

munevo

Assistive technology via smart glasses

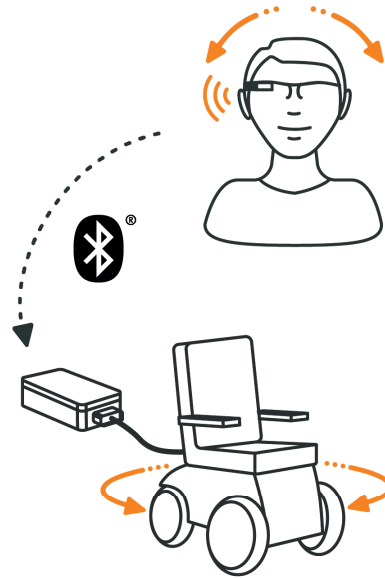
Business Concept

munevo is an innovative and unique assistive technology platform that allows users to control their wheelchair and other devices by simply moving their head. It is distributed through authorized dealers and reimbursed by health insurance companies.

Problem and Solution

65 mio. people worldwide require a wheelchair. Around 30% of them are unable to move their wheelchair with their own hands. Existing solutions are uncomfortable and stigmatizing.

munevo DRIVE is a smart glass application that uses the built-in sensors to translate head movements into control signals. These signals are then transmitted to the wheelchair control unit via our adapter. This enables hands-free control of the wheelchair by **munevo DRIVE**. You can also navigate through the menu with head movements.



USP

- Easy to adapt to the needs and abilities of users
- Faster installation and assembly compared to alternatives
- Reduction of maintenance effort
- Adaptation of the system in the event of disease worsening
- Connect to other devices using Bluetooth
- Access to smart functions (camera, smartphone, etc.)
- Comfortable solution for daily use

Market and Partners

- Market Opportunity:
 - 3 B USD in West-EU & US (based on SCI, ALS, MS statistics)
 - 26 B USD assistive technology market
- Multiple wheelchair manufacturers in 5 countries
- 30+ medical supply stores in Europe
- Biggest distributor is **Numotion** & competitor **ASL Inc.** in US (pending)

Business Model

The product is sold as a set, consisting of the Smartglass with pre-installed software and the **munevo DRIVE** adapter, via specialist dealers. These costs are 100% reimbursed by health insurance companies or other cost bearers. Furthermore, **munevo DRIVE** is distributed as an OEM product by manufacturers of electric wheelchairs. Software add-ons transform the solution into a platform that allows flexibility for new business models such as B2C subscriptions.

Team

The founding team consists of **Claudiu Leverenz** (M.Sc. Business Informatics), **Konstantin Madaus** (M.Sc. Mechanics), **Aashish Trivedi** (M.Sc. Computer Science) and **Deepesh Pandey** (M.Sc. Computer Science). The team was expanded at the end of 2018 with **Markus Englmeier** (B.A. Business Administration) and **Lavita Talukdar** (M.Tech. Information Technology). In 2020 a German sales team of 3 reps was hired to increase revenues.



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MILESTONES



INVESTMENT

Strengthening and expanding market position in Europe

- Enlargement of the sales team in Europe
- Development of further product functions

Entry into the US market

- Certification for US market
- Establishment of a sales team in the USA

Technological extension

We are seeking an investment of **2,500,000 USD** (FTE 41%, Materials 35%, Marketing 24%) for the further development of the product and entry into further markets.

Exit options:

- Buy-out/acquisition by a wheelchair or smart glass manufacturer
- Initial public offering