

Self.

Wellness to every body



Because the world is tough

Stress, information overload, pandemic, wars, social media, pressure at work etc.

70%

Feel overwhelm and overload at office

80%

Feel pain in body (neck & back)

20%

Report severe stress







Kan du lide at få massage?



Har du fået en massage
(indenfor det sidste år)?

Massages

88%

Wants them

14%

Gets them

Most people **want** massages, but don't get them!

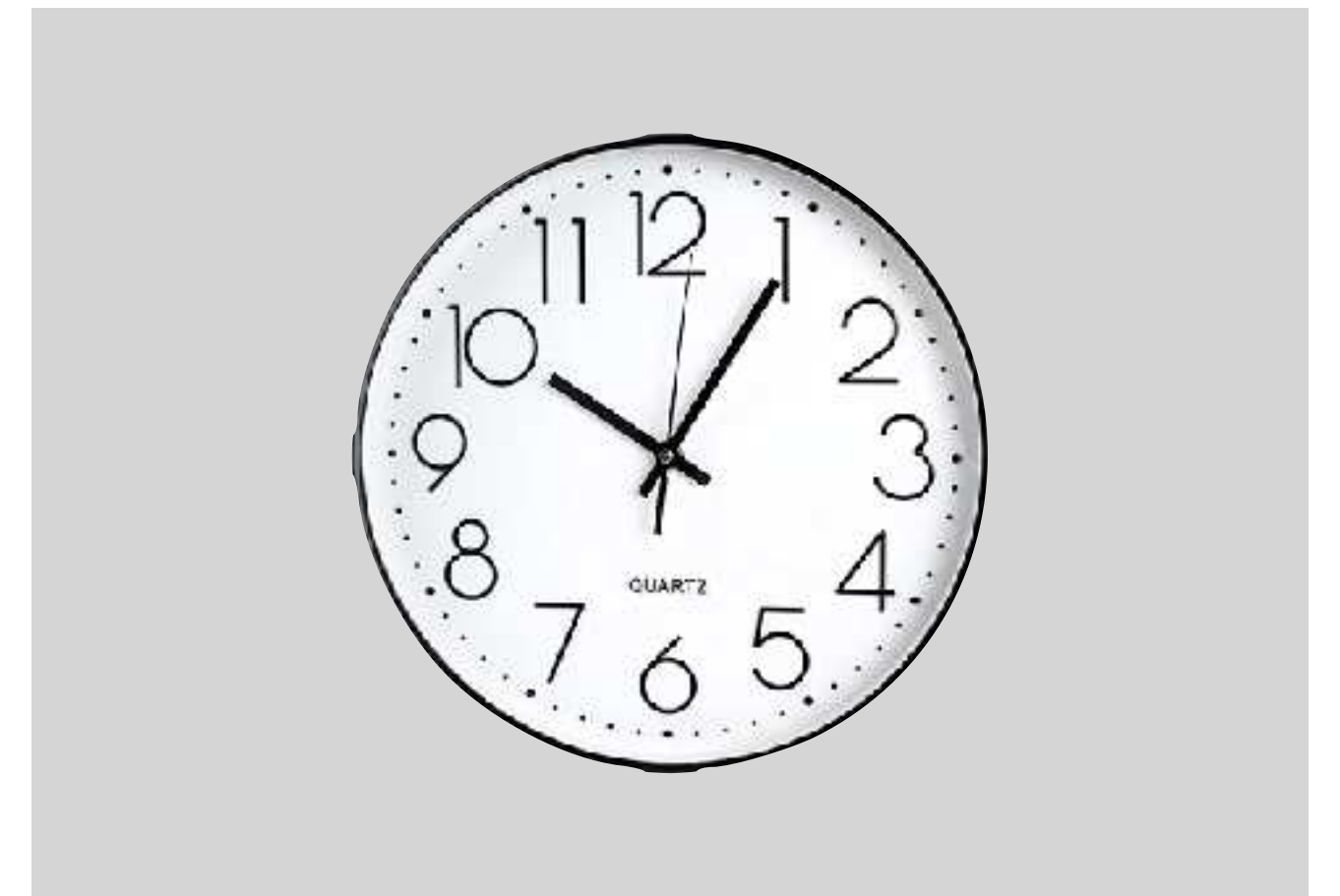
Why?



Affordability



“People anxiety”



Convenience

VIDEO HER

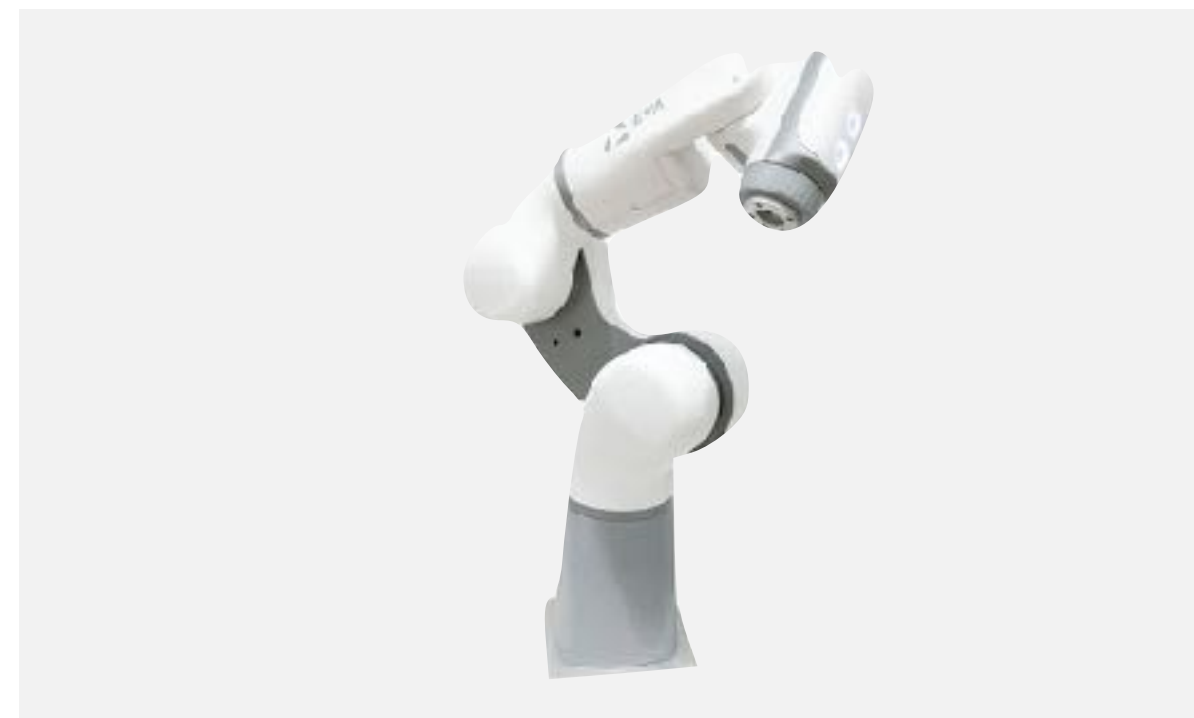
Benefits (of our masseuse)



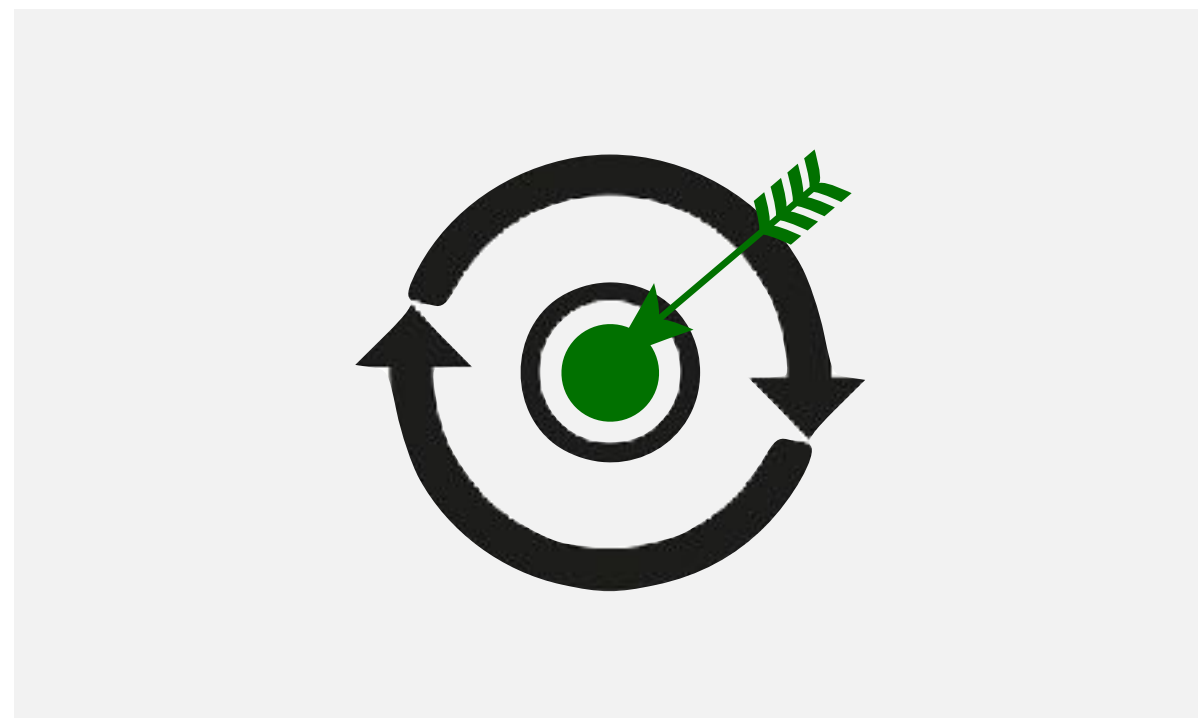
Unbiased



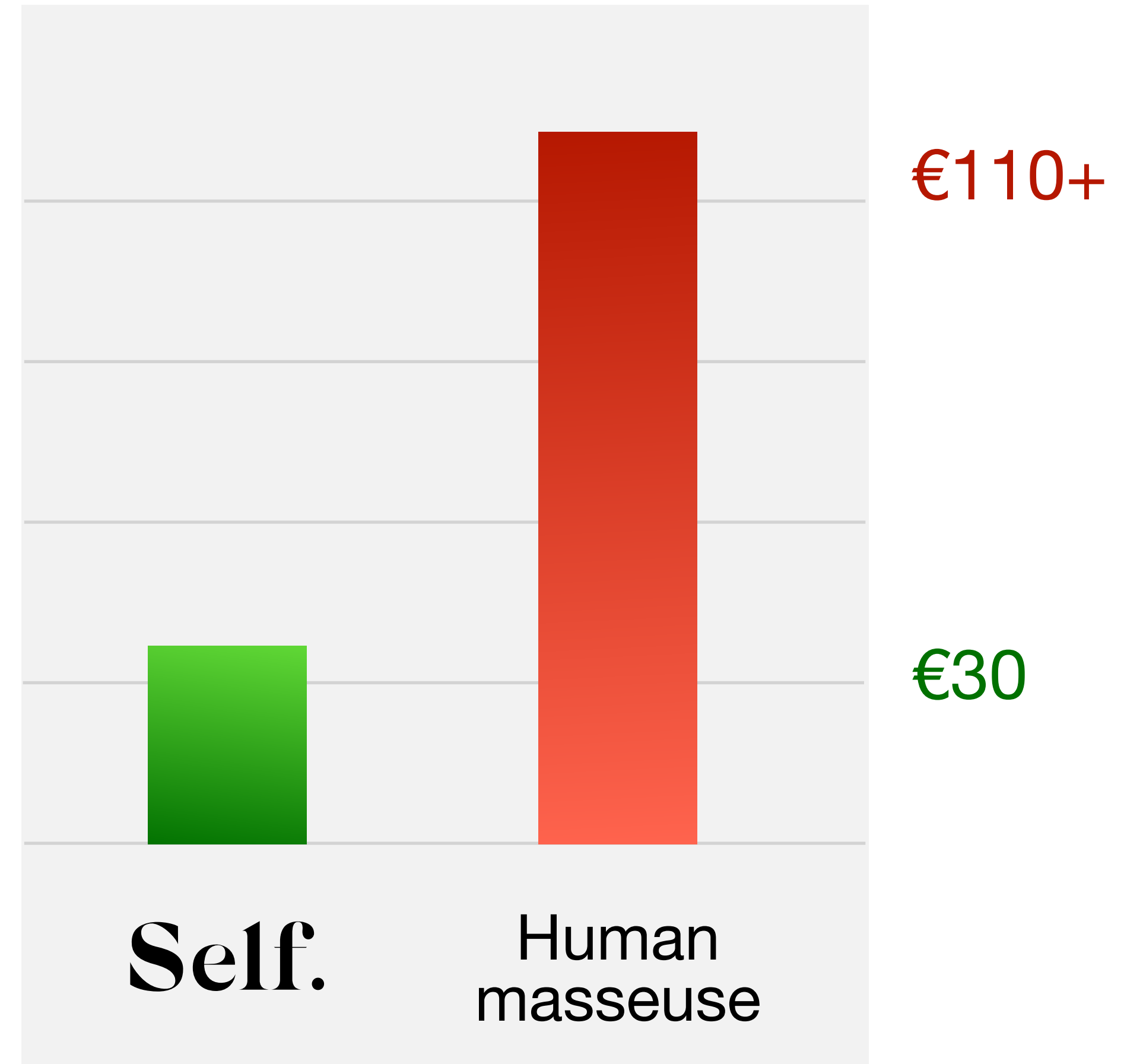
Private



Hygienic



Consistent



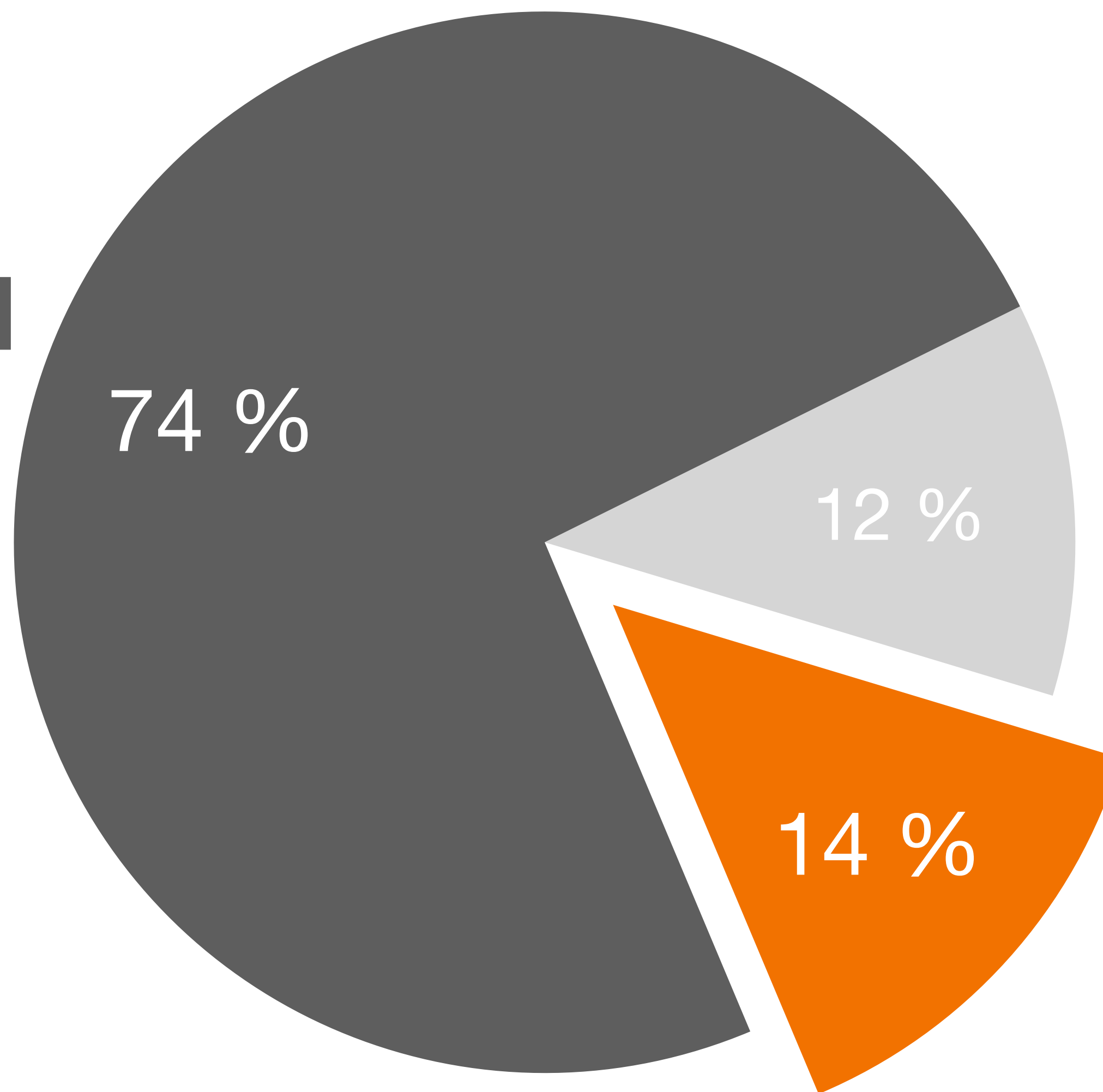
3x more affordable*

*In markets where labour cost is high

Safety

Hardware limitations | Force sensor | Voice | Computer vision

**untapped
market**

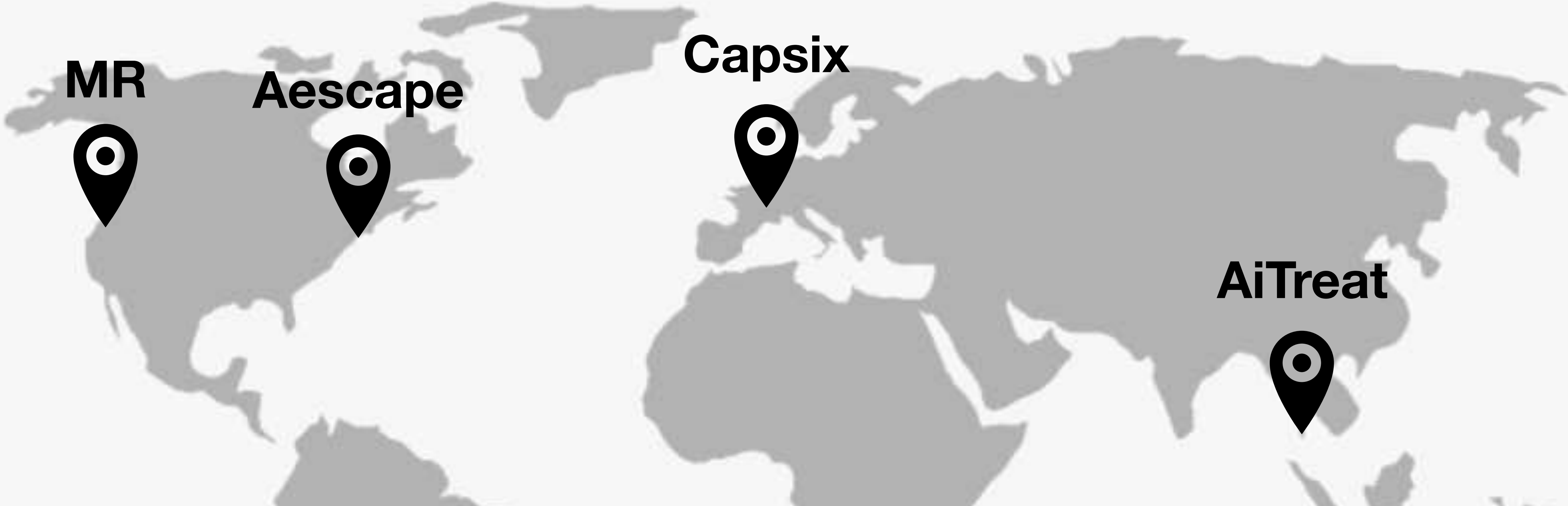


14% gets massages

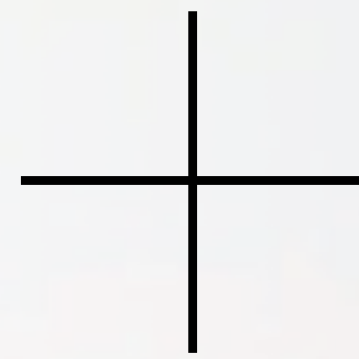
€50 billion market

4 other massage robots worldwide

Most of them have been in R&D for 5-7 years, and have yet not launched it publicly.



Self.



- Uses tried-and-tested no-code tech from Nordbo Robotics.
- Quick to commercialise
- Human-like movements
- Easy to maintain (“no-code”)
- Low technical risk

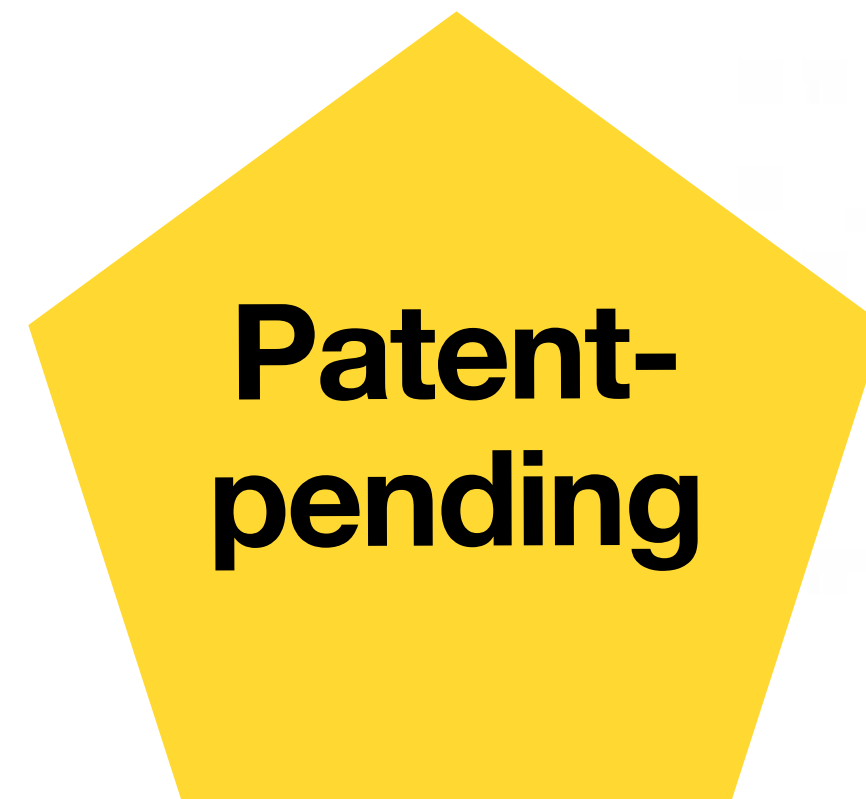
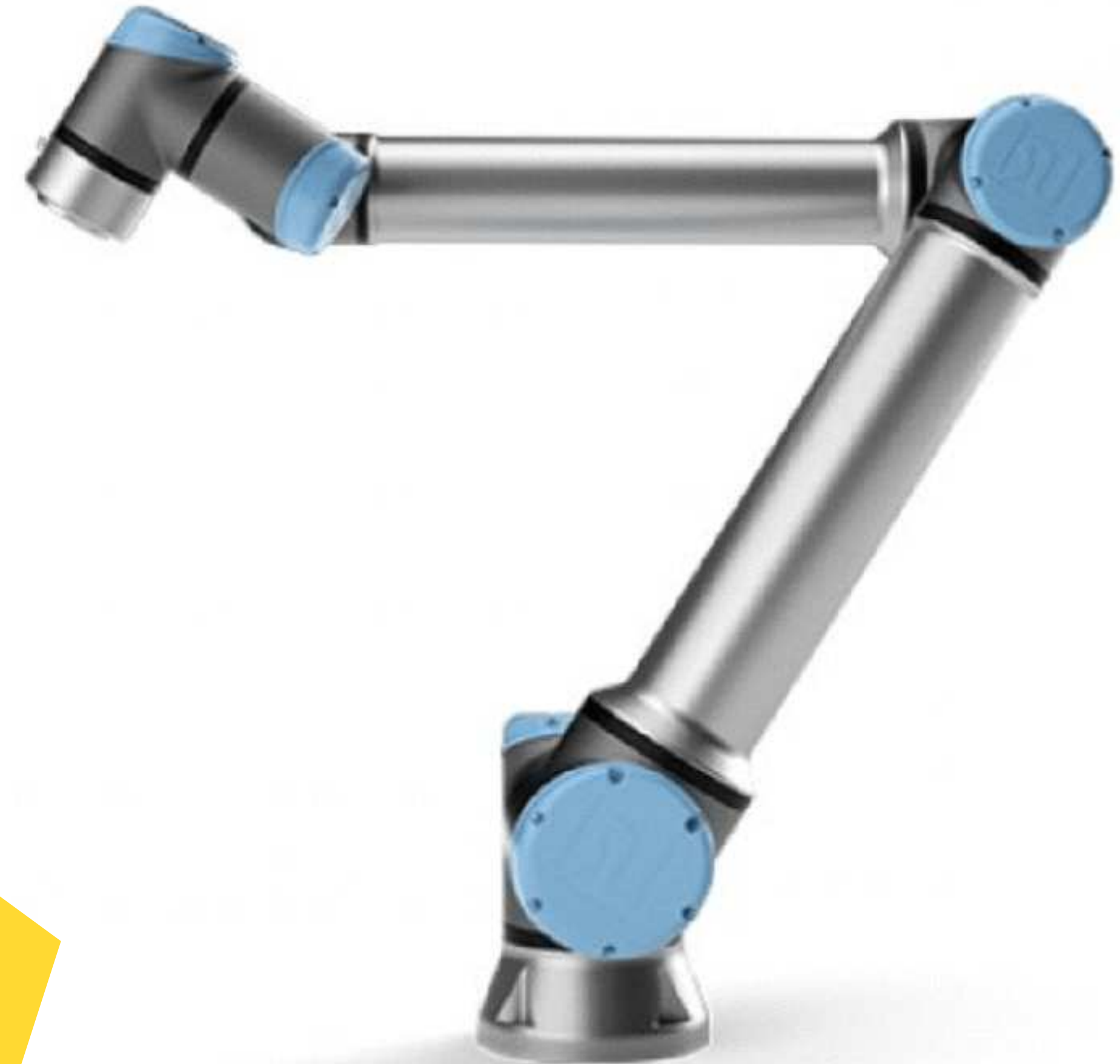




Celebrity "Signature" massages

~~1200 kr~~

200 kr



● Open first salon



● Late 2023:
1000 customers
(100+ on subscription)

✓ Positive feedback from Vækstfonden

✓ Freedom-to-operate report

✓ Strong current team and people on waitlist to join

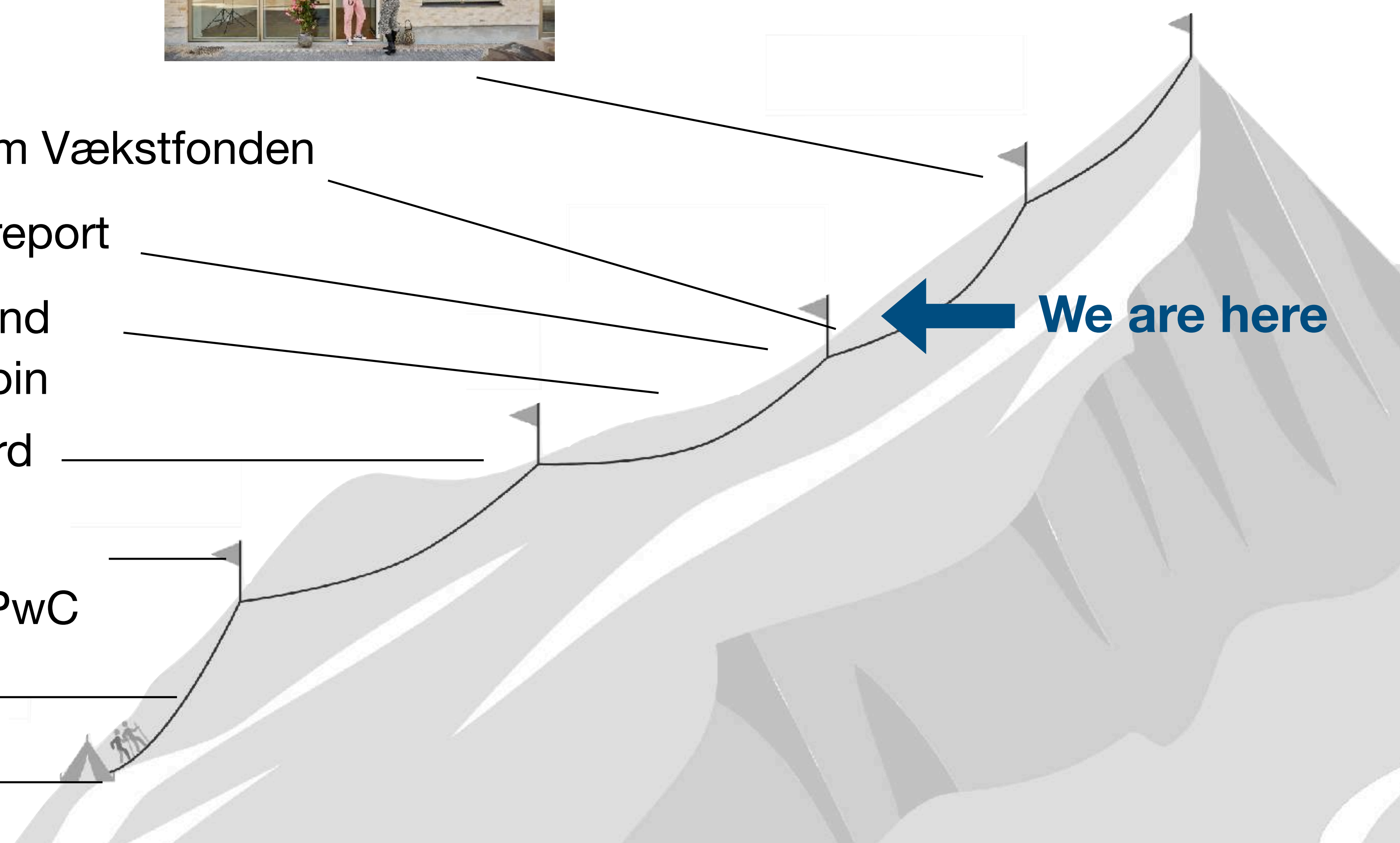
✓ Robotic advisory board

✓ 3-year budgets made in collaboration with PwC

✓ Patent-pending

✓ Working prototype

We are here



**Massages on
subscription
24/7 in every
major cities.**

Not unlike tanning salons
(which there are actually
750 of just here in
Denmark!)



Massages on subscription 24/7 in every office with 300+ workers.

- Attract more talent
- Higher retention
- Reduced stress at workplace



Potential clients

(Initial contact has begun with positive feedback)



MAERSK



Starting team



Jimmy, CTO (acting)
Professor in robotics,
Co-founder Nordbo robotics



Julian, CEO
20+ years in startup,
Senior corporate coach

Achievements include:
Lead optimisation of the biggest
e-commerce in Europe resulting
in revenue increase of
€20 million / day

Coached franchisees, teams,
and leadership at the biggest
franchise in Europe (IKEA)

Personally:
Body therapist
20 years experience in body
work, human potential &
wellness



Erik, Robotics Engineer
MSc Robotics



Mads, Chief of Massages
Senior body therapist & teacher,
Have worked for celebrities



Zac, Chief of Digital
Creator of “Soulver” an
Apple award winning app

Legal & finance consultants



Kristian Rath, Accounting
Director, Statsautoriseret revisor
PwC



Henning Niekrenz, Finances
Ex-CEO of Sparekassen
(a Danish bank)



Jakob Pade, IP Strategy
Partner at Inspicos
European Patent Attorney

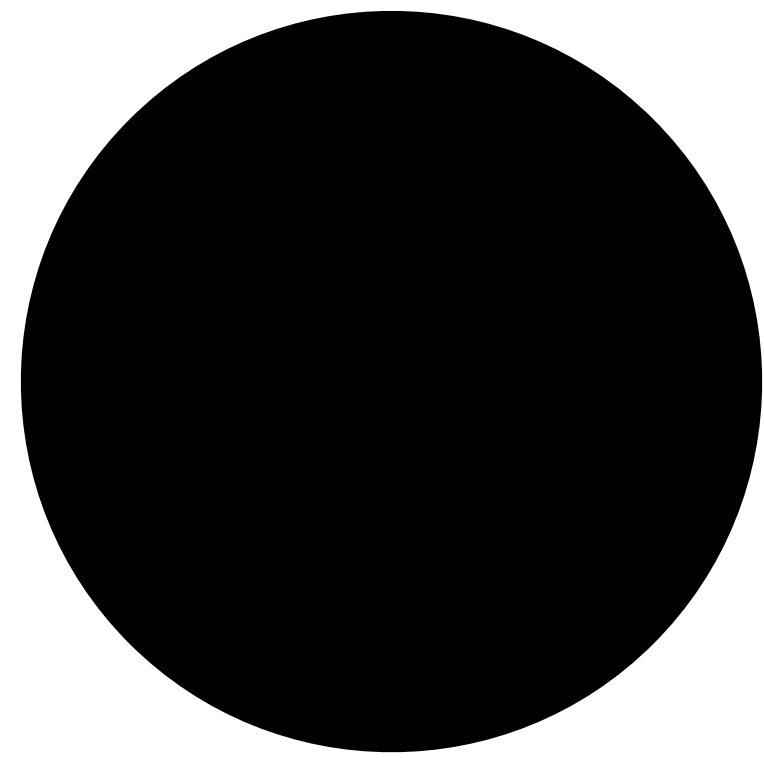


Søren Munk, Legal
Attorney-at-Law
specialising in startups

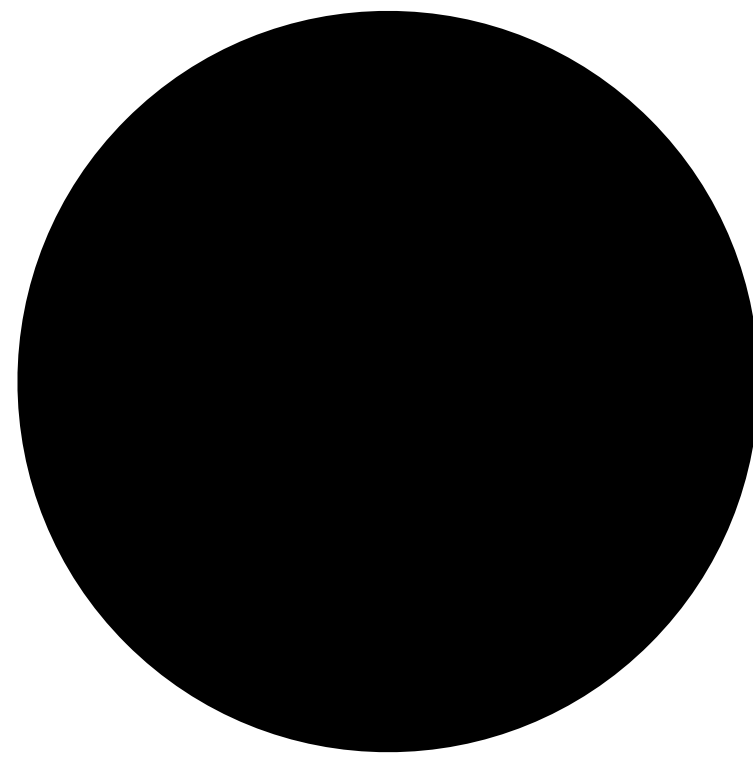


HIGHBRIDGE

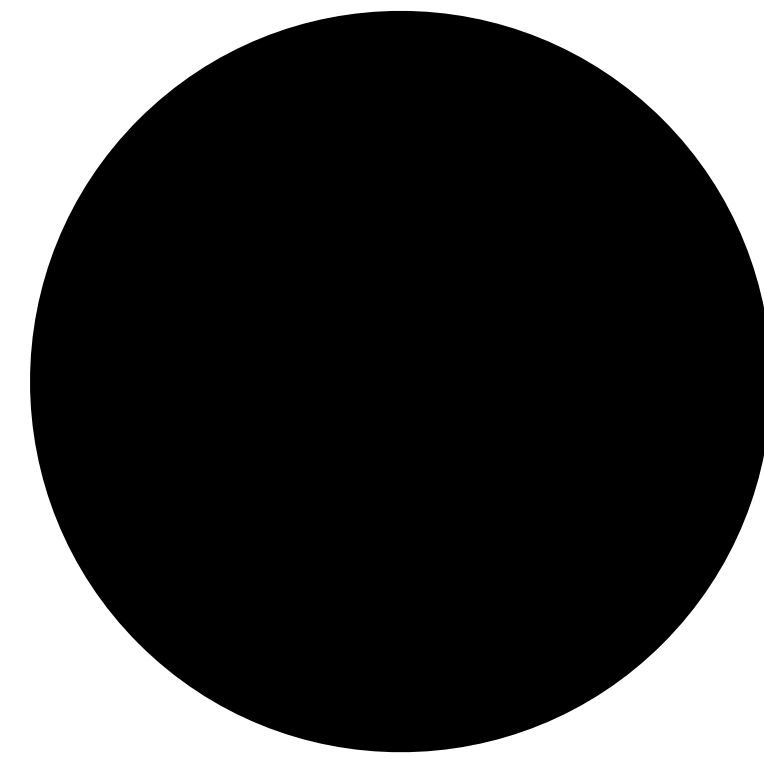
Advisors needed



Physiotherapy,
wellness
or massage



Robotics



Franchise

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