



EXECUTIVE SUMMARY

THE PROBLEM

- 100M in US with Chronic Pain & Chronic Illness - \$80B Market
- \$2T Global Market for chronic pain and chronic illness including diabetic neuropathy and osteoarthritis
- \$3T Wellness market
- \$10 Billion Sports Injury Market by 2025

THE SOLUTION

For chronic illness and pain, [Stanford Health Care](#) practices integrative, mind/body medicine and the [Cleveland Clinic](#) uses in-clinic microcurrent therapy

- Healables takes the next step and delivers remote treatment via a digital health treatment coach and wearable microcurrent treatment clothing

GO TO MARKET

- **Product Line 1:** Sports. Launch to Sports/Wellness Market (no FDA needed) to pro-athletes and consumers within 6 months of funding
- **Product Line 2:** Medical. Leverage data and e-clinical trials to enter chronic pain and chronic illness markets with Medical-Grade reimbursed product using same platform technology

NOVEL DIGITAL HEALTH REMOTE TREATMENT PLATFORM TECHNOLOGY

The Healables Wearable Electroceutical Treatment Device docks with our proprietary e-textile conductive clothing to deliver, together with our AI-Driven Digital Health app and treatment platform, personalized, optimized and adaptive treatment. Built-in real world data collection (RWD) expedites e-clinical trials for pain-relief, accelerated healing and opioid/NSAID tapering.

LEAD PRODUCT

Digital Health Treatment Coach and wearable IoMT Electroceutical Device for athletes, sports injuries, soldiers and persons with chronic pain and illness. E-textile knee sleeves accelerate healing and help people with chronic joint pain get back in the game.

PRODUCT PIPELINE

Second generation Digital Health Treatment Coach and medical grade smart e-textiles – shirts, socks and sleeves: AI powered disease specific treatment protocols coupled with novel e-textiles expand our apparel to treat generalized chronic osteoarthritis, diabetic neuropathy, fibromyalgia, carpal tunnel syndrome, respiratory issues, shingles, back Pain and PTSD.

CLINICAL TRIALS & BETA Testing

- ✓ Clinical Trials with Wolfson Medical Center, Holon for Knee Osteoarthritis – Q1 2021
- ✓ Clinical Trials with Hadassah Medical Center, Jerusalem for Diabetic Neuropathy – Q1 2021
- ✓ BETA Testing with NBA Players, Q1 2021

THE TEAM

Multidisciplinary team with prior successful exits and startup experience covers business development, marketing, finance, product development, medicine, electrical engineering, software engineering, textiles with deep relationships in the biotech space, NBA and sports and the Israeli and US ARMY.

THE TIMING

COVID has caused a quantum leap in the market and regulatory acceptance and expectation for home, wearable and remote treatment. Likewise, with the medical establishment unable to treat COVID well and a rapid increase in anxiety, people have turned toward digital wellness solutions. In 2017, we were crazy. Today, we are visionaries ready to disrupt.

INDUSTRY

Digital Health, SportsTech, Remote/home-treatment, Wellness, Wearables, IoT/IoMT, AI

DESCRIPTION

AI-driven and remotely adjusted digital health coach and wearable smart clothing that heals

REVENUE MODEL

Hybrid device/SaaS (PaaS), B2C followed by B2B2C and B2B/B2G

EMPLOYEES

7 FTE, 5 Part-time
Subcontractors

MILESTONES – Q1 2021

- Sports pilots athletes and teams
- Clinical trials – osteoarthritis
- Clinical trials - diabetic neuropathy

PATENTS

Four patents filed, one allowed.

THE RAISE & USE OF FUNDS

\$5M Series A Round in 2 Tranches

- *Grow team • Grow channel partners*
- *Kickstarter and sports launch*
- *Design for mass manufacturing*
- *Manufacture product*
- *Clinical Trials & De Novo*
- *R&D – AI, Data Science and Software*

CAPITAL RAISED

\$900K from angels, family/friends

\$1.3M from Israel Innovation Authority in non-diluting grants

In-kind services from Tefron, global seamless textile manufacturer