

AKIROS

One line pitch:

The BiPoD is the first #IoT #Medtech device that monitors & corrects posture to fight back, neck & shoulder pain with the help of health professionals.

Market Analysis:

The BiPoD is positioned in various growth markets: Smart Textile (\$1.5B in 2020), Health IoTs / e-Health (\$2.5B in 2025) and Medical Devices (\$398B in 2017). We are working on evaluating the postural reeducation device market. Economic impact: 80% of Americans and French will experience back pain in their lifetime (second cause of general practitioner consultations and represents 7% of sick leave in France). 65 % of the population are affected by neck causing a local stiffness. The painful shoulder is the third cause of MSDs (after back pain and neck pain). Low back pain represent a third of physiotherapy acts. Our physiotherapists declare having 65% of patients with back/neck/shoulder pain.

Value proposition:

To tackle complicated chronic pains induced by inactivity and bad posture, the BiPoD simply teaches its wearer to listen to his back and recover healthy habits. Through position and muscle activity sensors embedded in textile, this medical device is able to analyze the posture. For instance, it can help its user to recover a "good posture" by following the feedbacks of the artificial intelligence previously educated with the help of a health professional. This feature is typically used to correct a round back with a volunteer and rehabilitative straitening. Monitoring the muscles also allows a rehabilitation by relaxation program when muscle rest is insufficient (for tackling MSDs).

Business Model:

The business model of Akiros still has flexibility. For example, if a new key partner(s) allows us to sell the BiPoD as a white-label product, all the other business model building block would be impacted: for instance, key activities would mainly be the industrialization control, the after-sale services and the R&D. The business model attached to this application tries to sum up all the possible scenarios. However, two value proposition models are proposed to emphasize on the two main actors in the life cycle on the BiPoD : the final user and the health professional. In conclusion, there are still many variables before we can set the final business model - we try to define all possibilities.

IP and Regulatory situation:

Part of the pre-funding is already booked for patent filing, we are waiting for development to go further in order to find the most relevant patent with our experts. Until now, we have only communicated on non-patentable elements. To this day, the only valuable asset is a "know-how" registered with a "SOEAU" envelope. Other assets (than eventual patent) to be protected are: software, drawings and models. A list of standards and regulations were established with the support of a consultant specialized in medical CE label. In the respect of the EU regulation, we have a risk management file and we are listing every standards requirement in order to position ourselves towards each one of them.

COMPANY PROFILE

- **Website:**
<http://www.akiros.fr>
- **Field:**
- **Contact:**
ROUHBAN Antony
arouhban@outlook.com
- **Location:**
24, rue Georges Bernanos
Appartement 1 - RDC
60200 Compiègne
France
- **Founded in:** //31/09/2016
- **Employees:** 4 in full time
(Co-founder & CEO, R&D engineer, 2 trainees) / On their spare time : Co-founder & CTO, physiology teacher-researcher, web-dev, community manager
- **Financial information (€):**
 - **Company stage:**
Proof Of Concept
 - **Capital raised to date:**
 - **Monthly burn rate:**
 - **Capital seeking and date:**
- **Investors:**
Concours Pépite I-Lab 2015 : 10K price , SATT Lutech : 120K for pre-seed , Fonds Régional d'Aides pour l'Innovation (FRI) of the Nord-pas-de-Calais (now Haut-de-France) : 25K grant , Personal debts : 7K