	618	1210	2702	5420	9840
COGS		57	276	552	1150	2300	4140
Gross Profit		43	342	658	1552	3120	5700
Total Operating expenses	170	250	785	985	1252	1620	1980
EBITDA	-170	- 207	-443	-327	300	1500	3720

By 2024 we launch in 2 new markets with Scandinavia (7% of entire horse racing market). In 2026, we enter all disciplines in the same markets and achieve 3.75% till 2028

63% of general & administration expenses in 24-28, will be spend on salaries.

We expect to retain 70% of customers after the first year

COGS includes 20% distributor fee or discount.

Board of advisors



Rikke Buhl

Professor, Phd, DVM. Equine Cardiology & head of medicine & surgery

Rikke Buhl has more than 22 years of experience in veterinary medicine with Large Animal Hospital (University of Copenhagen). She is a surgeon, professor, board member & reviewer of various equine journals.

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In active search of an advisor with an investment background

We are in search of an investor who has knowledge and network within the horse racing industry and an entrepreneur mindset.

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In a nutshell

- Today, the **professional trainers and riders of racehorses** face a lot of issues. First, due to guesswork, racehorses are frequently over-trained, leading to **injuries or deaths**. Secondly, racehorses develop **respiratory issues** like asthma & exercise induced pulmonary hemorrhage (EIPH), leading to poor performance and early retirement. Thirdly, direct economic loss for owners & trainers for a non-competing racehorse due to injury or death is very high.
- StepUp Horse is a **hardware and software solution** for professional horse riders, trainers, and owners. It sits around the **horse thorax** and provides **data in real-time** to a smartwatch and a phone app. This enables the rider to **remove guesswork, take better decisions**, therefore **reducing risk of injury** and **improving performances** of racehorses.
- StepUp Horse targets the professional trainers, riders and owners who compete in the horse racing industry across various disciplines. There are 3M customer worldwide, and we will have a revenue of 10M€ and an EBITDA of 3.8M€.
- We have **received 120K euros** in soft funding from Innofounder Experienced and Horizon 2020 in 2021 and have **received 25+ letters of intent** (LOI's) from potential customers and **3 conditional sales agreements**.
- As of now, we are at **prototype stage** and will **start testing pilot products from July to Dec 2022** with 20 potential customers in Denmark & Sweden.
- StepUp Horse has **now 2 co-founders**, Amit who is the CEO, has an MBA (marketing) degree and over 12 years of experience in sales & BD. Charles is CTO, with 2 MSc. We are already in talks with the potential third co-founder from horse racing background. Sandie is a certified horse trainer with significant entrepreneurship and business development experience.
- We have **3 mentors from the equine industry**, we have collaborated with University of Copenhagen, Pole Hippolia & EEBA (Equine cluster) and Lab2field; and partnered with a smart textile designer, Imbut GmbH
- **We are now converting our LOIs to conditional sales agreement.**
- We have received **50K€** grant from ESABIC Denmark in 2022 and are **currently looking to raise additional 250K€**, to develop, manufacture and sell 100 MVP units in 2023.

