



H·CUBE

Wear your Health



FOOTBALL INJURIES



15% □ **Psychophysical**

Muscola □ 78%



50% □ **Thermal**



TEAM

BOARD



Federico Izzo
CEO&CTO

*Experience as entrepreneur
in wearable projects for 2
start-up*



Daniele Testore
COO

*Experience as entrepreneur
into fashion accessories
Brand*



Ciro Di Carluccio
Pre-Seed investor

Ex Deloitte Senior Manager

ENGINEER TEAM



Francesco Policastrese
Lead Electronic Engineer



Wei Wang
Smart Clothes Designer
& Fashion Tech PhD



Mario Attrovio
Lead Full Stack Dev



Matteo Raggi
Biomedical Engineer
PhD



Michele Guagnano
Electronic Engineer

SCIENTIFIC TEAM



Albert Garoli
Scientific Director
University of China Medicine
professor



Luca Mesin
Biomedical Professor PoliTo

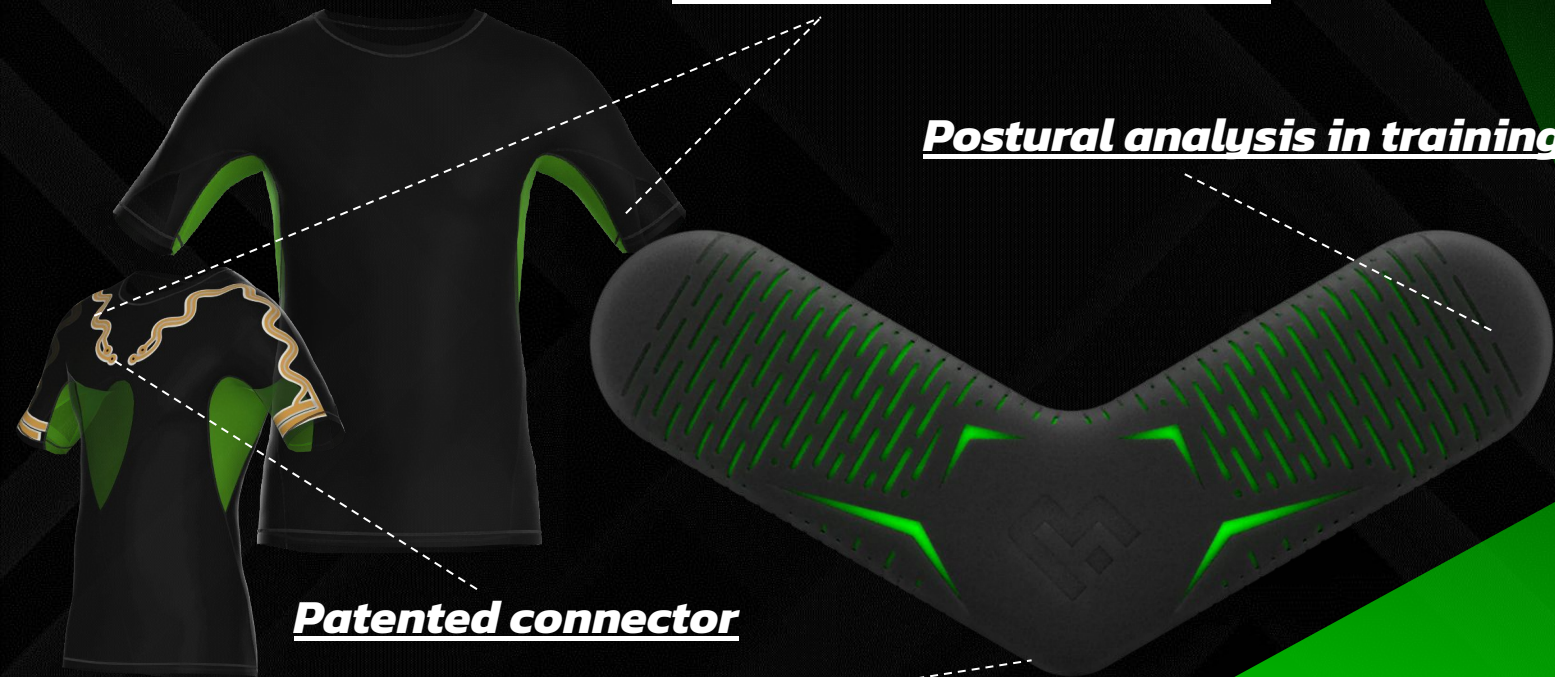
OUR SOLUTION

Flexible electrodes for ECG

Postural analysis in training

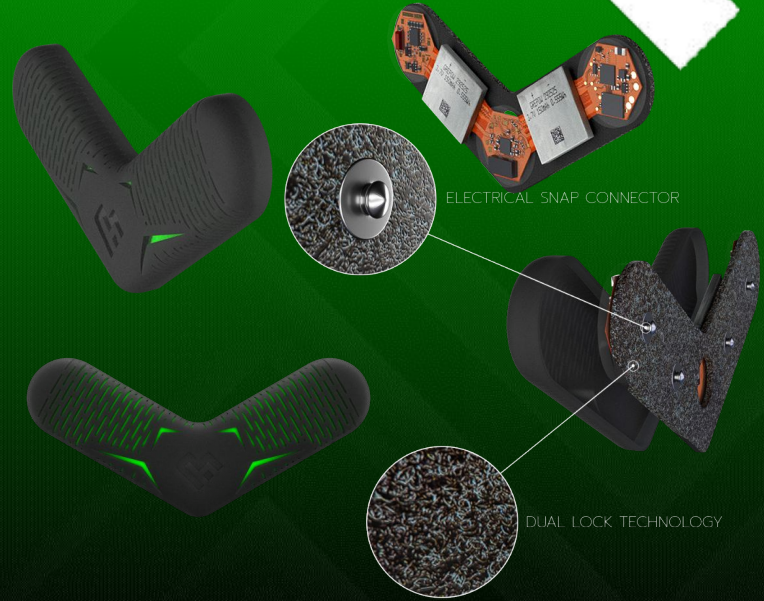
Patented connector

Temperature sensor



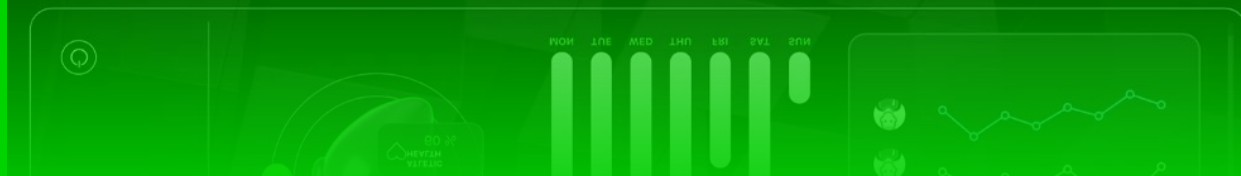
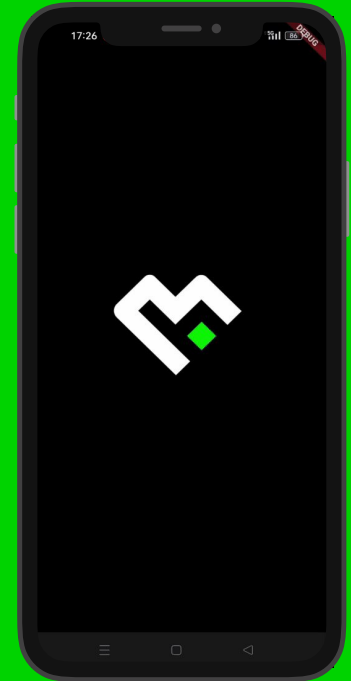
Ti-SHIRT

Ti-Shirt Equipped with flexible electrodes, in the sleeves and **patented** electronic connection technology



Ti-Patch is a silicone patch composed of flexible circuits that can be **removed and applied** to various apparel

Ti-PATCH



€21.9 Billion

SporTech 2022 market assessment ⁴

€2.3 Billion

Annual cost of sports injuries ⁴

€600 Million

European cost of football injuries ⁵

MARKET

- ✓ **113Mln** *amateur soccer players in*
- ✓ **53K** *professional footballers in Europe ⁷*
- ✓ **1.5K** *professional soccer teams in Europe*

⁴ *International reference values*

⁵ [FCB](#)

⁶ *Figure estimated from the ratio of Amateurs to Pro World and applied on the number of Pro Europeans*

⁷ *Data refer to FIFA Report 2019*

COMPETITOR

Competitive advantage given by:

- Unique electrode placement for comfort
- 8-10h Extended wearing possibilities
- Patented technology
- Industrial compatibility



BUSINESS UNITS



SPORT

***Custom design
Ti-Shirt & Ti-Patch
supply***

***Ti-Dash platform with
Biometric and Injuries
prevention data***



HEALTH

***Ti-Shirt & Ti-Patch
supply with IIA medical
certification***

***Ti-Wear app for wearer
data monitoring***

***Ti-Dash for centralized
patients monitoring***



WORK SAFETY

***Custom sensors
Ti-Shirt & Ti-Patch
supply***

***Ti-Dash platform with custom
Biometric parameter for
centralized monitoring***



STUDY CASE: SPORT



STUDY CASE: SPORT



STUDY CASE: WORK SAFETY



TRUSTED US



KINETIK LAB

DOUBLE U

COMING SOON...



Why this ?

Wear your Health

