

START CUP
Emilia - Romagna

DALLA RICERCA
NASCE L'IMPRESA



e-steps

with you in every step

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Camilla Maita

- 24 years
- Professional dancer
- at age 11 she was diagnosed with
Multiple Sclerosis

Symptoms

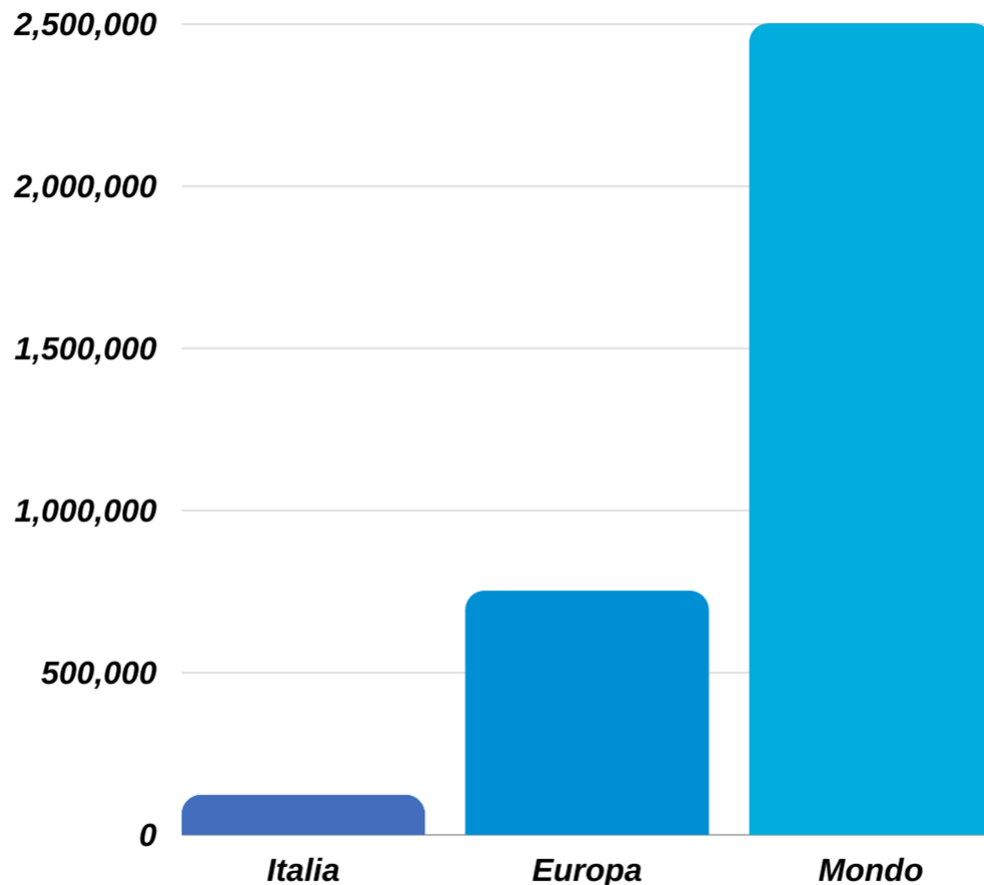
- Motor deficits
- Fatigue more and more frequent



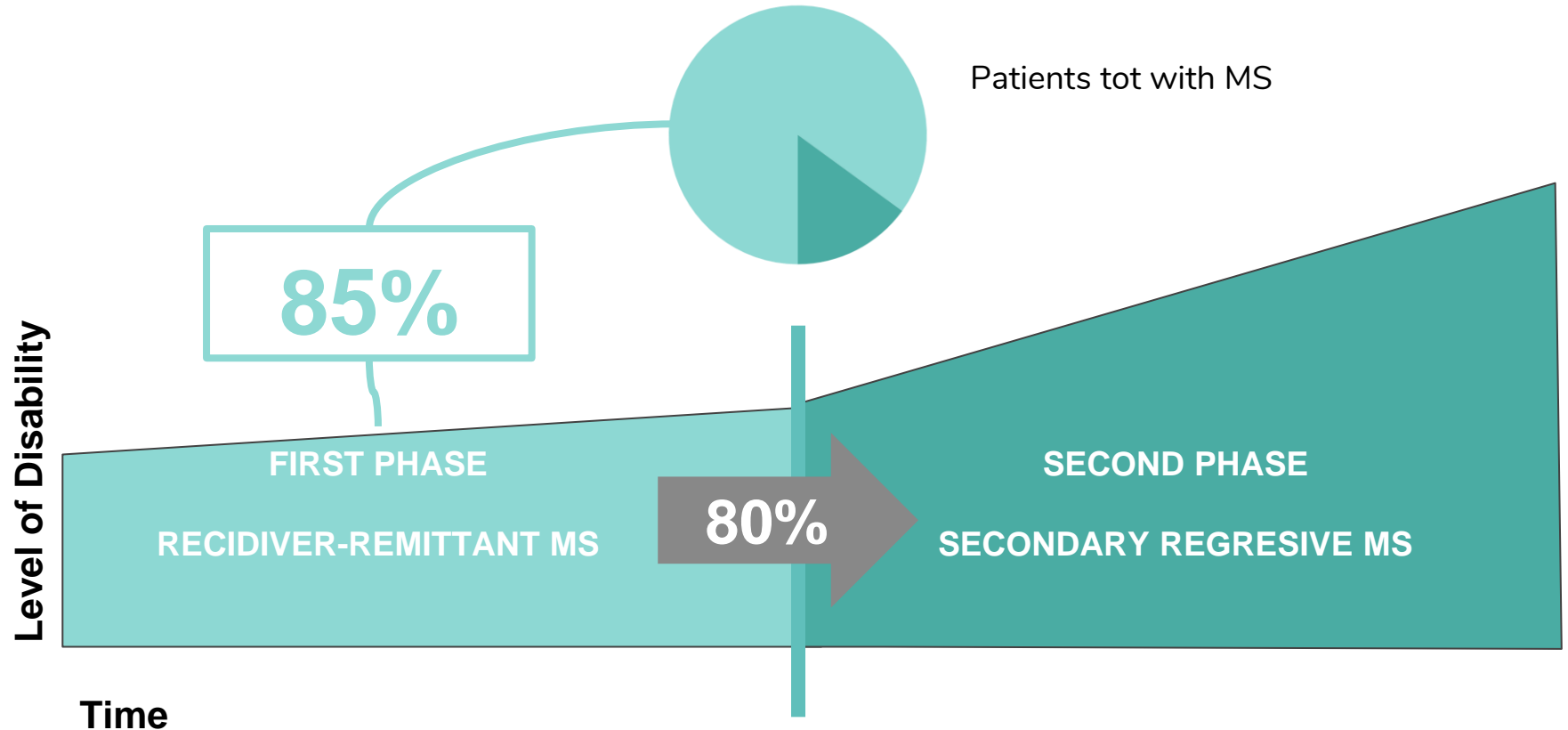
How many people with **multiple sclerosis** are there?

- **122K in Italy**
- **750K in Europe**
- **2,5M in the World**

*World Multiple Sclerosis Association



Clinical Path





To date:

- Monitoring only for patients considered most at risk
- One session a month in the laboratory

Solution

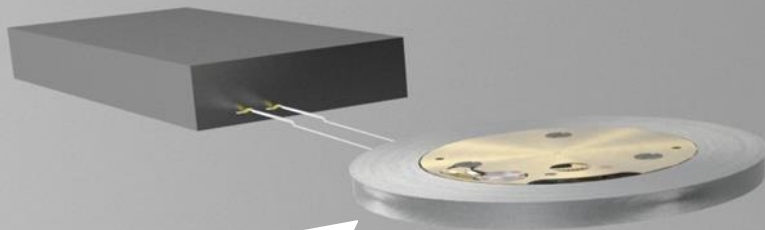


High-tech
insole, capable
of
monitor motor
activity

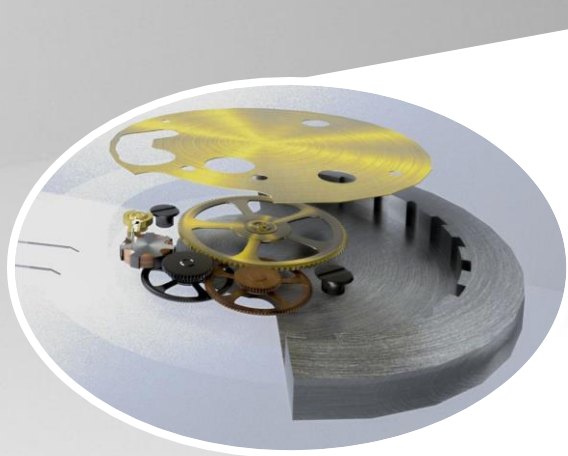
Predict
worsening

Self-powered

Solution



2 Patents



3 GOOD HEALTH
AND WELL-BEING



13 CLIMATE
ACTION



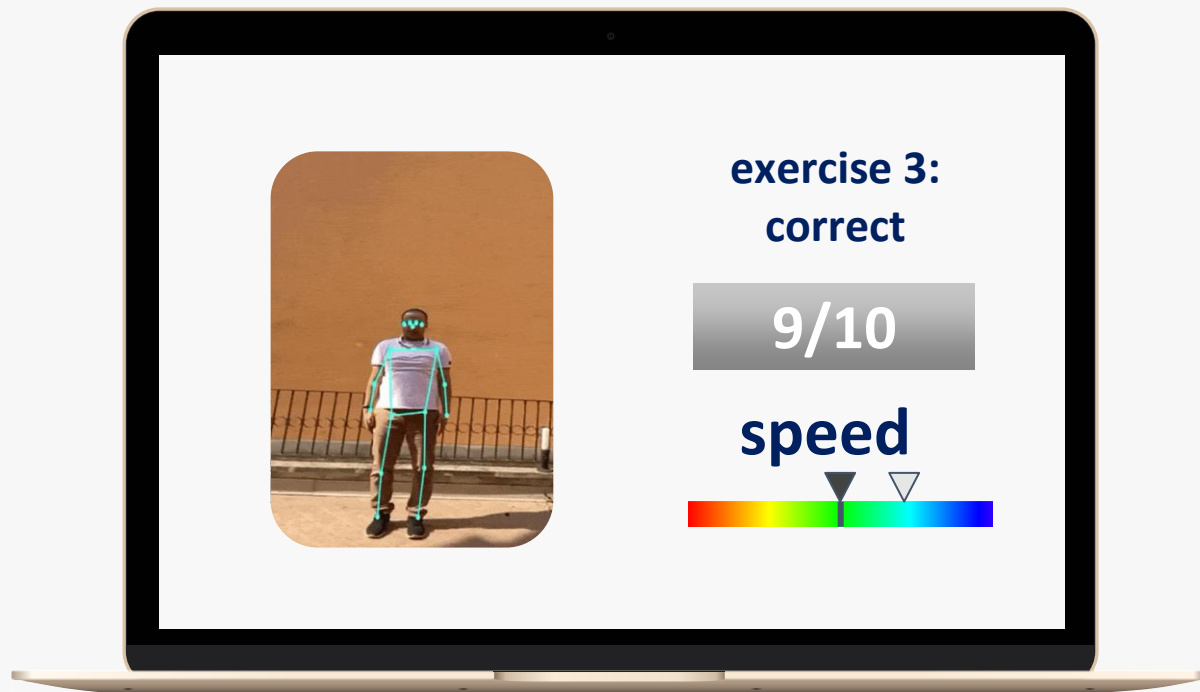
Patient App



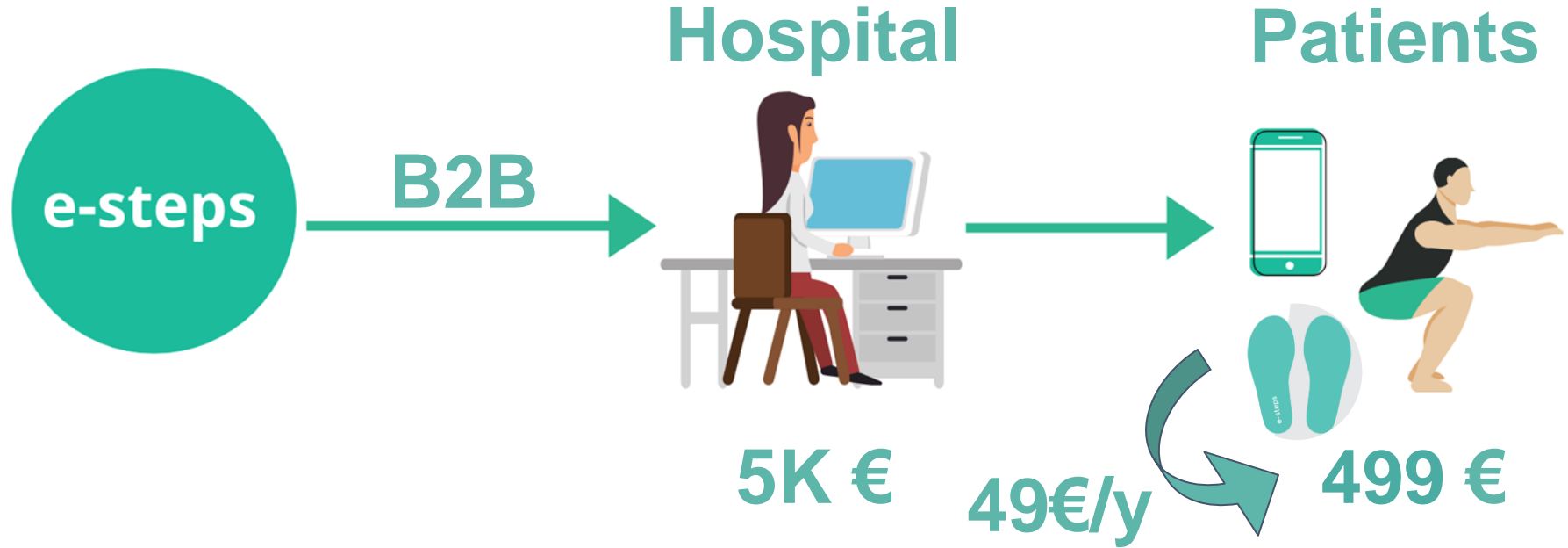
Medical Dashboard

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WITH YOU IN EVERY STEP



Business Model



Market

TAM:

Global telerehabilitation device market

SAM:

European telerehabilitation device market

SOM:

European MS Device Market

CAGR: 16%



*Globenewswire: <https://www.globenewswire.com/news-release/2020/06/30/2055216/0/en/Telerehabilitation-Market-to-Reach-USD-9-13-Billion-by-2027-Technological-Advancement-in-Healthcare-Services-to-Augment-Growth-says-Fortune-Business-Insights.html>

*Transparency Market Research <https://www.transparencymarketresearch.com/neurorehabilitation-devices-market.html>

Competitors

Multiple Sclerosis
Focus

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WITH YOU IN EVERY STEP

 **Walk With Path.**

 **SENSOR
medica**

Real-time
monitoring
with limited time

Real-time
no-stop
monitoring


DIGITSOLE
DIGITAL KINESIOLOGY



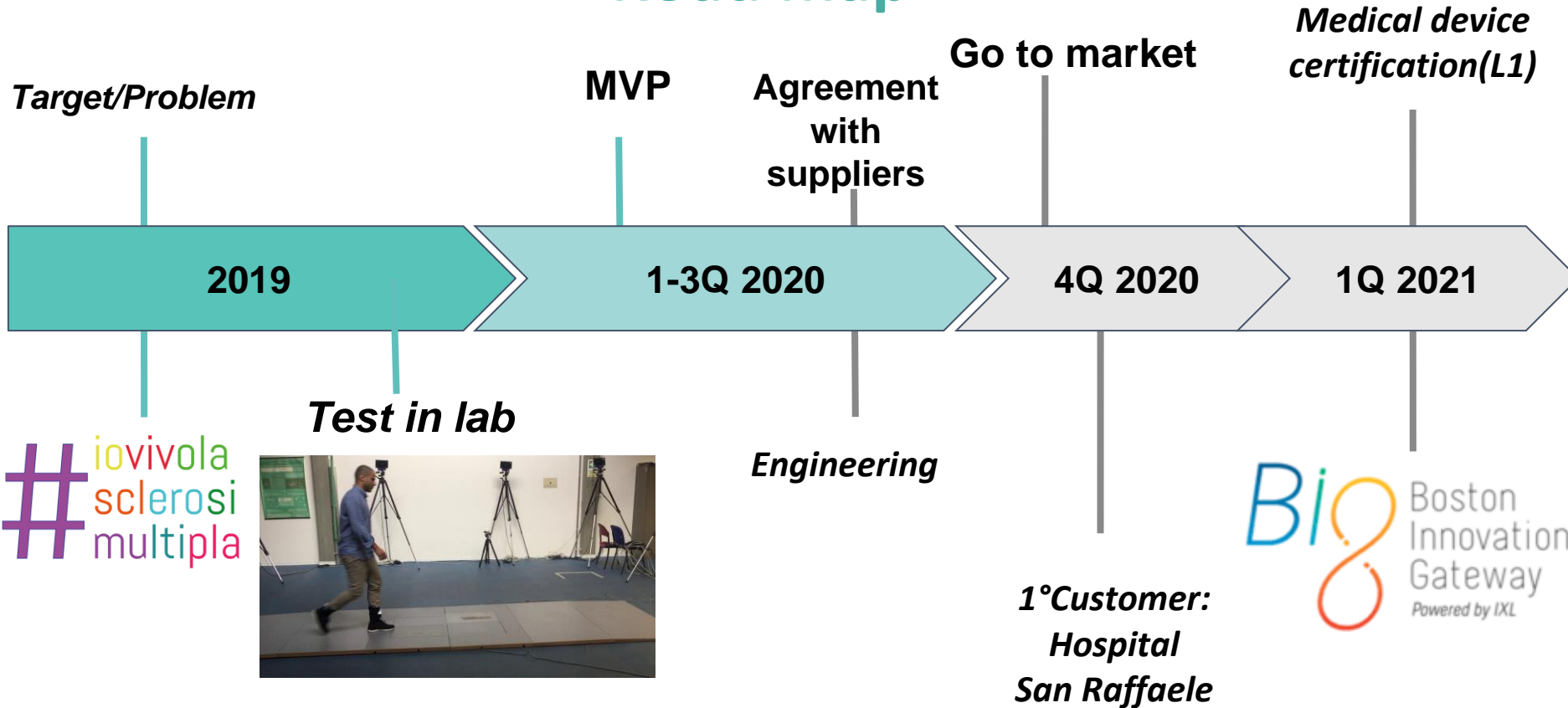
Siren
Funding
+11M \$

 **XSens**


Bombouton
Funding
+1M \$

Other

Road map



Team



Nidhal Louhichi

CEO

Biomedical Engineer
5y in Biomechanics



Fabrizio Gaudenzi

CTO

Electronic Engineer
15y in R&D device-life



Giulia Tonioni

Design

Design of Product
5y of Freelance

Advisor

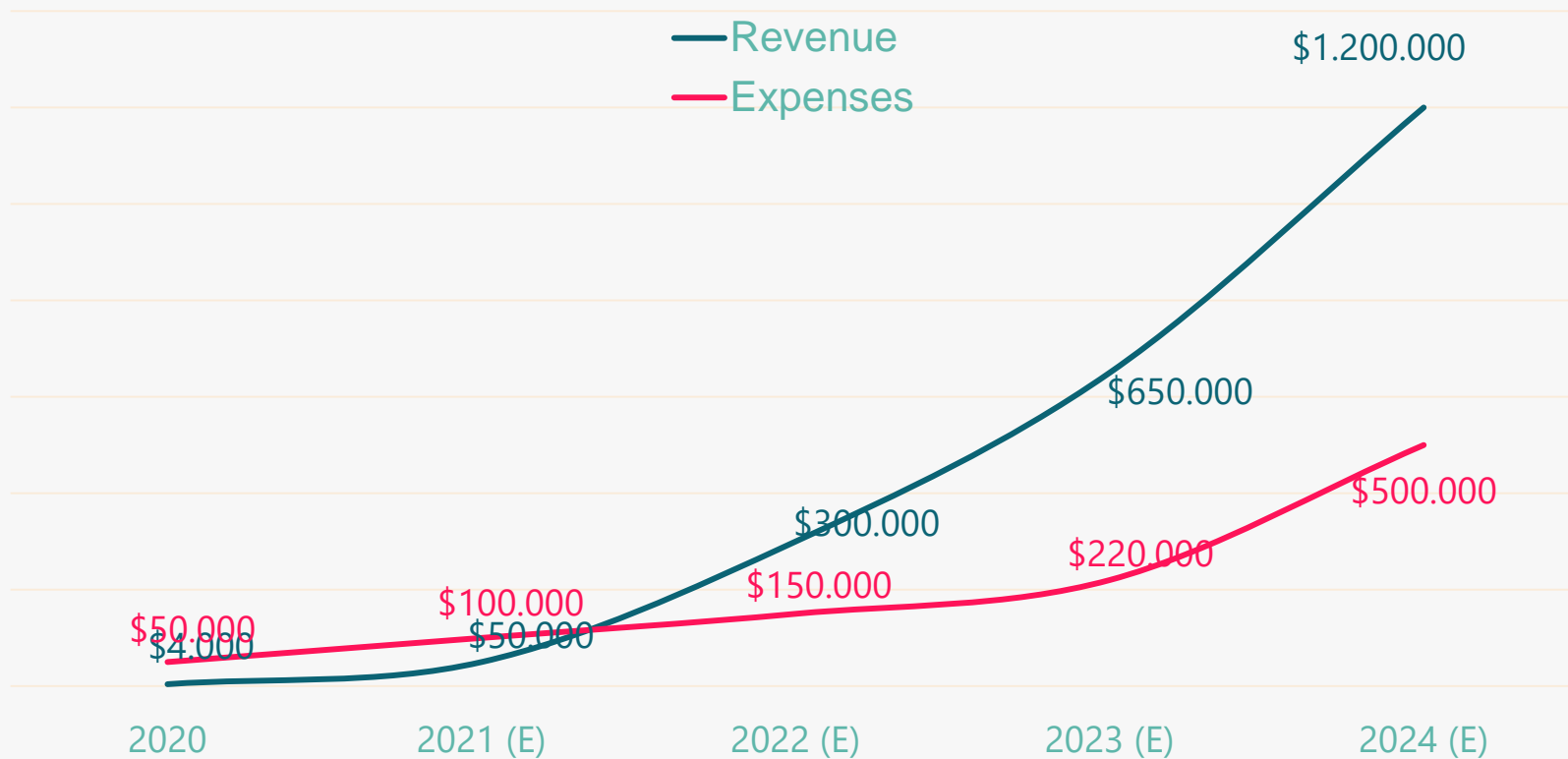


Enrico Di Oto

Business Advisor

CEO @OaCP
International medical Startup

Economic Plan



Who trusted us



Startup
accredited
UNIBO
(no equity)

#iovivola
sclerosi
multipla

Association of
MS Patients



MyLLENNIUM
AWARD²⁰²⁰

R e A c t o r

Entrepreneurial training
Program



NOVARTIS

Cash Prize
The best Medical
Device for MS Patients

Cash Prize
The best startup with
founder U30

Customer



I.R.C.C.S. Ospedale
San Raffaele

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with you in every step

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