

Gentle bio-measuring for **higher performance**

Investor Document
2020



The Opportunity

Helping **Performance Sport People** to Improve their Scores



- **Growth of people practicing sport** on a regular basis



- High increase of those really committed to their training and personal performance: the ***Performance Sport People***



- Their training plans are based on



- And it is still missing a biomarker that could change the way of training: The **continuous monitoring of lactate level**

The Solution

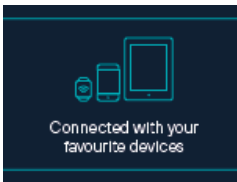
Device to monitor Lactate, the key indicator for muscle performance

Device & Disposable



Comfortable solution for athletes.
More **efficient** than blood tests
3 IPs for the sensor + its use and applications

Data Management



- Connected to the smartwatch and other devices
- Collection, transmission & processing of data from sensor
- **Front-End** platform
- User's **App**
- **Cloud** storage & computing

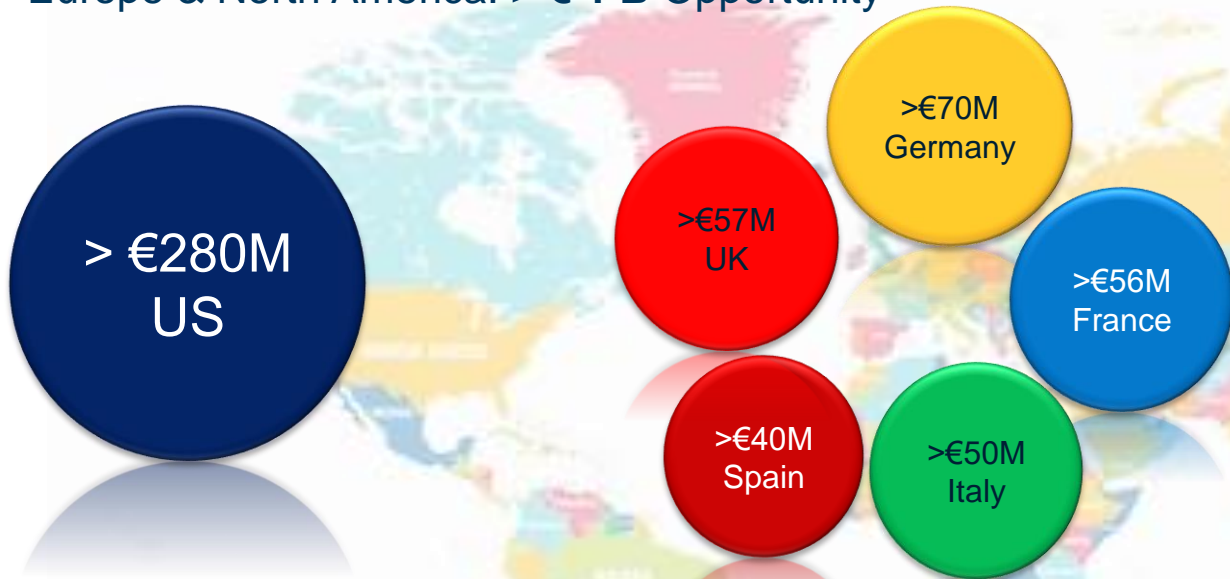
New Training Methodology



The athlete will have the information on lactate level through an **attractive**, **friendly** and **intuitive** app
It will allow to program more precisely the intensities and **optimal training pace** to get a higher performance

The Market

Europe & North America: > € 1 B Opportunity



These are our target markets, representing 50% of the market potential

Initial target sports:

- Running & Trail
- Cycling & MTB

Estimated market potential:
1% population¹ (performance sport people)





























Other mid/long-term target sports (not included in the present forecasts):

- Team sports: football, basketball, ...
- Individual: Tennis
- Swimming when we have a waterproof version

¹ People participating in officially organized races <20K

The competition

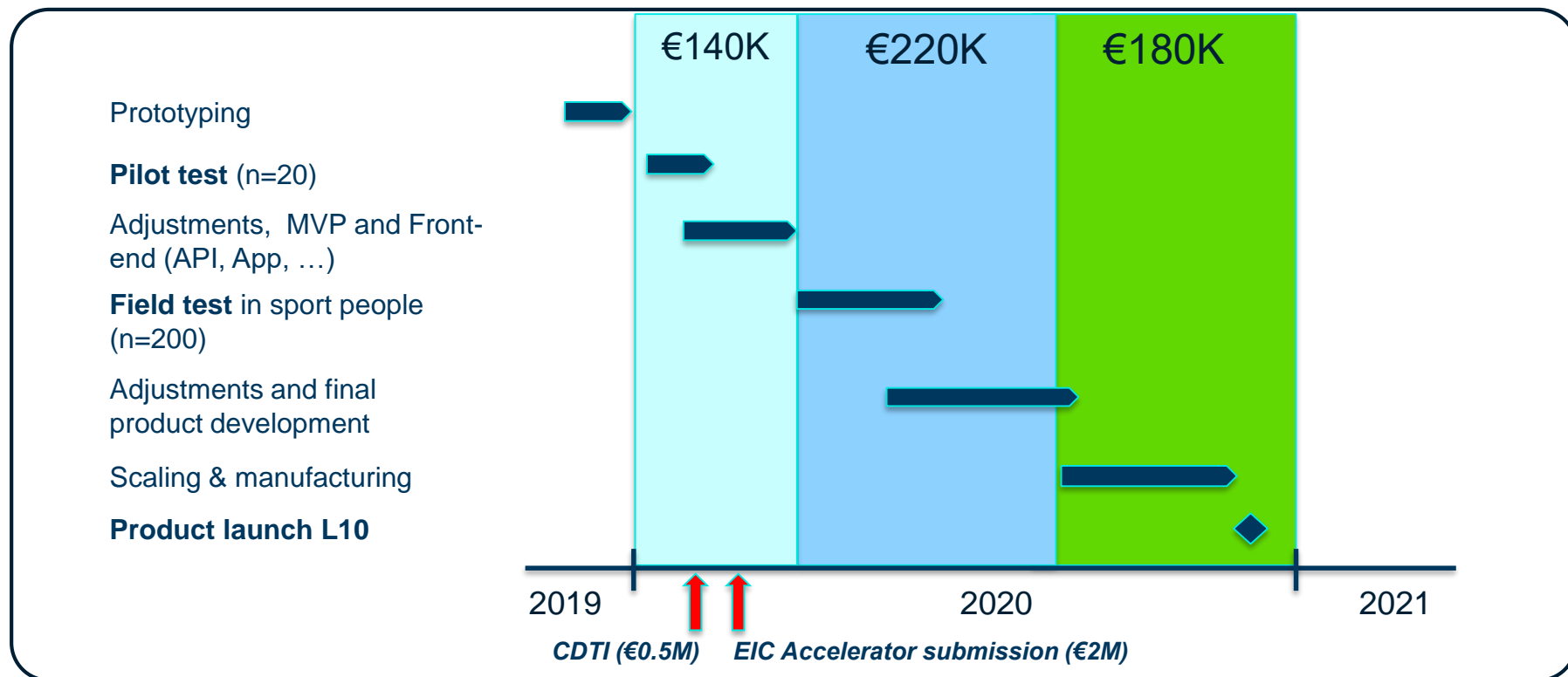
Differential competitive advantages

Company	Product	Non-invasive	Continuous monitoring	Lactate measurement	Developed for sport
onalabs)					
 Eccrine Systems, Inc. SWEATRONICS					
KENZEN™					
 PKvitality					
 Laktate www.laktate.com					

- ✓ Onalabs product – **L10** – is the only **non-invasive** remote **continuous** lactate monitor through **sweat** (not blood nor interstitial liquid)
- ✓ We are developing a product **specifically designed for sport people**

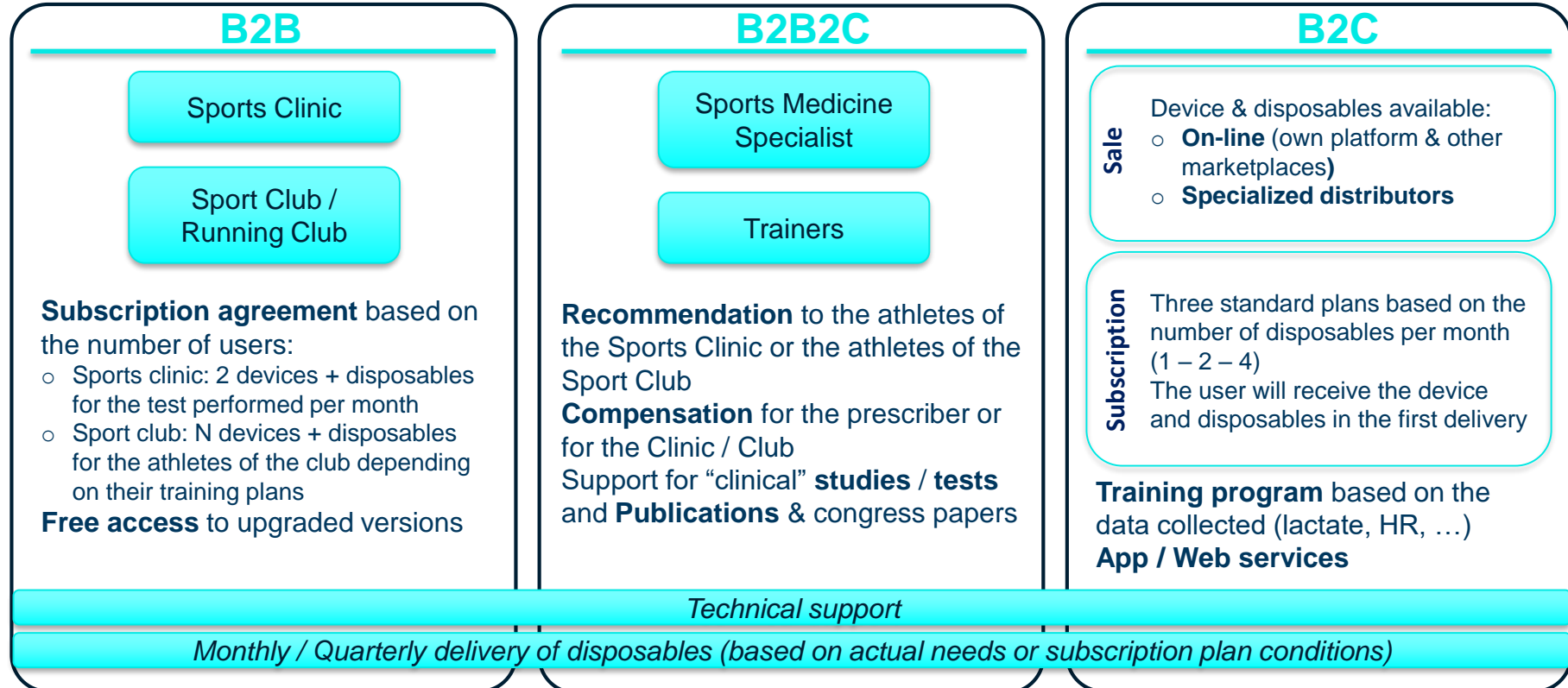
The development roadmap

From prototype to launch the first commercial product **L10**



Business Model




B2C as our core strategy



Go-to-Market Plan

Starting from **top athletes** to spread to **all sport people**

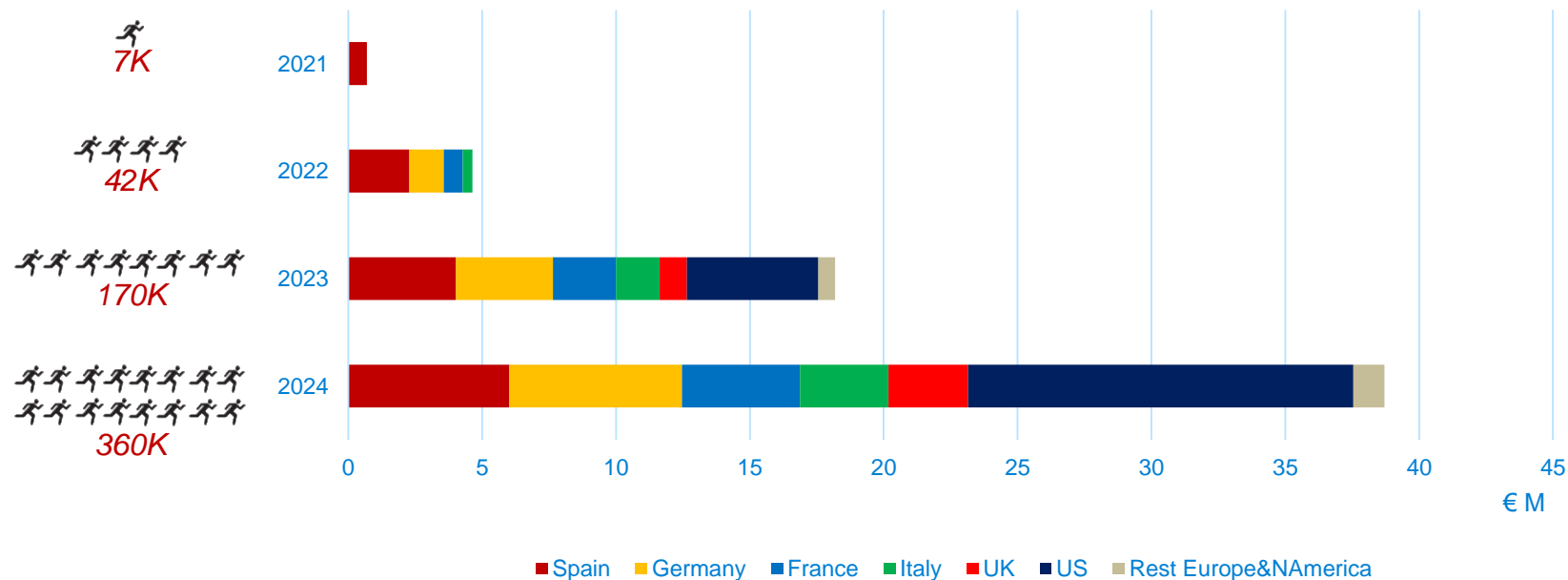
Local launching with **international ambition**

2021	2022	2023
<ul style="list-style-type: none"> ➤ Launch L10 B2B, B2B2C, B2C in Spain ➤ Development of L20 	<ul style="list-style-type: none"> ➤ Launch L10 / L20 to Germany, France and Italy ➤ Pre-mkt US 	<ul style="list-style-type: none"> ➤ Launch L10 / L20 to UK and US ➤ Expand to other sports ➤ Agreements with global partners
B2B / B2B2C – Spain <ul style="list-style-type: none"> ○ Direct contact with the main Clinics and Clubs (with free of charge devices and disposables) ○ Scientific / Technical studies & publications ○ Congresses and sponsored events ○ On-line activities and support 	B2B / B2B2C – Ger, Fra & It <ul style="list-style-type: none"> ○ Same activities as those developed in Spain with special focus on the most successful ones ○ European congresses ○ Promote collaborations among experts from all European countries 	B2B / B2B2C – UK & US <ul style="list-style-type: none"> ○ Same activities as those developed in the other countries with special focus on the most successful ones
B2C – Spain <ul style="list-style-type: none"> ○ Elite athletes as Ambassadors ○ Exhibition in specialized distributors ○ Main Marathons and emblematic races ○ Social Media 	B2C – Ger, Fra & It <ul style="list-style-type: none"> ○ Similar activities as in Spain with local partners and local sport events ○ Social Media 	B2C – UK & US <ul style="list-style-type: none"> ○ Similar activities with local partners and local sport events ○ Social Media 

Sales Forecast

360,000 users and €38M turnover in 2024

Sales Forecasts Europe & North America



Launching in Q4 2020. Actual sales will start in Q1 2021

P&L and Valuation

Break even expected in 2022

SPAIN

	2020	2021	2022	2023	2024
Net Revenues	0	574.902	1.884.109	3.319.854	4.968.191
EBITDA	-155.000	-443.235	48.123	729.449	1.726.646

Active users		6.960	20.880	39.440	62.640
Cost / new user		39 €	22 €	19 €	18 €

INTERNATIONAL

	2020	2021	2022	2023	2024
Net Revenues	0	0	2.351.170	14.162.582	32.693.327
EBITDA	0	-82.500	-30.349	3.670.840	14.376.149

Active users			21.870	129.756	297.962
Cost / new user			37 €	27 €	21 €

R&D and Management costs are allocated to the Spain's P&L

The investment round

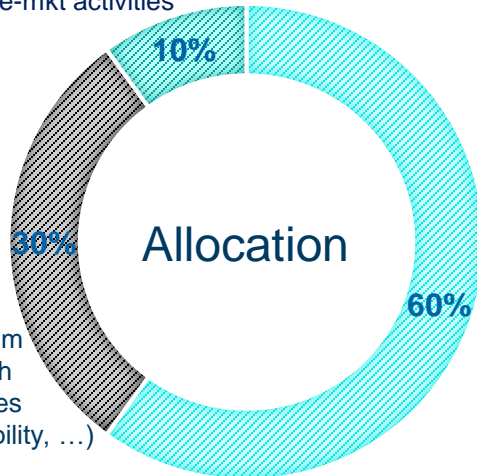
Seed round of €600K

Anchor Investor Health / Sport + Investment Fund

Grants obtained



- Ambassadors
- Pre-mkt activities



- Operational team
- Market research
- External services (legal, accountability, ...)
- General costs

- Engineers team
- Supplies
- Product test
- Industrial design
- Scaling
- IP

■ Development & Scaling ■ Operational expenses ■ Commercial

Funds to obtain

2020

Seed Round	€0.6M
Soft loan	€0.5M
EIC Accelerator (EC grant)	€2M

2022

Serie A Round (International development)	€1M
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The Team: Connected Brains

Balanced team: tech, innovation and business background with a robust advisory board

Internal Team



Josep Cardona
CEO



Elisabet del Valle
COO



Jaime Punter
CTO



Xavi Muñoz
Scientific Advisor



Javier Aguilar
Electronic Engineer



Genís Rabost
Biomedical Engineer



Oscar Carreras
Nanotechnologist



Valeria Colmena
Nanotechnologist

Advisory Board



Daniel Brotons, PhD
Lead Trauma and Sport
Medicine in Clínica Diagonal
and Ergodinamica Clínica,
Barcelona



Rosa Corcoy, PhD
Director. Diabetes Unit of
Endocrinology and Nutrition
Dpt. Hospital de la Creu i
Sant Pau, Barcelona



Elena Rico
Founding Partner of People &
Planet Partners. Expertise in
Venture Capital in La Caixa.



Eugeni Sedano, PhD
Expertise on planning of
innovative projects with different
stakeholders under partnership
models, healthcare sector

Our Assets

Our Technology



Our Team



Supports / Acknowledgments



Interest / Commitments

Customers (Venture clients)



Investment Funds



Capital Cell





Lactate monitoring patch will change the training methodology

Josep Cardona

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