SHFT

## The World's most advanced virtual running Coach

CEO & founder Tony Motzfeldt

SHFT IS

01 | The world's must advanced digital running coach

02 | something completely new. SHFT is the next generation sports wearable, it' a trainable

03 | unlike current running apps, like Runkeeper or Runtastic, or running watches like Garmin and Polar

04 | deliver's personalized running coach based on each runner's real time data to help them improve their running technique and become more efficient runners.
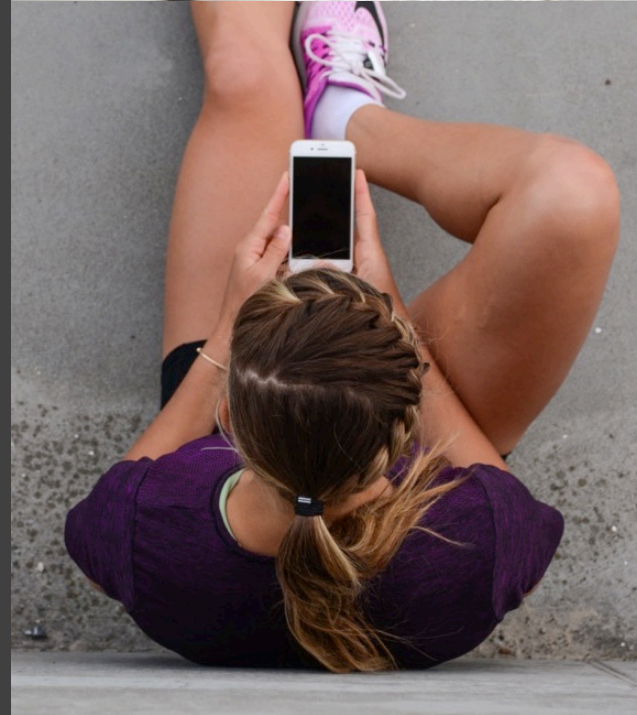
Body degree: 2.3°
How much the runner's torso is leaning forward

Running Efficiency: 28%
How well the runner manage the energy used

Brake Effect: 12 W
Loss of forward motion

More to come:
Flight time ratio
Vertical ratio
And others

Body Bounce: 7.4 cm
How many cm the runner bounces upward

Watt: 189
Energy used to propel your body forward

Steps per minute: 170
Number of steps in one minute

Toe-off angle
The angle between your foot and the ground

Ground Contact Time: 265 ms
Number of m/s the foot is on the ground

Steps length: 111 cm
Used to measure the optimal stride

G-landing: 7.5 G
Values from various angles

Landing position: Neutral midfoot
9 zones

THE INTELLIGENT SHFT COACHING COMPANY

It is not about <u>collecting</u> data, but about the actionable and useful instructions that are given to the runner in real time.

Welcome back, Stine!

The focus of today's training session is to increase your steps per minute.

Your target zone is 169 to 174 steps per minute.

Let's get started!

Extend your hips and shorten your stride.

Great work, Stine.

You are within your target zone. Keep going just like that!

NEW SPORTS MARKET SEGMENT

INTELLIGENT COACHING

High

SHFT

Low

TRAINING PEAKS™

LUMO RUN

STRYD

High

METRICS

moov

sensoria Fitness

RunScribe™

GARMIN

182

227 8.6

RunKeeper
Track, Measure, and Improve Your Fitness.

endomondo
FREE YOUR ENDORPHINS

fitbit

POLAR
LISTEN TO YOUR BODY

Low

PRODUCT LINE

SHFT PRO

$199

SHFT PRO is primarily sold through running specialty stores..

SHFT IQ

$ 119

SHFT IQ are for the beginner to intermediate runners. SHFT IQ uses AI to capture metrics and will launch in Q4 2017.

All products are to be available through SHFT.RUN

BIG DATA

SHFT want's to be the **epicenter** of running knowledge, and with our unique SHFT database, we have the foundation to achieve our goal.

Data is saved to the cloud every fifth second ⟶ The database is extensive in what it stores and collects ⟶ A growing database

5 SEC. ⬇

Collects data when "START RUN" is pressed

Includes more than
23
running metrics for each runner

DATA STREAMS USAGE OPPORTUNITIES

LARGER RUNNING STORE CHAINS

Can use the data to track and influence consumer behavior. SHFT can see if the runners shoes are worn out or technical wrong.

SHOE MANUFACTURERS

Can use the pronation data to design better running shoes. Retail support and consumer behavior.

UNIVERSITIES

Can use the data to research specific topics like running injuries.

SHFT

Can improve the dashboard experience Further enhance the Intelligent Artificial Roadmap.

PATENTS AND AWARDS

SHFT POD DESIGN AWARD
2016 Red Dot Award

reddot award 2016
winner

COPENHAGEN RUNNING FESTIVAL
2016 Innovator of the year

PATENT PENDING

- Algorithms and logic - Refiled for Europe
- Algorithms and logic – New patent in US
- Design patent in Europe, US and China
- Trademark of name and logo in Europe, US

PACKAGING

SHFT IQ
VIRTUAL RUNNING COACH
www.shft.run

SPRING LOADED METAL CLIP

RUBBER BACKSIDE
WITH GRIP PATTERN

ADJUSTABLE CHEST BAND

CHARGING
CONNECTORS

"Lean forward"
Intelligent coaching with AI

SHFT AND
THE FUTURE IS AI

We want to create a **HER** for runners

AI In pods

INJURY PREVENTION

SHFT will be able to detect an injury before even the runner can feel it, if SHFT pods are placed on both feet.

Runners who have been using SHFT for at least XXX times, will have a well-documented fingerprint (gait cycle) of their running style.

Changes in the fingerprint are in some cases indication of injury. SHFT will be able to detect those changes and react to them.

Patent has been filed.

NEW SHOE ALERT

SHFT is able to detect when a runner's shoes are getting worn out based on the pronation values and G-Landing values.

In addition SHFT will be able to detect if the runner's shoes are optimal i.e. if the runner has an increased chance of injury from running with a type of running shoe that is inappropriate for the runner.

The intelligent virtual coaching company

SHFT has the foundation to develop intelligent virtual coaching solutions to other sports beside running like:

Skiing   Walking   Soccer   Swimming   Surfing

SHFT

The intelligent virtual coaching company