CONTACT:
Notch Interfaces Inc.
544 Park Avenue
11205, Brooklyn, NY, USA
+19704438701
https://wearnotch.com
https://yoganotch.com
founders@wearnotch.com
Sales started: 2017
5 employees (full-time)

FUNDING:
Total raised to date: $120k
Total Seeking: $3M
Use of funds: Launch of Yoganotch, scaling of Notch platform

FINANCIALS:
Revenue: ~$950k to date
Burn Rate: $10k / mo

HIGHLIGHTS:
- **200 MAU Yoganotch**
- **90 Yoganotch devices sold**
- **20k Notch sensors sold**
- **25k developers registered on Notch platform**
- **150k 3d motions recorded**

MANAGEMENT TEAM:
Founder: Stepan Boltalin, CEO
Founder: Eszter Ozsvald, CTO

Link to video.
Link to iOS app.

Challenges & Opportunity:
Yoga practice without guidance is difficult, less motivating and can lead to injuries. In 2020 over 46 million people in US lost access to quality yoga instruction, when the majority of yoga studios and fitness clubs closed down during public health crisis. Lockdowns and work-from-home life made people focus on importance of self-care and exercise, forever transforming yoga and fitness industry. In 2020 the need for solutions that can provide high-quality, personalized guidance on improving personal mental and physical health drove investment into connected wellness and fitness past $800M mark. But even with all that attention most of the solutions are still relying on pre-COVID reality, when personalized fitness and wellness was either a luxury or a novelty.

Solution:
Yoganotch is a quantified wellness coach that provides personalized live guidance for yoga and mindfulness practices. Yoganotch comes with a smartphone app and wearable sensors that analyze user's body metrics to help them avoid injuries and provides exercises that adjust to their experience and body types. Yoganotch app provides real-time voice feedback during the practice, where every instruction is tailored to each individual user. In features, experience and pricing Yoganotch compares favorably with all existing connected fitness products. Link to video. Link to iOS app.

Technology:
Yoganotch is a combination of hardware and software. Hardware part is the set of tiny wearable wireless motion trackers and software is a smartphone application backed by Notch motion analysis AI engine further customized for yoga analysis. Yoganotch sensors ("notches") weigh less than 10 grams and are roughly the size of US 25-cent coin. Notches can be worn using provided clip-on mounts that easily attach to any clothing. Notches are waterproof and use low-power and fast-charging components. They use Bluetooth for communication and can work with any iOS or Android device. Devices are developed and produced by our company. Prior to Yoganotch we have shipped over 20k of such sensors to world's top universities and Fortune-500 companies.

IP/Defensibility:
We have over 8 years of know-hows and trade secrets developed in the course of building and launching world's first smartphone-compatible motion capture, wearnotch.com
We filed a patent and continue filing for undisclosed innovations as soon as we finish the fundraising.

Market Size/Target Customers:
There are 46 million yoga practitioners in US, who spending ~$20B annually on yoga classes and equipment. Since 2020 100% of this audience practice at home. At least 24M of these people practice at least once a week. With that our target addressable market is $2.4B in device sales and $1B in ARR. We believe that these numbers will increase significantly as we expand to general wellness and self-care and mindfulness markets.

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Sales started: 2017
5 employees (full-time)

FUNDING:
Total raised to date: $120k
Total Seeking: $1.5M
Use of funds: Launch of Yoganotch, scaling of Notch platform

FINANCIALS:
Revenue: $950k to date
Burn Rate: $10k / mo

HIGHLIGHTS:
- **200 MAU Yoganotch**
- **150 Yoganotch devices sold**
- **20k Notch sensors sold**
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Competition/Competitive Advantage:
Our current #1 competitor are Zoom-based live classes, which became a quick fix to replace in-person classes. Unlike Zoom recordings, Yoganotch gives personalized feedback based on actual 3D motion data and allows users to practice on their time regardless of teachers and studios' schedules. At the same time Yoganotch keeps the human touch by integrating its technology into yoga videos from popular yoga teachers. There is also competitions form old-school yoga apps and online platforms, most of which are just repositories of videos. In rare cases some apps introduce video-based analysis, which is vastly inferior to true 3D motion capture employed by Yoganotch. This disadvantage comes from line of sight and field of view restrictions as well as occlusion of body parts characteristic for video. They leave too much room for error for safety or technique-oriented instructions. Worth noting, that products like Mirror and Tempo that cost 5x+ more than Yoganotch also rely on video analysis and web-cameras. There is a nascent market of yoga-tech products, such as pressure-sensitive yoga mats (https://www.yogifi.fit/) or compression clothing with sensors (https://wearablex.com). None of them however, can compete with Yoganotch in terms of features, user experience and maturity. Thanks to our deep expertise in smartphone-based motion sensors, Yoganotch entered the market as a thoroughly de-risked, manufacturing-optimized and economically viable product that immediately gained passionate early adopters.

Business Model:
Yoganotch has an MSRP of $299. With that we have 35-55% margin (depending on the agreements with retailers). We also plan to offer in-app content and opportunities for teachers and content providers to sell their courses and learning materials.