

Startup makes pro-gear redundant and brings intelligent training to the masses

The fitness industry is in great shape with global revenues close to USD 85 billion. Now, Copenhagen-based startup MOTOSUMO is predicted to drive the market forward in their pursuit to democratize advanced training tools and they have just raised their first seed round from Endomondo-investor, SEED Capital Denmark.

For several years' smartphone training apps has been considered inferior to sports watches and separate sensors. It is MOTOSUMO's dedicated mission to turn that relationship upside down. They want to inspire people to train intelligently by making it easy. Smartphones hold enormous potential for advanced sports analysis and coaching with their superior motion sensors, processor power, data access, and screen and audio for coaching. MOTOSUMO is unlocking that potential using their background in professional sports analysis.

"We feel that everyone should be able to train intelligently and to reach their full potential. We have used our mathematical modelling skills as well as our insights into how elite athletes train to build something that makes the average athlete capable of going from good to great without having to rely on super expensive hardware and professional trainers. Take spinning for example, the phone is placed on the handlebars of the bike and instantly the app shows your cadence (pedal revolutions per minute). Previously, this was reserved for the lucky ones, getting a hold of one of the special bikes, that the fitness chains pay almost twice as much to get. Now anyone with a smartphone can join in" says CEO at MOTOSUMO, Kresten Juel Jensen.

The fitness trend appears to be all about wearables and gadgets. Many of these are great, but it leaves a big group of everyday athletes without the 'luxury' to train more intelligently with the advanced analysis offered by separate motion sensors. There is simply an activation barrier due to pricing and inconvenient use/installation.

From niche to consumer product

MOTOSUMO has over the last three years developed one of the leading gait analysis systems based on body mounted inertial sensors. The system is based on advanced sensor data analysis and modeling of motion physics. For the last two years it has spread to universities, training camps, high end sports outlets, physiotherapists, test centers and elite athletes. MOTOSUMO has now transformed their patent pending technology to a consumer product by moving the entire concept to smartphones – being the first in the sports industry to really take advantage of the increasingly accurate inertial sensors of these phones.

With the number of smartphone users worldwide expected to surpass 2 billion in 2016 and with a massive market in sight MOTOSUMO has attracted SEED Capital Denmark, who was also the first institutional investor in fitness-app Endomondo, which was last year sold to Under Armour for 85 million U.S. dollars.

"What I really like about MOTOSUMO is that they have managed to build a sports app with an intelligent layer on top. These guys are experts when it comes to processing data and making sense of it. MOTOSUMO introduce new and more intuitive ways of visualising data

for improved understanding. The algorithm they have developed has great potential for allowing all people to train intelligently in all sorts of ways. Gadgets are everywhere, but here the user can get it all without the hassle and hardware costs," says Investment Manager at SEED Capital Richard Breiter.

Founded by industry experts

MOTOSUMO was founded by a team of highly competent engineers and physicists with a proven track record within mathematical modelling along with a pro triathlete and marketing specialist. 4 of the founders have backgrounds in product development and/or mathematical modelling while one has a marketing background. The "odd one out", Allan Steen Olesen, is a marketing expert and professional triathlete - a unique combination, which has helped the company make the transition from niche- to consumer product.

MOTOSUMO has just launched their free app for both iOS and Android.

MOTOSUMO – We are motion!

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About MOTOSUMO

MOTOSUMO is on a mission to inspire people to train intelligently by making it easy for them. MOTOSUMO has developed a training app using phone sensors instead of expensive hardware to provide real time personal coaching. <https://www.motosumo.com>

About SEED Capital

SEED Capital is Denmark's largest venture capital fund within the seed segment. SEED Capital specializes in identifying, financing and developing competent and innovative entrepreneurial Technology and Medtech companies of the future and invests from seed stage through to exit. <https://www.seedcapital.dk>

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