

Mobiiliratkaisu tasapainon mittaamiseen

Mobile solution for balance measurement

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- “Sport related concussion multidomain evaluation methods in professional ice-hockey”
- Experience in neurological rehabilitation and coaching 1998-



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Enhancing Performance, Health and Wellbeing - global trends

- The wearable market is growing and becoming more and more crowded
- Increasing and even maintaining market share becomes harder
- New, innovative products and services are a prerequisite for success and growth



Neurohealth is mandatory – but not measured today

The one thing that matters the most to our performance, health and wellbeing is the **health** of our Neurological system (Brain & Central Nervous System/CNS). This **neuro health** is as important as all the above and it can be systematically monitored and developed to increase our performance significantly.

However, the bizarre thing is that there is no easy and accurate way to measure this!



Balance score - Essential part of Neurohealth

- Balance, provides insight to your health condition, your body's stress levels and recovery status. It may also be connected to aging or some illnesses.
- For athletics it can unveil unsymmetric "muscle" stability and when trained it will increase the performance capacity.
- For elderly users an abnormal score can act as an alert and provide insight on weakened balance and indicate higher risk of falling or an early signal of Alzheimer's disease, Dementia or Parkinson's disease*

*L. Z. Gras, S. F. Kanaan & al. Balance and gait of adults with very mild Alzheimer disease. J. Geriatr. Phys. Ther. 2015 Jan-Mar;38(1):1-7

Balance

Balance plays a key role in human performance and is connected to several important functions



So why don't we measure balance?

Balance evaluation has been expensive and cumbersome. No unified metrics and score

- Until today, the tools to measure the condition of Neurological system and balance have either been LAB sized devices or no tools at all – measurement done without any numeric score
- A reliable, understandable and comparable score has been missing
- There is a clear need for an easy, measurable solution, that can be integrated and can provide reliable data on person's Neuro Health, and its' key element, BALANCE.



Introducing Ainone Balance – numeric balance meter

Developed by Ainone professionals
The foundation of Ainone Balance has been built in 2018-2020

Strong team with healthcare & sport professionals together with
technology, sales and marketing experts

www.ainone.eu

Ainone Balance® is a cloud service with easy integrated measuring tools for a numeric value on your balance – your balance score



Intended use for health care & sport professionals

Confidential

Ainone Balance: Class I medical device - MDD 93/42/EEC - Intended use for health care & sport professionals

Ainone's unique all-in-one solution - a cutting edge wearable medical device

Non-medical
devices

fitbit GARMIN.

RUNTEQ etc
...

HUR|labs

FIRSTBEAT

Market description

Globally: In 2019, we expect 142 million wearable devices to be sold, rising to 260 million units in 2023 and creating a market worth almost \$30 billion.*

Medical devices

AINONE

Sway

Market description

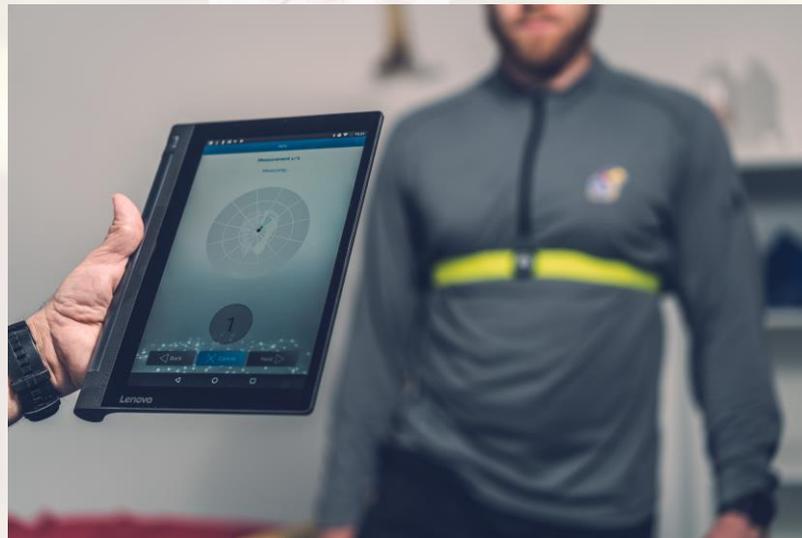
The global wearable medical device market is expected to reach an estimated \$9.4 billion by 2022 and is forecast to grow at a CAGR of 14.9% from 2017 to 2022. The major drivers of growth are the increasing awareness and importance of fitness and healthy lifestyles, rising frequency of chronic diseases, and technological innovations.

* Source: CCS Insight wearables forecast (February 2019)

** Lucintel: Growth Opportunities in the Global Wearable Medical Device Market (September 2017)

Ainone Balance[®] – Easy and quick!

[WATCH DEMO VIDEO](#)

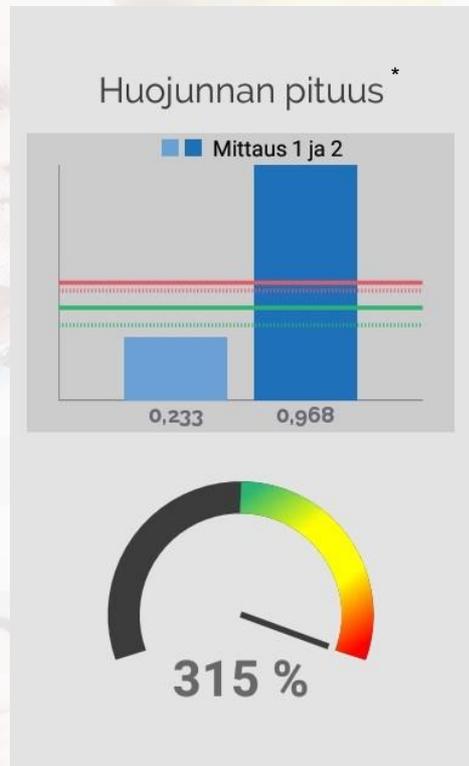


Ainone Balance® - numerical result instantly (30 seconds)

Standing feet together (Romberg); eyes open and eyes closed

The percentage indicates the relative change in how much sway increases when the eyes are closed.

The example result indicates an imbalance¹ and an increased risk of falling. The measurement result suggests that, for example, 315 % indicates weakness in balance*.



* Ainone-Balance references feet together RQ-value (n=234, 60-90 vuotta)

Who benefits for monitoring balance score?



Secure your valuable assets

- Identify training and, for instance, to identify differences in performance symmetry
- Or for example when identifying lower limb injuries or concussion



Save money and human suffer

- Detection of increased falling risk
- Detection of early signs of neurological disorders
- Age 40+ monitoring the capacity of work



Monitor the rehab process

- Monitor improvement in training and rehabilitation from injuries
- Precise numerical results assist in coaching and therapy planning
- Concrete results motivate and engage patients

Acknowledged by professionals

+90% of our customers recommend the Ainone Balance*

+70% of our customers think Ainone Balance is easy to use*

**Ainone Balance customer survey June 2020*



In Physio – the potential in rehabilitation has been clear and also, the consumer interest has been proven. Using Ainone Balance offers a cost-effective way to differentiate from the competition



"Ainone is quick and easy to use and provides an important perspective in rehabilitation and balance in easy to understand format. Ainone Balance as a measure helps the patient to understand the importance of balance as an signal for deteriorated performance level and motivates the rehabilitation process"

Kai Turkulainen

Physiotherapist, Pohjola Sairaala – Ainone user since 2019



Pohjola Sairaala



The results of increased performance have been valued in several professionals, ice-hockey teams and F1 drivers

"Ainone is the best wearable available on the market on testing and monitoring balance – a Key to professional ice-hockey players optimal performance. We use the balance score for all our players and followed by tailored training tools for our athletes"

Hero Mali

Strength & Conditioning coach, Jokerit

"As there are many dynamics in sports it is essential to base all mechanics from a solid and balanced place, this comes from a solid postural alignment and control."

Per Lundstam

Director of Athlete Performances, Red Bull North America



Ainone Balance® Application

Case Birgittakoti care home

“Prevention is the key issue. We seek to maintain the functional ability of elderly people and prevent the need for e.g. 24/7 supported housing. Good balance prevents incidents such as falls, which can significantly impair functional ability.”

Katja Suuronen

Director of the care home



AINONE
BALANCE

MOVESENSE
BY SUUNTO





Use Case: Elderly Falls Identification and Prevention

Falls: Human suffering and costs!

- 1. Every third person** over the age of 65 and **every second person** over the age of 80 falls every year
 - Half of them to repeat in a year
 - **15%** at least three times a year
- 2. Every second** fall causes some injury
- 3. 1/10** will not return home, **20%** of them will die within a year
- 4. The average cost** of a hip fracture is **30,000 euros/case**



Injuries due to falls increase

In Finland, for example, the number of traumatic brain injuries in the elderly will almost double by 2030 if the current trend continues.



More human
suffering



Increase
costs



There is a connection between the risk of falling and balance

The risk can be reduced by training



1. With Ainone Balance, it is possible to **identify imbalance**, ie an increased risk of falling, and target exercise interventions
2. The measurement can be performed by **any healthcare professional** (nurse, physios) and the result can be interpreted remotely
3. The **annual cost** of Ainone Balance's software (SaaS), estimated for the municipality and the number of users in question, is about 5% of the cost of one hip fracture.

Case: Small Finnish municipality

Municipality of 9,000 people

In 2019, there were 17 hip fractures

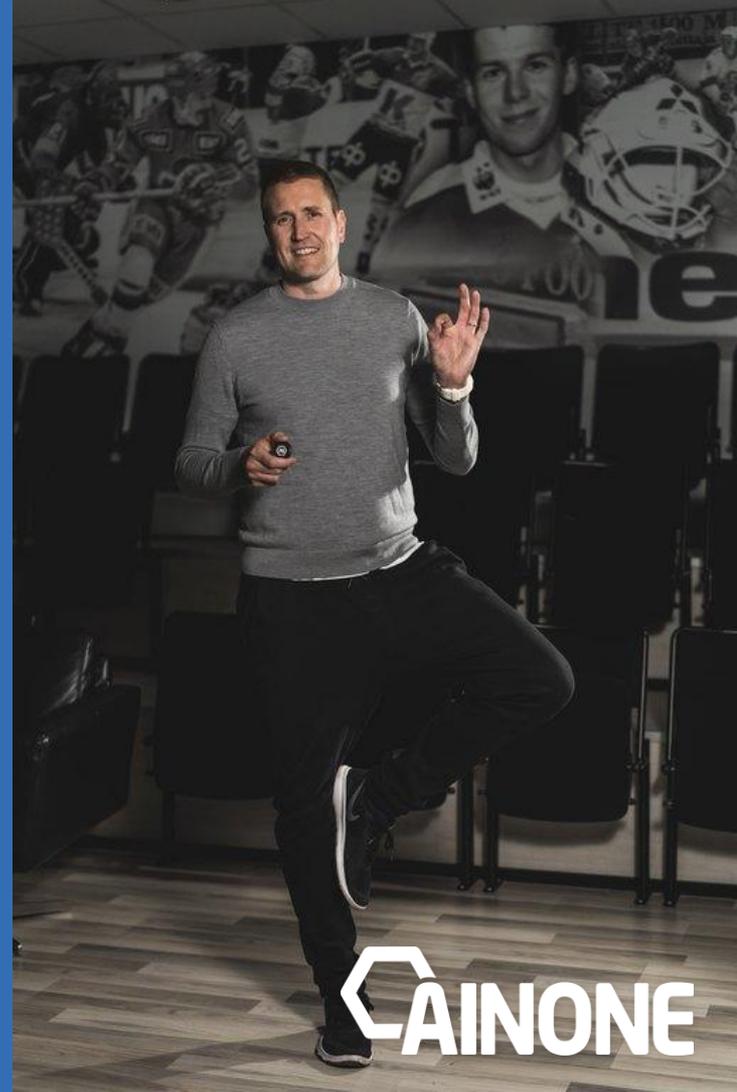
Total cost 500,000 euros

What if one is saved?

Thank you!

Good Balance is a sign of a good life –
take good care of it!

www.ainone.eu



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