

VR ExoSuit

Real Gains in Virtual Worlds !



Problem

- Forbes Health study in 2023 (October) on 1000 US adults reveals:
 - The **top priority for 48%** of people is to **improve fitness**
 - Most people stick to it for 2-3 months
 - **Only 6% stick to it** throughout the year

Solution

VR ExoSuit

- Real physical forces
- Immersive gameplay
- Native progress tracking



Target Market

- ✓ **Busy professionals** seeking **efficient, motivating** and **quantifiable** fitness gains
- ✓ Age **25 – 55**, urban, **mid-high income**
- ✓ **Goals:** Muscle development, cardio, stress relief, energy
- ✓ **Pain points:** Low **motivation**, limited **time**, inconsistent schedule and habits, **boredom** with routine
- ✓ Will pay ~€80 / mo for **convenience, entertainment & quantifiable results**

Market Size

The global health and fitness club market was valued at **USD 131 billion in 2025** and is estimated to grow to **USD 244 billion by 2032 (CAGR of 9.3%)**.

TAM

\$131B

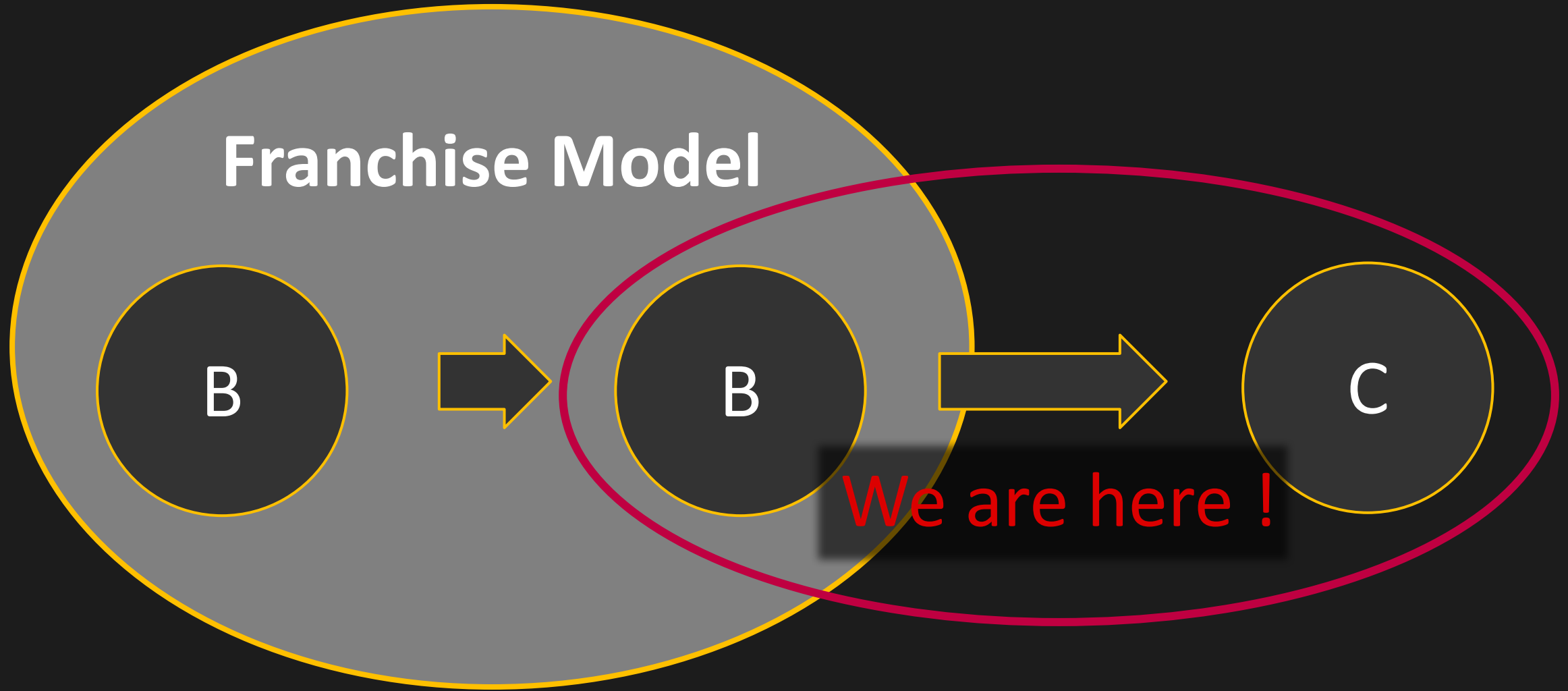
SAM (RO)

\$210M

SOM

\$4M

Hardware-as-a-Service (HaaS)



	Traditional Gyms	VR Fitness Apps (FitXR, Supernatural, Beat Games)	Connected Fitness (Peloton, Tonal, Hydrow)	VR ExoSuit
Engagement	★	★★★★	★★★	★★★★★
Efficacy	★★★★★	★	★★★	★★★★★
Progress Tracking	★	★★	★★★	★★★★★

	Traditional Gyms	VR Fitness Apps (FitXR, Supernatural, Beat Games)	Connected Fitness (Peloton, Tonal, Hydrow)	VR ExoSuit
Engagement	★	★★★★	★★★	★★★★★
Efficacy	★★★★★	★	★★★	★★★★★
Progress Tracking	★	★★	★★★	★★★★★

No Platform Moat !



Roadmap

- ◆ First prototype (MVP)
- ◆ IP
- ◆ Demo software

2028.Q3

- ◆ First customers
- ◆ Mobile tracking app
- ◆ One **strong** location
- ◆ Prepare franchise model
- ◆ Open second location

2032.Q3

2026.Q3

- ◆ Pilot with real users
- ◆ First software app
- ◆ Certify first version
- ◆ Develop final version
- ◆ Get certified

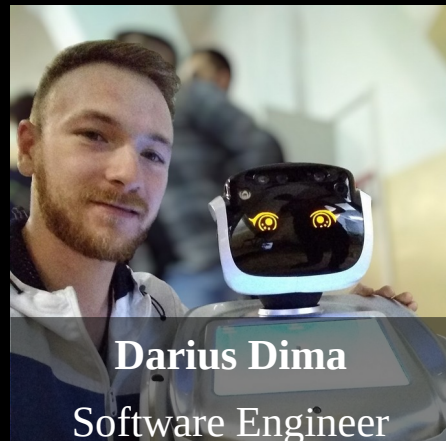
2030.Q3

- ◆ Good logistics (no single point of failure)
- ◆ 100 locations in Romania
- ◆ Support Developers Ecosystem
- ◆ Prepare to expand World Wide

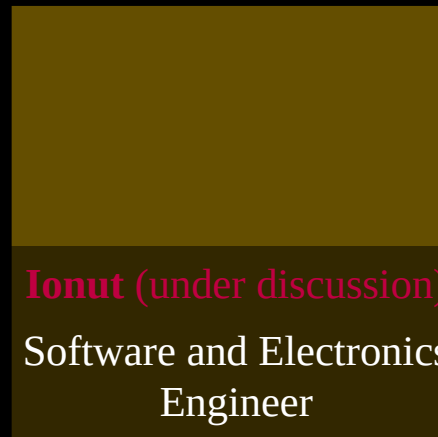
Our Team



Alex Aldea



Darius Dima
Software Engineer



Ionut (under discussion)
Software and Electronics
Engineer



Luca (under discussion)
Sales person

Team of 6 students (under discussion – there's a chance via DPIT)

2 Mechanical, 2 Software, 2 Marketing

The Ask

€300K

For **2 years runway** to prove our **technical solution**, apply for **IP** and **start testing with real users**.

Active involvement through mentorship and knowledge sharing is much appreciated

Team (hardware and software development)

72%

Product

21%

GTM

4%

Equipment &
Consumables

3%

Thank you!
