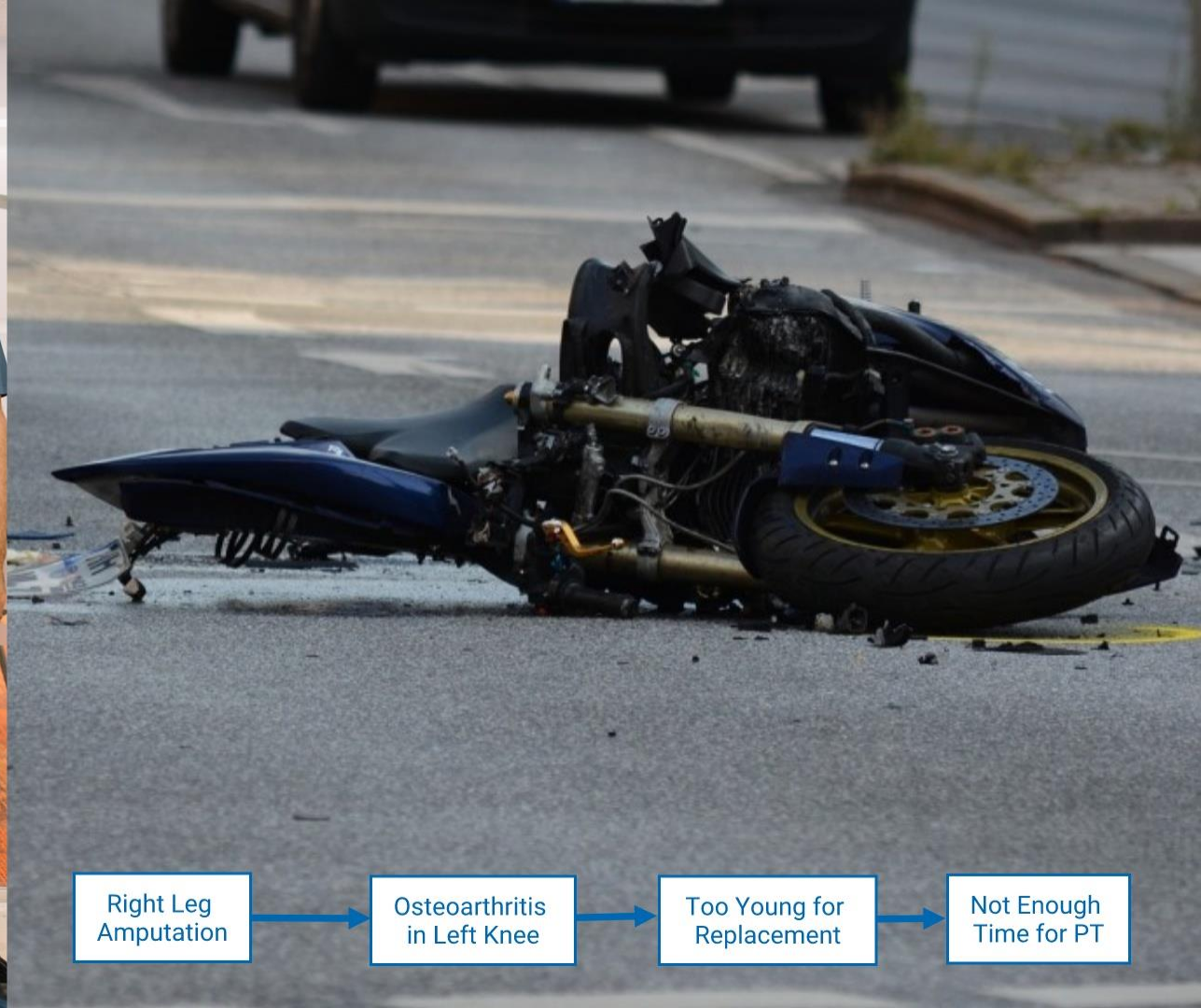




Intelligent wearables that
integrate physical therapy
into everyday activity

techstars_
Physical Health
Fort Worth

#givefirst



Right Leg
Amputation

Osteoarthritis
in Left Knee

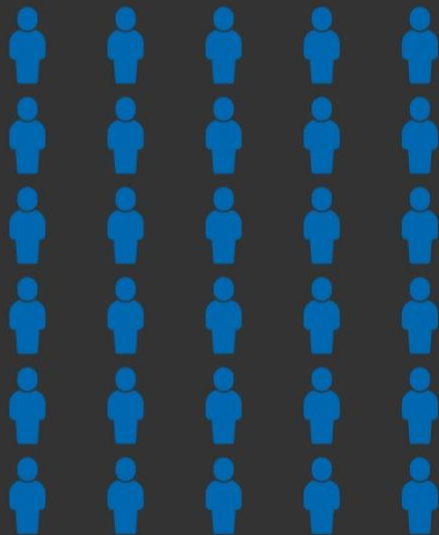
Too Young for
Replacement

Not Enough
Time for PT

Knee Osteoarthritis - A \$26B Problem

Challenge: Improving access to effective, cost-efficient physical medicine

15,000,000



Knee OA Sufferers

Symptomatic and seeking treatment

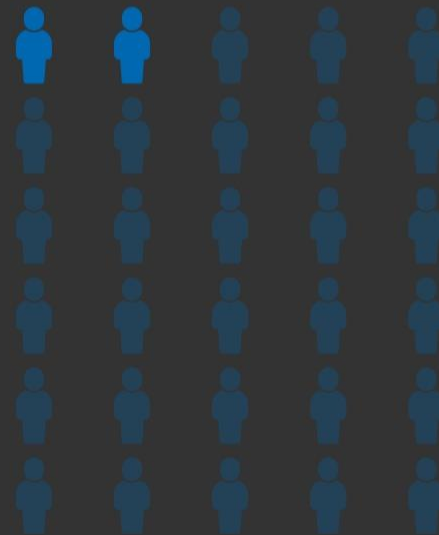
1,500,000



Prescribed Physical Therapy

10%

750,000



Compliant with Treatments

50%

Challenges from Untreated Knee Osteoarthritis

\$15B in Treatment Expenses (Rx, Braces, Injections)

\$12B in Indirect Expenses (Lost Productivity)

- 1 Continued knee damage
- 2 Increased joint pain
- 3 Missed time at work
- 4 Decreased quality of life
- 5 Earlier knee replacement



KneeStim

Dynamically
strengthening muscle
during everyday activity

Bringing physical therapy
to the patient

Differentiation Through Intelligence and Adaptation

- **KneeStim Functions**

- Dynamic, real-time muscle stimulation
- Short (<5 min) personalization period
- Stimulation + muscle usage = improved strength gains

- **KneeStim Advantages**

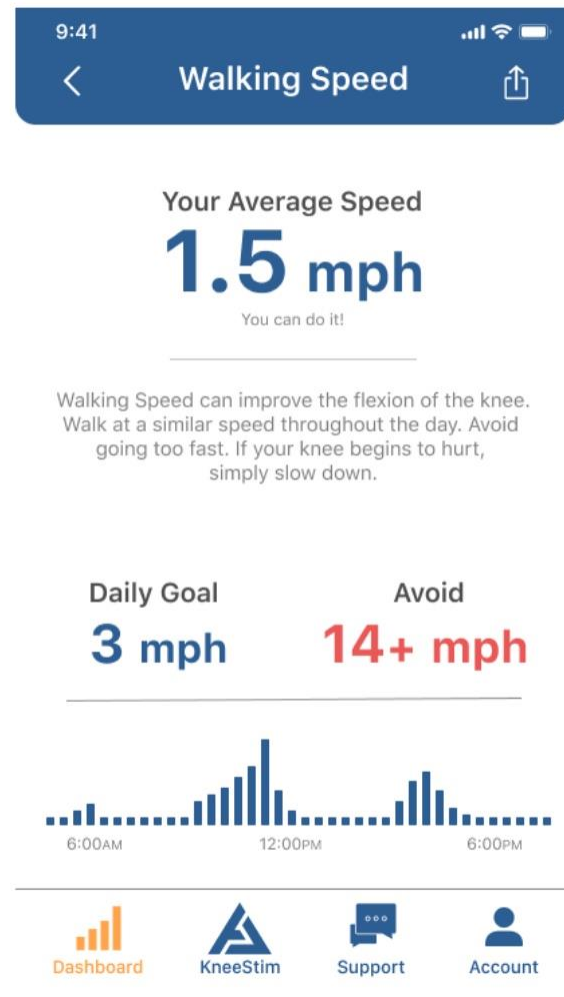
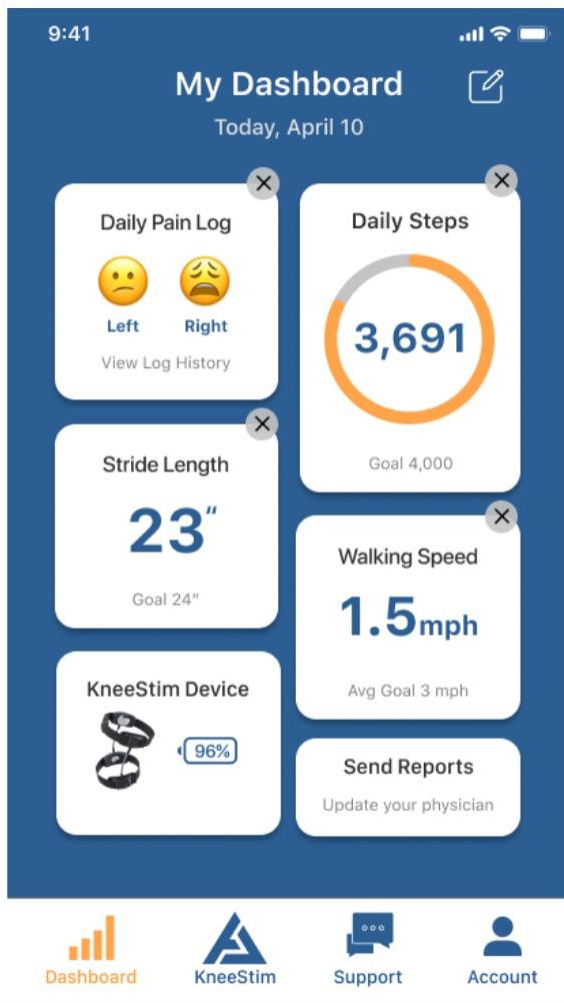
- Faster recovery from muscle atrophy, inhibition
- Greater convenience - light, mobile, forgettable
- Remote therapy and measurement



Providing
therapy

Collecting data

Enabling
Remote Care &
Reimbursement



Targeted Benefits with KneeStim

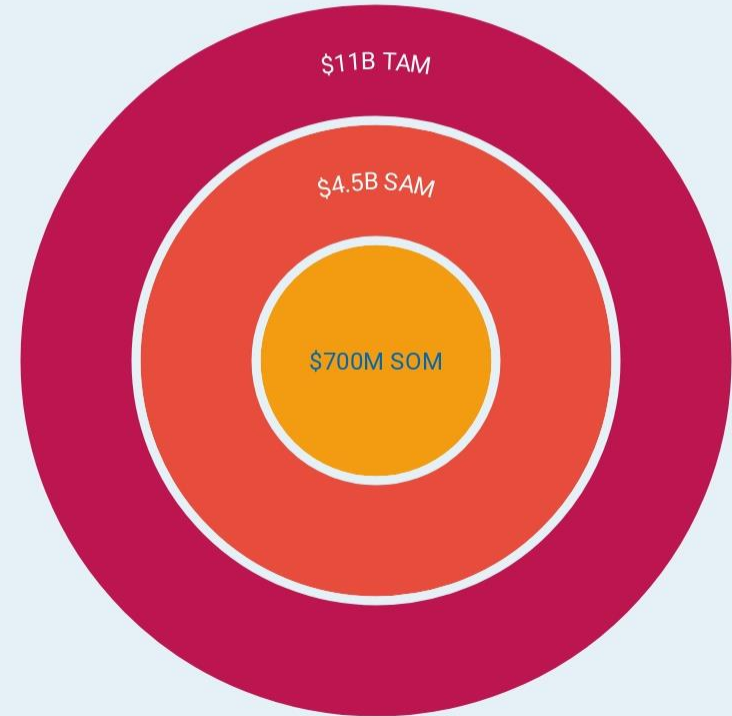
Patients	More convenient physical rehab
	Replacement for missed PT sessions
Providers	Ability to monitor compliance and progress
	Time-efficient revenue through remote monitoring
Payors	Lower cost of care
	Preemptive care of costly musculoskeletal conditions



Large Addressable Markets for KneeStim Within U.S.

B2B2C - Selling to surgical centers and physical therapy clinics through DME/HME suppliers

- ① **\$ 11B Total Market**
15M seeking knee treatment in U.S.
- ② **\$ 4.5B Servicable Market**
6.3M with knee OA aged 45-64; still employed and seeking to reduce time lost from work
- ③ **\$ 700M Obtainable Market**
1.3M target customers within Texas



B2B2C Model: Start Small, Earn Trust, Win in the Margins

1 Execute trial strategy

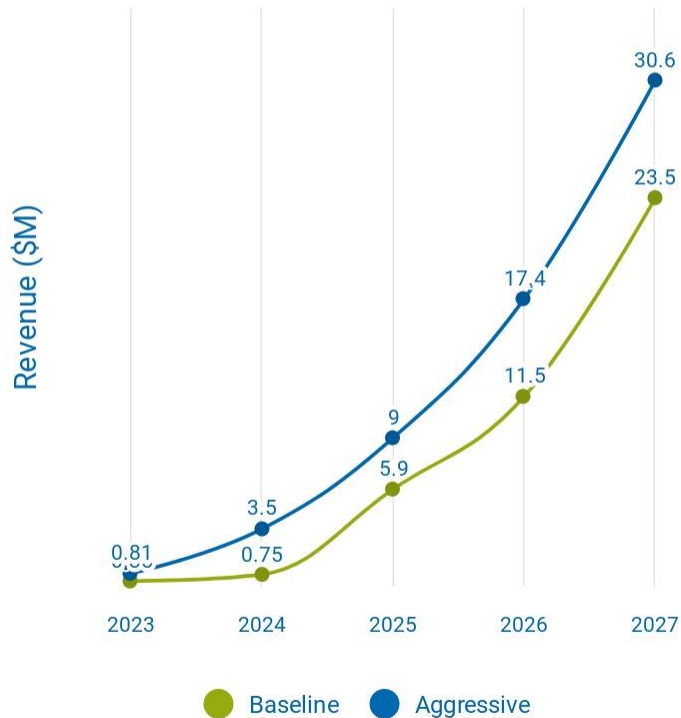
2 Present at trade shows & symposia

3 Run demos with leads

4 Lease through DME; manage fitting, setup

5 Assist with reimbursement and remote monitoring

\$30M Revenue Within Servicable Obtainable Market



B2B2C Model

- Lease devices to surgical centers & PT clinics for use as rehab aide and profit center
- Assist centers/clinics in earning CPT & HCPCS reimbursement
- Recurring revenue potential with rental and data

Assumptions

- 1 Engaged MD = 45-75 Rx's / Yr
- ~80% profit margin at start
- Traction Drivers:
 - Positive health economics study outcomes
 - Acceptance/growth of remote therapeutic monitoring reimbursement
 - Continued need for cost-efficient care

Determined Management Team & Scientific Advisors

Team



Josh Rabinowitz,
Co-Founder & CEO



Herbie Kirn,
Co-Founder & CSO



Kyle Kircher,
Chief
Commercialization
Officer



Gary Tapp, VP,
Operations (PT)

Scientific Advisors



Dr. Anthony ("AJ")
Johnson



Dr. J. Michael
Bennett



Dr. Shou-Hsiu
("James") Chang



Lee Atkins, Ph.D





Letter of Intent



Letter of Intent



Clinical Trial Partner



Pilot Trial Partner



Development Partner



Feasibility Study Partner



Contact us if you're an:

Orthopedic Surgeon

Physical Therapist

Podiatrist

DME/HME Supplier

Interested Test User

techstars

ORTHOCHALLENGE



hsc | SHP
Physical Therapy
Program

crr sion
clinique romande de réadaptation

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