UPnRIDE

Life Changing Mobility for Wheelchair users

get up and ride
A wheelchair is always a wheelchair....

25 centuries of seated mobility

- Bad health
- Poor quality of life
- Low self esteem
- High cost ($41-182K annually - US)
- Productivity loss ($70K - US)
The Motivation

“One of the first things I noticed after I started using a wheelchair was what a great view I had of good looking asses.” Ruth Harrigan

“So excited about the UPnRIDE. This is life changing. My son is a quad, injured in an auto accident 7 years ago at age 13. We need this!! ............... I will impatiently wait for your announcements!!” Heidi Greenbaum, NY

“Very interested, my husband's injury was Jan. 12th 1989. Injury C-5 C-6. He is 55 yrs old, We would really like to look into this. He is discouraged at this time and feels like he wants to give up. He's tired of living this way....” JoEllen Lee- Matthews, USA
The Solution – More than a wheelchair

A novel mobility solution for wheelchair users

- Functional and safe mobility (standing/sitting, outdoors/indoors)
- Improved health and quality of life
- Reduced cost of disability
- Low visibility of the disability

Amit’s first ride in standing position (Alpha model)
The Company

- Start of operation: June 2014
- Technology expertise; 7 engineers and a PhD
- Patented technology
- Successful serial entrepreneurs

Click for a video: https://youtu.be/boSTQX2w1i8
Experienced Management and Investors

Management

• Oren Tamari, CEO (former GM and COO, ReWalk Robotics Ltd. [nasdaq:RWLK])
• Dr. Amit Goffer, President and CTO (ReWalk inventor)
• Dudu Haimovich, Chief Engineer (Designer, ReWalk Mechanics)

Active board members

• Johannes Schneider Littfeld, Director (former corporate VP M&A, Otto Bock)
• Marc Oppenheimer, Director (former CEO, COO and CFO, financial institutions and multinational corporations)

Investors

• Capital: OurCrowd, angels, founders
• Government grant: Office of the Chief Scientist
A Strong and Growing Market

Developed markets (N. America, EU etc.)
• ~8 million wheelchair users
• ~0.8 million power wheelchairs
• ~5-7% annual growth
• Growing demand for advanced mobility devices

China market
• ~10 million wheelchair users
• ~1 million power wheelchairs
• Growing demand for high-end products
Competitive Landscape

Existing standup wheelchairs
- Limited use – only indoors or on levelled surface
- Tilted standing position
- Unsafe mobility
- Very expensive

Mobile standers
- Outdoor use is prohibited
- Limited functionality
- Supplementary to wheelchair
## Competitive Landscape (Cont.)

<table>
<thead>
<tr>
<th></th>
<th>Mobile Standers</th>
<th>Existing Standup Wheelchairs</th>
<th>UPnRIDE Robotics LTD</th>
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<tbody>
<tr>
<td>Outdoor Use</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Unlevelled Surface Use</td>
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</tr>
<tr>
<td>Cost to User</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Maximum Functionality</td>
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<td></td>
<td>✓</td>
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<tr>
<td>Stability While Standing</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
</tr>
<tr>
<td>Size/Compactness</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
</tr>
</tbody>
</table>
Benefits - Functional

- Safe and fully functional
- Standing and sitting mobility
- Indoors and outdoors
- Auto-balancing assures safety on slopes
- Safe travel on slanted surfaces

Functionality demo – Indoor and outdoor (beta model)
Benefits - Quality of Life

• Eye-level view in social interaction
• Enhances self esteem
• Improves overall health
• Reduces the visibility of the disability
• Suitable for most wheelchair users (paraplegics, quadriplegics, MS, CP, TBI and others)

It's all about social inclusion – At Rehacare, Dusseldorf (beta model)
Benefits - Health

- Enables participation in activities of daily living (ADLs)
- Improves mobility and lower limb function
- Improves range of motion and reduce the risk of contractures
- Improves vital organ function (pulmonary, gastro, urinary)
- Improves bone and skeletal health
- Improves circulation
- Reduces abnormal muscle tone and spasticity
- Reduces the occurrence of pressure ulcers
- Provides numerous psychological benefits
- And more

(*) RESNA position on the application of wheelchair standing devices, Dec 23 2013
Benefits - Economical

- Lowers medical expenses (medications and hospitalization)
- Reduces the need for physiotherapy
- Replaces costly standing and other devices at home
- Cost saving for users and health insurers
Technical Attributes

- User’s center of gravity remains in place for maximum stability
- Auto-balancing mechanism ensures stability on slopes
- Automatic safety features prevent hazardous situations
- Slender, attractive design

Click for a demo videos
https://www.youtube.com/channel/UC1QYZnVEs4PUWUNGbmXS_Aw
Achievements and Plan

Done
• Technology unveiled at Rehacare (Dusseldorf) – Oct 2015
• Introduction of the commercial UPnRIDE – October 2017
• CE Mark – March 29 2018
• First unit shipped to a distributor (UK) – April 2018
• Clinical Study at a VA Hospital (New York) started – April 2018

Plan
• Developing global marketing and sales – 2018-2019
• Full scale production (contract manufacturer) – 2019
• Clinical Studies (heath benefits) – 2018-2020
• Development of new features and advanced models – 2018-
UPnRIDE – Model 2018
Business Model

Positioning
• Life-changing product (far more than a wheelchair)
• Reasonable price (compared to high-end wheelchairs)
• Cost saving to users and insurance companies (medical and equipment)

Go-to-market strategy
• Partnering with wheelchair distributors (sales and service)
• Reimbursement coverage (after showing health benefits and cost saving)

Exit plans
• Strategic partnership with a leading wheelchair manufacturer
• IPO
Financial Status

Round Seed (closed in Feb 2015)
• OurCrowd, angels, founders - $2,000,000
• Israeli Government grant - ~$500,000
• Convertible loan - $580,000 (OurCrowd)

Intermediate Round
• Convertible loan - $1,710,000 (angels, OurCrowd)
• Loan - $600,000

Round A (ongoing)
• Angels - $400,000
Round A - Proposition to Investors

• Round size: US$4-6 million (option to go up to $12M)
• Pre-money valuation: $16 million
• Use of proceeds:
  • Marketing and sales
  • R&D
  • Clinical trials, regulation, quality etc.
  • Production (NRE and working capital)
Making a difference that really Makes a difference