

# PreFormance <sup>+</sup> Therapy & Fitness

*Where Artificial Intelligence Meets Physical Therapy*

**Prevent** pain and injuries  
**Perform** at your body's best  
**Enhance** strength and mobility



# The Team<sup>+</sup>



**ADAM BALDWIN**  
JD/MBA student



**JACKSON BELLARD**  
Aerospace Engineering



**CONNOR CLAYPOOL**  
MPA Student



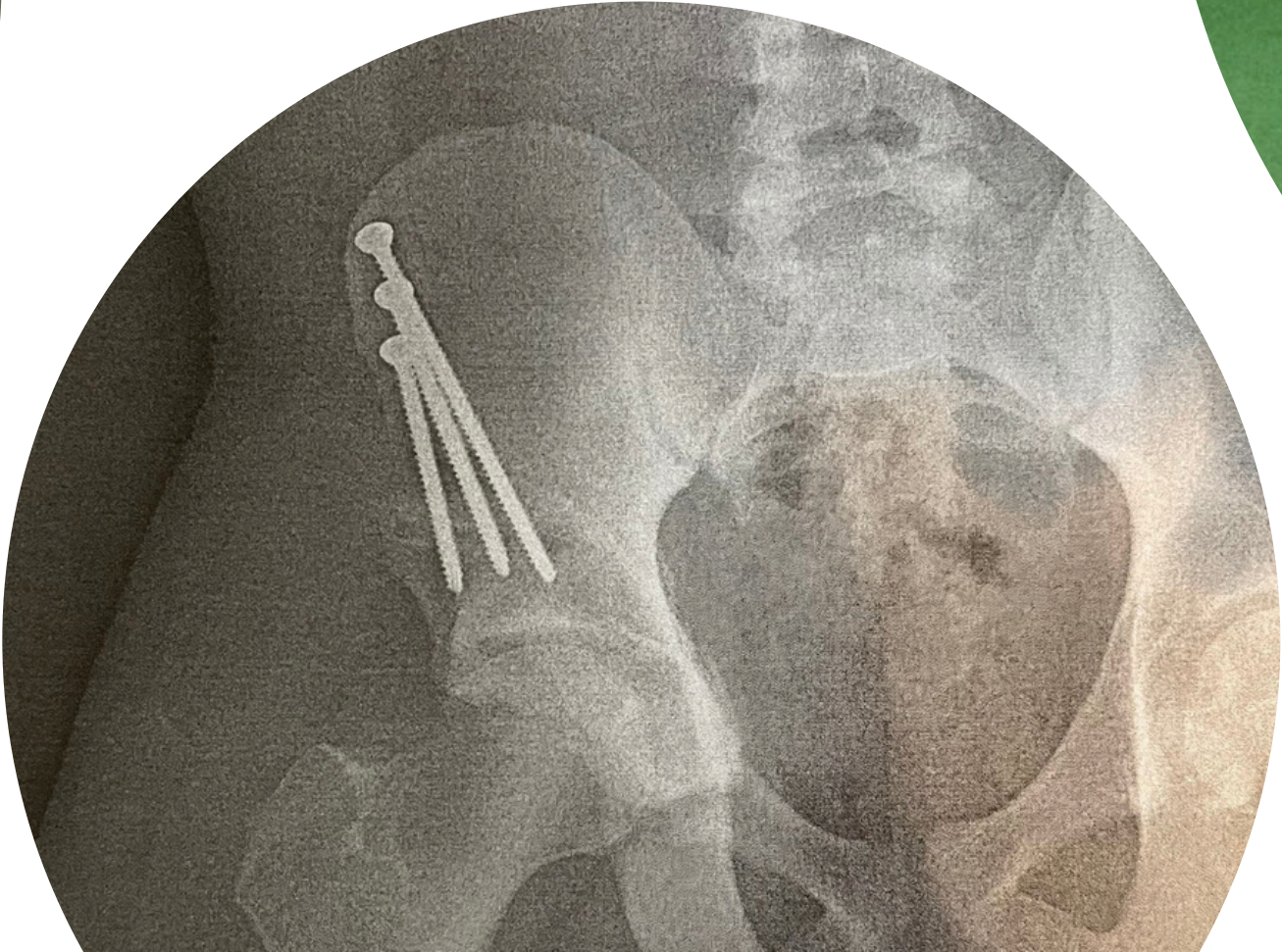
**NANA OFOSU**  
MBA Student



**KENNY OKEKE**  
MBA Student



# Adam's Story +



A photograph of a physical therapy clinic. In the foreground, a person is lying on a treatment table, which is covered with a white sheet. The table is on wheels and has a blue cushion. In the background, there are white cabinets, a window with blinds, and another treatment table. The overall scene is bright and clean.

How can we make  
physical therapy  
more accessible in  
the United States?

# Physical Therapy + Challenges



## EXPENSIVE

Uninsured visits average ~\$150 per session, and even insured patients face repeated \$25–\$50 copays



## HARD TO ACCESS

Referral requirements, insurance approval, scheduling and availability conflicts, and commuting make in-clinic PT unrealistic for busy working adults



## LIMITED DISCHARGE GUIDANCE

Most patients leave the clinic with vague handouts or generic routines that don't progress with their pain, form, or limitations

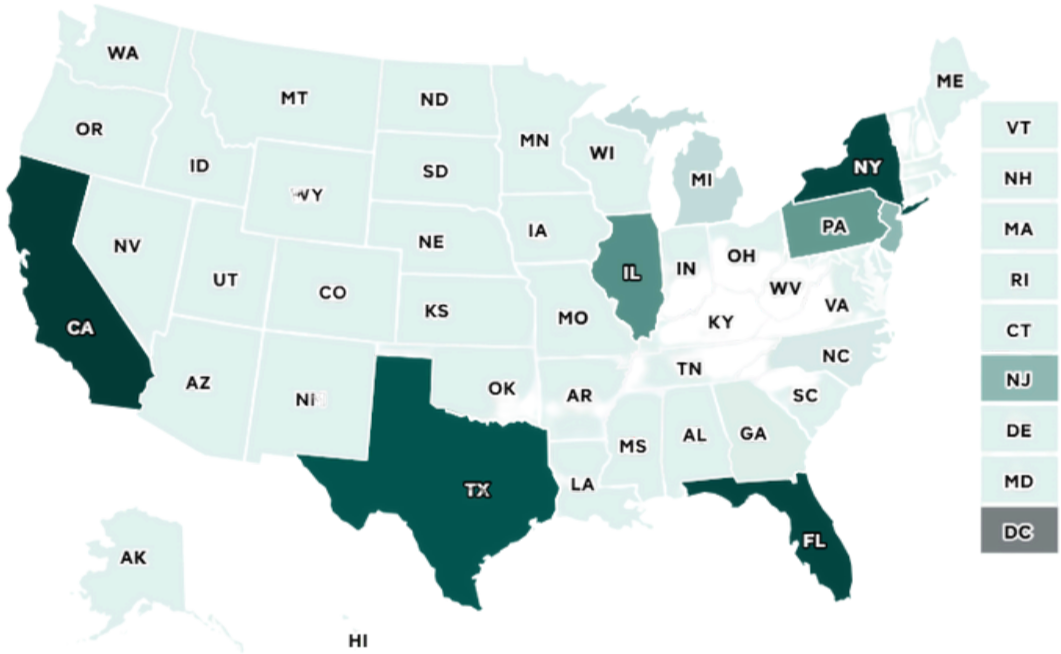


## LOW ADHERENCE

~20% drop out within the first 3 visits and 70% never complete treatment, leading to slower recovery, reinjury, and chronic pain—*NCDS Medical Billing (2023)*

# Industry Opportunity

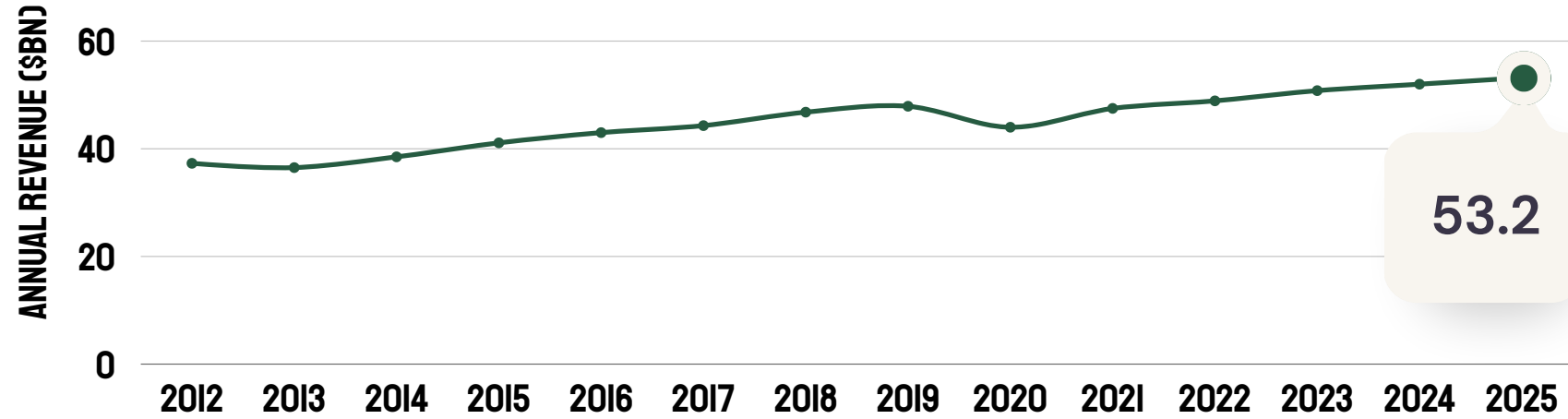
## BUSINESS CONCENTRATION



USA

## PHYSICAL THERAPY IN US REVENUE

CAGR +3.9%



- Revolution of AI
- Public awareness for preventative care
- Changing market dynamics

\*Patients tend to prioritize other medical treatments for financial reasons

# Industry Opportunity +



## REVOLUTION OF AI

- Advancement in AI are allowing for “personalized, data-driven care”
- Allows for solutions to provide more value with less resources.

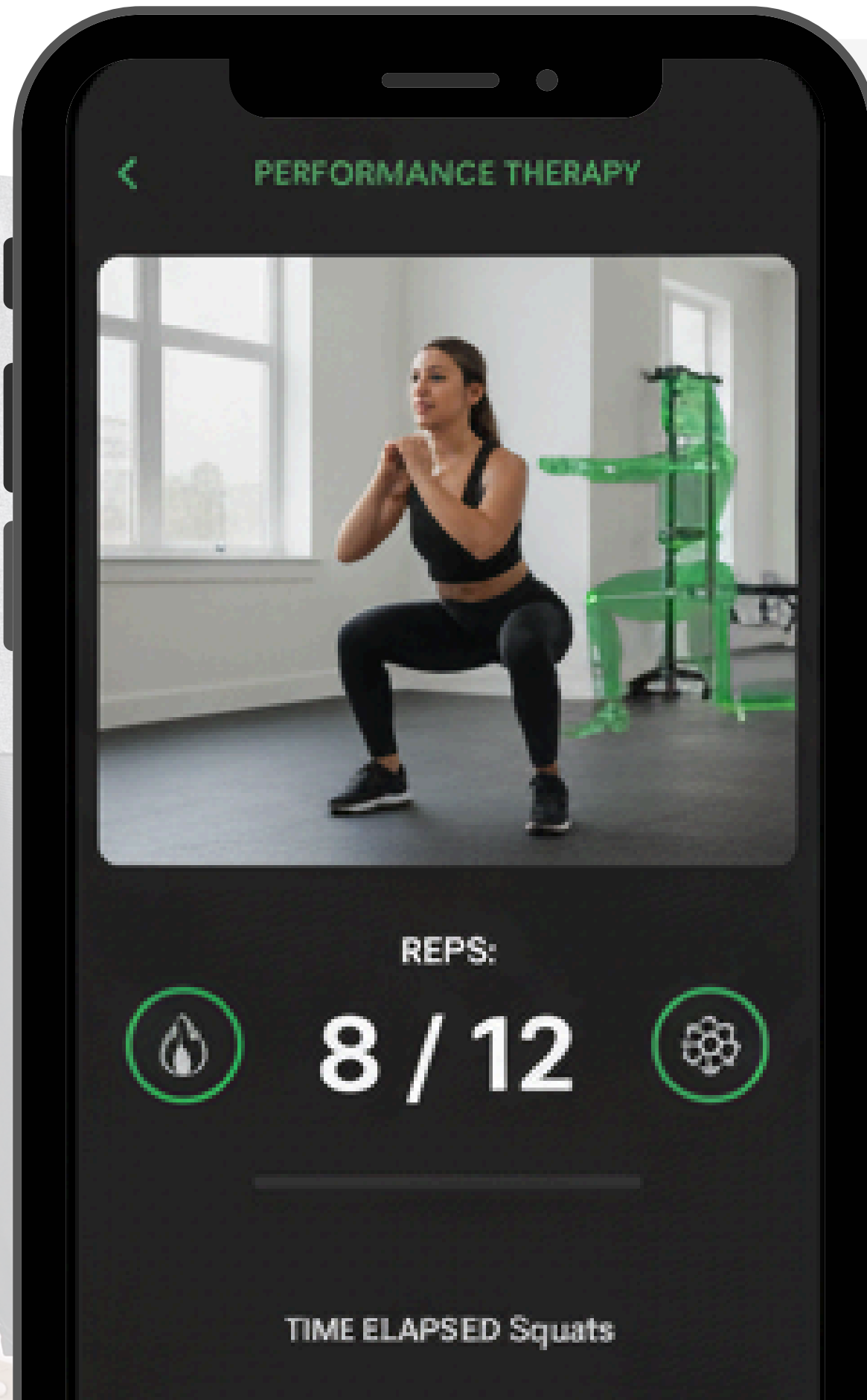
## PUBLIC AWARENESS FOR PREVENTATIVE CARE

- Broader healthcare sector’s shift toward proactive health maintenance.
- People are seeking PT for both injury prevention and the management of chronic diseases.

## CHANGING MARKET DYNAMICS

- Physical Therapist are Expanding into new areas (Telehealth and corporate wellness programs)
- Customers are more accustomed to new forms of care

# motion+ solution



**JTBD:** “When I’m injured but can’t afford or fit traditional PT into my life, help me rehab safely and consistently wherever I am so I can get back to my normal activities without pain.”

**PERSONALIZED WORKOUTS**

**NO INSURANCE DELAYS**

**ADAPTIVE PROGRESS BASED ON REAL TIME FEEDBACK**

**FORM TRACKING WITH REP COUNTING**

**STREAKS & REWARDS FOR CONSISTENCY**

**EDUCATIONAL GUIDANCE ON EXERCISE PURPOSE**

# Demo +



## Welcome Back

Let's continue your recovery journey

### Active Plan

#### Lower Back Recovery Plan

Comprehensive rehabilitation plan for lower back muscle strain focusing on mobility, strengthening, and pain reduction

45 minutes • Beginner-Intermediate

[View Workout >](#)

### Quick Actions

#### Start New Assessment

Create a personalized workout plan

#### View All Workouts

Browse your exercise plans



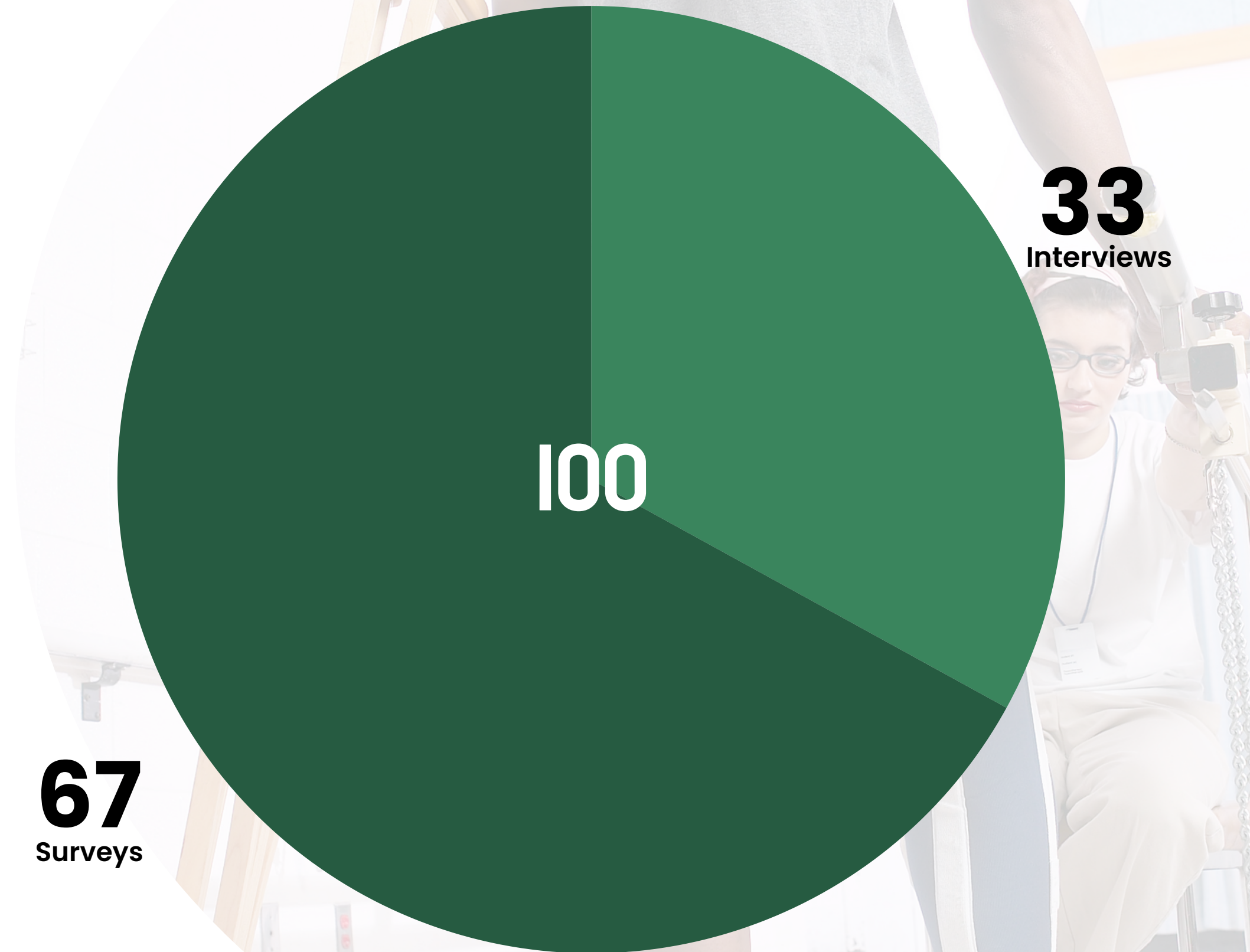
# Customer + Engagement

Completed **100** Total customer interactions

Evaluating the following topics:

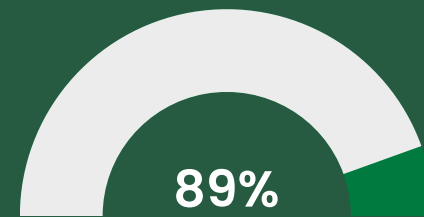
- Problem Validation
- Solution Feedback
- Business Model Insights
- Pricing Analysis
- Willingness to subscribe

**67**  
Surveys



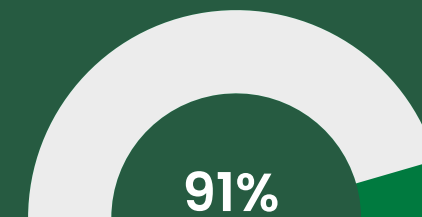
# Insights<sup>+</sup> & Traction

IS ACCESSIBLE PHYSICAL THERAPY A PROBLEM?



\*Respondents felt accessible physical therapy was a problem

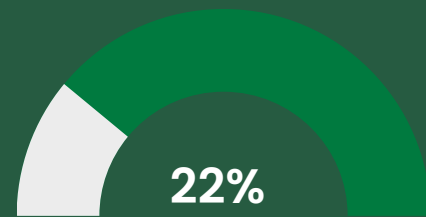
IS PERFORMANCE THE SOLUTION?



\*Respondents felt our product was a feasible solution to the accessible physical therapy problem.

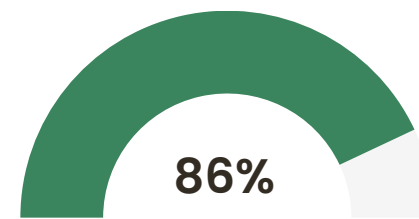
# Insights<sup>+</sup> & Traction

## SUBSCRIBERS WITH ORIGINAL BUSINESS MODEL



\*The current business model presented was a monthly payment of **\$80** to closely match competitors

## SUBSCRIBERS IF THE PRICE WAS IDEAL



\*Respondents overwhelmingly would begin a subscription if the price were ideal for their case.

Customer's: ideal price range: **\$10-\$15/month**

***Pivot to \$40/month***

## EARLY ADOPTERS



\*This is a group of respondents who answered positively to using the product, and stated they would use the product at least monthly, and were not price sensitive

# Customer Profile +

## TARGET CUSTOMER

- **Busy Professional Working Adults**
- **Non-specialized neuromuscular injuries**

|                       |                                     |
|-----------------------|-------------------------------------|
| <b>ACTIVITY LEVEL</b> | <b>Active</b>                       |
| <b>AGE RANGE</b>      | <b>24-48, Millenials</b>            |
| <b>PRIORITIES</b>     | <b>Convenience, Price conscious</b> |
| <b>RESIDENCE</b>      | <b>Texas</b>                        |

## CHARACTERSITICS

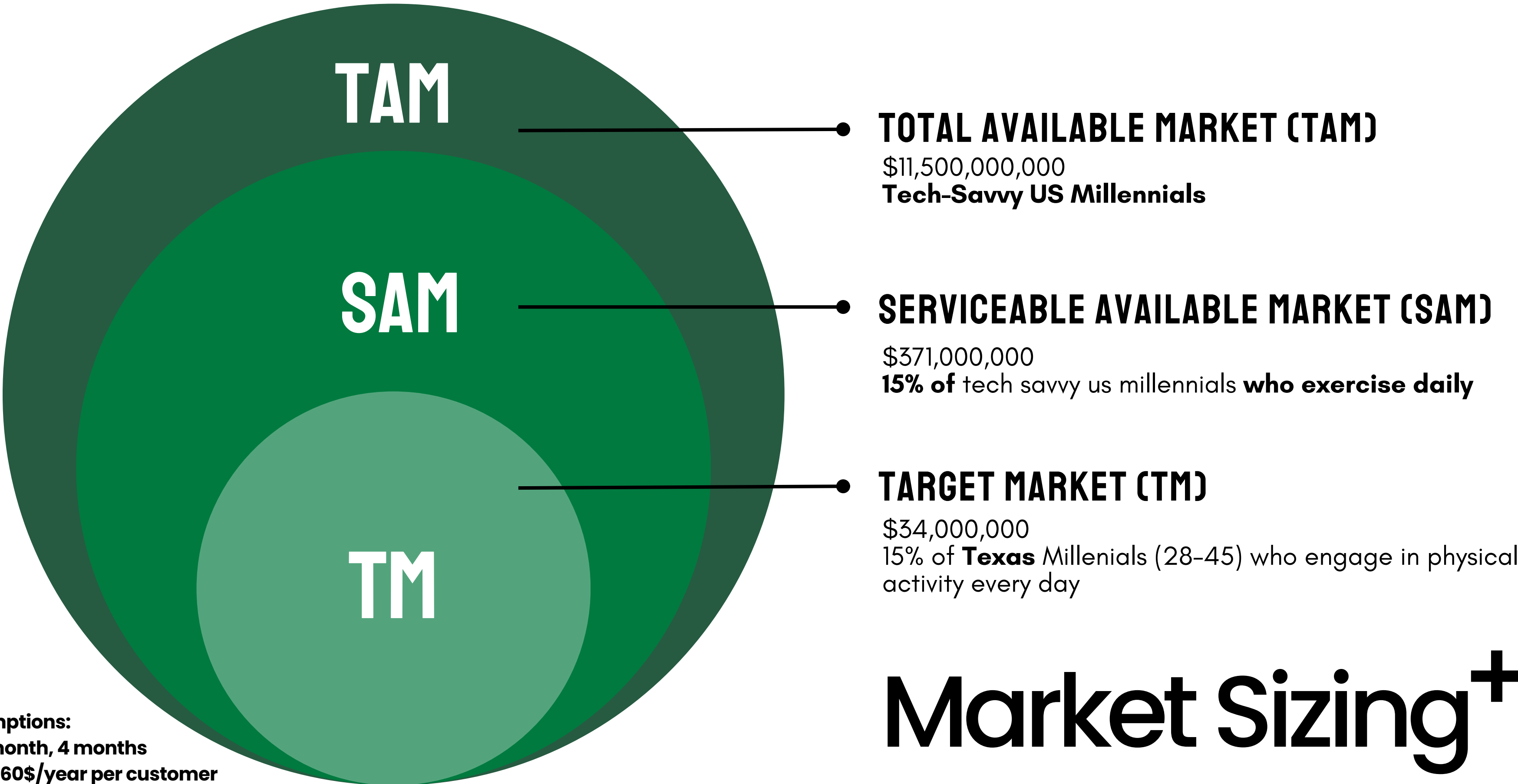
- Cares about their personal health
- Wants to continue their active lifestyle
- Has a busy schedule
- Technologically competent

## CUSTOMER BASE SIZE

- **74 million** Americans within this age range
- **15 million** American millennials

## PAIN POINTS

- Cost
- Scheduling of appointments
- Insurance red tape
- Injury and Pain Prevention









**Assumptions:**  
\$40/month, 4 months  
LTV = 160\$/year per customer

# Market Sizing<sup>+</sup>

# Competitive Analysis<sup>+</sup>

STATUS QUO: DOING NOTHING, YOUTUBE VIDEOS, TRADITIONAL PT

|                      | OUR PRODUCT |  |  |  |  |  |  |
|----------------------|-------------|---|---|---|---|---|---|
| FORM TRACKING        | TRUE        | FALSE   | TRUE  | FALSE   | FALSE   | TRUE  | FALSE   |
| ON-DEMAND            | TRUE        | TRUE  | FALSE   | FALSE   | TRUE  | FALSE   | FALSE   |
| PERSONALIZATION      | TRUE        | FALSE   | TRUE  | TRUE  | TRUE  | TRUE  | TRUE  |
| STREAKS/REWARDS      | TRUE        | FALSE   | FALSE   | FALSE   | FALSE   | FALSE   | FALSE   |
| EDUCATION            | TRUE        | FALSE   | FALSE   | TRUE  | FALSE   | FALSE   | TRUE  |
| AI-CREATED EXERCISES | TRUE        | FALSE   | FALSE   | FALSE   | FALSE   | FALSE   | FALSE   |
| PRICING PER MONTH    | \$40.00     | \$19  | Insurance Required  | Insurance Required  | Insurance, \$110 out of pocket /session   | Insurance Required  | ~\$150 out of pocket /session   |

COMPETITORS ARE EITHER “YOUTUBE WITH EXTRA STEPS” OR “ZOOM WITH YOUR PHYSICAL THERAPIST”

# Revenue Streams

+

Short Term Focus 

**\$40**  
/PER MONTH

## SUBSCRIPTION MODEL

- INDIVIDUAL PRICING
- 10 DAY FREE TRIAL
- UNLIMITED ACCESS TO APPLICATION USE

Long Term Vision 

## BULK PRICING FOR

- CORPORATE BENEFITS PROGRAMS
- YOUTH SPORTS TEAMS

## ADD-ONS

- HOME EQUIPMENT BUNDLES
- SPORT PERFORMANCE TRACKS

## PARTNERSHIPS

- GYMANSIUM (EX: LA FITNESS)

# our Ask

## EFFICIENT COST STRUCTURE

- **Problem:** AI + content + maintenance currently show high cost projections
- **Impact:** Lower estimates → users do not bear the expense
- **90-day outcome:** cost forecast + strategies to reduce AI, content, & maintenance costs

## MEDTECH REGULATIONS

- **Problem:** Medical AI requires clarity across HIPAA + possible FDA classification
- **Impact:** Regulatory certainty → more informed development decisions
- **90-day outcome:** Regulatory roadmap outlining compliance + approval pathway

## BALANCED PRICING

- **Problem:** Pricing is uncertain → survey feedback, cost projections, and competitor rates all conflict
- **Impact:** Clear strategy → sustainable for the business and aligned with our mission
- **90-day outcome:** Pricing framework validated through cost analysis, user willingness-to-pay, and competitor benchmarking

# Why Now<sup>+</sup>

## CUSTOMER VALIDATION

Engaged with **100** customers. We have evidence that users are interested in the PreFormance App's offerings.

## PROBLEM STATEMENT

This is a meaningful pain point with real implications for users, and it warrants serious consideration.

## INDUSTRY GAP

We identified a gap in physical therapy accessibility, driven by both cost and lifestyle barriers.

## THE TEAM

Our team combines expertise in engineering, finance, law, and product management, providing a well-rounded foundation for execution.

## THE PRODUCT

Our product is a differentiated, cutting-edge solution that aligns with the direction of the industry and emerging trends."

Help us work to bring  
Accessible Physical  
Therapy to The  
United States.



# Appendix

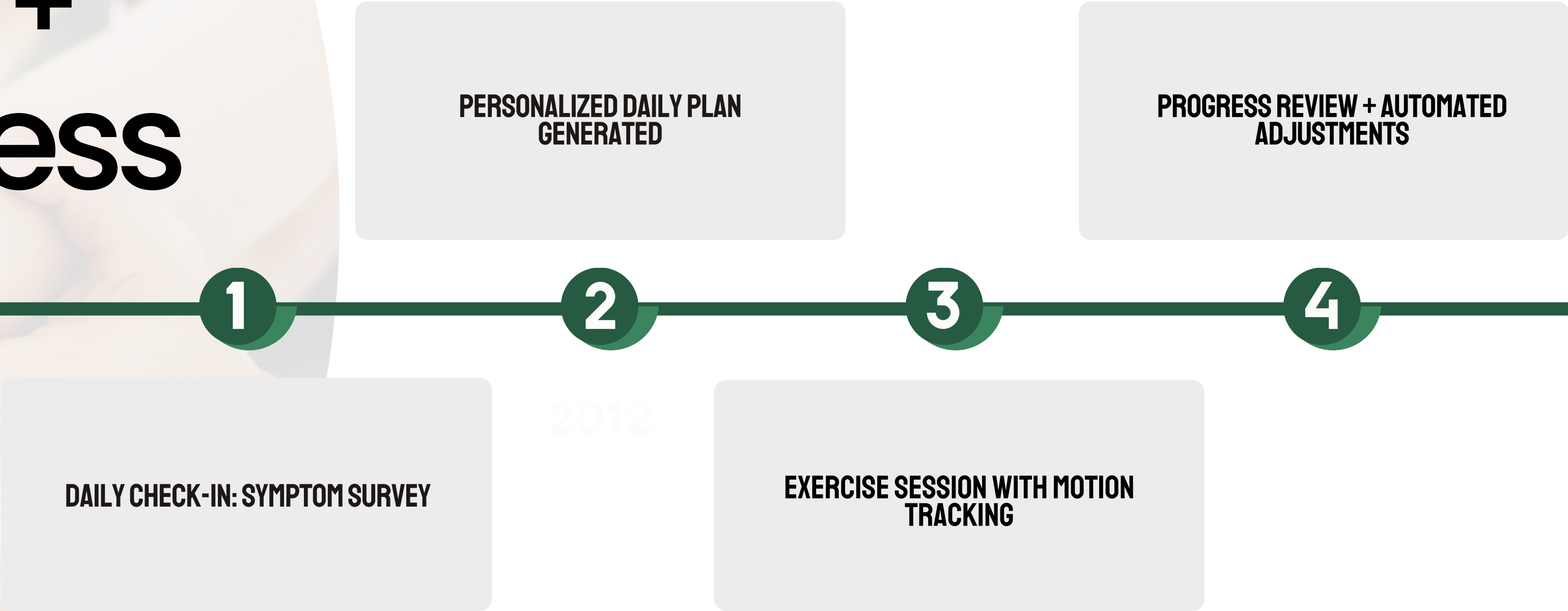


It must be true that **active young adults with moderate non-specialized neuromuscular injuries** who view the PreFormance Prototype training application will express strong interest in using it and rate it at least 4 out of 5 stars. Our hypothesis will be **validated** if **15 out of 20 survey responses** confirm that they would rate the PreFormance model at least 4/5 stars.

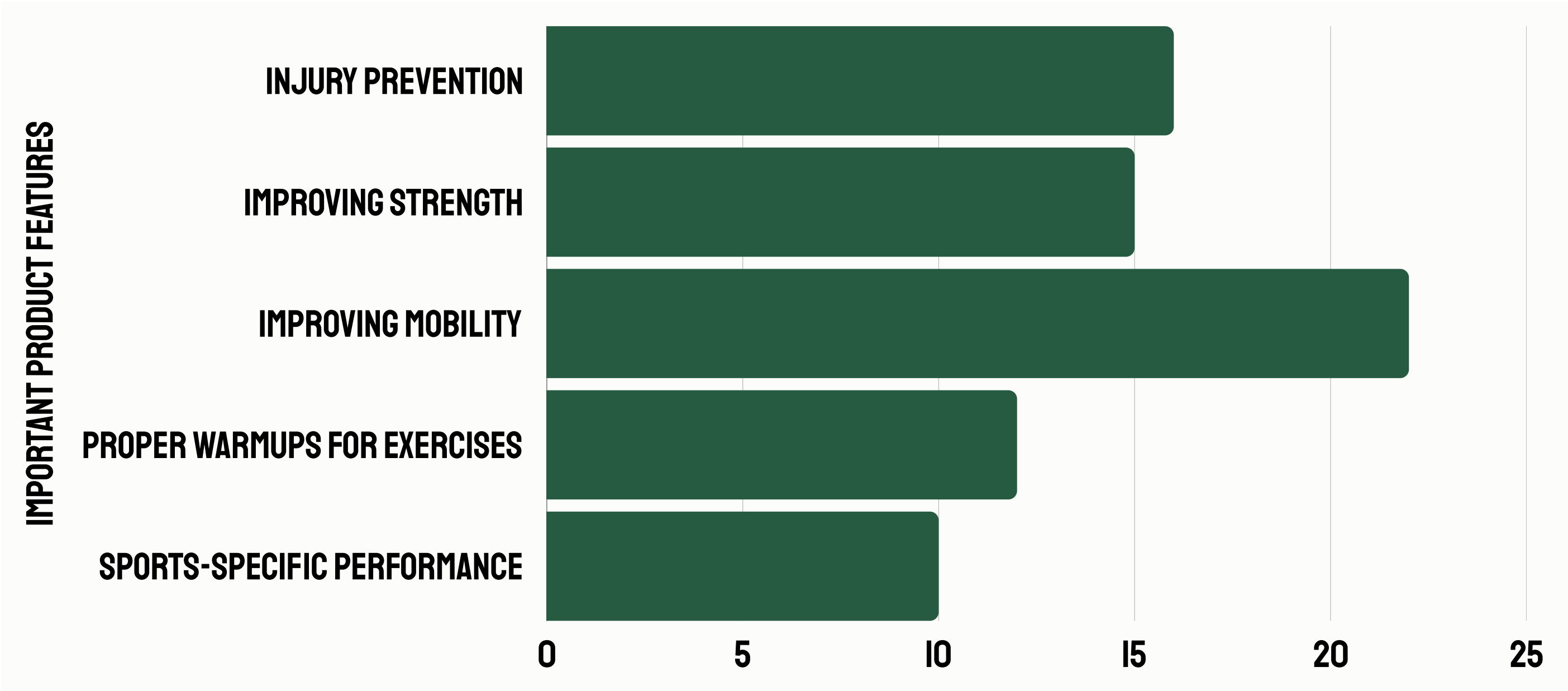
+ Hypothesis



# User + Process



# + Insights



\*Which product features would interest you most in a physical therapy app?

# Pricing Insights +

- Without any product demonstration, potential customers felt an app would ideally cost **\$15 a month**
- Competitors offer prices around **\$100 a month**
- When showing potential customers a product demo, only **20%** would be willing to join the platform for **\$80 a month**
  - Of those who were not willing to join, **95%** mentioned price as the driving reason

**PROBLEM**

- **High Cost & Limited Insurance Coverage** – Out-of-pocket expenses discourage people from starting or completing PT.
- **Inconvenience & Scheduling Conflicts** – Weekly clinic visits don't fit into busy lives, making it hard to stay consistent.
- **Poor Integration into Daily Life** – Recovery exercises are difficult to maintain without support, leading to drop-off and slower recovery.

**EXISTING ALTERNATIVES**

- In-office physical therapy clinics
- Virtual physical therapy visits (telehealth platforms)
- Self-management through YouTube, Google, fitness apps/trainers

**SOLUTION**

- Affordable subscription model with tiered options (virtual sessions, self-guided programs, bundled employer/insurer support) → reduces out-of-pocket burden.
- Flexible, hybrid delivery (telehealth PT, on-demand at-home programs, evening/weekend scheduling) → fits into work/family life.
- Personalized recovery plans with mobile app reminders, progress tracking, and accountability features

**KEY METRICS**

- Number of active users
- Session completion rates (adherence)
- Retention (how long customers continue using program)
- Customer acquisition cost vs. lifetime value

**UNIQUE VALUE PROPOSITION**

- "Physical therapy that fits your life: affordable, flexible, and personalized."

**HIGH LEVEL CONCEPT**

- **Peloton for Physical Therapy**

**KEY ACTIVITIES**

- Proprietary PT content + AI-driven personalization engine
- Community-driven accountability (tracking, peer encouragement)

**CHANNELS**

- Direct-to-consumer via app/web platform
- Employer wellness partnerships
- Partnerships with gyms/fitness centers
- Partnerships with youth sports teams
- Referrals from doctors, chiropractors, trainers, and other user

**CUSTOMER SEGMENTS**

- Young adults without insurance (recent grads, gig workers, weekend athletes) – **Adam**
- Busy professionals (working adults balancing jobs + families) – **Jackson**
- Elderly individuals (mobility/independence challenges) – **Nana**
- Ex-athletes (collegiate/recreational with recurring injuries) – **Connor**
- Companies (Selling to employees as a wellness benefit) – **Kenny**

**EARLY ADOPTERS**

- Busy young professionals in urban areas who:
- Value health/fitness but struggle with time to attend PT
  - Are tech-comfortable and open to virtual/at-home solutions
  - Have disposable income but dislike traditional healthcare hassles

**COST STRUCTURE**

- **Fixed Costs**
  - Platform/app development and maintenance
  - Salaries for core team (developers, product, operations)
  - Licensing, compliance, and insurance fees
  - Marketing infrastructure (website, brand assets, CRM tools)
- **Variable Costs**
  - Payments to PT providers (per session/consult)
  - Customer acquisition costs (ads, referral incentives)
  - Payment processing fees
  - Content production (videos, exercise libraries, updates)
  - Customer support (scales with user base)

**REVENUE STREAMS**

- Subscription model (monthly access to PT content + telehealth support)
- Per-session fees (live or virtual PT consults)
- Employer/insurer partnerships (bulk contracts)
- Add-ons: wellness/fitness programs, recovery equipment, renting equipment
- Partnerships: Bundle with a gym membership

Lean Canvas<sup>+</sup>

PERFORMANCE

BUILD YOUR PLAN

INJURY TYPE:

Knee - ACL Recovery

PAIN LEVEL (1-10):

PAIR NOVEL (1-10):

30 Minutes

WORKOUT DURATION:

30 Minutes

EQUIPMENT:

- Resistance Bands
- Foam Roller
- Dumbbells

GENERATE WORKOUT


SHOULDER WORKOUT LIBRARY

- External Rotation  
2:00:00 1d87
- Shoulder Press  
2:00:00 1d87
- Lateral Raises  
2:00:00 1d87
- Front Raises  
3:00:00 1d87
- Scapular Push ups  
2:00:00 1d87

HOME RECOMMENDATIONS PROFILE

PERFORMANCE

AI-POWERED KNEE RECOVERY



REPS: 8/12

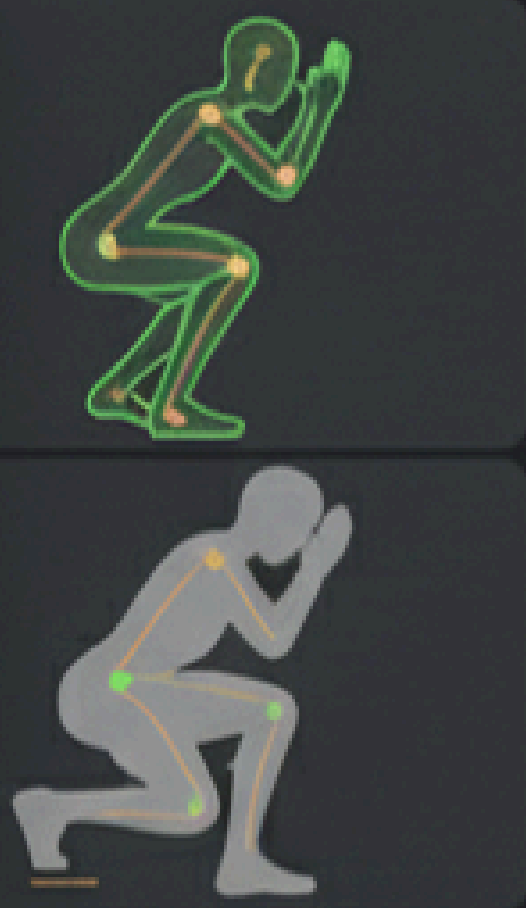
EXERCISE: Resistance Band Lunges

LOG PAIN

MODIFY

FORM TRIACY

FORM COACH



FORM SCORE: 92% GOOD

DETERMINE YOUR GOALS, KEEP YOUR BEST UP.

COMPLETE SET