wictory.AI

Train smarter |

Können AI- und Datenmodelle aus dem Spitzensport zur Gesundheitsprävention beitragen – und braucht es dafür noch Coaches in the Loop ?

Health and activity have been core values in our lives since childhood. Our careers in tech and sports revealed a powerful truth: **technology has the potential to radically improve human health.**

As a professional athlete, Markus experienced firsthand **data-driven-performance-optimization**.
As a tech entrepreneur, Klaus built the strategic and technological foundations for **data-fueled companies** — both in corporate leadership and across several successful startups.

Wictory.ai is where our paths converge — combining our experience, purpose, and passion.

Klaus
CEO / Co-Founder

Markus
CPO / Co-Founder

OUR MISSION: "PROGRAMMATIC COACHING"
To POWER HYPER-PERSONALIZED HEALTH COACHING and PREVENTION!
For COACHES, for ATHLETES, and ultimately, for all of SOCIETY.

Product Vision: Image Video

https://vimeo.com/1034292439

Q: #1

Q: #2

Interpreting and applying data is the biggest challenge for coaches

Survey Question: What challenges do you face in using data for training?
(Multiple selections possible)

Survey participants: 41 coaches

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, <u>unlocking strong **ROI** and opening **numerous niches in this multi-trillion-dollar industry.**</u>

*/**: 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?

A <u>ChatGPT-style</u> service transformed into a must-have tool for Elite-Coaches, Personal Coaches (PTs) and their Athletes, offering:
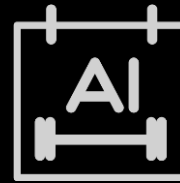
Sensible Wearable Data

100,000+ Sports Science Papers

360° data insights

AI-generated Tailored-Plan

Profit Center

What exactly?

The 2 Ingredients

Unlock the future of hyper personalized coaching

100+ sensors and wearables

GARMIN

WHOOP

ŌURA

POLAR

Google

SAMSUNG

 Apple

USD 70,2bn market value in 2023 (1)

30% adopt. rate in US of wearable medical dev. (2)

27% CAGR until 2029 (3)

AI

360° Data-driven intelligence

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

wictory.AI
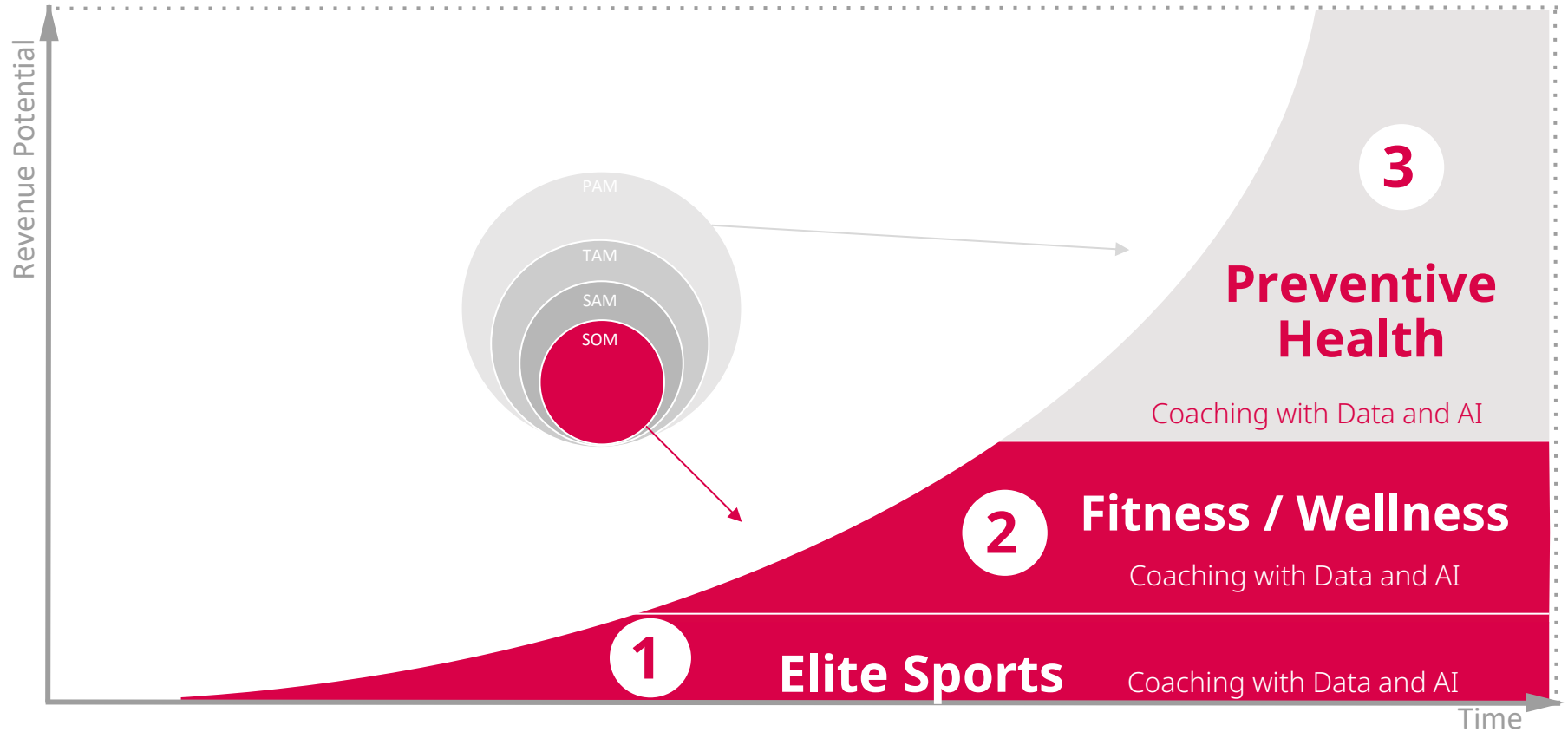
How did we built it?
#Coach in the Loop

2 Demo Videos:
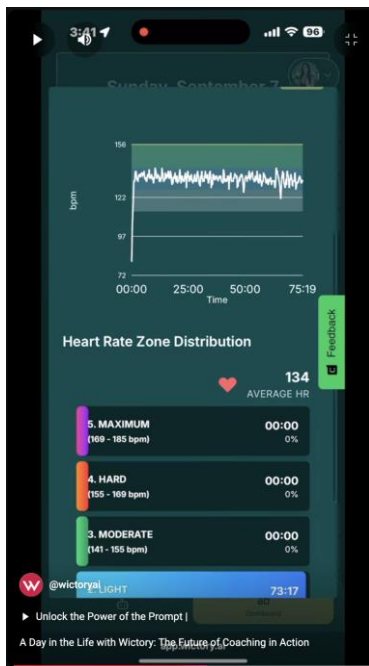
A Day in the Life (2 min)

Power of Prompting (7 min)

References and Pipeline:

Elite Sports

Fitness / Wellness / Health

"*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

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
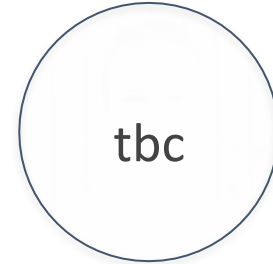Attorney at Law

Photo: Huger

wictory.AI

Scientific Board: *(in progress)*

Jun. Prof. Peter Düking
Wearables Expert TU Braunschweig
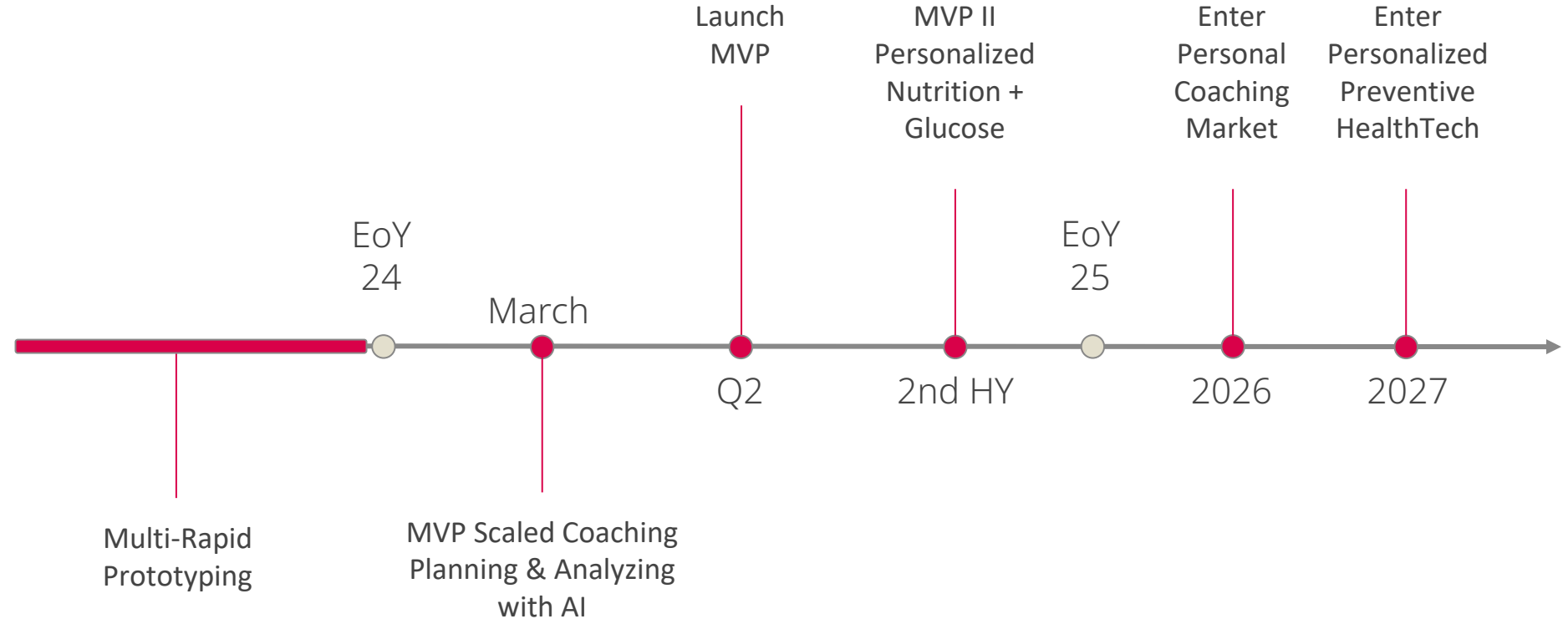

Martin Rinderer MSc
Performance & Sports Nutritionist

tbc

N.N.
Prevention Expert / Medical Expert

Product Vision: Image Video

WICTORY.AI

https://vimeo.com/1034292439

Roadmap:

Roadmap timeline:

- **Multi-Rapid Prototyping** → **EoY 24**
- **March** — MVP Scaled Coaching Planning & Analyzing with AI
- **Q2** — Launch MVP
- **2nd HY** — MVP II Personalized Nutrition + Glucose
- **EoY 25**
- **2026** — Enter Personal Coaching Market
- **2027** — Enter Personalized Preventive HealthTech

wictory.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.