



SET - Sustainable Exercise Technology

Empowering seniors to stay active, independent, and connected through thoughtfully designed wellness technology that respects their needs and dignity.

The Problem

Meet Anna, 72, living alone in Liepāja. She wants to stay active and independent, but faces critical barriers that prevent her from accessing appropriate exercise guidance.



Isolation Crisis

40% of seniors experience loneliness, leading to physical and mental decline



Digital Exclusion

Fitness apps are complex, in foreign languages, and require constant internet connectivity



Fall Risk Epidemic

Lack of proper exercise guidance leads to preventable falls and injuries



Unsuitable Equipment

Standard gym equipment isn't designed for ageing bodies or limited mobility needs

"Whilst the world talks about AI fitness coaches, millions of seniors can't access basic, appropriate exercise guidance."



Our Solution

A complete senior wellness ecosystem that adapts technology to serve seniors with dignity and respect, not the other way round.

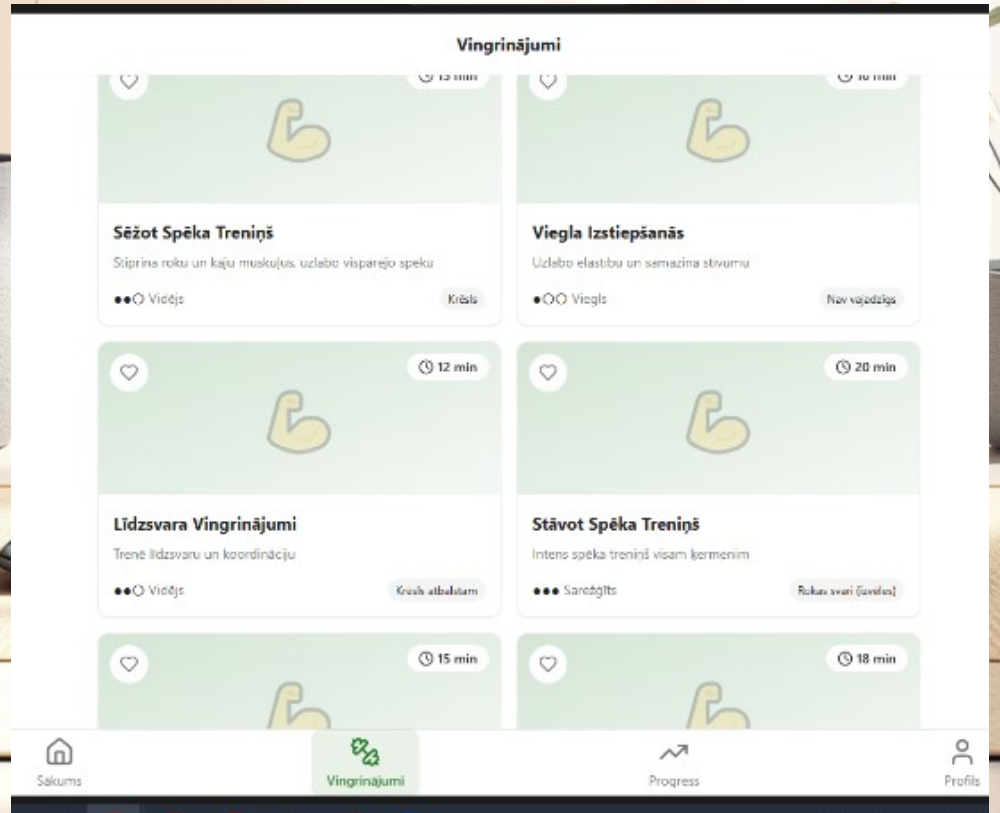
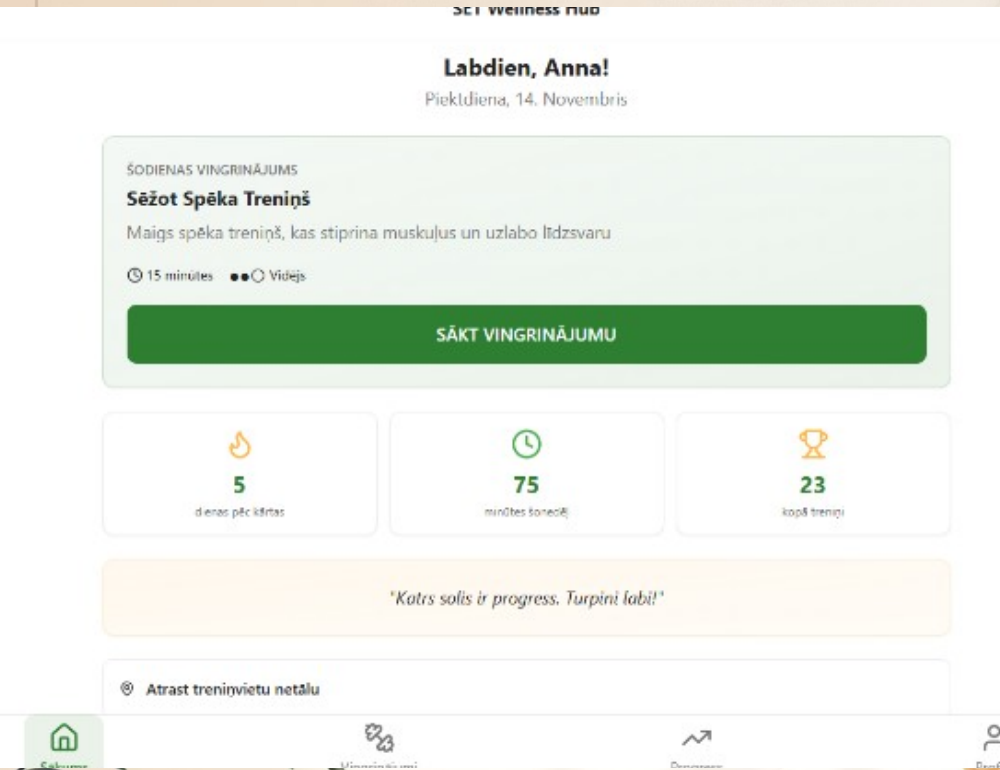
Physical First

- Age-friendly, lightweight equipment designed for senior mobility
- Low-cost, recyclable materials for sustainability
- Ergonomic design prioritising safety and comfort

Digital Bridge

- Large fonts and voice control in native Latvian language
- Works completely offline - no internet required
- Privacy-first approach: data stays on device





Product Demo &

1	<div>Hardware Layer</div> <div>Ergonomic, lightweight exercise equipment designed for senior needs</div> <ul style="list-style-type: none">• Simple adapters for common exercises accommodating limited mobility• Made from recyclable materials for environmental responsibility
2	<div>Software Hub</div> <div></div> <ul style="list-style-type: none">• Localised interface in Latvian language with cultural relevance• Voice-controlled navigation for accessibility• Offline-first functionality - no internet required• Privacy-secured data handling with local storage
3	<div>AI Module</div> <div></div> <ul style="list-style-type: none">• Personalised exercise plans that adapt to progress• Fall prevention algorithms based on movement analysis• Motivational coaching with encouraging feedback• Runs entirely on-device or local servers
4	<div>Support System</div> <div></div> <ul style="list-style-type: none">• Training packages for care providers and family members• Community organisation integration• Family support kits for remote monitoring

Platform Innovation: Interoperable across B2C, B2B, B2G, and non-profit sectors, maximising social impact

Competition & Our Advantage

Competitor Type	Their Approach	Why They Fail Seniors	Our Advantage
Mainstream Fitness Apps	Cloud-heavy, smartphone-first design	Complex UI, requires constant internet, not age-appropriate	Offline-first, large fonts, voice control, Latvian language
Medical Equipment	Clinical, institutional focus	Expensive, intimidating, medical-focused rather than wellness	Affordable, home-friendly, wellness-focused approach
Smart Home Fitness	High-tech mirrors, connected bikes	Requires tech literacy, privacy concerns, prohibitively expensive	Privacy-first, low-tech option available, scalable pricing
Community Programmes	In-person sessions only	Limited reach, inconsistent availability, no home support	Hybrid model, family support, continuous access

Only Solution

Combining low-tech accessibility with optional AI enhancement

Local-First

Native language, privacy protection, and environmental sustainability

Multi-Channel

Deployment across B2C, B2B, B2G, and non-profit sectors

Market Size & Business Model

€82M

Latvia TAM

412,000 people aged 65+ (21% of population) - fastest ageing demographic in the EU

€18B

European Union SAM

90 million seniors currently (20% of population), projected to reach 30% by 2050

Revenue

B2C Direct

Individual subscriptions: €15-30/month
Equipment sales: €50-200 one-time

B2B Care Providers

Facility licences: €500-2,000/year per facility
Bulk equipment orders and staff training packages

B2G Municipal

Municipal initiatives and fall prevention programmes: €10,000-50,000 per deployment

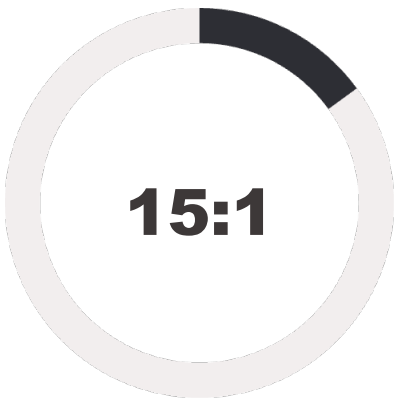
Non-profit Partners

Community organisations, health foundations, and EU wellness grants

Pricing Tiers

Tier 1: Essential

€99 equipment + €9/month (€79/year)



LTV:CAC Ratio
(B2C)

Tier 2: Enhanced

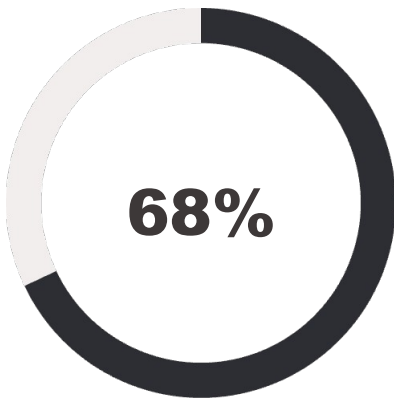
€249 equipment + €19/month (€179/year)



LTV:CAC Ratio
(B2B)

Tier 3: AI-Powered

€399 equipment + €29/month (€279/year)



Gross Margin

Validation & Hackathon Traction

What We Achieved in 4 Days

Technical Development

- MVP functional prototype developed and tested
- Offline functionality proven reliable
- On-device AI tested on entry-level hardware
- Latvian voice control integration initiated



Our Team



Aivar



Agris

Next Steps & Potential Funding Needs

Immediate Milestones (Q1 2026)

1 Product Development

Complete beta version with full Latvian voice control, finalise equipment prototypes for manufacturing, and expand AI coaching to 5+ workout categories

Funding Requirements: €150K Seed Round

2 User Testing

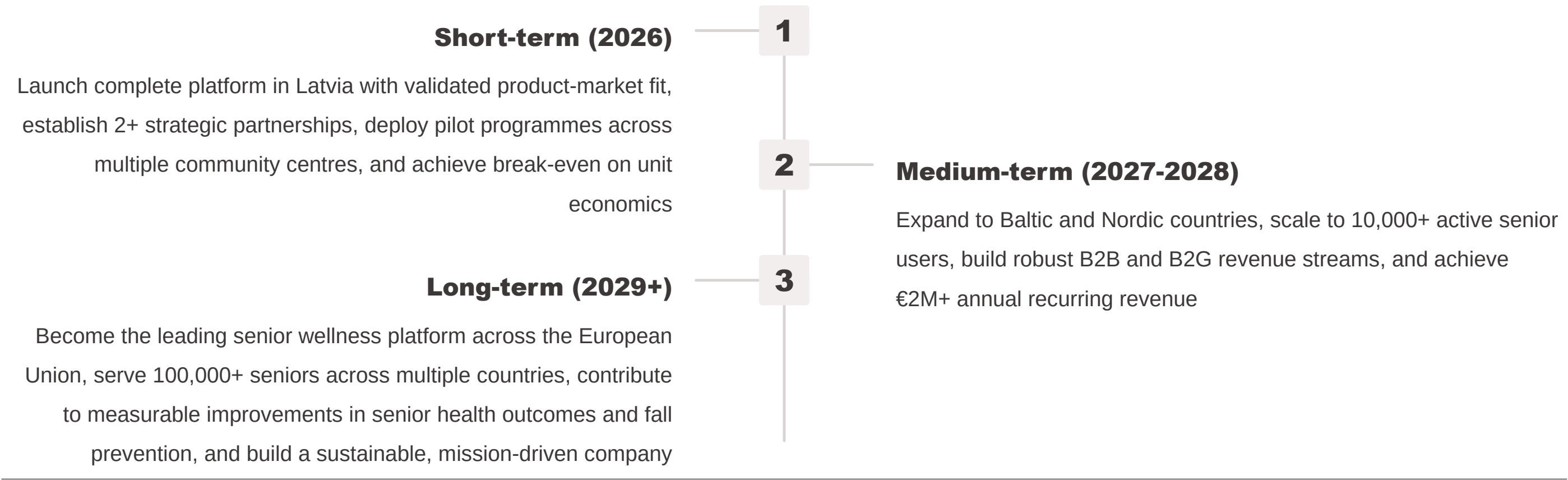
Engage 50 beta users for feedback and validation through an 8-week pilot programme, measuring retention, usage patterns, and user satisfaction

3 Partnership Development

Secure at least 2 key strategic partners: municipal partner for pilot programme support and equipment/retail partner for development and distribution



Our Vision



Our North Star

A future where every senior has access to thoughtful, appropriate exercise technology that enhances their independence, regardless of their technical skills, internet access, or economic means.