



# Project Stealth Tech Ltd

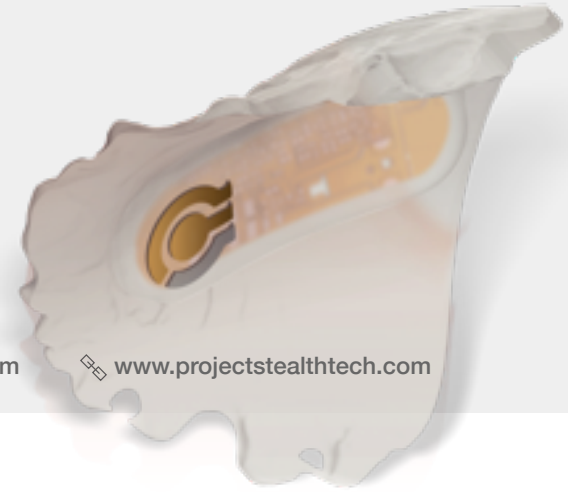
We help athletes maximise their training effectiveness by providing a mouth wearable that collects continuous lactate data from saliva in a comfortable and secure way, in the pursuit of replacing invasive blood tests.

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Investment Sought **£210K**  
SEIS/EIS Assurance **Yes**  
Equity Offered **10.5%**  
Use of fund **R&D, pre-commercial trial**

## Need addressed

For high-performance athletes, understanding lactate concentration over time is critical for endurance performance, yet the currently available technologies are either invasive (mostly depending on lab-based blood tests every few months), inaccurate (heart rate or VO2 wearables) or inconvenient. It results in unmet needs and gaps for **continuous lactate monitoring** to help coaches, physicians and athletes with training prescription, training effectiveness evaluation and recovery strategy.

## Target Market

Entry to market: amateur and semi-professional athletes who are keen on trying new sport gadgets - 13 million potential early adopters just in the UK with £480 million market potential.

Later markets: professional endurance athletes (mainly running, cycling and triathlon) - 17,500 athletes in the UK with £42 million/year market potential; high profile professional teams in football, basketball and rugby - 115 teams in the UK with £11.5 million/year market potential.

## Price Point & Gross Margins

Amateur and Semi-Professional Athletes: £249 device + £30 subscription, 33% margin

Professional Endurance Athletes: £200/month service, 17% margin

High Profile Professional Teams: £100k/year service, 70% margin

## Key Target Customers Year 1

Professional endurance athletes and early adopters in our network.

## Demand Validation

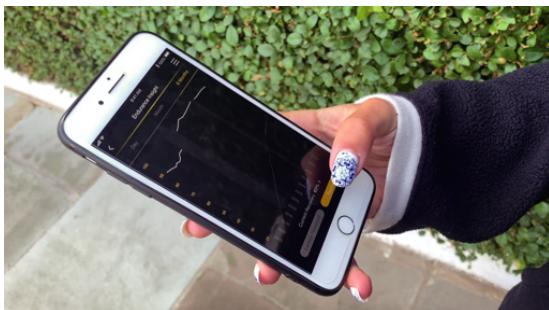
Interviews with 7 professional athletes, 8 coaches (up to Olympic level), 1 physical trainer, 2 sports physicians and 2 sport scientists. Market research in health tracking devices. Competitors moving in the same direction.

## Competitor Brands

There's no brand on the market that offers the same product as we will. Existing and potential competitors include portable lactate meters (Lactate Scout, Lactate Pro), smart mouthguards (Xerox, ORB, ALL UNDER DEVELOPMENT), metabolism sweat patches (ALL UNDER DEVELOPMENT).

## Milestones Achieved

Proof of concept prototype. User research with athletes, coaches and physicians up to national and Olympic level. Initial advisory board including sports experts. Media exposure on Wired, Dezeen, Dutch Design week 2020, CNN (Turkey), Independent (Turkey), Dental Tribune International and so on. Biosensor development partner identified.



## Team Summary

Paul Mendieta, CEO

Beren Kayali, CTO

Lu Ye, CDO

## 3 Year Forecast

|               | Year 1 | Year 2 | Year 3 |
|---------------|--------|--------|--------|
| Sales in Unit | 454    | 2,624  | 9,654  |
| Net Profit    | -£332K | £320K  | £3.3M  |
| Cash          | -£332K | £320K  | £3.6M  |

## Stage of Product Development

Proof of concept prototype of the base electronics encapsulated mouth wearable.

## IP Detail

Patent pending on Wearable Intraoral Device (Ref: CLJ105114P.GBA)