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Introduction

Founded in 2019, POSE (Precision. Optical. Sensing. Environment.) is a fitness technology company that develops products to reduce injury and increase movement efficiency for lifting and fitness movements. Started and managed by Tim Jesteadt and Andrew Grove, POSE is made up of 7 cross-functional team members that cover the core pillars of the business including strength and conditioning, product, engineering, design, finance, marketing, and sales.

The POSE platform is a mobile first, strength and conditioning application that leverages body tracking technology to measure a user’s motion during a variety of lifting exercises and fitness movements. By tracking the user’s key body points, POSE can watch a user’s motion and provide expert feedback and instruction based on correct positioning of body points over time. Working with team member Dr. Stacy Moon, a chiropractor and personal trainer, POSE has developed a list of proprietary movement algorithms that are used to measure exercises. Additionally, POSE partners with outside strength and conditioning experts, chiropractors, physical therapists, and personal trainers to further inform the quality of our measurements. These frameworks allow users to understand their own unique movements, the errors and imbalances that may exist, and options to correct them.

Significance of Problem and Opportunity

Musculoskeletal injuries cost the US Army more than $434 million per year in medical cost alone. Of the approximately 1.3 million troops in the Army, 70% have experienced medically non-deployable statuses due to training injuries and recovery time. This has led to at least 10 million lost duty days caused by training injuries (Military Medicine,vol 185).

The Army has a need to keep a high readiness rating. Army Infantrymen are the first responders to national crises and act as the physical presence of America’s influence in the world. That being the case, Army leadership has a need to have as many soldiers “ready to go” as they possibly can. The problem is, the current systems do not do a great job of aggregating the data needed to understand readiness.

To complicate things further, the Army Combat Fitness Test (ACFT) has changed the way that the Army is looking at fitness. With the introduction of new fitness requirements, Soldiers are now at risk for more injuries and complications due to unfamiliarity, increased training requirements, and more dynamic movements.

While the ACFT itself accomplishes the task of improved physical readiness, there is limited organized data regarding the readiness rating of soldiers. Current solutions are either hand written/manual or dispersed over several disconnected platforms. This creates a problem to solve for leadership and training personnel who need to make strong and data-driven decisions. Army Trainers and Commanders are interested in understanding a holistic picture of Soldier readiness all in one place. Army Vantage is a start at collecting force readiness data, and will become more powerful if paired with a strong data generation platform.

The goal of the POSE system is to provide a detailed, holistic picture of fitness and wellness for each individual soldier. The resulting data will collectively give an accurate readiness rating from individual soldiers, to squads and platoons, up to companies and battalions.

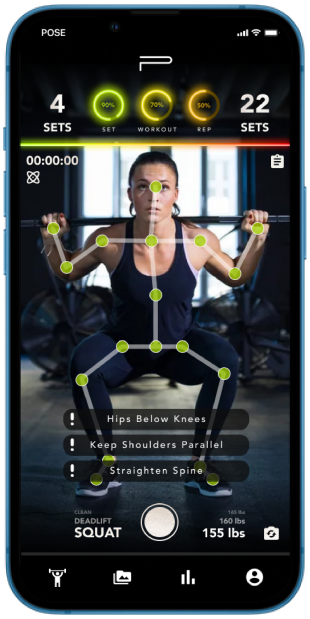
In addition to centralizing data, the POSE system aims to reduce Army injury rates. By combining body tracking technologies with machine learning algorithms, Soldiers can continually learn how to properly execute movements and improve from their mistakes before their mistakes result in injury. Even a 10% reduction of injury rates would save the Army an annual $43.4M in medical and recovery cost, and at least 1 million days worth of light/limited duty losses (approximately $192M).

POSE system is an augmented reality mobile application that provides a detailed, holistic picture of fitness and wellness for each individual soldier. This will provide the users health and fitness data in an easy to understand, simple to use interface, while also making this data easily visible up and down the chain of command. NCO's and officers can more easily and clearly understand the readiness of their units and of the individuals under them.

Aside from financial benefits, more fit soldiers are inherently less likely to be injured. By leveraging technology that provides the soldier with currently unavailable data, they themselves can have the ability to learn about their own fitness journey and take steps to mitigate the risk of injury.

Like all branches of the military, the Army requires their soldiers to maintain a regular high level of fitness readiness. This is a key element of training and equipping a force that can be available to address a crisis at a moment's notice. Soldiers themselves and the Army as a whole need individuals and units who are strong, have high endurance, are mentally tough, and instinctually quick. These are each addressed and improved by participating in regular and intense physical activity.

Non-Defense Commercial Solution



The POSE system represents a new, state-of-the-art blend of mobile movement analysis and machine learning solutions that has not yet even been seen by the current market. In the United States, the fitness market is $37 billion per year, and $10 billion of which is fitness technology. Over the next 5 years, the broader fitness industry is projected to grow to $154B with the fitness technology segment reaching $139B.

The predominant feature of the POSE platform is its body tracking combined with our expert proprietary fitness rules and recommendations engine. The POSE system has the ability to visualize human joints in 3D space with a high degree of accuracy. Given these coordinates, we can pass them through our algorithms to provide the user with real time form feedback and recommendations for improvement.

These pieces of feedback provide simple-easy to understand cues by highlighting each joint with a green/yellow/red score in real time. This colored scale will show a user the amount of deviation a body point has from where it ought to be in an exercise. Green is good. Yellow is acceptable, but could be better, and red is risking injury. This guides the user to correct their form on the high-level errors and simultaneously understand where they specifically can improve. Combined with AI recommendations (seen below) this provides the user with high level, as well as "in the weeds" information on their movement quality.

The second feature of the POSE platform is machine learning improvement recommendations. After training the system with sufficient data points, and correlated results, the system will recognize common mistakes, and suggest a course of action to correct it.

Through this data collection process, POSE will be able to deliver improvement recommendations powered by artificial intelligence that will learn based on data points from a growing database of users. These recommendations and the data resulting from the movement tracking algorithms will be compiled in dashboards to present intuitive and simple visualizations to inform users on their progress and learning over time. As the POSE platform expands, an ever-growing library of exercises will provide additional movements for users to track. Each

unique algorithm will be tested and reviewed by our strength and conditioning partners to verify quality and accuracy of the platform's recommendations and reduce the risk of unintended injury.

Aiming at a goal of empowering soldiers, the platform will include a video playback screen to capture recordings of movement analysis that can be reviewed after a set or work out. The video playback screen will draw data from the body tracking algorithms to call out moments of error for the user to review and learn from. POSE collects this data securely, and displays it to the user via customizable charts. The user can see in depth information about form quality, sets, reps, weights and visualize their progress over time in order to better understand their performance over time and achieve their fitness goals.

Depending on the scenario, there may be tiers of users who need to see the data that the platform provides. For example, athletes need to see their personal data, personal trainers need to see the data of their clients, and the gym might want to understand the data of its members. Alternatively, in an Army setting, soldiers might want to understand their fitness metrics, and master trainers need to know the data of their clients, and commanders might want to understand the data of their entire force. This translates directly to visibility up and down the chain of command in a military setting. The platform is designed to scale as an adaptable system that can provide data visibility (with the appropriate anonymity) to any tier of user that may benefit from the generated data.

Each of these features work together to provide the user with a seamless and easy-to-understand system that is portable in the gym and at home. It is built for individual athletes, trainers with clients, and large training groups and can scale based on the needs of the environment it is working within.

Proposed Adaptation of Non-Defense Commercial Solution

The prototype in development will enable upwards and downwards visibility throughout the gym structure, i.e., trainers can see how all of their clients are doing, and the owner of the gym can see and make informed, data-driven decisions about the customers of his gym.

Adapting this to the Army chain of command structure will enable individual soldier to workout and receive feedback, make informed decisions, and prevent injuries. This data can then be organized for visibility up and down the chain of command, i.e., NCO's and officers can view data on their unit from a high level, and zoom in to see the statistics of the individual as well.

Functionally, the users of this product will be able to sign in, and join a military unit as a trainer/NCO/Officer or as a base level profile. This will enable organization of the unit and the data that comes from it in a way that is easily accessible to the people who need it. For example, an E-3 can see all of the data he needs to know about his workouts: what he is doing well, what he needs to correct, and graphs that show his progress over time. His NCO will be able to see his data and trends, as well as that of his peers.

Additionally, the system currently works with barbell squats, a rather difficult exercise to track, as a proof-of-concept. After testing and analysis of the Army user (seen below) POSE can determine what additional exercises should be added to the system to best suit the end customer. This is due to the modular system that POSE is built upon, that enables rapid adaptation and addition of exercises to suit the customer base.

In order to test integration of our product, POSE envisions a small selection of soldiers will be able to access the product on their personal iPhone devices (Android will be available later on). At this point, the soldier will be asked to use the product during their regular workouts at least 2 times per week. POSE will collect the data from their workouts to be used in calibrating the body tracking and adjusting accuracy tolerances, and refining the user interface to create a more seamless experience.

At subsequent product milestones, soldiers will be asked to use the updated and new feature sets to continue to track and report on their workouts. Within the application there will be a feedback portal for soldiers to anonymously report bugs, suggest improvements, and present other feedback.

Feasibility

Since 2018, POSE has created 6 early versions of the product as proofs-of-concept (POCs), working prototypes, and demos to advance our technology and gain market feedback. With each iteration, we've deepened our understanding of user need, core body tracking technology, and how to deliver insights with our proprietary fitness rules, scoring, and recommendations.

With this in mind, the Army interest in improving fitness performance and force readiness is well aligned with the past and future of POSE Fitness. Our goal of creating a holistic system of wellness for soldiers and athletes is right in line with the goals of the Army and will benefit from the unique needs that the Army and broader military bring to the table. Partnering with POSE is an opportunity for the Army to lead by example as every branch of the military drives for more holistic health for their people.

Over the last 5 years, POSE has continued to execute market research including but not limited to the following: fitness, personal training, strength and conditioning, combat sports, kinesiology, data analysis, user experience, software development, and military. Every bit of insight gathered has enabled the POSE team to create multiple unique facets of our business in the areas of software, business models, user experience, fitness programming, and software integrating.

Commercialization Plan

Company Information: See introduction and team bios.

Customer and Competition: POSE is currently focused on transitioning from a long researched and refined working prototype to a commercially ready to launch fitness application on the iPhone device. As revenue is generated from the iOS platform, POSE will explore options to also offer the technology in an Android environment. While the fitness technology market has some major players such as Whoop, Polar, Peloton, and others,

Market: The global fitness market accounts for $81B of revenue annually. Of this market, $10B is specifically fitness technology which is growing at the rate of over 33% per year, presenting POSE with a large market opportunity to capitalize on.

Assistance and Mentoring: The POSE marketing team will be led by CMO Ethan Merritt, who has achieved multiple social media accounts over 50k followers, and currently is a Senior Marketing Manager at a large technology company. Additionally, POSE is partnered with David Standifer who owns a training facility called AP Fresno where they train NFL athletes and prepare soldiers for SOF courses.

Military Applications

POSE is excited to be recently awarded a semifinalist position within the Army XTech Prime Accelerator and is looking forward to pursuing the process towards an Army D2P2.

POSE is currently in the process of building strong relationships with Army H2F and Army SOF groups to prepare relationships for a time when testing can commence to generate data and integrate with Army fitness SOPs.

Outside of the Army, POSE currently has DOD end users and a customer through the AF 911th and 171st Airlift Wings in Pittsburgh, Pennsylvania as well as units in the Pennsylvania Army National Guard. These units have expressed interest in the use of our product in their units for testing and long term training applications.

These units plan on using the POSE system to increase the overall health and fitness of the unit, as well as make data driven decisions by having an overarching view of the readiness of the unit.

Team Qualifications

Timothy Jesteadt - CoFounder, Chief Operations Officer, USA
Tim Jesteadt is one of the two co-founders of POSE Fitness. He is currently a winged Naval F/A-18 pilot at Oceana Naval Base in Virginia Beach, VA. As COO, Jesteadt is responsible for the engineering development operations and software integration of the POSE system. His prior experience in engineering and software development will guide the team to produce a software product that provides a seamless user experience start to finish. He will be the key team member responsible for interfacing with the engineering team, and guiding the development of the POSE platform. Additionally, Jesteadt will be the key decision maker in regards to the implementation of the company's product. This includes but is not limited to the strategic development, execution, and enhancement of training programs to efficiently and successfully integrate our system to all current and prospective customers.

Along with these responsibilities, COO, Jesteadt, will also be a critical component when it comes to allocating assets, managing finances, and developing financial projections. He will work closely with CFO, Tyler Grove, to decide how funds are being utilized to best meet the objectives of the company and to promote its current financial health and future growth.

His professional experience includes: BS in Mechanical Engineering from Penn State University, US Navy Active Duty Lieutenant (O3) Naval Aviator (F/A-18), working with Lockheed Martin Missiles and Fire Control to understand and optimize manufacturing processes using lean methodologies, and working on new product development for start-up Tech-Tank out of Erie, PA as a design engineer to take ideas from concepts to functional and manufacturable products.

Andrew Grove (LinkedIn) **- PI, CoFounder, Chief Executive Officer, USA**
POSE Cofounder and CEO, Andrew Grove, will act as the key point of contact and support for all reporting and programming updates for military relationships. Grove will direct the design and testing of the platform as well as the commercialization of the product once it is ready. Grove will be responsible for all relationships with partners and the management of all deliverables.

Grove is an innovator, designer, and inventor who will provide this expertise to assist with DAF health, wellness, and fitness initiatives. His proficiency in testing and consequent strategy development of product design is core to his skillset and will be a key responsibility during this program. Grove will maximize the Army return by leading team members and contractors towards the best solutions for the Army needs.

His professional qualifications include: Assistant Vice President of Innovation Design for US Bank, Design Direction for Astrobotic Technology, working on product strategy and visual communication for NASA task orders and other DOD and government related space projects; 9 years with Truefit, assisting startups and enterprise level companies in taking product concepts from idea to commercially ready software products; 1 year of Innovation and Design for Wabtec Corporation, training company leadership on the importance and execution of innovation, new product concepts, and cutting edge technology and developing product patents for new inventions; 2 years Precision Nutrition - Level 1 Certified Nutrition Coach, BA in Industrial and Innovative Design, and Pittsburgh Fellows Leadership Certification.

Ethan Merritt (LinkedIn) **- Founding Partner, Chief Marketing Officer, Army Relations, USA**
Ethan Merritt, founding partner of POSE Fitness, will act as the key Army representative and CMO for the company. Merritt formerly served as a PA National Guard Captain (Infantry Officer,1-110th IN, 2IBCT, 28th ID). From 2016-2017, he was deployed as an infantry Platoon Leader in the Middle East and provided joint training operations and security missions with both NATO Allies and Fort Braggs 3rd Battalion, 321st FA unit. Later in his career, Ethan represented 2IBCT in the role of Public Affairs officer during state activation missions in 2021 as a critical role shaping the story of the National Guard during this time of crisis in the country. This continued involvement and understanding of military culture as a combat arms officer will enable Ethan to act as a liaison for any future military relationships.

Additionally, Merritt will serve as POSE's Chief Marketing Officer and be responsible for establishing effective marketing strategies upon commercialization. He will be a key decision maker in the development and implementation of all marketing plans, establishing a marketing team, and managing POSE's social media presence in all avenues of content. Ethan's connections to the veteran professional business space will develop beyond this scope as the CMO. He is an

active member of Pittsburgh's Community Leadership Course for Veterans and in 2022 will take an active position on the Board of Directors for one of the major veteran non profit companies in the area.

His professional qualifications include a BA in graphic design, and MBA from Clarion University of Pennsylvania. Additionally, he is the founder of First Victory Media Group LLC, developing media and PR content for clients during his graduate studies. He also held the positions of Creative Director for Beaver County Community College, Digital Marketing Lead at G.I Jobs magazine on the B2C team and established a social media influencer program with veterans leaders from Black Rifle Coffee Co and Nick Bare from BPN supplements. Currently, Ethan serves as the Senior Marketing Manager for Lumen.

Tyler Grove (LinkedIn) - Founding Partner, Chief Finance Officer, Information Systems, USA
Tyler Grove, founding partner and CFO, has thorough knowledge in financial planning and will be a key decision maker for asset allocation, asset management, and financial projections. He will be responsible for the continued evaluation and management of where and how funds are being used. He will also be key in identifying financial strengths and weaknesses, predicting the future financial health and stability of the company and what needs to be done to get the company there. He will also be critical in helping determine where and how the company can grow based on financial capabilities.

Furthermore, T. Grove is well versed in software integration, implementation, and utilization. Alongside founder Tim Jesteadt, he will play a key role in developing how each element of POSE's system is tied together. As each aspect of POSE is being developed, he will help determine how they "speak to each other" and how data is being tracked and reported to maintain company standards. Additionally, he will work closely with Jesteadt for the creation and execution of all systems training both internally and externally. His understanding of company and team organization and EOS (Entrepreneurial Operating System) will help POSE gain traction.

His qualifications are as follows: BS in Finance at Grove City College, financial planning at Beratung Advisors, 1 year of financial planning and investment management at Bridgeview Wealth, 3 years of software implementation, integration, and ongoing support at Hefren-Tillotson, 2 years academic experience in financial planning with Dalton Education and Hefren-Tillotson, and 1 year of professional computer software engineering experience at Truefit.

Darrin Grove (LinkedIn), Founding Partner, Chief Technology Officer, USA
Darrin is the brains behind the current POSE prototype and the lead developer on the product. In partnership with Andrew Grove from a design direction, Darrin has led the POSE technical strategy and product development from early stage research to functional demo.

Darrin is also the founder and CEO of our key software development partner, Truefit. Since its bootstrap beginnings in 1997, Truefit's experience with new, disruptive technologies has positioned the company as a leader in helping entrepreneurs and organizations bring new ideas to market quickly. Using their proprietary Idea Launch™ process, Darrin and his team guide clients through a proven path to explore, strategize and build next generation products. By involving a broad cross-section of company stakeholders, end users, and subject matter experts, Truefit helps partners reduce risk and build confidence. Their principled approach and "start-up" mentality have proven to be an invaluable asset to companies who seek to operate more entrepreneurially.

In addition to his work at Truefit, Darrin is dedicated to sharing his insight in innovation and entrepreneurship with the Pittsburgh community. He led the Deal Flow Committee for Software and Technology at BlueTree Allied Angels and advised start-up companies at the AlphaLab incubator for a number of years. He is also active on several non-profit boards to promote leadership, education, and urban renewal, and is a regular panelist and judge at events related to innovation.

Stacy Moon (LinkedIn) - Doctor of Chiropractic, Physical Therapy, Personal Training, USA
Stacy Moon is the key health science expert on the POSE team. Her primary responsibilities include analysis of exercises to determine facets of proper form and movement, fitness plan development, and nutrition standards.

Moon has a cross functional skill set in the fitness and wellness space with experience as a chiropractor, physical therapist, and personal trainer. Additionally, she is an athlete. This gives her the ability to understand and evaluate the POSE platform from the perspective of multiple user segments. During the project, Moon's primary role will be to evaluate the health science viability of every feature being integrated with the app. She will also spend time to understand

and break down the form of each exercise within the system's body tracking tool. The resulting form "rulesets" will be converted into code and will enable new exercises to be tracked and evaluated by the application.

Moon's professional experience includes: 4.5 years as a Chiropractor at Lunavita LLC, 2.5 years as a Chiropractor at Next Level Spine and Sport and 2 years as a Crossfit Instructor at Total Pursuit Athletics. Stacy has a Doctorate of Chiropractic from Parker College of Chiropractic and a BS in Biology from Grove City College.

Non-Defense Commercial Customers

POSE currently has a sizable list of commercial customers including military units, gyms, athletes, sports complexes, sports teams, combat sports organizations, physical therapy offices, chiropractors, and other fitness technology companies. Notable customers include Army H2F, Athletic Performance Fresno, Project 1 Nutrition, Veteran Bushido Brotherhood, Shape Train, Iron Asylum, Mecka Fitness, Ascend Climbing Gym, and Virtus Powerlifting Gym.

The main partner of POSE is Athletic Performance Fresno, who plays an instrumental role in the development of the POSE system. They will allow us to test, and research with their customers for product development. In addition, AP Fresno is positioned to be the first full fledged POSE customer in the commercial sector.

POSE also maintains a list of 44 ambassador partners and athlete sponsors who will be onboarded upon the release of a commercially ready platform. The POSE ambassador program is a primary vehicle for commercial revenue generation and through our ambassadors, POSE will have access to approximately 7 million athletes, trainers, and gym goers through ambassador social media following. Within the first year, POSE expects to onboard up to 70 total ambassadors to act as affiliate sales partners for our product.

As part of our proof-of-concept work, POSE has demoed our product with as many fitness related individuals as we possibly can. As a result, we have accumulated an additional 409 presale sign ups through our website and in person networking. These sign ups are all intended as product downloads upon release of the commercial product.

In addition to commercial product sales, POSE has the opportunity to white label products to be integrated into other fitness applications and other non fitness related solutions. Interest has been expressed by Project 1 Nutrition, and Secure Planet at this time. Product licensing details will be negotiated upon completion of a commercial product.

Investors and Partners

POSE has been partnered with Athletic Performance Fresno (see below) for research and development. Using David Standifer from AP Fresno has allowed POSE to gain access to some of the state's best strength and conditioning facilities as well as connections to the NFL. AP Fresno has permitted us to conduct additional R&D at their facilities during development efforts.

Additionally, POSE has a strategic partnership and investment relationship with Brock Allen, founder of Tech-Tank LLC in Erie Pennsylvania. Allen has started multiple businesses and serves as a strategic business advisor and coach for POSE and is currently in ongoing negotiations with POSE for a $125k angel investment.

Truefit - Software Development Partner

Founded by Darrin Grove (LinkedIn), Truefit (truefit.io) is a Pittsburgh, PA based software product development company. Truefit will provide an experienced software development team of cross functional professionals that can quickly understand our product vision and strategy and provide the design and development horsepower need to help us quickly achieve product-market fit.

Over 26 years of creating new software products, Truefit has had the opportunity to work with well known companies like Mitsubishi Electric, Highmark Health and CMMI Institute whose product helps set the standard for global cyber security. Additionally, they have extensive software experience in the Fitness, Wellness, and Internet of Things spaces. Some of their previous projects include: BodyMedia - BodyMedia was the first company to build wearable fitness trackers that

eventually led to products like the Garmin Watch, Apple Watch, Fitbit and Whoop band. Precor - As one of the largest fitness equipment manufacturers, Precor had a need to build a mobile bridge between the user and the equipment they used to workout. Truefit took information from treadmill and elliptical equipment and paired it with a gamified mobile interface that tracked workouts over time to deliver actionable data, keep users engaged, and help them achieve their fitness goals. Diamond Kinetics - Initially a small Pittsburgh startup, Diamond Kinetics developed a sensor that secures to the end of a baseball bat and tracks the motion of an athlete's swing over time. Using sensors like accelerometers and gyroscopes, their product can identify the nuances of a baseball player's form and give H2F trainers the data they need to make recommendations and improvements to baseball swing. Truefit created the initial mobile platform that eventually grew to be used by the entire baseball industry from the MLB to little leagues. PT Genie - Founded by a group of Cleveland, OH physical therapists, PT Genie developed the concept for a tablet-based movement form tracking system for therapy exercises. With the help of Truefit, they were able to pair deep health science knowledge with strong technology execution to create a platform that could identify sets, reps, range of motion and other metrics that would be communicated digitally between the physical therapists and their patients.

With these stories in mind, POSE and Truefit are strong allies in executing the needs mentioned in this submission. Pairing the software development expertise of Truefit with the design, testing, health science, and military experience of the POSE team will enable us to build a solution from multiple perspectives and deliver a product that is immediately usable and useful to AF personnel.

Athletic Performance Fresno

Athletic Performance Fresno, founded by David Standifer (LinkedIn) is a state of the art fitness and wellness training center located near Fresno, California. AP Fresno focuses its efforts on professional athletes, elite soldiers, and those interested in becoming either of the two. The mission of AP Fresno is to meet the fitness needs of every individual in a positive environment, exceeding their personal expectations. David's main goal of training is to develop athletes' true potential and provide them programs that can get them there. AP Fresno has the ability to administer individual performance evaluations for athletes that will result in specific programming to help them reach their goals. From there, the AP Fresno team will track and deliver results and testing that will help athletes understand their strengths and weaknesses and consequently improve from the feedback. David Standifer has been a strong supporter of the POSE system and highly recommends the platform as a major upgrade to athletes ability to improve.

"The need for updated systems to help our soldiers and athletes is needed now more than ever. With the use of POSE, we can help our clients and military members stay healthy and reach a higher threshold which will in turn save money with rehab and down time. I have been a strength coach for more than 20 years and I would use this technology to help with my clients by showing them the exact areas they need to work on to help them excel and keep injury risk lower." - **David Standifer, Owner and Founder, Athletic Performance Fresno, Pro Football and Military Trainer**

Related Work

POSE Fitness has applied to three Air Force open topics as well as the US Army's Holistic Health and Fitness (H2F) D2P2 SBIR. While not getting the award, POSE has received feedback regarding product maturity and have been working hard on the technology since then. Since these submissions, POSE has spent significant time developing the product and the customer base and recently released its 3D Body Tracking Technology. The POSE prototype now features a completely upgraded AR Body Tracking engine, significantly improved frame rates as well as smoothness and accuracy of detection. Additionally, we have developed a commercial ambassador program that will allow us to scale our product with the use of fitness influencers on the commercial side of the market.

From this point, POSE will work to refine the squat tracking and squat rule set, visualize movement data for users to learn from, establish user profiles, build a video playback and storage engine, and integrate additional movements to expand our exercise library.

Once POSE completes development of the MVP product, the go-to-market strategy will commence through an online ambassador program featuring veterans, personal trainers, fitness influencers, physical therapists, chiropractors, and more.