

**Mission:** Articulate Labs (AL) develops wearable medical devices that amplify muscle growth throughout everyday activity to conquer functional limitations and to restore physical capability.

**Profile**

Location: Dallas, TX  
 Industry: Medical Devices; Rehabilitation  
 Status: Development / Deployment

**Management Team**

- **Josh Rabinowitz**, Co-Founder & CEO: Pathfinder and troubleshooter
- **Herbie Kirm**, CSO: Start-up vet, 50+ patents issued, developed and currently uses KneeStim out of personal need following motorcycle accident.
- **Dr. Shashwat Hora**, VP of Medical Innovation: Trained physician and biomedical engineer with experience in clinical tech evaluation, market analysis, and cross-discipline communication

**Scientific Advisors**

- **Dr. AJ Johnson**, Orthopedic Sports Medicine Director at UT Health Austin Musculoskeletal Institute; Former Chair, Orthopedic Department at San Antonio Military Medical Hospital
- **Dr. Shou-Hsiu Chang**, Asst. Prof. and Dir. of Research at UT Health Houston Motor Recovery Lab & NeuroRecovery Research Center; Scientist at TIRR Memorial Hermann Hospital Dept. of Physical Medicine and Rehabilitation
- **Dr. J. Michael Bennett**, Surgeon at Fondren Group and Memorial Hermann Hospital; Executive Director of Physician Relations at Angel.MD;

**Previous & Planned Raises**

Raised \$545,000; Seeking \$1,000,000  
 Use of funds = regulatory clearance, initial manufacturing, pilot trial launch

**Upcoming Milestones**

Expand current IP suite  
 File 510(k) Class II app for clearance  
 Launch post-market efficacy study  
 Soft launch sales in TX, FL

**Recent Awards & Placements**

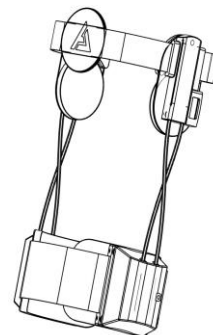


**Problem & Market Opportunity:**

- 14M in the US are symptomatic and seeking treatment for knee osteoarthritis and another 1M are recovering from knee surgery, typically knee replacement, creating a nearly \$9B knee treatment market.
- Poor muscle strength stemming from disuse is highly correlated with poor post-op outcomes (restored mobility, quality of life) and ~\$3B in additional healthcare spending following knee replacement. This may be exacerbated by COVID-19 as ~10,000 scheduled knee replacements are being delayed every week.
- Physical therapy is effective but <30% of patients make it to all prescribed therapy sessions or remain compliant with their home-based regimen. COVID-19 has driven therapy cancellations and no-shows up by 20%.

**Solution & Differentiation:**

- AL's first device, KneeStim, is a light, form-fitting device that uses neuromuscular electrical stimulation (NMES), a proven modality for muscle strengthening and re-education, to stimulate quadriceps muscles in sync with regular activity, turning each step into a muscle-building repetition.
- KneeStim's unique mix of machine learning, motion-tracking hardware, and a proprietary joint modeling OS enables personalization to a user's gait and joint state with minimal pre-programming or processing power.
- Collected data on patient progress (ex: knee range of motion, stride speed, sit-to-stand speed) is used to optimize rehab and to assist with reimbursement.
- Competitors' devices do not adapt to movement and can only be used while stationary, leading to comparatively reduced efficacy and compliance



**Value Proposition:**

- Patients receive faster, more convenient rehab
- Prescribers improve outcomes, receive data on patient progress and compliance and save money on rehabilitation in capitated health care models.
- Physical therapists receive data and earn reimbursement on otherwise missed sessions through existing remote monitoring and NMES reimbursement.

**Traction**

- **Engagement:** LOIs signed with Dell Medical Center & UT Health San Antonio
- **Proof of Concept:** UT-Austin research showed KneeStim to be 99% accurate on stride detection, 100% accurate on muscle band contraction
- **Recognition:** Semi-Finalist, 2020 Texas A&M New Venture Competition; Received 2019 Defense Innovation Award; Finalist in 2018 American College of Rehabilitation Medicine's LaunchPad competition for cutting-edge rehab tech;
- **Patents:** Four U.S. utility patents granted covering movement-synchronous stimulation across all joints and conditions; more pending via PCT

**Business Model & Execution:**

- AL will sell KneeStims to therapy clinics and ambulatory surgical centers at a fixed price for rental or to patients.
- AL will seek to pull in prescribers by executing a trial strategy to prove KneeStim safety, efficacy, and cost-effectiveness and to push patients towards engaged prescribers through targeted advertising.
- Premium pricing model will underscore KneeStim's benefits (faster, more trackable rehab) and will be offset by, if not eclipsed by, reimbursement from remote monitoring, unsupervised stimulation, and e-visit data.

