



THE COMPANY

Darefore revolutionizes athlete's performance through data-driven solutions. We specialize in data analysis, computer visualization, and human motion capture to develop innovative tools for athletes and coaches.

Market

Our target market includes professional and amateur athletes, coaches, and sports teams across various disciplines, including cycling, running, and rowing.

Key Management Team

CEO: Marios Kyriakou (PhD in Computer Science)
CTO: Panayiotis Kyriakou (PhD in Computer Science)

Value Proposition

We empower athletes with the data and insights they need to improve their performance, prevent injuries, and achieve their goals.

Our solutions provide real-time feedback, advanced analytics, and personalized training plans, enabling athletes to train smarter and more efficiently.

We have successfully piloted our technology with pro athletes and teams, resulting in significant performance improvements.

THE LEAD PRODUCT

The first product **Darefore Tech Suite** is revolutionizing cycling performance. Our proprietary biometrics system combining wearable technology and smart data-driven methodologies provides real-time feedback on the athletes' body position, helping them reduce air-drag, increase speed, and prevent injuries. By combining this data with advanced analytics, we empower cyclists and triathletes to train smarter and achieve their ultimate goals.



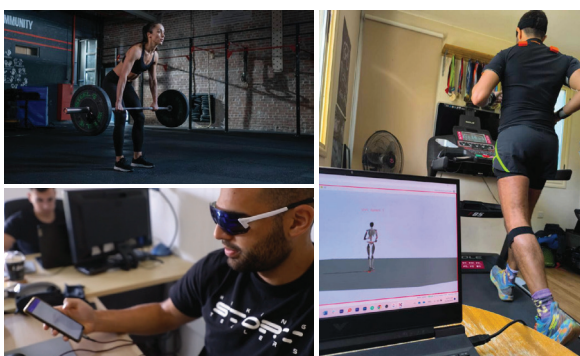
Key Tech & Features



Darefore leverages cutting-edge technology to provide cyclists with a unique and powerful performance platform. Key features include **real-time position tracking**, both indoors and outdoors, enabling precise analysis of rider body ultimate positioning and movement. **Advanced algorithms** analyze this data in real-time to identify areas for improvement, and generate progress and trends charts. **Seamless integration with other fitness devices** and a user-friendly interface make Darefore an accessible and valuable tool.

Market Expanding Releases/new Products

- **Analysing Form, Performance & Technique on more Sports: Running, Rowing, Weightlifting**
- **Embedded Darefore Data on Smart Glasses**



Business Model & Go to Market

The biometrics belt and sensor are sold in a package of \$300 and includes a yearly member subscription with access to the premium tools of the platform. The subscription can be renewed at the price of \$100 per year.

International commercial activities:

US Amazon Store, World-class athletes Ambassadors, Online shop, Distributors, Direct targeted campaigns.

Traction

- *Sales to 10 different countries.*
- *Secured a strategic investment of €300K and joined the Kinisis Ventures Fund I portfolio.*

