



## The Problem

**How to get families  
moving?**



## The Solution

**Technology**

IoT &  
sensor tech.

**Sport-Science**

Science based  
training programs.

**Gamification**

Challenges, competition &  
increased motivation.

to stimulate body and brain.

Today

# Smart Assistant for Sports & Health professionals

**ROXs PRO**  
Connected device  
that stimulates  
**body, brain & motivation.**



# ROXs PRO in action



Play

# Traction

**"These are wicked!!!"**

Paul Coll, world #5 squash

**2019  
US \$  
600K**

**12/18  
US \$ 10K**

**TC** TechCrunch

**DiR**

*SlowTheGameDown*

**GOAL STATION™**  
THE ULTIMATE TRAINING SYSTEM

**Mashable**

*asics*

**UFC**

# Target Groups and pain points

## Phase 1

Priority Targets



### Sports Coaches

How to improve athlete's performance?



### Fitness Trainers

How to make clients come back?



### Health Pros

How to help patients to go beyond their physical limitations?



### P.E. Teachers

How to keep students' attention?



### Service and Armed Forces

How to improve cognitive processes during high physical demands?

## Phase 2



### Families

How to create more active lifestyle habits?

# Tomorrow Smart Coach for Families "Train like a Pro."



Active  
Games



Family Fitness  
Program



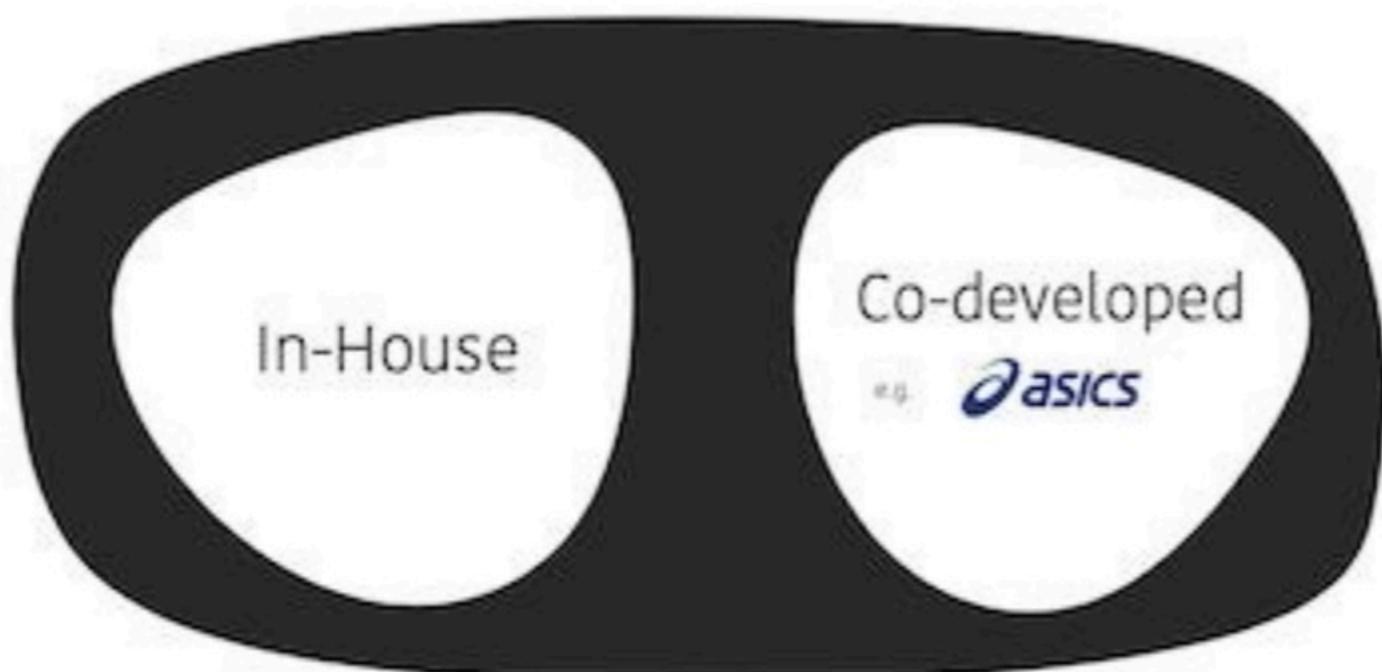
60 Day Weight Loss  
Challenge

Select a Program

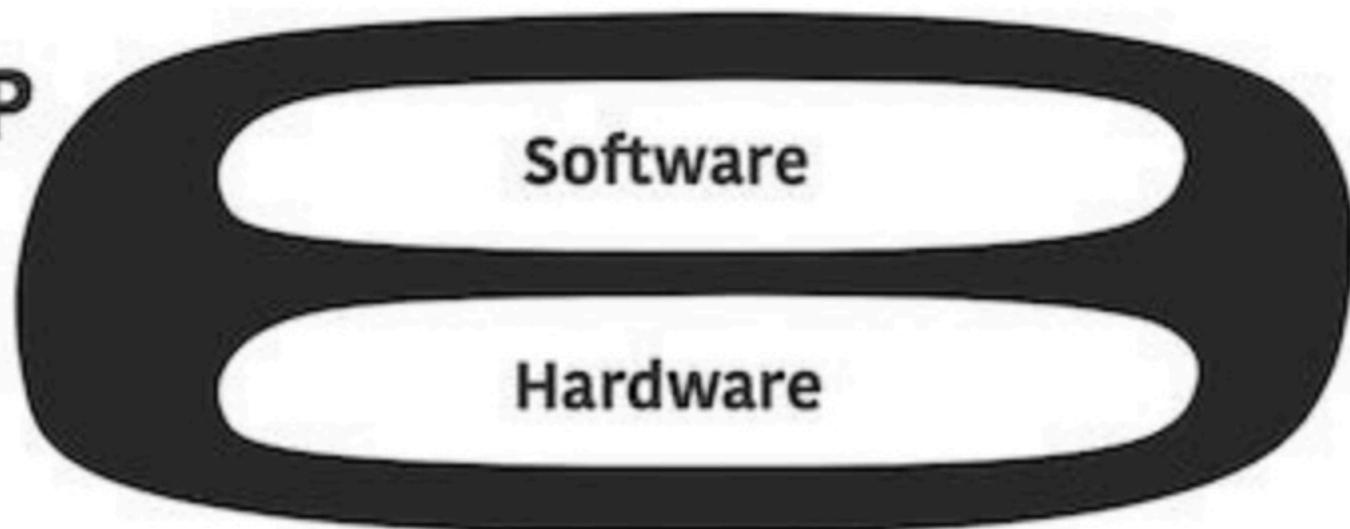


# What's to Come

**Content IP**  
A-Champs



**Patented IP**  
A-Champs



**SDK**

3rd party  
**content**

3rd party  
**HW**



# Business Model

Product Sales



Phase 1 – B2B

Licensing Fee

Phase 2 – B2C

IP Content

*asics*

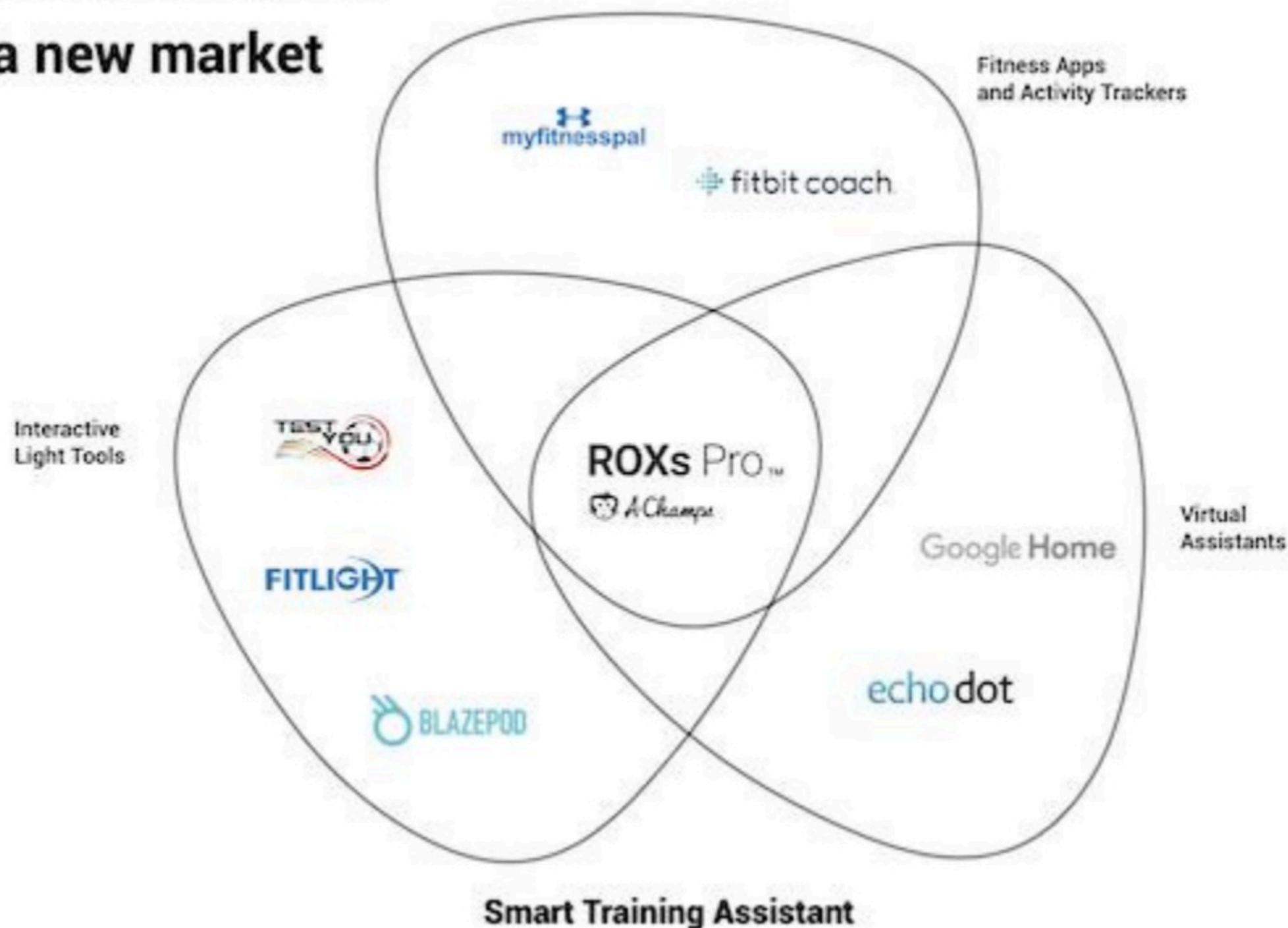
Subscription





# How do we Differentiate?

## How A-Champs creates a new market





# Harder than Hardware

## Kilian Saekel (CEO)

3 x entrepreneur  
13+ years in manufacturing

**METRO** Group

## Wayne Lin (CTO)

Ph.D. Robotics  
10+ years in R&D



## Peter Muñoz

Ex FC Barcelona  
Soccer and Performance Coach



**+12 full time**

engineers, designers  
and developers

## Alan Pearson

"Founding Father" of  
modern Speed & Agility  
Training





# Why?

When my wife Anika was diagnosed with breast cancer a few years ago I felt **completely helpless** for the first time in my life. In these days of shock and fear I was made aware that **being healthy is a gift**. I have to admit that even though I try to remind myself of this every day, far too often I don't treat my health as careful as I should (**too little sleep and sometimes too many Gin Tonics..**). But when it comes to our little girls Polly and Pippa I don't forget. If I had only one goal to achieve in my life it was to make and **keep those 2 little ones happy & healthy**.

The easiest way to foster health and happiness is via **living an active lifestyle**. Unfortunately most of the people in "modern societies" don't get the physical activity that they need to stay happy and healthy. And the worst thing is that already kids are born into those highly unhealthy sedentary lifestyles. If you look at the statistics you see **crazy scary numbers**:

The average kid in "modern societies" spends **5-7 hours in front of screens every day** and far beyond 75% of all kids don't get the recommended dose of weekly physical activity (60 min per day).

Do the **millions and millions** of parents of those kids **care less about their kids** than I care about Polly & Pippa? I don't think so. They just don't know how to motivate themselves as well as their kids to get moving.

At A-Champs our vision is to change that and **to make movement fun and to bring back physical activity into the lives of modern families**.

Instead of condemning **technology** – the alleged main driver of today's sedentary lifestyles – **we make it part of the solution**. We use gamification, sensors, lights and sounds to make movement fun. For parents, kids and even grand-parents. Because creating active lifestyle habits starts at home, in the family.

Join us in helping parents all over the world to turn themselves and **their Pollys and Pippas into happy, healthy and active people**.

*Kilian Saekel, CEO and Co-Founder A-Champs*



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