Spitzensport-Technologie für die Gesundheit der Zukunft: Der KI-Assistant von Wictory.ai im präventiven Coaching

ADV Konferenz 2025 @ Health Care Technology im Spannungsfeld von digitalen Chancen und regulatorischen Einschränkungen.
11. Juni 2025, Klaus Müller, CEO and Co-Founder

Founder team:

Klaus
CEO / Co-Founder

Klaus is a serial entrepreneur with 2 successful startups and total investment of +15m€ raised from top international VCs and a former career as corporate manager.

Marathon finisher, youth ski racer, mountain biker, hiking and other endurance sports

Markus
CPO / Co-Founder

Markus is passionate athlete, experienced digital marketer and AI product expert. He has successfully built several AI products in use at international corporations.

Triathlete, IRONMAN 70.3 World Championship Qualifier and former Biathlon Champion in AT

Google 3 ··T··Mobile· max·mobil
123 sonography JENTIS

pure encapsulations pewag 506.ai
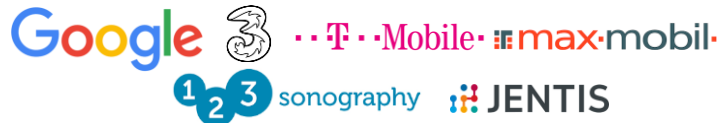
Q: #1

Q: #2

Why did we start this company?

SportsTech x Healthcare:

Fact #1: **Healthcare spending** are the second-largest expenditure category in developed countries
+17% of GDP in the US*
+10% of GDP in the EU**

Fact #2: Costs will continue to rise and increase the pressure to scale **personalized and preventive strategies** across societies globally.

Trend: **Apple Health** may drive greater progress than most national **healthcare** programs worldwide.

Key: The evolution of **SportsTech** combining wearables, data analytics, and sports science is the catalyst driving transformation, unlocking strong **ROI and opening numerous niches in this multi-trillion-dollar industry.**

*/**: ec.europe.eu/eurostat, www.statista.com (Germany 12,6% / France 11,9% /Austria 11,2% are Top 3)

This encouraged us to start developing an <u>AI-Assistant for coaches</u> as a first step.

What is an AI-Assistant for Coaches?

An AI-Assistant for Coaches is a "ChatGPT-style service" transformed into a must-have tool for coaches, athletes, and personal trainers, offering:

>Access to sensible wearable data / biometrics for actionable insights

>360° insights covering training, recovery, and nutrition

>Integration of 100,000+ sports science papers into the model

>AI-driven hyper-personalized training plans in seconds

What exactly?

The Future of Training:
Hyper-personalized coaching and nutrition

wictory.AI

0.6
Arousal
Voice Confidence

2.23
mmol/dl
Lactate

23min
Stress

62
mL/kg/min
VO2max

88 ms
HRV

18%
Body Fat

1h15min
REM
Sleep

858
mg/L
Sodium

108
mg/dl
Glucose

219
Watt

100+
sensors and wearables

360º
data-driven intelligence

Video

Apple · WHOOP · GARMIN · Google Fit · fitbit · ŌURA · WITHINGS

wahoo · PELOTON · ZWIFT · TRAINING PEAKS · POLAR · SUUNTO · fatsecret

FreeStyle Libre · EIGHT SLEEP · SAMSUNG Health · iFIT · TEMPO · concept 2 ROWING · cronometer · nutracheck

MAPMYFITNESS · MAPMYRUN · MAPMYRIDE · MAPMYWALK · myfitnesspal

ULTRAHUMAN · OMRON · COROS · STRAVA · HUAWEI · BIOSTRAP

RIDE WITH GPS · InBody · HAMMERHEAD · komoot · ROUVY · XOSS · xert · bryton

today's plan · TECHNOGYM · PUL · MacrosFirst · CardioMood · eat this much · LIVE ROWING

LEZYNE · MOXY · TriDot ACADEMY · TRAIN ONE · CA · nölio · XHALE · keto mojo · Clue

AKTiiA · DECATHLON · trodict · virtuagym · HEALTH · CORE · ZEPP · insiders

Device Landscape: Commodity!
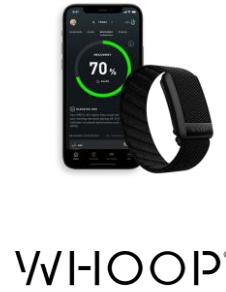
Fact & Figures *

USD 70,2bn market value in 2023 (1)
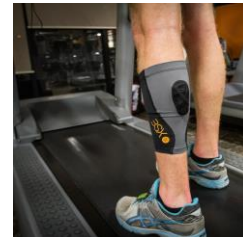
+200m smart watches shipment in 2024 (2)

30% adopt. rate in US of wearable medical dev. (3)

Garmin/domain leader (4)
-57% gross margin
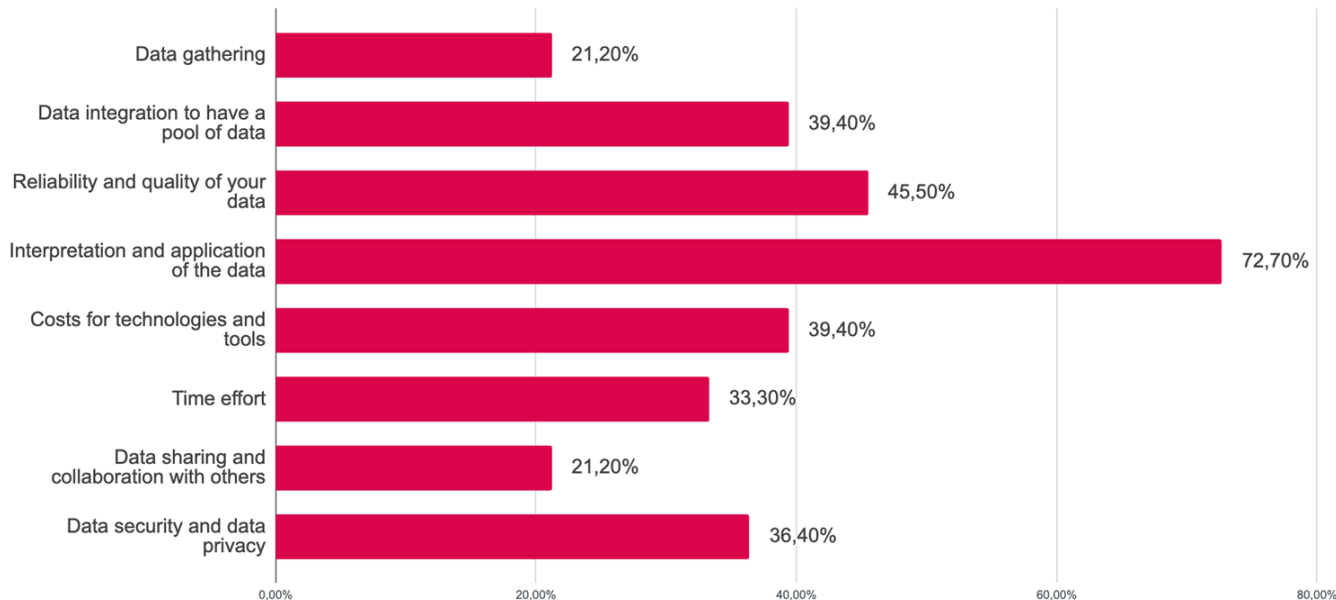-26% rev. growth @fitness

27% CAGR until 2029 (5)

* Source-links in notes

GARMIN
POLAR
SUUNTO

WHOOP®

ŌURA

Apple

Google   SAMSUNG

Growth Driver:
Bio-sensors

Challenge: Am I data-driven?

Survey Question: What challenges or concerns do you have regarding the use of data in training? (Multiple selections possible)

Survey participants: 41 coaches

Data-driven problems:

- Fragmented Data Silos (activation)

- Low Data Quality (cleaning)

- Lack of Knowledge and Trust in AI (generation)

Personas: Elite to Mainstream

wictory.AI

"Vincent"
Top Coach

"Sara"
Coach

"Christina"
Personal Coach

"Julia"
Top Athlete
Professional Runner

"Markus"
Amateur Athlete
Triathlon

"Klaus"
Stay healthy &
physical fitness

Total Addressable Market

How did we built it?

Welcome, Klaus! Today is a great day to feel better.

Analyse   Training Program   Trusted Research

See history

What are common injury prevention strategies for athletes?

Default   Add data +   @ Athletes

Recently used prompts

⟨   ● Ironman Training Plan   ● Sleep Impact Report   ● Weight Loss Plan   ⟩

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Assistant   Dashboard

Klaus Mueller
COACH

"Chat GPT" for Coaches and Athletes

Analyse Data
or
Plan Training

Search ~100k sports science paper (RAG)

Access historic reports/output

Analyse   Training Program   Trusted Research

See history

Enter your Prompt

What are common injury prevention strategies for athletes?

Default   Add data +   @ Athletes

Select Person

Recently used prompts

Ironman Training Plan   Sleep Impact Report   Weight Loss Plan

Select LLM

Select specific Data

Best practice Prompts

Feedback Missing?

Features:

❖ **Bring your own device - Build on** data from Apple, Whoop, Oura, Polar...
   100+ other sensors

❖ **How are my athletes/clients doing**? 24/7 comprehensive data at a glance

❖ 360° insights into **recovery, sleep, stress, glucose, and activity**

❖ **AI-driven, customizable training plans** with manual fine-tuning by coaches

❖ Nutrition counseling: **meal logging via photos over WhatsApp**

❖ Alerts for coaches on critical trends as **athlete monitoring**

❖ **100,000 peer-reviewed sports science papers** integrated via RAG*
   Effortlessly boost knowledge and evidence including source URLs

*RAG: Retrieval Augmented Generation including URL sources for full transparency

"Wenn wir jedem Individuum die richtige Menge an Nahrung und Bewegung geben könnten, hätten wir den sichersten Weg zur Gesundheit gefunden."

Hippokrates von Kos
(vor 2500 Jahren)

Klaus Müller - CEO and Co-Founder
klaus@wictory.com

Game changer AI-Assistant:
Data-driven optimization of 3 dependencies

wictory.AI

Nutrition

Training

Recovery

"Wictory represents a cutting-edge 'System of Intelligence (SoI)' that leverages and enhances traditional Systems of Record (SoR)."

Advisory experts team:

Vincent Vermeulen
Elite Sports Coach

Sabine Meraner
MD Sports Medicine

Philipp Gersing
AI / ML Postdoc Expert

Jonas Rashedi
Data Strategist

Alex Meyer
Core AI architecture

Max Schaffer
Cybersecurity Expert
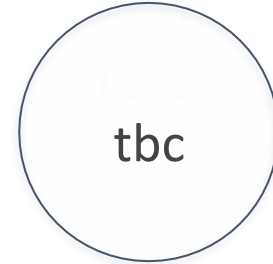
Rainer Knyrim
Attorney at Law

Photo: Huger

Scientific Board: *(in progress)*

Jun. Prof. Peter Düking
Wearables Expert TU
Braunschweig

Martin Rinderer MSc
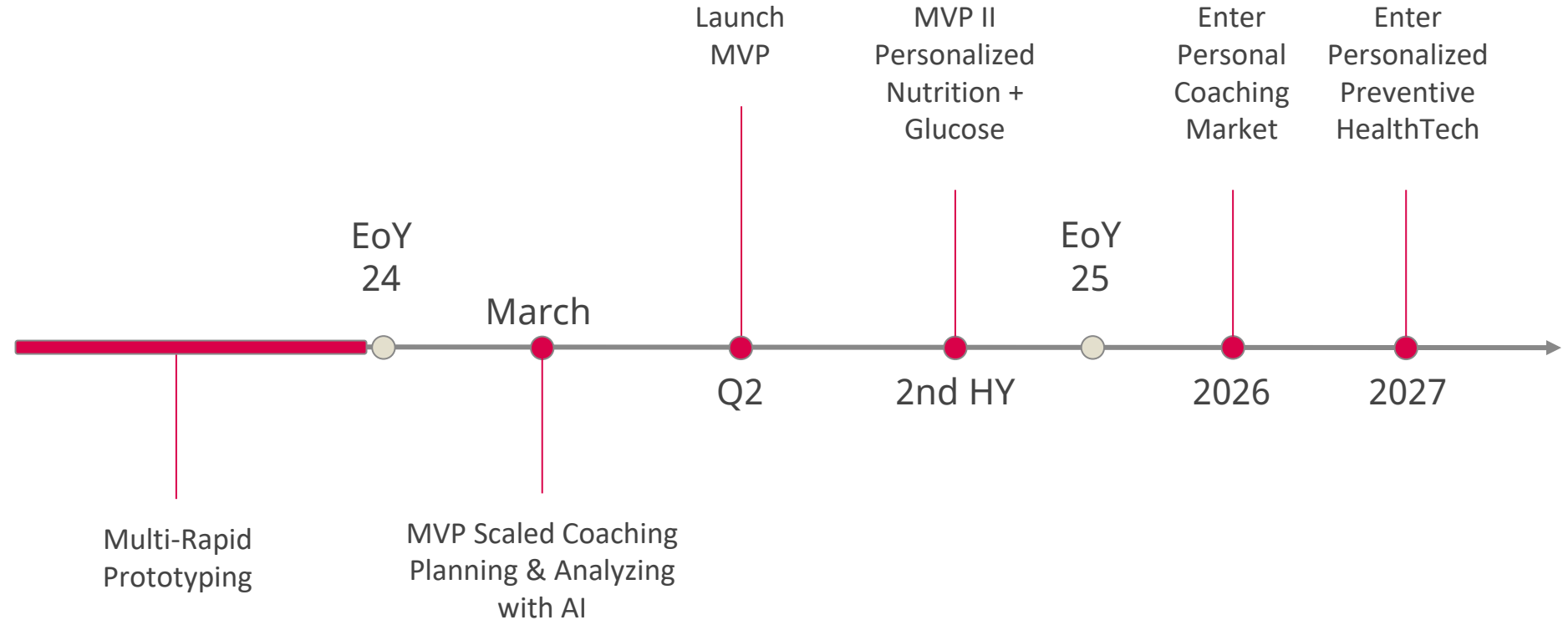Performance & Sports Nutritionist

tbc

N.N.
Prevention Expert / Medical Expert

Product Vision: Image Video

https://vimeo.com/1034292439

Roadmap:

wictory.AI

EoY 24

March

Launch MVP

MVP II Personalized Nutrition + Glucose

EoY 25

Enter Personal Coaching Market

Enter Personalized Preventive HealthTech

Q2

2nd HY

2026

2027

Multi-Rapid Prototyping

MVP Scaled Coaching Planning & Analyzing with AI

Wictory.ai:

About us

Together with top coaches in running, cycling, cross-country skiing, athletics, and triathlon, we have developed software that combines data-driven intelligence and cutting-edge sports science to deliver hyper-personalized, AI-powered smarter training. Wictory.ai is a SportsTech startup that empowers professional coaches and their athletes, as well as personal coaches and their fitness-driven clients. We embrace AI multi-agent models for smarter coaching.

Vision

Data and AI are set to revolutionize sports, but two key challenges remain: fragmented data silos paired with low data quality, alongside the difficulty of generating trustful recommendations.

Looking to 2025 and beyond, we envision coaches, athletes, and enthusiasts actively gathering data from a range of sources—sports watches, smart rings, blood, glucose, lactate, and other biometric analytics. A recent survey of our motivated data-users highlighted their biggest challenge: Holistic interpretation and applying this information effectively.

Our target group needs an intuitive, all-in-one solution that centralizes all data, delivers real-time personal insights, and fosters daily engagement. Data privacy and cybersecurity are embedded by design.

The personalized preventive health market is our long-shot.

Technology / IP

Our proprietary AI models, the intelligent orchestration of large language models and intelligent data collection integrate seamlessly with wearable devices, bio-sensors, etc., providing comprehensive data insights paired with our RAG system using 100.000 PubMed papers for hyper-personalized recommendations. WhatsApp integration for extremely simple use to have lowest entry barriers for Athletes and general user while Coaches will benefit from our Web Application.