One line pitch:
MATVISIO: To prevent and reduce Musculoskeletal Disorders (MSDs) at workplaces, sports activities and in health care sector.

Market Analysis:
The burden of musculoskeletal conditions is significant in terms of treatment and care, as well as the impact upon quality of life, mobility, and productivity, and resulting in fewer days at work and in school. In 2011, the annual U.S. cost for treatment and lost wages related to musculoskeletal disorders was $213 billion, or 1.4 percent of the country’s gross domestic product (GDP). When adding the burden of other conditions affecting persons with musculoskeletal conditions such as diabetes, heart disease and obesity, the total indirect and direct costs rose to $874 billion, or 5.7 percent of the GDP in 2015.

Value proposition:
MATVISIO is used to perform pertinent gestures and postures analyses. Sensorless on the body, quick to install, very easy to use and an affordable solution; so MATVISIO can be used by all people in the world. MATVISIO needs the Kinect technology from Microsoft and the software we’ve developed. MATVISIO allows analyses in real-time and in the real condition of activities: workplaces (no need to stop production to use it), functional reeducation, sports… The users can watch the impact on their bodies of their behaviour and correct dangerous gestures and postures. It also generates data useful for the companies, the social organizations and people who practise sports activities.

Business Model:
- Trainers (organization’s employee or independent) and training companies in security and safety at work: new training support, best way to learn and to value. - Employees: see easily the impact of an inappropriate movement on their virtual skeleton and limit musculoskeletal disorders risk. - Companies: reduce work accident rate and absenteeism. - Social organizations: reduce the cost of musculoskeletal disorders treatment. - Ergonomic offices: new objective and quantitative data for analyses. - Sports and fitness centers: stop MSDs during training. - Medical centers: help patients in functional reeducation. - ...

IP and Regulatory situation:
We are the owner of the software MATVISIO