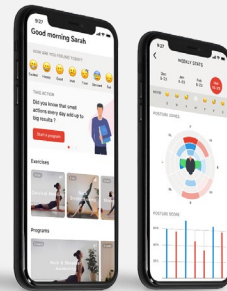




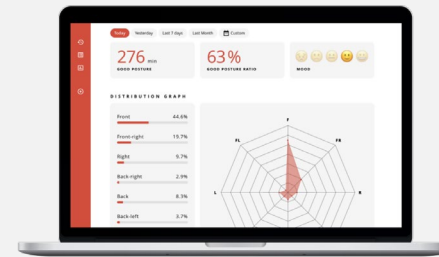
**Data analytics & correction platform using sensor enabled ergonomic devices to prevent pain and optimize posture performance.**



CORRECT.



QUANTIFY.



ANALYZE.

# EXECUTIVE SUMMARY

A SUITE OF CLINICALLY ENDORSED TECHNOLOGIES PROVIDING AN INTEGRATED IOT PLATFORM  
ALLOWING LARGE SCALE DATA ANALYTICS



## INCORPORATED (2022)

- Established in South Korea
- 7 Full-Time Staff
- EU Office (Luxembourg), Q2 2023



## MINIMUM VIABLE PRODUCT

Seamless integration between wearables and software platform that responds to posture



## INTELLECTUAL PROPERTY

- 4 Patents
- 1 Trademarks
- Growing Portfolio



## COMPETITIVE LANDSCAPE

Posture AI is the only posture medical & lifestyle focused wearable-platform available



## UNSDGS

- Winner (South Korea)
- **Best Digital Solution for Health & Well-Being**



## GOVERNMENT ENDORSED

Supported by both the Korean & Luxembourg Governments



## VERTICAL PARTNERSHIPS

- LG Group - Paid Customer
- Nanoori Hospital - First Case Endorsement, KFDA
- Insurance - Major discussions & committed LOI.
- eSports - Master's League



## COMPETITIVE ADVANTAGE

Supply chain manufacturing faster and cheaper than industry average.

# BACKPAIN IS THE GLOBAL SILENT KILLER

## #1

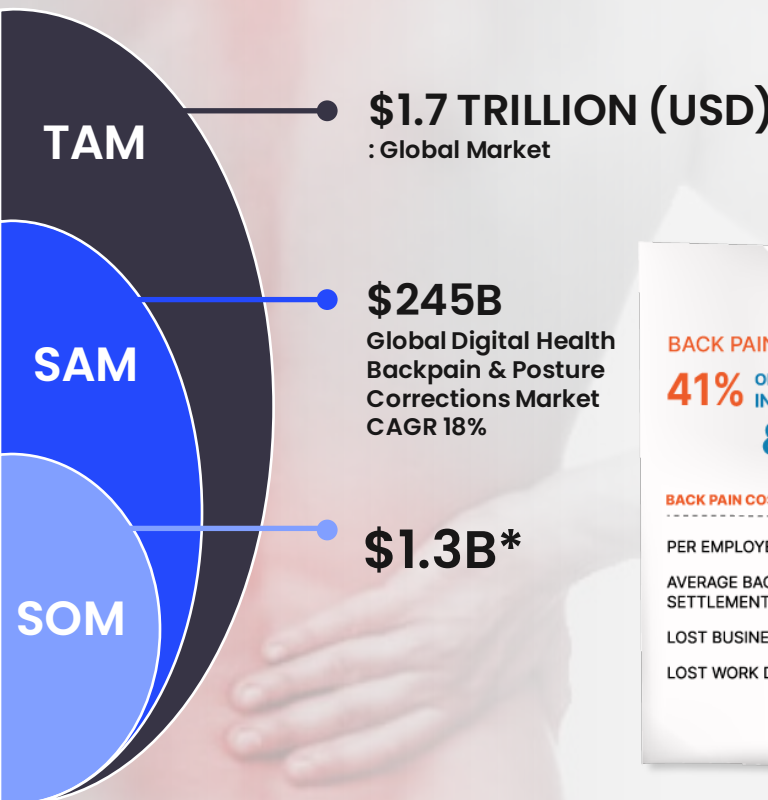
CAUSE OF DISABILITY  
WORLDWIDE

## #2

REASON FOR MISSED WORK  
+ UNPRODUCTIVITY

## In the US

MORE IS SPENT ON BACKPAIN  
THAN DIABETES & HEART DISEASE!



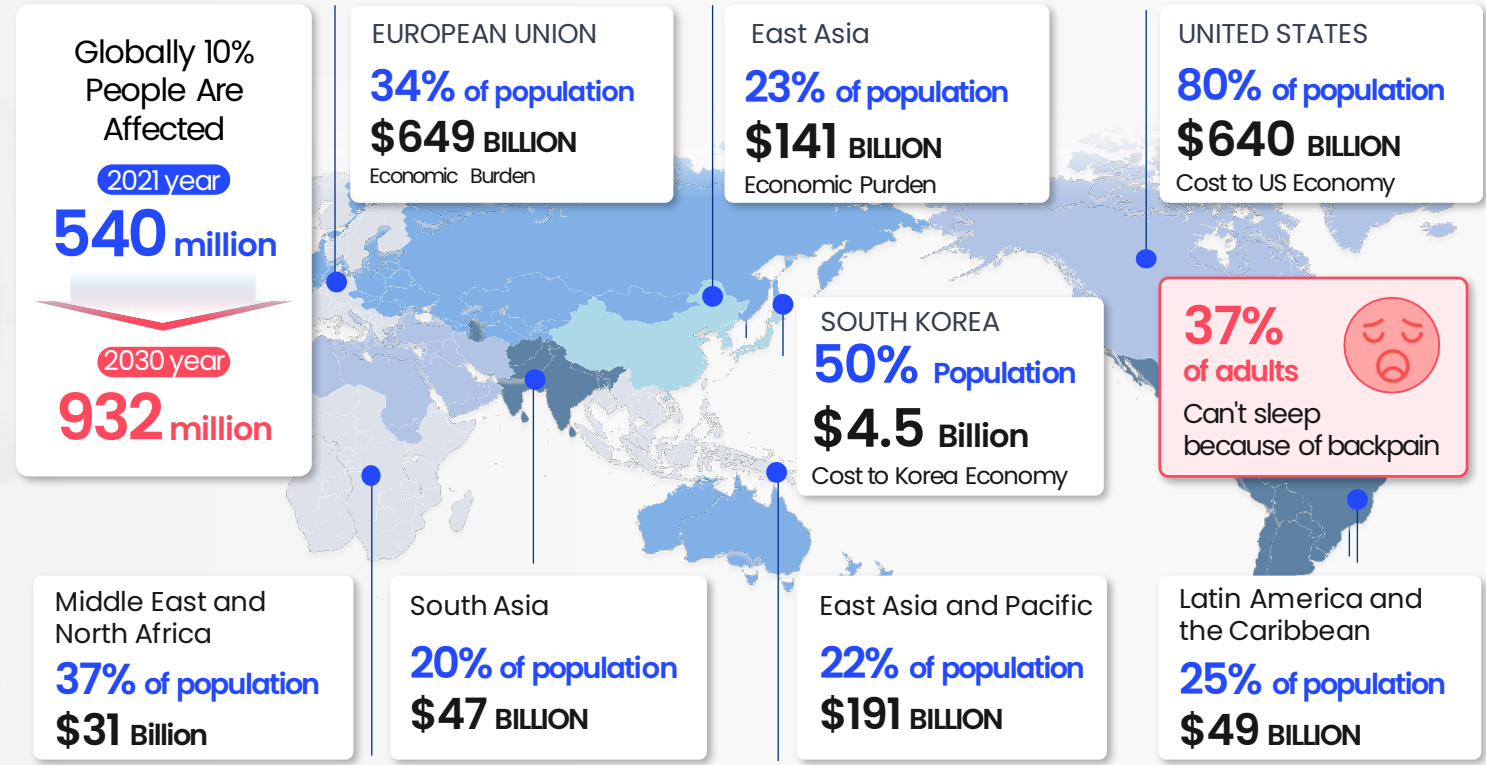
**BACK PAIN ACCOUNTS FOR :**

**41%** OF ERGONOMICS INJURY CASES  
& **ONE-THIRD** OF WORK RELATED DISABILITY

---

**BACK PAIN COSTS EMPLOYERS PER YEAR :**

PER EMPLOYEE	\$1,685
AVERAGE BACK INJURY SETTLEMENT:	\$24,000
LOST BUSINESS:	\$225.8 BILLION
LOST WORK DAYS:	\$186.7 MILLION



NOTE : <https://www.thelancet.com/gbd>, [https://journals.lww.com/pain/Abstract/2018/03000/Global\\_burden\\_of\\_low\\_back\\_pain\\_\\_a\\_systematic.13.aspx](https://journals.lww.com/pain/Abstract/2018/03000/Global_burden_of_low_back_pain__a_systematic.13.aspx), [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(18\)32279-7/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(18)32279-7/fulltext), <https://www.who.int/news-room/q-a-detail/low-back-pain>:

\*Health due to back problems & missed work costs 1% of 10% of employee US health 213B (\$213M), 8% of \$4.5B for Korea (\$360M), and 1% of \$10B Total Posture Correction (100M), 1% of the \$67B eSports & Gaming (\$670M)

# 4-STEP PAIN MANAGEMENT SOLUTION

## The Product & Services

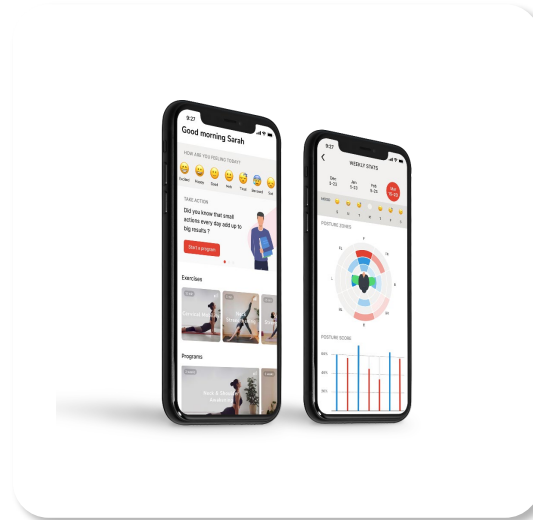
### 1 CORRECT.



#### SMART POSTURE CORRECTION

- SENSOR ENABLED *ERGONOMIC* (SOON TO BE FDA) PRODUCTS
- REAL-TIME DATA COLLECTION
- GENTLE "NUDGE" VIBRATION FUNCTION REMINDERS

### 2 QUANTIFY.



#### MOBILE APP

- REAL-TIME ANALYSIS FEEDBACK
- AI CUSTOMIZED EXERCISES & PROGRAMS

### 3 ANALYZE.



#### SAAS PLATFORM

- POWERFUL DATA MANAGEMENT & ANALYSIS TOOLS

### 4 TREAT&MANAGE.



#### ICT SERVICES

- OPTIMIZE POSTURE HEALTH AND WELLNESS OUTCOMES FOR TARGET MARKET

# 4-STEP PAIN MANAGEMENT SOLUTION

## The Product & Services

Ergonomic Products

Posture Measurement

Customized Stretching Recommendations

AI Posture Data Analysis

### SMART SHIRT 2023



#### PostureWear

- Pulls Back Shoulders
- Ergonomic
- Comfortable

#### PostureSense

- Live feedback
- Vibrates
- Featherweight



### SMART SIT 2024



#### PostureSit

- Correct Posture
- Active Core Muscles
- Weight distribution
- Sensor Reminder

### 1 Daily Goal & Posture Score



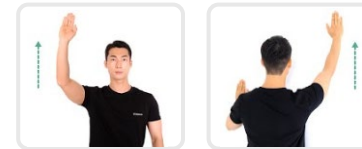
### 2 Posture Area



### 3 Weekly Activity



- Achieve Daily Posture Goals
- Real-Time 360° monitoring
- Monthly Activity tracking & Charts
- Tip & Recommendations
- Exercise Plans
- Personal Analysis

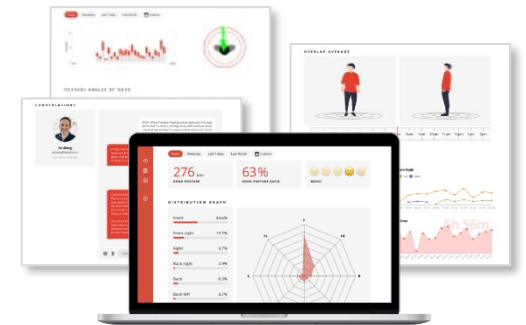
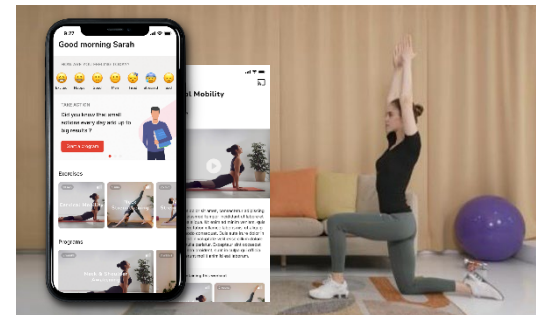


Anterior

Wall



Facet Joints Stretching (1), (2)



- Full-suite analytics solution
- See how clients / patients have moved throughout the day in real-time
- Provide 1:1 expert coaching & real-time messaging
- Granular analysis trends & habits



# PRODUCT HIGHLIGHT: SMART SIT



Our #1 selling portable ergonomic seat is about to become SMART\*



Past sales : **5M+ Units Sold!**

amazon ★★★★★

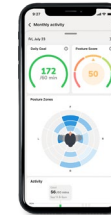
"Best \$ I have spent for back pain relief"  
- mom and educator

"The only practical solution to avoiding  
back ache when sitting"  
- Girl in California

Customer Reviews :  
**4.2 out of 5** (296 global ratings)



## World's FIRST Smart Ergonomic Seat



Sensor Reminder

Patented Correction

WITHOUT = PAIN

WITH = RELIEF

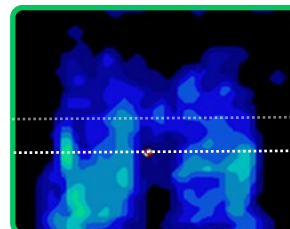
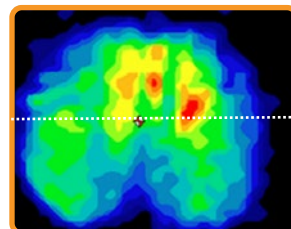


- Pressure
- Slouch
- Lower back pain

- Optimal posture
- Comfort
- Natural pain relief

PLAIN CHAIR

SMART POSTURESIT



The load of the upper body concentrated on the tailbone and ischium is distributed to the thighs.



Correct Posture



Active Core Muscles



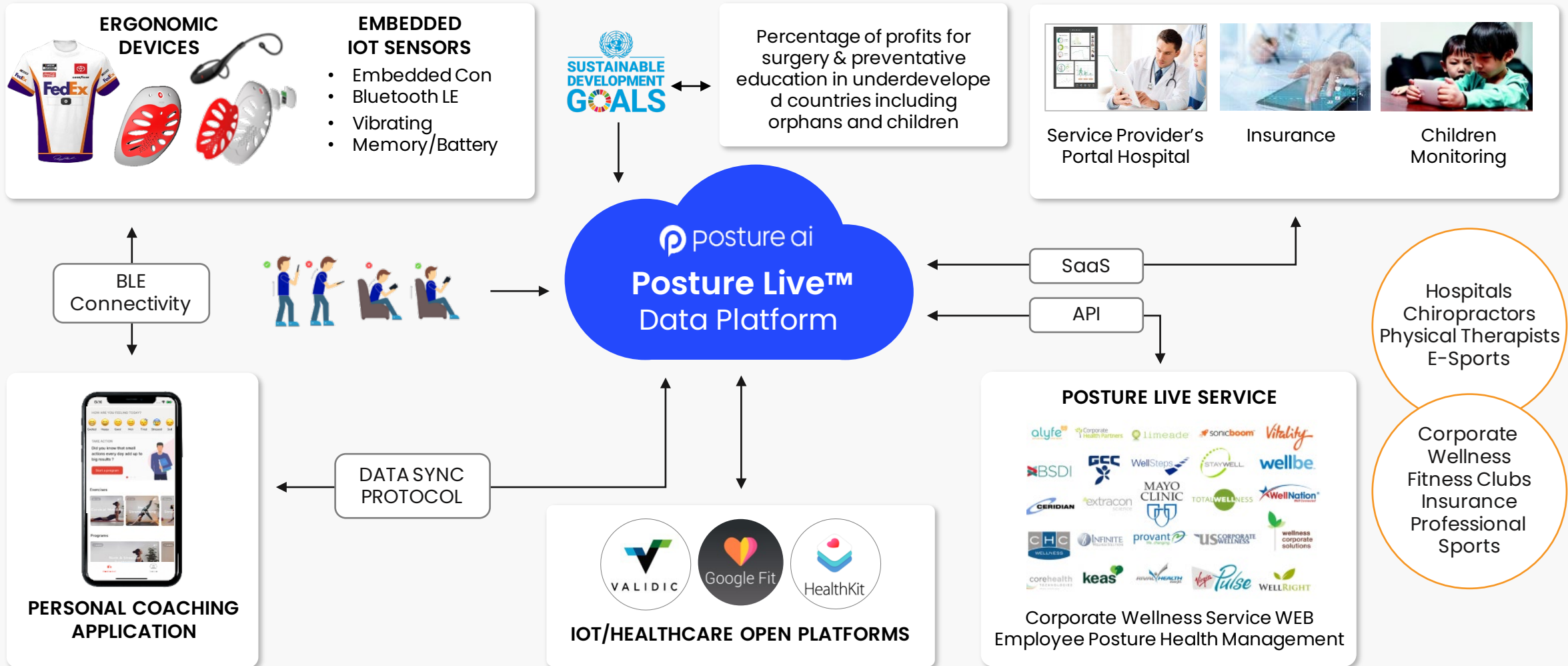
Tailbone Relief



Weight distribution

# OUR PLATFORM ECOSYSTEM

The Apple Solution for Digital Backpain Care 🍏








**WE ALSO RECOMMEND OTHER PRODUCTS, SOLUTIONS, & WEARABLES, BASED ON USER DATA.**

# WHY WE ARE SAAS. WHY WE ARE DIFFERENT

## WHILE USERS PAY FOR THESE DEVICES...

### No Analysation / No SaaS

	<b>\$79</b>	Posture Correction Sensor
	<b>\$49</b>	Posture Correction Cushion
	<b>\$199</b>	Cushion Recording Studying Time
	<b>\$39</b>	Smart Posture Correction Band
	<b>\$395</b>	Risk of Fall Prediction Belt

VS

## USERS GET OURS FREE

### 1. Bulk Data Collection

Capable of Bulk Data Collection derived from the users' postural data gathered throughout the day

### 2. Posture Correction Products Capability

Our smart ergonomic products can correct your posture while on the go even while the software is turned off.

### 3. We are 3 years ahead of the competition in form and function

Along with the vibrating notification for wrong posture, the sensor can detect 360 degrees of posture precisely

### 4. Advanced Computing Analytics Technology

Augmented capability with ChatGPT and High Performance Computer (HPC)

### 5. Competitive & Strategic Pricing

We are 80% more price competitive than other solutions.

### 6. Established Ecosystem

As a complete A to Z full software services platform, an entire Posture Correction Ecosystem exists

### 7. Design

Wearables can be stylish. Awarded Good Design



**END-TO-END SOLUTION. LONG-TERM IMPACT. STRONG SUPPLY CHAIN.**





# DATA IS THE NEW GOLD

Every movement you make while sitting, standing, walking becomes powerful data to discover yourself and your well-being



# COMPETITIVE ADVANTAGE

WE COLLECT **8X** MORE DATA THAN OTHER SOLUTIONS.

1 Hour



Exercising

VS

Other solutions focus on Exercising Only

Other solutions do NOT have a combined hardware & software solution

Other solutions are limited in data collection capabilities

Other solutions do not have a Sustainable IT or ESG benefit as part of their overall business strategy.

8 Hours



posture ai



Exercising



Stand



















Walk



Sit

# COMPETITIVE ADVANTAGE

THE MOST EFFECTIVE FEATURES. ALL IN ONE PLACE.

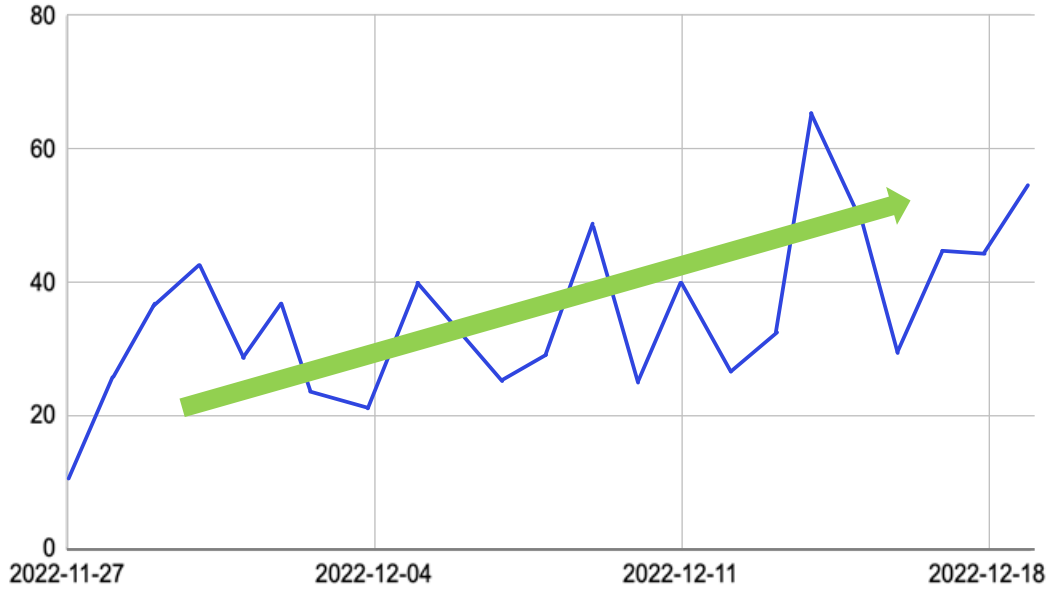
Brand	Description	 Daily Lifestyle	 Wearable Sensors	 Ergonomic Function	 Data Analytics	 Coaching & Exercises	 Retail & White Label	 Awards & Gamification	 Deep Learning	 AI Customized Programs	 Sustainable IT
 posture ai	<b>Full Solution</b>	●	●	●	●	●	●	●	●	●	●
 UPRIGHT GO 2™	Therapeutic Device	●	●			●		●			
 ViViRA	Backpain Training App	●		●		●					
<b>Xenoma</b>	Smart garment		●		●			●			
 Hinge Health	MSK Platform		●		●	●		●			
 dorsaVi™	Clinical platform		●		●	●					
 FIGUR8	Posture Analytics		●		●	●					

LG SCIENCE PARK

# POSTURE GO! CHALLENGE

## LG EMPLOYEES 3-WEEK TRIAL (January 2023)

Posture Improvement Trend (Raw Data)



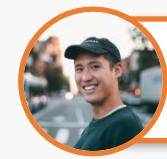
Good Posture / Bad Posture (%)



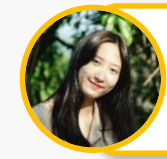
**89%**  
Happy Users

**32%**  
Improved Posture

**73%**  
Pain Relief



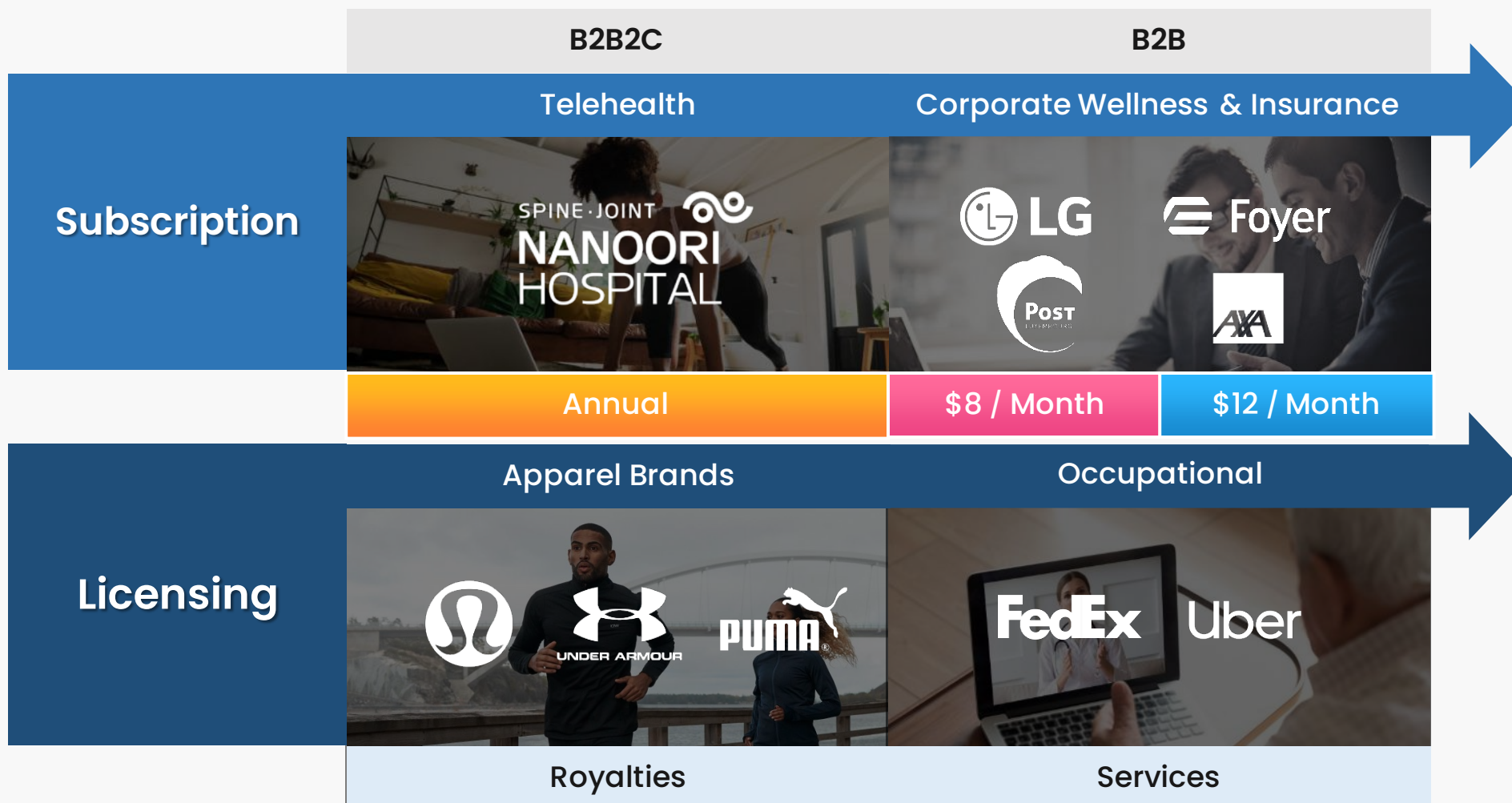
**SM Park, LG HealthCare**  
A doctor, coach, and physio all in one.



**Jinna Lee, LG Electronics**  
You'll feel like you're with a coach teaching and nudging you.

**\*Notice:** Based on user feedback, 'dips' during the 3-week trial were temporary fixes within a 24 hour period. Though we expected data to be interrupted, data still showed significant improvements in posture health and user satisfaction.

# FLEXIBLE BUSINESS MODEL FOR DIFFERENT MARKETS & CUSTOMERS



# MANAGEMENT TEAM

**\$30M SALES IN KOREA, WITH OVER 5M UNITS SOLD WORLDWIDE, TRACK RECORD IN POSTURE WELLNESS CATEGORY**



- **WILLIAM CHOI, MBA**  
**CO-FOUNDER, CEO**
- Serial Entrepreneur, 1 Startup Exit
- BackJoy Korea, Founder & Managing Director
- Posture360 Inc., Founder & CEO
- PricewaterhouseCoopers, Global Strategy
- Yonsei University, Korea, MBA
- Keio University, Japan, Research Fellow
- London Business School, UK, CFAP
- Western University, Canada, BA Hons
- Norwich Medical School, Lecturer & Program Co-Founder: "Clinical Innovation & Healthtech Entrepreneurship"



- **DR. DONGMO SHIN, PhD**  
**CO-FOUNDER, CHIEF TECHNOLOGY ADVISOR**
- Genetics Corp, Director of Business Development
- Logos, Director of Business Development
- Seoul National University – PhD
- Master of Science- KAIST, B Sc



- **MOUCHEG MOURADIAN, Master of Engineering**  
**CHIEF TECHNOLOGY OFFICER**
- 10+ Years Full Stack and Mobile Engineer
- LEAD, Full-stack and Mobile Engineer at GenMsecure (Mobile solution in France)
- LEAD Engineer, Cityway (Mobile solution in Canada)
- LEAD Education Platform Engineer at UIMM (France's largest EdTech company)
- Master's degree in Information Technology from EPITECH in France



- **ANDREW TRAN**  
**SENIOR SOFTWARE ENGINEER**
- 8+ Years Full Stack & Backend Engineer
- LEAD, Full-stack engineer & SaaS, AI data analyst
- Red Bubble (Australian #1 online marketplace)
- Myadbox (Global SaaS business specializing in advertising and marketing services)
- Bachelor of Computer Science from RMIT University in Melbourne



- **EUNYOUNG LEE**  
**CO-FOUNDER, COO**
- 12 years Health & Wellness Products & Operational Experience
- BackJoy Korea COO & CMO
- Achieved #1 Sales in Asia
- CB Williams Group, Director of Marketing
- Channel M News Anchor (Canada)
- Golden Mean Communications, CRM Marketing Manager



- **SONGHYUN LEE, PhD**  
**DIRECTOR OF BUSINESS DEVELOPMENT**
- Youth Entrepreneurship Center, Director
- L&Plan, COO- Technology Risk & Evaluation
- Hanyang University, PhD



- **SIWON KIM, MGAP**  
**DATA ANALYTICS ASSOCIATE**
- Global Data Analyst
- CX (Customer Experience) management
- Yonsei University, Master's degree in International Cooperation from Yonsei University Graduate School of International Studies



- **DR. IL-TAE JANG, PhD**  
**CHIEF MEDICAL ADVISOR**
- Chairman & Founder, Nanoori Spine Hospital (in Korea, China, UAE)
- Special Permanent Director of the Korean Society of Neurosurgery
- Medical Doctorate from Korea University
- Chairman of the Korean Spine Hospital Association
- Official Partner of the Korean Olympic National Team



# RECOGNITION AND SUPPORT: DOMESTIC & INTERNATIONAL



## Research Collaboration

- Partners
- BasGen Medical
  - Hanbul Pharmaceutical
  - Norwich Medical School
  - Nanoori Hospital
  - BackJoy USA
  - LUNEX
  - University of Luxembourg
  - LuxProvide



· 제4기 보건복지부 지정 척추 전문병원  
· 보건복지부 인증의료기관



## Awards & Grants

- 2022
- LG SUPERSTART **Top 11**
  - SCI Excellent Technology Award
  - Ministry of Startups & SME Technology Grant - **\$50,000**
  - FIT4 START Accelerator - **\$150,000**
- 2023
- Entrepreneurship World Cup **Global TOP 40** (0.01%)
  - Korea Technology Finance Corporation - **\$100,000**



주한룩셈부르크대표부 · 룩셈부르크 최고의 사업지 · 대표부 소개 · 유용한 링크 · 미디어 연락처

문화일보 경제



Featured as one of "LG's Most Promising Future Startups"

헤럴드경제 HELLO WORLD



LG Group's top startup picks...  
"The LG Experiment: They are serious about Posture AI"

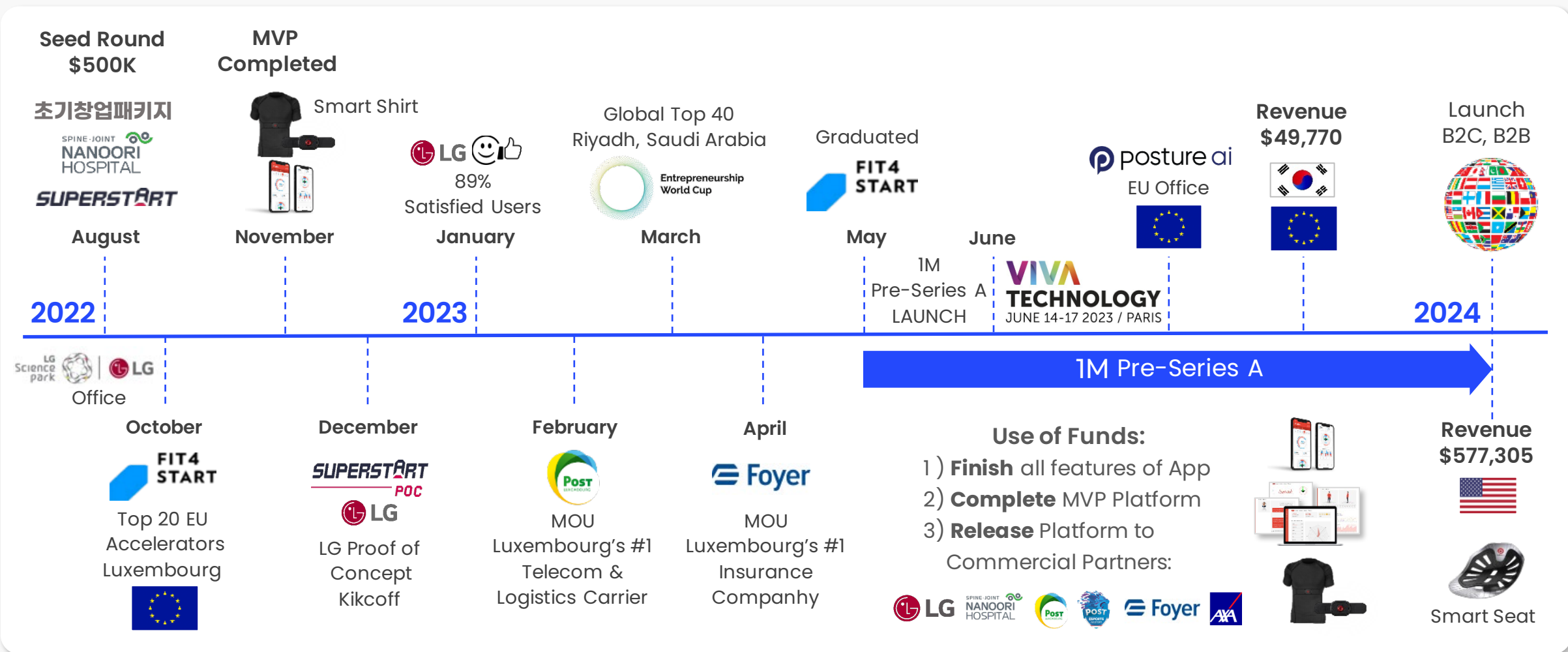
GLOBAL EPIC



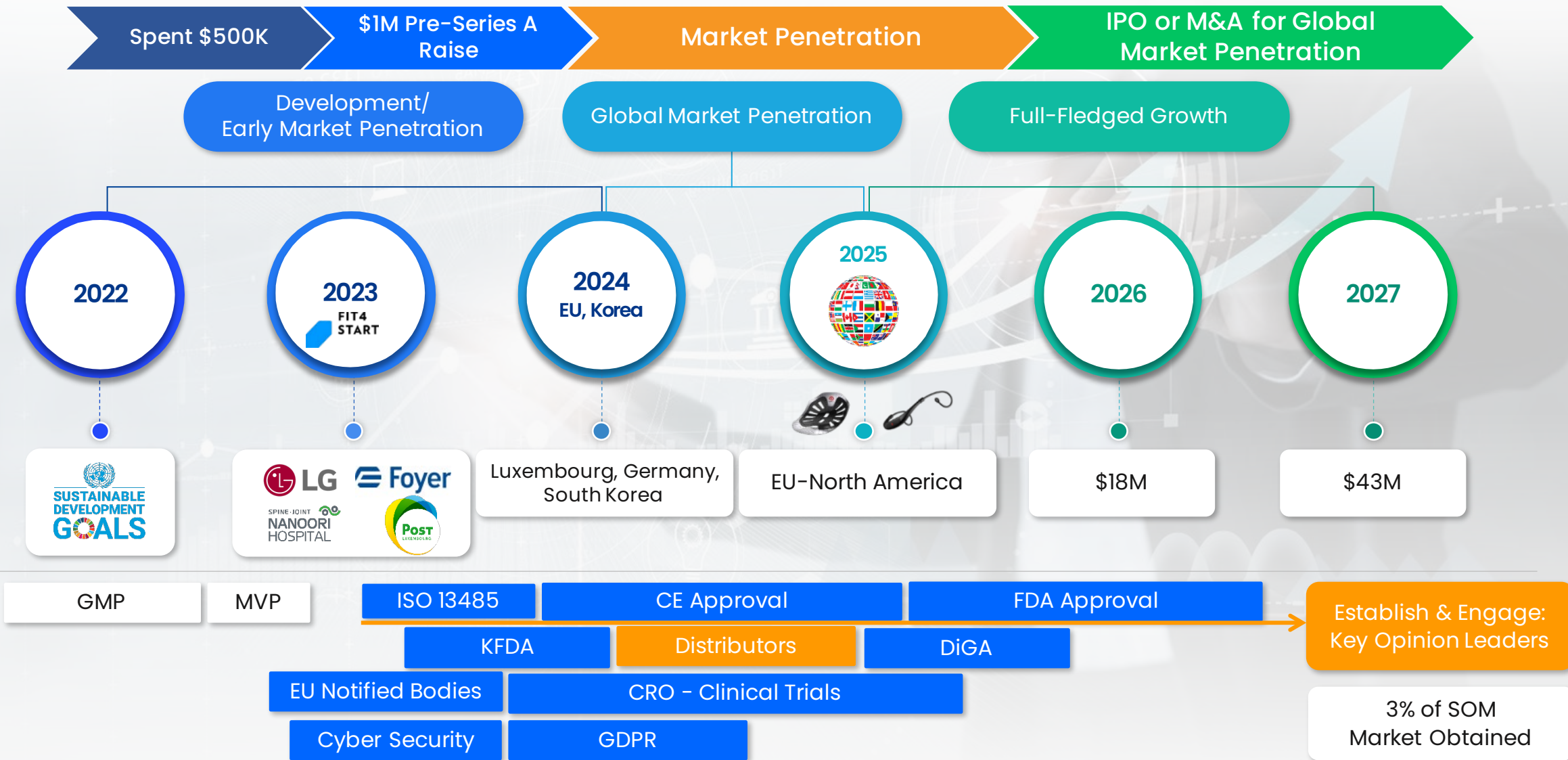
Seoul Open Innovation  
LG & Posture AI:  
"How corporations & startups work together"

# ACHIEVED MILESTONES / IMMEDIATE REVENUE

## Product Release & Revenue



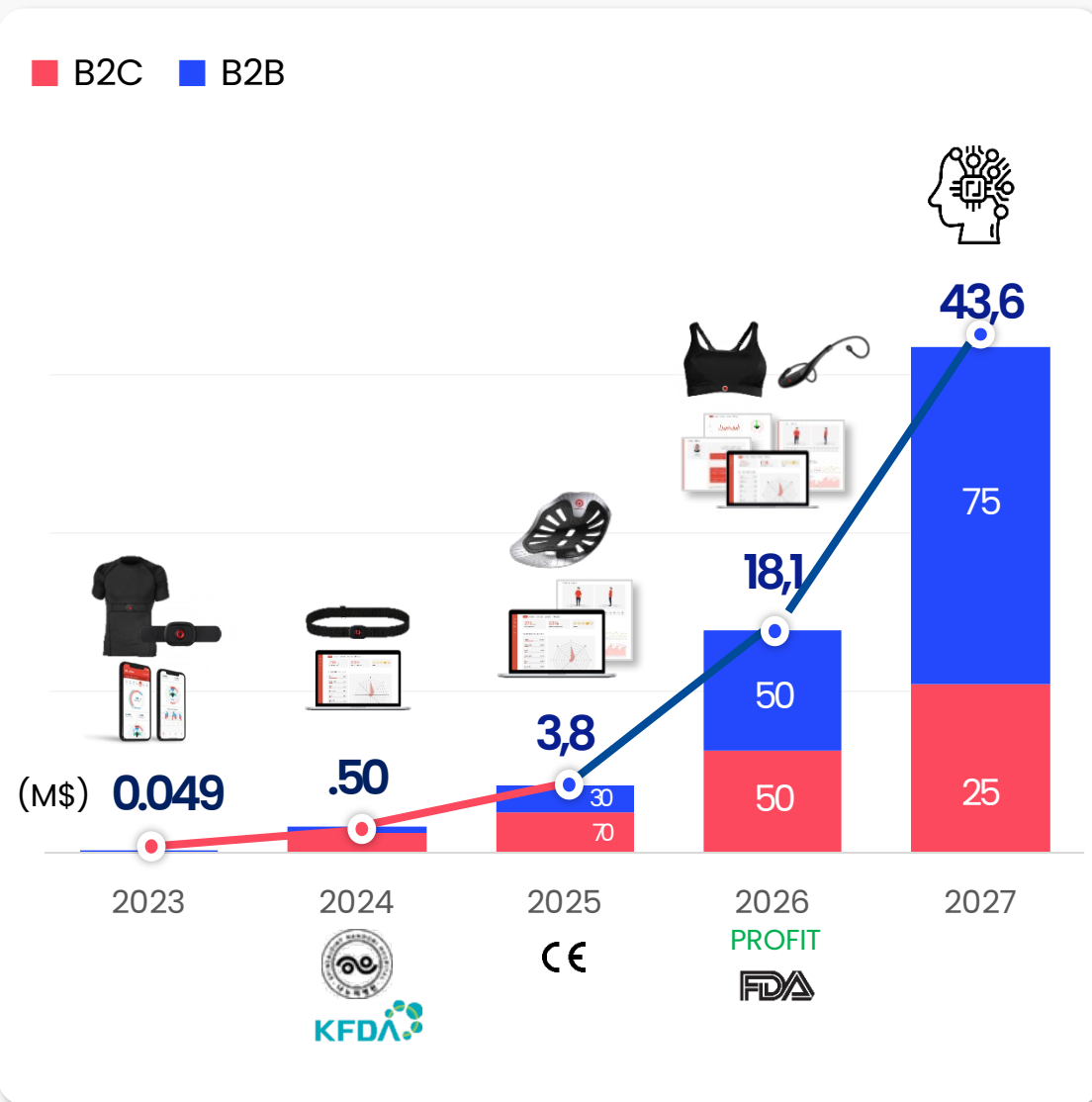
# GO-TO-MARKET ROADMAP





# REVENUES

	2023	2024	2025	2026	2027
<b>Revenue</b>	<b>\$49,770</b>	<b>\$577,305</b>	<b>\$3,804,248</b>	<b>\$18,136,897</b>	<b>\$43,672,355</b>
<b>Direct Costs</b>	<b>\$14,931</b>	<b>\$174,555</b>	<b>\$1,044,964</b>	<b>\$4,534,224</b>	<b>\$10,044,642</b>
Gross Margin	\$34,839	\$402,750	\$2,759,284	\$13,602,673	\$33,627,713
<b>Gross Margin %</b>	<b>70%</b>	<b>70%</b>	<b>73%</b>	<b>75%</b>	<b>77%</b>
Operating Expenses					
Salaries & Wages	\$401,000	\$852,000	\$1,888,400	\$3,645,680	\$5,114,832
Employee Related Expenses	\$37,600	\$79,200	\$181,040	\$324,568	\$415,483
Warehousing & Operations	\$1,651	\$26,763	\$333,474	\$1,813,690	\$4,367,236
Sales & Marketing		\$29,368	\$304,340	\$1,813,690	\$5,240,683
Research & Development	\$100,000	\$255,000	\$300,000	\$1,400,000	\$4,200,000
Product & Business Development	\$40,000	\$80,000	\$180,000	\$540,000	\$1,100,000
Rent & Office Expenses	\$1,800	\$12,000	\$24,000	\$90,000	\$180,000
<b>Total Operating Expenses</b>	<b>\$582,051</b>	<b>\$1,334,331</b>	<b>\$3,211,254</b>	<b>\$9,627,627</b>	<b>\$20,618,233</b>
<b>Operating Income</b>	<b>(\$547,212)</b>	<b>(\$931,581)</b>	<b>(\$451,970)</b>	<b>\$3,975,046</b>	<b>\$13,009,480</b>
<b>Net Profit</b>	<b>(\$551,640)</b>	<b>(\$935,674)</b>	<b>(\$455,083)</b>	<b>\$3,566,825</b>	<b>\$10,406,710</b>
<b>Net Profit / Sales</b>	<b>(1,108%)</b>	<b>(162%)</b>	<b>(12%)</b>	<b>20%</b>	<b>24%</b>
<b>Cash at End of Period</b>	<b>\$851,635</b>	<b>\$596,447</b>	<b>\$243,448</b>	<b>\$3,367,393</b>	<b>\$14,257,901</b>



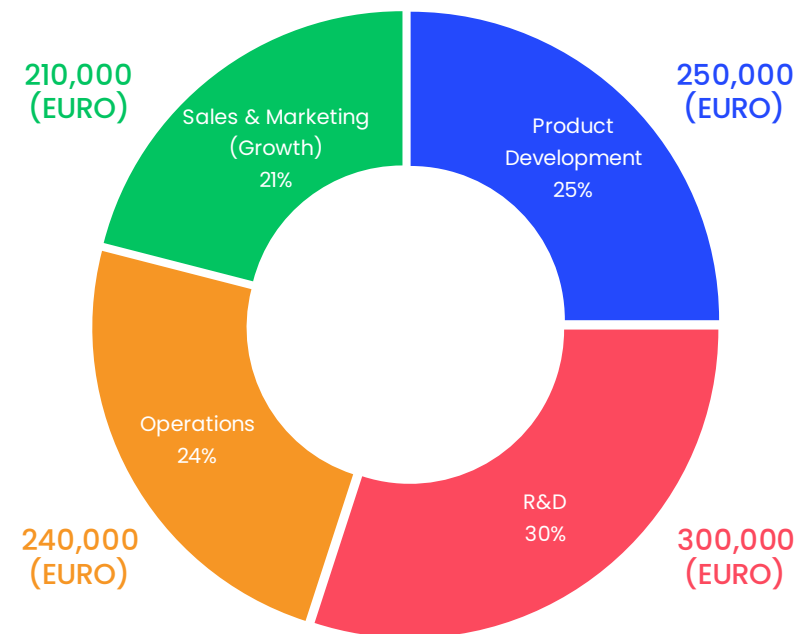
# THE ASK

## Transaction Overview

Issuer	Posture AI
Transaction	Pre-Series A
Offer	EURO 1M
Type	Equity

## USE OF FUNDS

We are seeking EURO 1M to complete the new features and the commercialized version of the app, complete the beta development of the SaaS enterprise platform, and launch the product into our first revenue pipeline with POST eSports League in Q4 2022, and then launch into the corporate & insurance markets with our partners LG, POST, FOYER, and AXA. The Use of Funds will also be strategically leveraged with government grants (from both South Korea & Luxembourg) that will significantly develop our data & AI capabilities, while kicking off the medical device certification (50% paid for by grants), with first revenues from Nanoori Hospital (Korea, China), and endorsed by our Key Opinion Leaders (KOLs)



# CONTACT

William Choi  
Co-Founder

Email :  
[william@myposture.ai](mailto:william@myposture.ai)

Website :  
[www.myposture.ai](http://www.myposture.ai)

Address :  
Luxembourg : House of Startups, 9 rue du Laboratoire  
1911 Luxembourg

Seoul : LG Science Park, E10, B1 SUPERSTART LAB  
Magok-jungang 10-ro 70



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Posture AI is a leading healthtech company that analyses your lifestyle to provide a comprehensive solution for pain management, optimize health, and leverage advanced technologies & data analytics to prevent and alleviate pain across multiple fields.

### SMART POSTURE PRODUCTS



Correction for your Protection!



Designed for the future  
of work & play

### FULLY INTEGRATED TECHNOLOGY PLATFORM



- Powerful Data Management & analytic tools
- Telehealth enabled

### INNOVATION

- Cutting Edge Technology
- AI based solution
- 4 PATENTS
- 1 TRADEMARK
- Non-Invasive
- Non-Pharmaceutical
- Simple & Turnkey



### PARTNERS & AWARDS



**Our solution reduces healthcare costs, improving patient outcomes, and quality of life!**