



PROVIDING PERSONALISED FULL-BODY

RUNNING FORM ANALYSIS

TO RUN EFFICIENTLY & IMPROVE PERFORMANCE



khalidon@ochy.io

— Why we build Ochy



July 2021

Company was founded

To solve injuries

Khaldon (founder) a former 400m athlete who had many injuries. Solved the Injuries by going to a biomechanics lab

Our mission

To provide personalize biomechanical analysis of lab-like quality on a smartphone, so anyone can use it.

— A leadership team with strong industry experience



Khaldon Evans

Co-founder & CEO

- MBA in marketing
- Former 400m athlete



Perrine Chapot

Co-founder & COO

- Bsc in Athletic Training
- Worked 8 years in biomechanic analysis



Victor Dequidt

Co-founder & CTO

- Degree in Computer Science
- Walked from France to Demark



Benjamin Niay PhD

Head of Research

Did his thesis on walking biomechanics



Carwyn sharp PhD

Advisor

Head of Performance at AS Roma

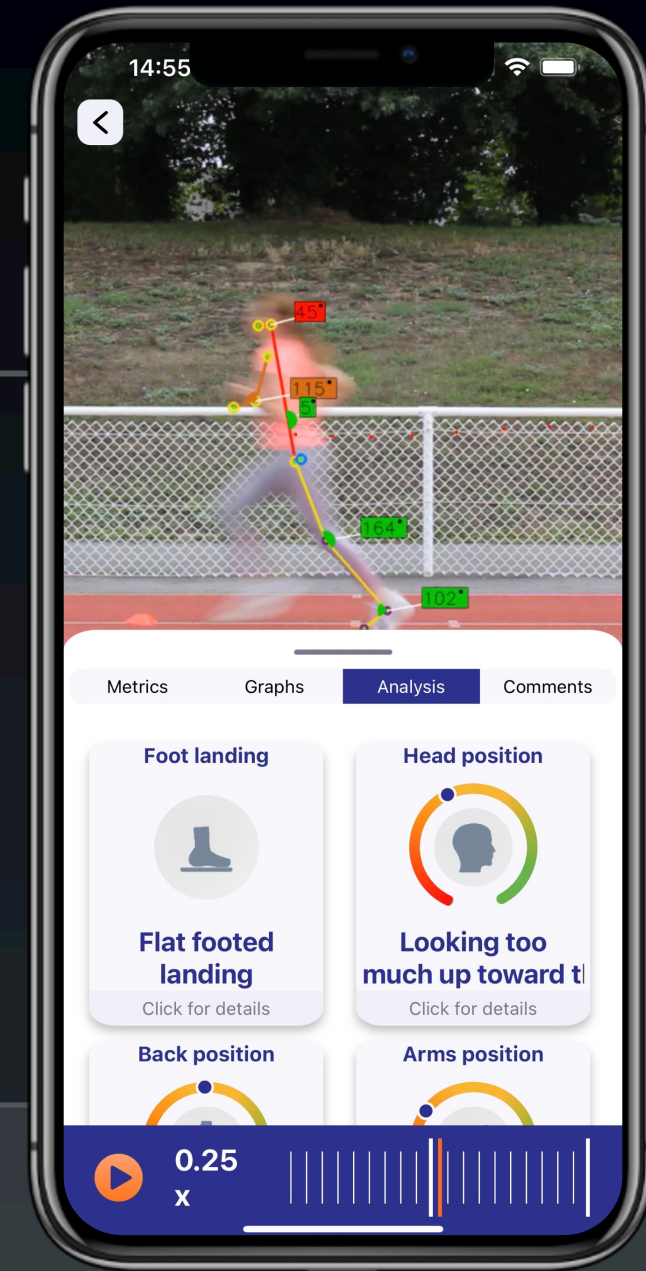
Senior Physiologist for USA Olympics



We are a team of 11

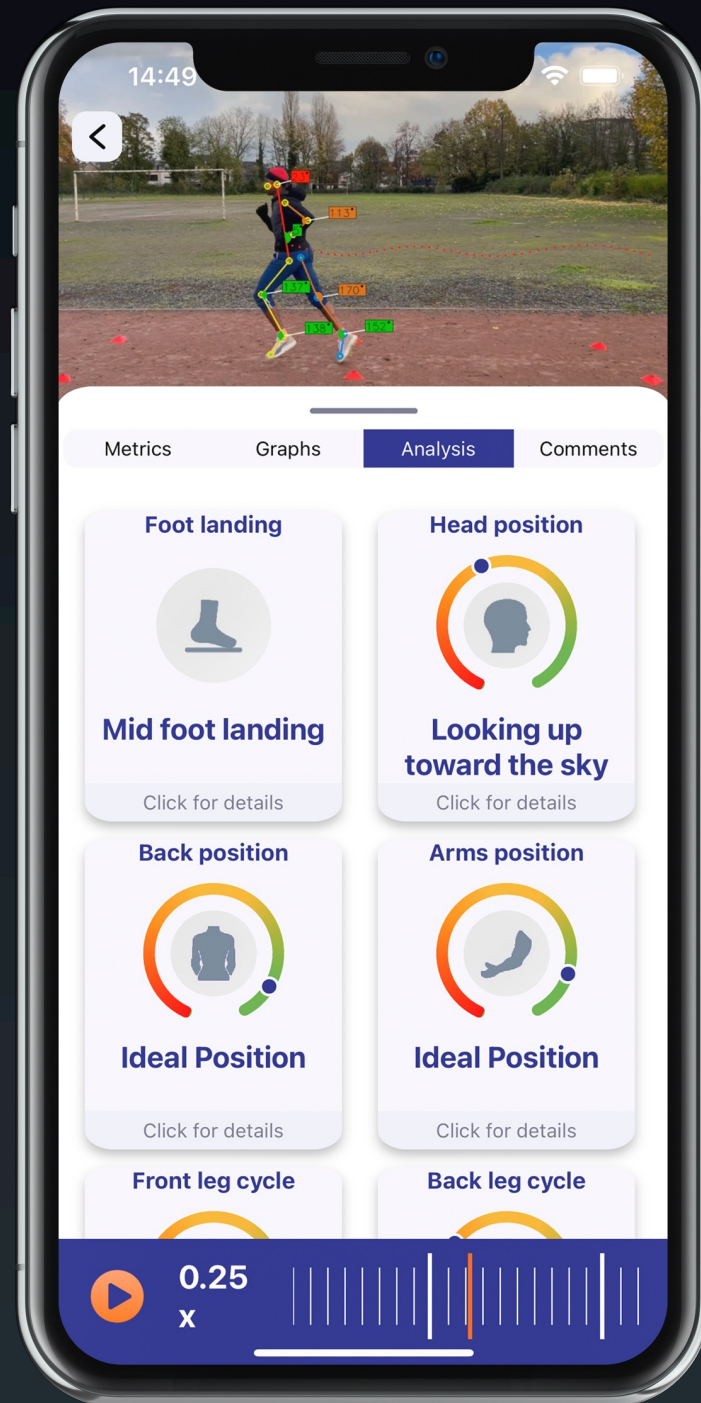
Why us

#01



An app that uses video and AI to provide full-body movement analysis from anywhere. **No captures, sensors or wearable devices need**

What do you get from Ochy



Analysis

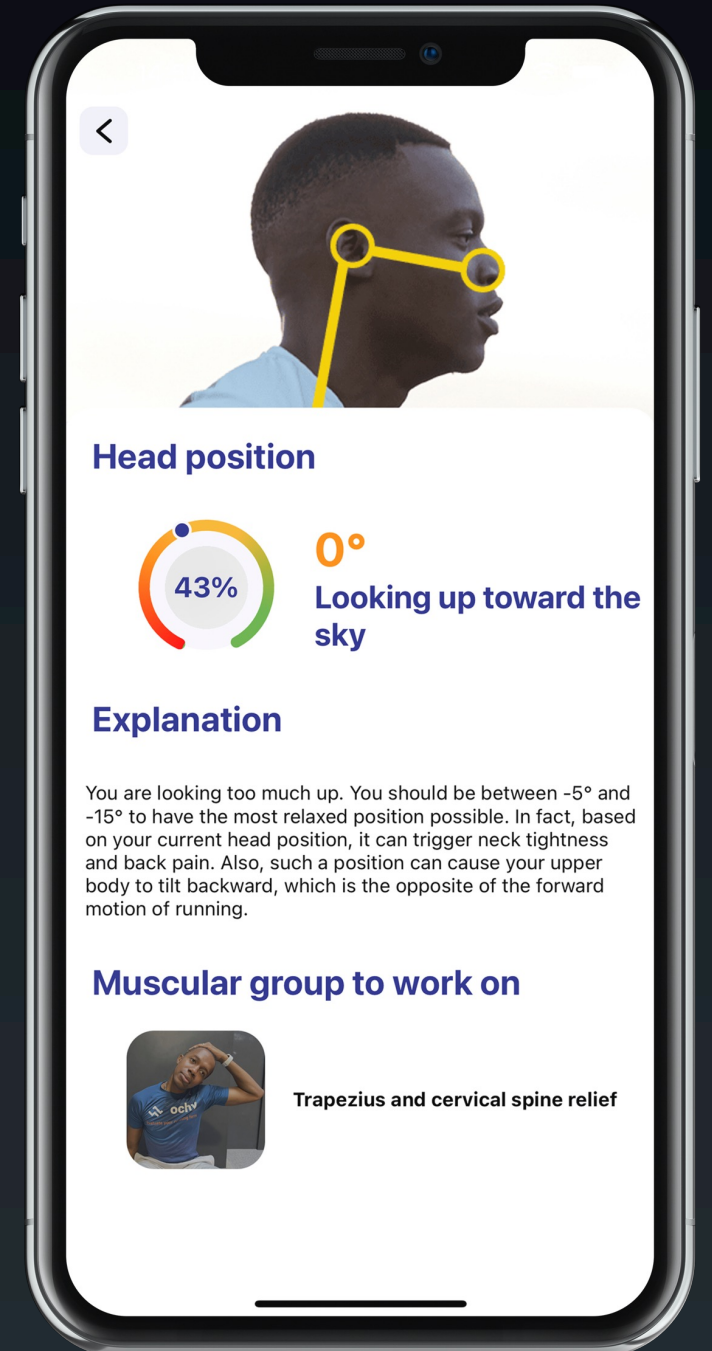
Get a personalised analysis about each body part and what muscle groups they should work on to improve that part.

Angles

Angles are calculated on each body joint and on each frame. Use the video player to change speed and slide on each frame.

Comments

Coaches can leave a comment on the video for the athlete to see. Athletes will be able to add a comment as well. This option only works if the athlete has an Ochy account.



— What do you get from Ochy

Web app

Back the office / home and would like to see things in more details on a bigger screen, just use the desktop web version.

Metrics

Provides information that cannot be detected by a coach such as ground contact time, cadence and time between steps.

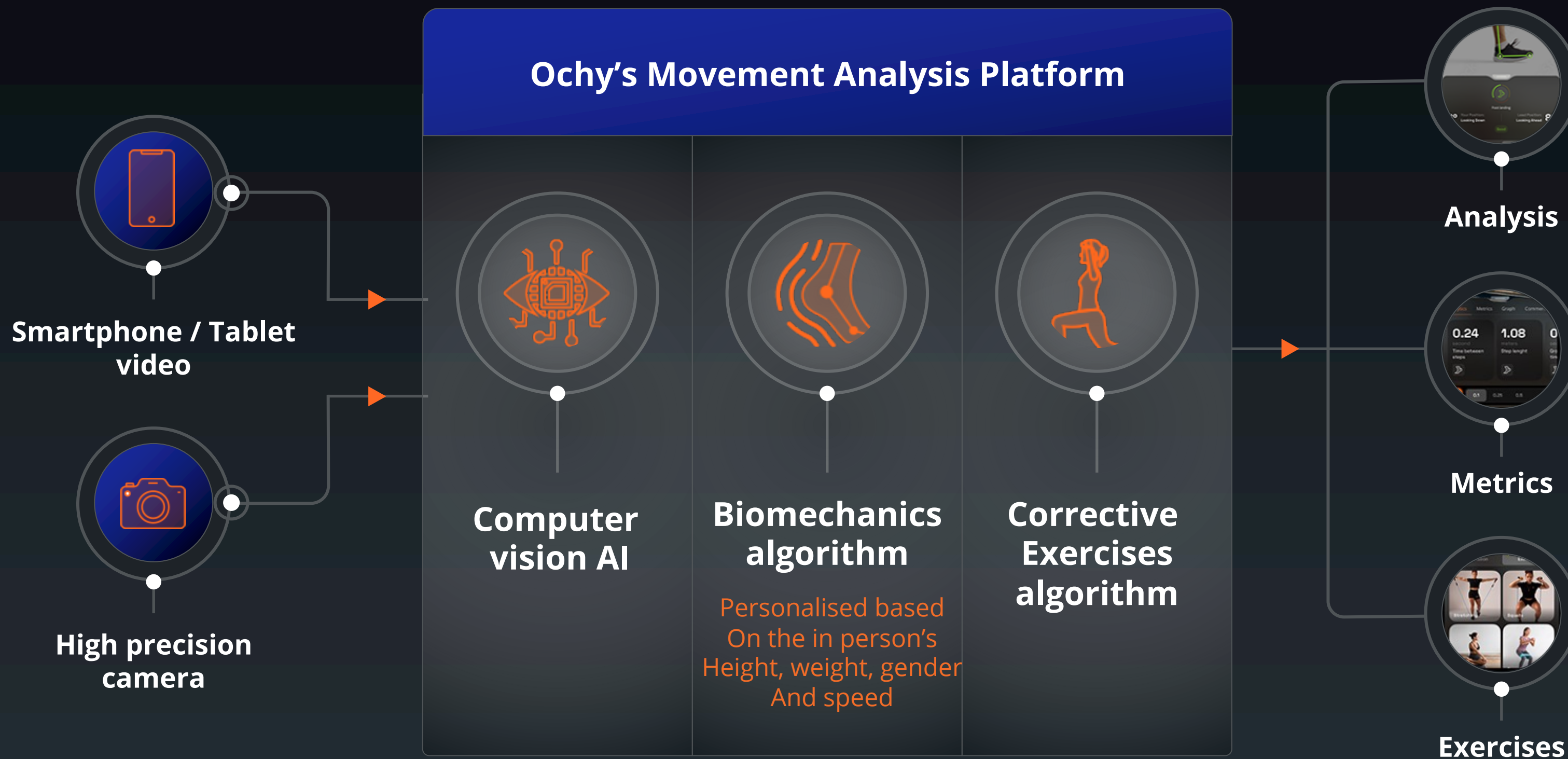
Sharing

You can share an analysis with anyone outside the app via email. The person will receive an email with the analysis and a link to click to see the video



The data

Our IP protected technology



Developed in collaboration with two labs:

— Why should you use Ochy

Increase shoe sales



By using science to identify which running shoe a person should by, your conversion rate will increase

Gain happy customers



Each client will obtain a free analysis so they will be able to see what they need to work on to become a better runner

Position as a leader in innovation



Position yourself as a leader in innovation and help to increase your credibility

Access anywhere



Ochy technology can be used any where on any device so quick to get started and do an analysis

— Increase in store sales



Have an analysis section in your physical stores where people can come, run on a treadmill and get an analysis done

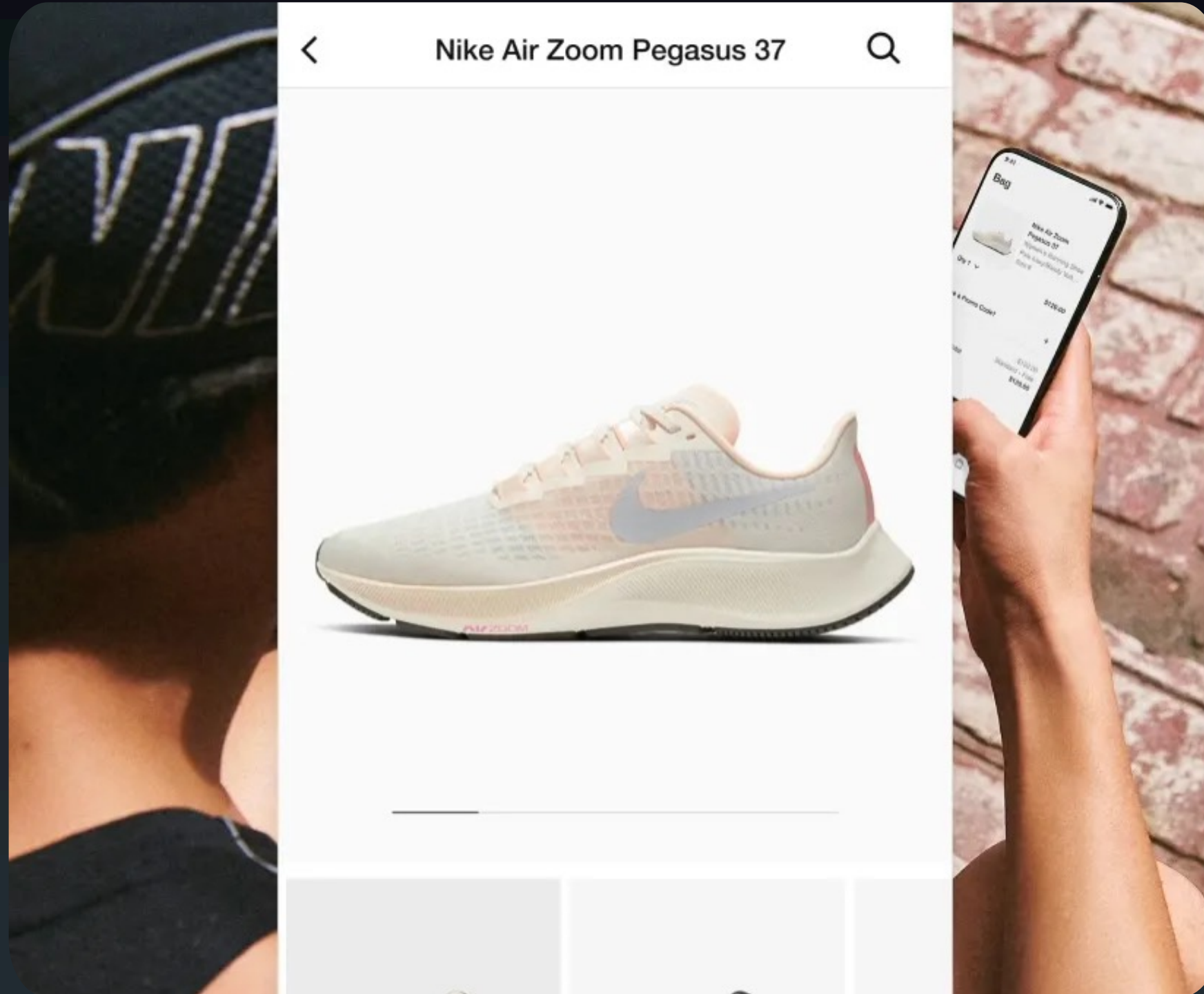
What is required

- ❖ Treadmill / running area
- ❖ camera
- ❖ Computer / iPad with Ochy installed

What the client gets

- ❖ A full running form analysis
- ❖ Recommendation on which shoe they should buy

— Increase online sales



Have an analysis page on your website where people can upload a video of them running and get an analysis done

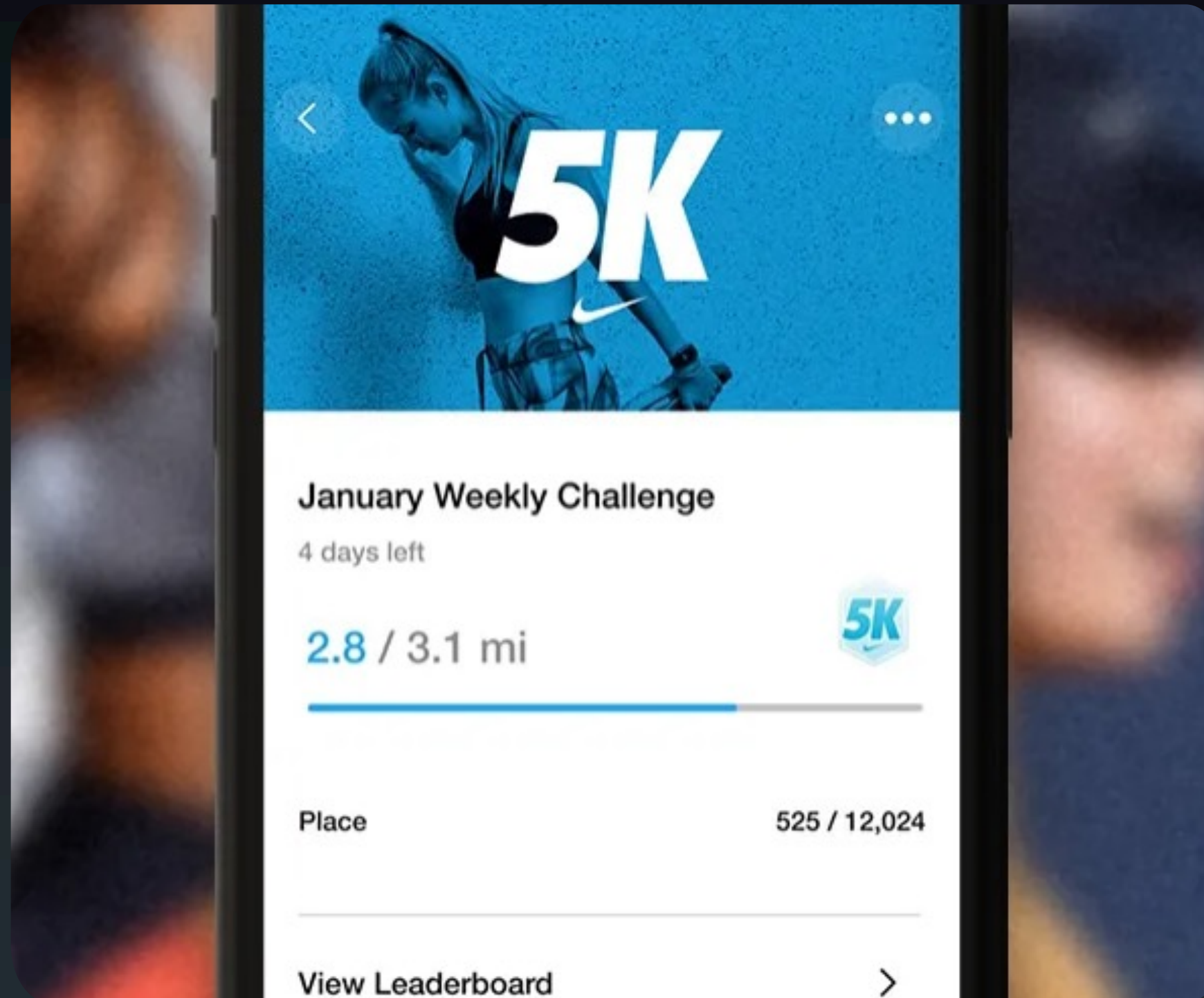
What is required

- ❖ API integration with Ochy
- ❖ Web page

What the client gets

- ❖ A full running form analysis
- ❖ Recommendation on which shoe they should buy

— Provide a better running app



Running is not just about running more miles because if you are injured, then you can't run. Use biomechanics analysis to help runners to train better and work on their weak points

What is required

- ❖ API integration with Ochy

How it will work

In your app, your users will have the option to do an analysis directly in your app. After the analysis is done, the training plan calendar will adapt based on the strengthening exercises the person needs to do

— Key stats

Number of athletes **4000+**

Number of coaches **700+**

Number of medical pros **500+**

Some of the people using Ochy



DECATHLON



SHREDMILL

URB
BASKETBALL

RFA
RUN FAST ACADEMY



— What people are saying about Ochy?

Loïc Rapinel

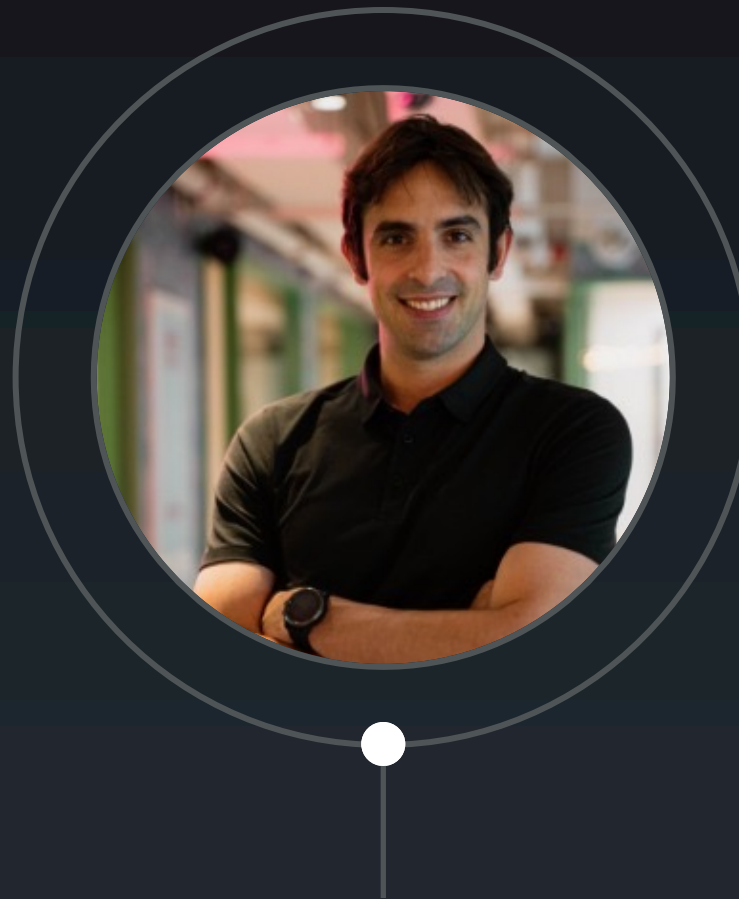
PRESIDENT AND COACH AT PACÉ EN
COURANT CLUB



Ochy allowed our athletes to understand how important it was to know how to position themselves to run well and to correct all their flaws to avoid injuries and perform well.

Adrien Thevenet

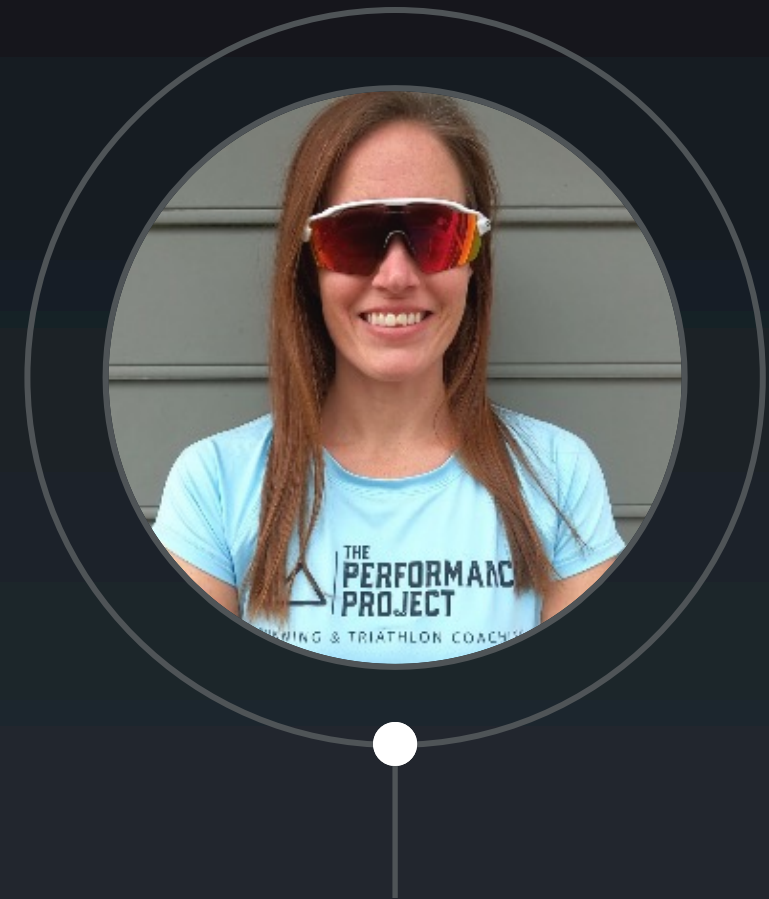
DIRECTOR OF RUNFORCE CLUB



I love the product concept because **it would just make my job much more easier as a coach** and would give me more information about the runners that he doesn't know personally

Rebecca Johansson PhD

OWNER OF THE PERFORMANCE
CENTER



Even in beta, **it provides an added value to the remote based coaching** services I provide. It would be helpful to provide videos of recommended drills and exercises

— 2023 highlights

Top 8 startup at CES



Live national TV interview



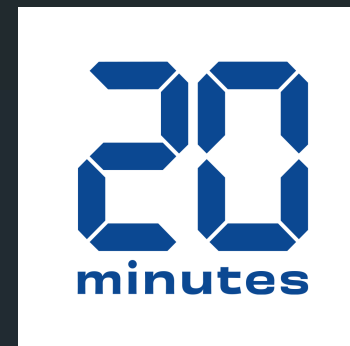
Deeptech award



Top 15 startup in EU



We were also featured in



— Together, let's make proper movement analysis accessible to everyone, anywhere

Name	Email	Website
Khaldon Evans	khaldon@ochy.io	www.ochy.io

Our partners

