

# ELKO



# THE MISSION OF ELKO IS TO PROVIDE ATHLETES WITH USER-FRIENDLY SOLUTION TO WORKOUT MORE EFFECTIVELY ANYWHERE ANYTIME



## WHY

We want to help athletes **reach their physical goals** and guide them on their weightlifting journey



## HOW

By using data collected with our wearable and mountable device **we help to tailor and structure individual workout plans** based on each athlete's goals and abilities



## WHAT

A **combination of hardware and software solutions** serving as a workout companion on web and mobile

# ATHLETES ARE FACING VARIOUS BARRIERS ON THEIR JOURNEY TO SUCCESS



Young athletes often end up receiving **improper training** in their sports caused by **lack of personalized training expertise** in high schools and qualified coaches [↗](#)



Athletes are in the need of a **cost-effective wearable systems** with user feedback **to be able to do all the exercises correctly** while working out at home without supervision [↗](#)



There are lots of cases when an aspiring athlete have **barriers of limited access**, steep personal training expenses [↗](#)



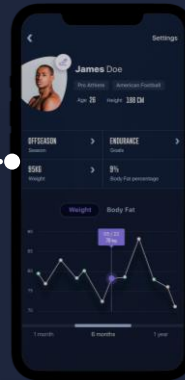
Many young athletes use alternative sources of information to train themselves, such as weight lift YouTube videos. This is a **dangerous path** inviting poor technique to cause **no progress, slow progress**, or in many cases, **injury** [↗](#)



# ELKO PRESENTS A SOLUTION FOR INDIVIDUAL TRAININGS TO OVERCOME ALL THE BARRIERS FOR YOUNG ATHLETES AND WORK OUT SAFELY AND EFFECTIVELY



ELKO smart-tracker records athlete's workouts, and collects workout velocity data



The mobile application will be a simplified, interactive version of the online portal, serving as a workout companion actively collecting and recording live workout data. The online portal will be home base for the athlete, providing all visual data

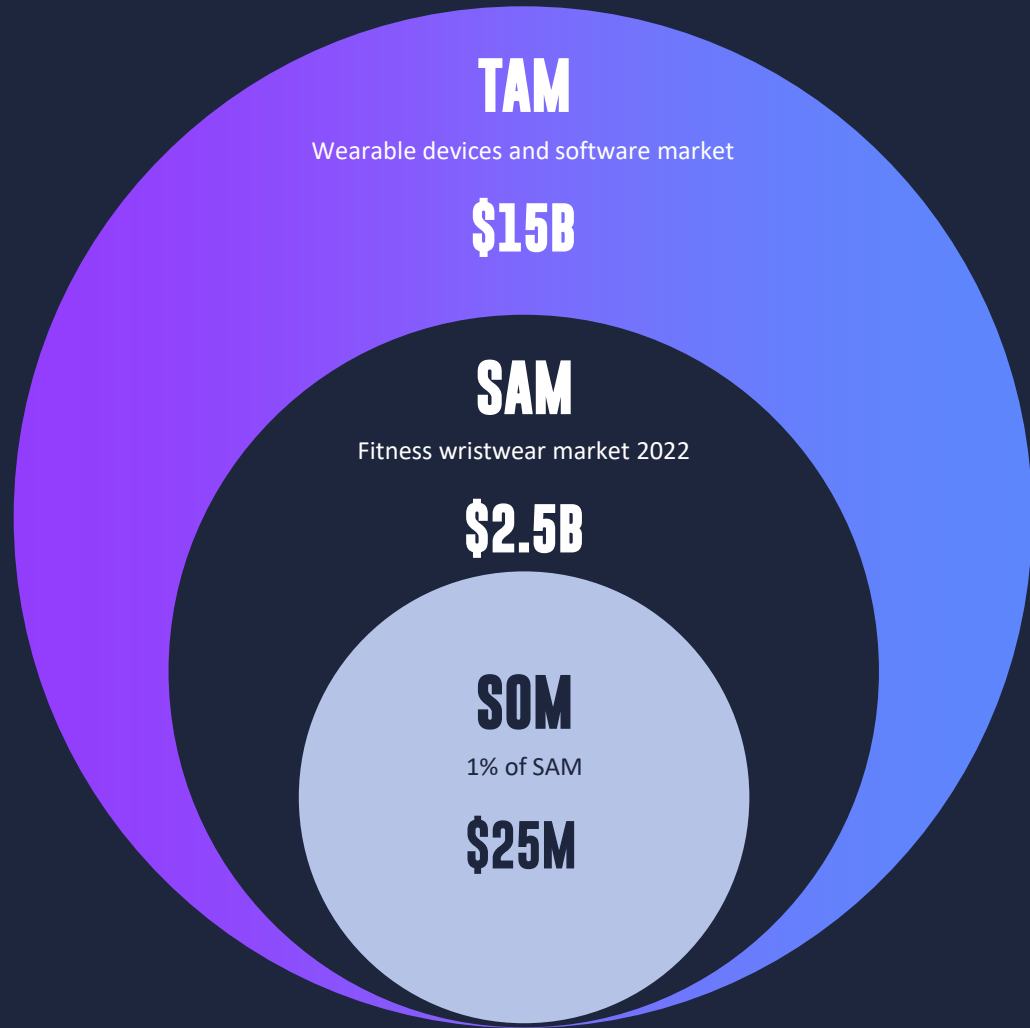


A solid combination of an AI-coach to help athletes with auto-generated workouts and a Real-coach who creates workouts for an athlete by analyzing the trainings results data



An ecosystem combining wearable device with user-friendly mobile and desktop apps will provide athletes with structured workouts based on each individual athlete's goals

# FITNESS WEARABLE EQUIPMENT MARKET IS ROCKETING



## TRENDS



Global Wearable Devices in Sports Market show **growth with a CAGR of 17.6%** in the forecast period of 2021 to 2028 [↗](#)



Internet and cloud technology penetration, the emergence of professional leagues, and digitalization of sports are driving the **adoption of sports technology in North America**, especially in the US [↗](#)



In the United States more than 88 percent of consumers report **prioritizing personalization features** in fitness and wellness products [↗](#)







The Wearable Fitness Tracker Market registered **increasing growth rate** and was impacted positively due to COVID-19 [↗](#)




# ELKO UNDERSTANDS NEEDS OF ALL THEIR CUSTOMER SEGMENTS






## AMATEUR ATHLETES WANTS

-  Workout effectively
-  Easy way to track their results
-  Can't afford to pay for personal coach
-  Easy setup to train anywhere






-  An **easy-to-use** tracker easy to wear or to attach on sport's gear
-  **Personal improvement** recommendations, **training plans** and user-friendly feedback
-  **Affordable** individual plans and initial setup



## PROFESSIONAL ATHLETES WANTS

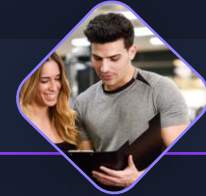
-  Precise understanding of their technique effectiveness
-  Variety of mounting options to track
-  Easy setup to train anywhere





-  **Accurate sensors** to measure exercise effectiveness
-  **All in one solution** for every use case
-  **Professional tips** on training improvement to boost athlete's growth

## COACHES WANTS

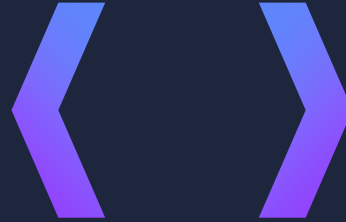
-  Enhance the value of their training programs without paying for the expensive gear
-  Be able to track and adjust the training structure on the go







-  An **affordable tool** to enhance the value of their trainings
-  **Convenient training tracker** to ease the athlete's workout assesment

**ELKO Provides**





# WE COMBINE TOP-NOTCH HARDWARE AND SOFTWARE SOLUTION



## ELKO FITNESS TRACKER

-  IMU tracking suitable for **every workout use case**
-  Magnet technology for **easy setup for any sport gear**
-  **Accurate** Tracking system
-  **Seamless sync** with mobile app and data recording

## ELKO MOBILE PLATFORM

-  Support for **variety of devices** on Android and iOS
-  Workout tracking and **analyzing data**
-  **Personalized workout** generation
-  **Coach subscription option:** remote communication with personal trainer designing individual workout plans and monitoring progress through a web portal

# ELKO PROVIDES FEATURES THAT MEET THE INDUSTRY NEEDS FOR A REASONABLE PRICE



Price	\$ 329	\$ 2060	\$ 495	\$ 349	\$ 1329	\$ 335	\$ 399	\$ 299	\$ 397	\$395
Personalized training creation										
Number of mounting options	5+	1	1	1	1	5+	1	5+	1	5+
Easy setup to workout anywhere with any equipment										
Usability	<div><div></div>Used by coach for athlete<div></div></div> <div>Both by coach for athlete &amp; by athlete without coach</div>									

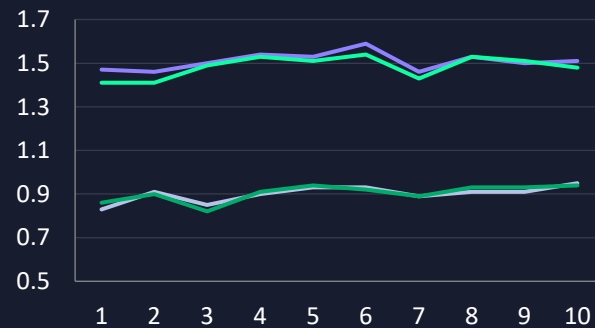


# ELKO DEVICE IS AS MUCH ACCURATE AS ONE OF THE MARKET LEADERS WITH AN EXPENSIVE AND SCIENTIFICALLY VALIDATED TECHNOLOGY

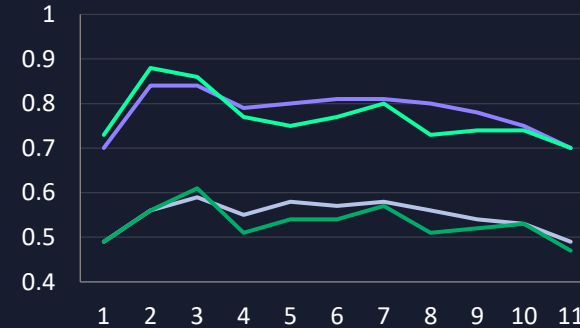


## COMPARISON OF DETECTED VELOCITIES BETWEEN ELKO AND GYMWARE (LOAD 44LBS)

**Professional athlete:**  
KB (kettlebell) Goblet Squat



**High school athlete:**  
BB (barbell) Bench Press



**Amateur athlete:**  
DB (dumbbell) Shoulder Press



AVERAGE TOLERANCE – 0,025




AVERAGE TOLERANCE – 0,01

AVERAGE TOLERANCE – 0,01

# THROUGH VARIOUS MONETIZATION CHANNELS ELKO GETS ROI IN 5 YEARS



## REVENUE STREAMS:

	ELKO wearable device	Direct sales \$325
	Platform subscription fee (Athletes)	\$20 / month
	Platform subscription fee (Coaches)	\$25 / month

Return on investments (ROI) – 5 years

24.3K  
clients by year 5

15X  
revenue growth by year 5

### Profit / Losses & Customer growth



# WE HAVE A SOLID STEP-BY-STEP GROWTH PLAN FOR THE NEXT 5 YEARS



# ELKO IS LOOKING FOR THE SEED ROUND TO LAUNCH



## ROUND TARGETS

1

Setup ELKO wearable device production

2

Assemble the RnD team

3

Start beta tests with young athletes and coaches

4

Finalize and test workout generation algorithm

70%



Team

20%



Marketing

7%



Operations

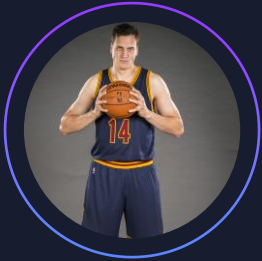
3%



Other

\$6M

# REINVENT FITNESS TRACKING WITH ELKO



Product owner  
**Alexander Kaun**



**Professional basketball** 7 years in Moscow, after played one year in Cleveland



I really see **the value of weightlifting in sports** and how much difference it makes for athletes. With my basketball experience I want to **introduce our product** for beta testing to some teams and coaches



namesurname@gmail.com



+3333333333333



Product Architect  
**Ivan Chernenkii**



**Master's degree** in Computer Security



**10+ years experience** in Quality and Security of mobile and web applications in one of the **top security companies in US**



namesurname@gmail.com



+3333333333333