



New Modality Sports, Inc.

We are a health & wellness technology company focused on improving healthspan, recovery & fitness through lateral motion.

New Modality Sports is a Del C Corp founded in December 2021 and is based in Austin, TX.



What is Happening to Our Knees & Hips?

113% increase in global incidence of Osteoarthritis (OA)

1 in 2 people will need physical therapy (PT) for a knee or hip

1 in 4 people total knee replacement (TKA) or a total hip replacement (THA) in their lifetime

40 vs 8 PT sessions needed vs covered by insurance

4.5MM TKA & THA per year by 2030 in the U.S

But it Won't Affect Me, Right?

Knee surgeries skyrocketing in ALL age groups

Hip injuries & surgeries in younger age groups

Active Aging - fastest growing demo in the US

Military - 25MM limited service days, 1MM service members and \$548MM patient costs



9 Potential Verticals - Opportunity is ENORMOUS!

**PT/Rehab
(Professional and Patient)**

Home Fitness

Skiing

Military

Boutique/Club Fitness

Hockey

Active Aging

Wellness Retail

Paddle sports

GTM - PT and Rehabilitation

Direct to Consumer

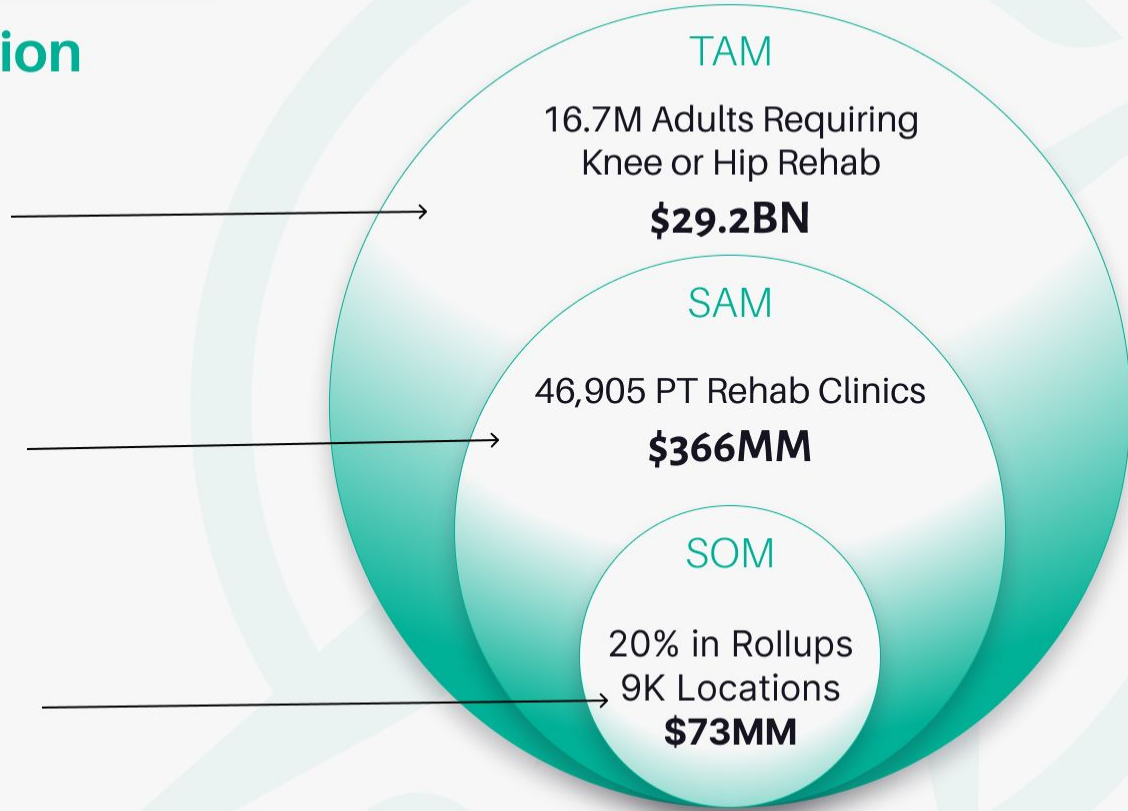
- Rental & leasing
- PT affiliate program
- Long-term: insurance ICD-10

Direct Sales - PT Clinics

- Internal sales team
- Co-promote
- Roundtables

Enterprise Sales to PT Rollups

- In-network connections
- Medical trade shows
- Targeted outreach



“One of the best indicators of long term success for my total hip replacement patients is their ability to thrive post-surgery

Having my patients incorporate lateral movement exercises into their recovery protocols is critical

Currently we don't have any easy and effective ways for patients to do so.”

— Dr. Craig Della Valle

New Modality Sports Advisory Board Member

Aaron G. Rosenberg Endowed Professor of Orthopaedic Surgery and Chief of the Section of Adult Reconstruction at Rush University Medical Center in Chicago, Illinois.

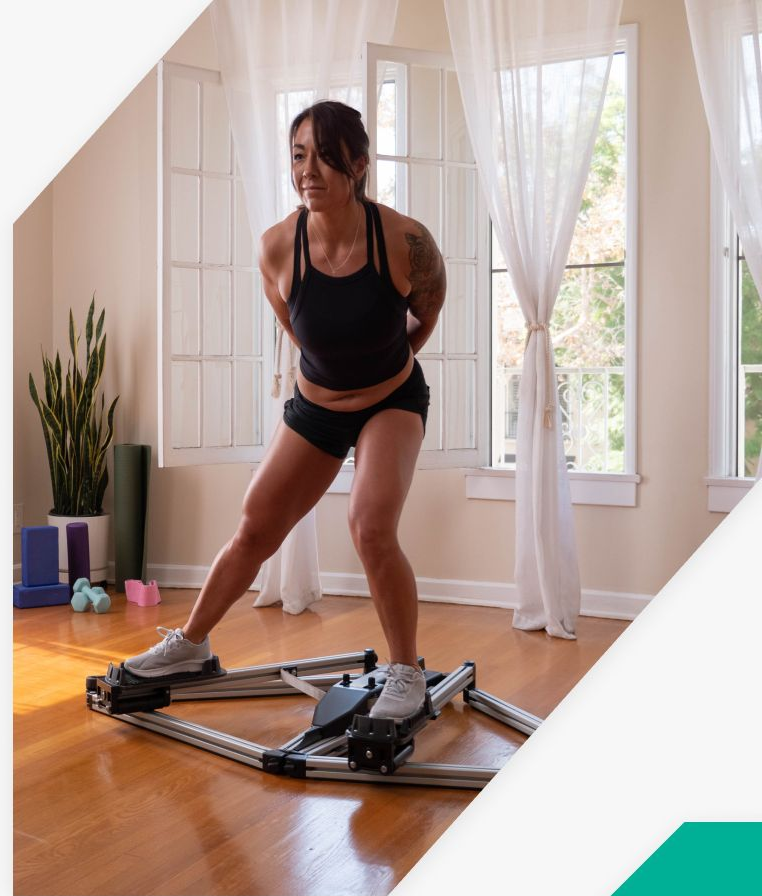
Introducing the Phantom Edge Lateral Trainer

Patent Pending Class II 510(k) exempt device

The only fully instrumented lateral movement device designed for joint health, strength, mobility & recovery



- Kinematics
- Kinetics
- Stability
- Endurance
- Symmetry



Our Team

FULL-TIME



Sara Al-Hardan

Co-founder and CEO

- 10+ years pharma brand management
- Founder of Trufora, multi-Patented DTC skincare brand
- VP Brand Management for Proactiv
- B.Sc. (Honours) in Human Genetics University College London
- Contributor to Human Genome Project
- MBA Pepperdine



Ken Miller

Co-Founder

- Founder of ID Works, a design and prototyping studio
- Senior Prototype Manager at PMI
- BA in Industrial Design from Carnegie Mellon University
- Serial Inventor
- Multiple patents for fitness machines

PART-TIME



Jeff Miller

Co-Founder

- Managing Partner at Convergency Partners
- Sold Volscout to Franklin Templeton in 2023
- Former COO of Truelytics, replaced CEO and sold to Investnet in 2022
- Engineered merger of Sharespost with Forge Global in 2020
- Attorney



Paul Juris, Ed.D.

Chief Scientific Officer

- Founder and President of Juris Partners
- Co-founder and President of SOMO Sleep Fitness
- Former CSO at Cybex International
- Former Executive Director of the Cybex Research Institute



Federico Imparatta

Head of Technology

- Founder of Ataraxy, a digital product agency
- Former COO for SweatWorks, a fitness technology agency
- Delivery Director for Verusen
- Project Manager for Activity Central
- Harvard Business Analytics



Pre-launch progress

Clinical Research Studies

- **Rush University Medical Center:** Study protocol in **THA patients**
- **Spaulding Rehabilitation Hospital:** Study protocol in the **active aging**

Postive in-Market Testing

- Medical
- Rehab
- Professional sports training
- Professional athletes

Product & Technology

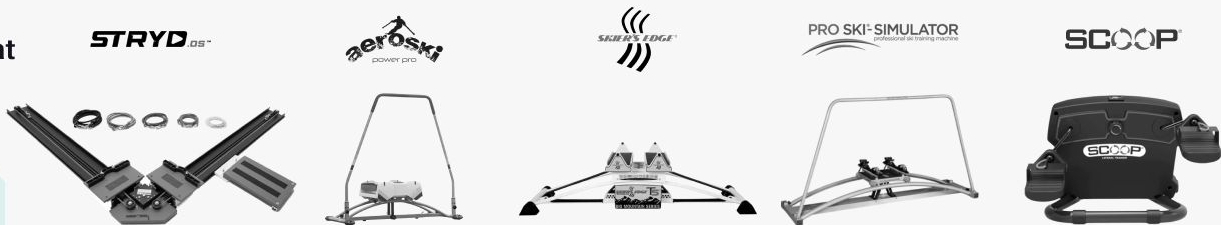
- Patents
- Final product features
- Tech integration plan

Competitive Landscape

There are NO other lateral motion devices available for rehab of the hip and knee, or that provide the movements and benefits of the Phantom Edge.

KEY FEATURES

PHANTOM EDGE
LATERAL TRAINER



KEY FEATURES	PHANTOM EDGE LATERAL TRAINER	STRYD OS	aeroski power pro	SCISSOR EDGE	PRO SKI-SIMULATOR professional ski training machine	SCOOP
Three training modes	✓	✗	✗	✗	✗	✗
Unique postero-lateral plane of motion	✓	✓	✗	✗	✗	✗
Bilateral or unilateral motion	✓	✓	✗	✗	✗	✓
Concentric, eccentric, and isometric muscle contraction	✓	✗	✓	✓	✓	✗
Adjustable Resistance	✓	✓	✗	✓	✓	✓
Accommodating resistance	✓	✗	✗	✗	✗	✗
Swiveling foot plate	✓	✗	✗	✗	✗	✗
Dynamic lateral weight transfer	✓	✗	✗	✗	✗	✗
Dynamic equilibrium control	✓	✓	✓	✓	✓	✗
Static equilibrium control	✓	✓	✗	✗	✗	✗
Instrumentation package	✓	✗	✗	✗	✓	✗

CAPITAL RAISE

We're raising \$1.5MM - \$2.5MM

to complete launch plans including: technology integration, manufacturing,
sales and marketing

\$8MM valuation, pre-money

**(Previously offered standard Y-Combinator SAFE Notes to individual
investors with 25% discount and \$10MM conversion cap)**

Financials & Business Model

	2024	2025	2026	2027	2028
Revenue	\$ 1,111,500	\$ 6,702,200	\$ 17,517,126	\$ 34,886,862	\$ 44,872,544
Cost of Goods Sold	\$ 820,272 74%	\$ 3,458,936 52%	\$ 7,607,508 43%	\$ 13,321,948 38%	\$ 15,666,268 35%
Gross Profit	\$ 291,228 26%	\$ 3,243,264 48%	\$ 9,909,618 57%	\$ 21,564,914 62%	\$ 29,206,276 65%
Operating Expenses	\$ 1,772,790 159%	\$ 2,989,415 45%	\$ 4,803,761 27%	\$ 7,589,795 22%	\$ 10,364,185 23%
Net Income	\$ (1,481,562) -133%	\$ 203,079 3%	\$ 4,084,685 23%	\$ 11,180,095 32%	\$ 15,073,672 34%

Device Sales

- MSRP **\$3,900** professional / **\$1,750** DTC
 - 2 different models Pro vs DTC
- Additive manufacturing now, launch & scale to traditional manufacturing
- All design and prototyping done in-house

Additional Revenue Streams

- App Subscription Service
- Device Leasing
- Affiliate Retail Sales for Rehab Professionals
 - Purchase & rental programs

“The best predictors of a long and healthy life are mobility, strength and balance.”

“We spend an enormous amount of time and money prolonging chronic disease. The current healthcare system promotes lifespan, but not healthspan.

It’s time to take back our quality of life and physical therapy just might be the start of the revolution “

— Dr. Peter Attia