PhysiSens LLC
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Winston DeMartini
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Industry: Digital Health

Management:
Winston DeMartini, B.S. (Marketing & Management Major), UI/UX Designer, Founder & CEO,

Advisory Board
Chris Huntley, PhD, Assoc. Prof. of Analytics, Director of Entrepreneurship, Fairfield University,

Jeff Hendrickson, Former CEO, Sports and Health Clubs

Matt Miller, Founder, President, Stellar Energy Foundation Inc., Chairman, Kindheart Inc.

Scientific Advisory Board
Richard J. Preneta, PT, Owner of Preneta Physical Therapy

Kathrine E. Dell Goldberger, DPT, Owner of PT+ Physical Therapy

Linda Maude, PT, Beach Road Orthopedics

David Potucek, PT, MSPT, CFMT, Owner of Manual Therapy

Raleigh Taylor, PT, Athletic Physical Therapist

Number of Employees: 2

Finance:
Funding to Date:
Founder: $3K
Fairfield StartUp Award: $3K
UB & CTNext Grant: $5K

Financing Sought: $1.5 M
Product & App Development,
Patent Applications,
Overhead,
Operating Costs

Intellectual Property:
Patent Provisional

Legal: Wiggin and Dana

Business Description / Company Background:
PhysiSens utilizes big data to enhance professional and college sports. We are a SaaS targeting sports physical therapy, sports training / workouts, and enhancing player performance on field. We are a data driven, biotech focused SaaS that embeds sensors into athletes' base layers to help aid in physical therapy recovery through reducing recovery time and chance of reinjury. We also monitor training / workout sessions through A.I. for form correction and injury prevention and provide biometric data on players on field performance to enhance their abilities.

Market Opportunity / Unmet Need:
A lot of athletes reinjure their muscles due while playing sports. Their reinjury is to the lack of data for care and guess work by the physical therapist. Physical therapists also don't have accurate data if their patient is fully healed or not. This can lead to longer recovery times and less games won by the team. Also, when athletes train and workout without a trainer, it is hard from them to tell if they are using correct form. This can lead to muscle injuries that put them on the disabled or injury list and not starting for the team. Lastly, athletes do not have a comprehensive solution for monitoring muscle usage and capturing 3D motion body movements while practicing or on field. Thus, making skill improvements slower than they should be. The market size for global wearable device in the sports market as of 2018 is $31.2B. With a 16% CAGR, the value of this market in 2026 is projected to be 102B.

Products / Services – Launched & Pipeline:
PhysiSens is a SaaS app paired with smart apparel to gain feedback on a player's muscle usage and 3D biomechanics. We embed sensors inside athlete's base layer shirts which send a player's motion data and muscle data to the PhysiSens app. Our product can help reduce the time of recovery and reinjury as well as help increase on field performance with players. Utilizing big data and A.I. we can provide players, patients, and therapists with the data analytics and motion movements that they need to get better faster or improve their performance. Currently, Fairfield University Soccer is set to Pilot our prototype in August.

Commercial / Technical Milestones:
Finalist in Fairfield StartUp Competition (Q2 2020), UB CTNext Grant (Q2 2020), LLC (Q1 2021), Provisional Patent (Q2 2021), Prototype completed (Q2 2021), Raise Seed Round for product/ beta prototype (Q2 2021), Beta Prototype/ Product (Q3 2021), Fairfield Soccer Pilot (Q3 2021), Product Testing and Revisions through (Q2 2022), Go to Market (Q2 2022)

Competition / Competitive Advantage:
There are about eight other biotech/biometric startups in this space. Seven of them either do specifically muscle data or motion data. The last one – our closest competitor – does both muscle and motion data. However, what differentiates us is our precise 3D human motion capture sensors and muscle sensor combination that will help reduce recovery time and reinjury chance of patients, remote monitoring, injury prevention, and enhancing athletes' performances on field.

Financial Forecast (Preliminary):

	Y1	Y2	Y3	Y4	Y5
Revenue	$1.1M	$2.1M	$4.4M	9.1M	18.3M
Growth Rate	10100000%	91%	110%	106%	101%

Gross Profit	$.99M	$2M	$4.1M	$8.7M	17.8M
Gross Margin	91%	95%	93%	95%	96%