

TREADMETRIX™

DATA . INTELLIGENCE . PERFORMANCE .

Repositioning an AI & Data Intelligence Company for Scalable Growth and Investor Confidence.

Transformed the narrative, positioning, and investor communication of TreadMetric—elevating the company from a data solutions provider to the AI-powered infrastructure leader for predictive maintenance and performance optimization across critical industrial assets.



STRATEGIC SHIFT

FROM:



A data solutions provider.



TO:



The AI-powered infrastructure intelligence leader for predictive maintenance and performance optimization.

STRATEGIC APPROACH



01 | POSITIONING ELEVATION

Repositioned TreadMetric from a technology vendor to an AI-driven intelligence platform solving mission-critical operational challenges with measurable business impact.



02 | INVESTOR & GROWTH NARRATIVE

Rebuilt investor materials to communicate market opportunity, platform scalability, competitive differentiation, and long-term enterprise value with clarity and confidence.



03 | COMMUNICATION SIMPLIFICATION

Simplified complex AI and data concepts into a clear, compelling narrative that resonates with investors, partners, and enterprise decision-makers.

“ We turn data from your machines into intelligence that drives performance, prevents failure, and protects what matters most.”



PREDICT

Anticipate issues before they happen.



PREVENT

Reduce risk and unplanned downtime.



PERFORM

Optimize assets and maximize output.



PROTECT

Extend asset life and drive long-term value.

STRATEGIC APPROACH (CONT.)



04

WHAT IT DOES

Captures movement, quantifies it, and delivers actionable feedback in real time—changing how decisions are made.



05

WHY IT MATTERS

Better data leads to better decisions—reducing injuries, improving performance, and accelerating recovery.



06

CUSTOMERS

Elite sports programs, rehab clinics, research labs, and defense organizations where precision drives outcomes.



07

MARKET

A large and expanding market. Initial focus on sports performance and rehab with a long-term expansion across health, wellness, and human performance.



08

COMPETITION

Most competitors sell components. TreadMetrix delivers a fully integrated system designed for real-time use—simpler, smarter, and built for action.



09

BUSINESS MODEL

System sales establish the relationship. Software, analytics, and data services drive expansion and recurring revenue over time.



10

DEFENSIBILITY

Every system generates continuous movement data. That data compounds, strengthening insights, benchmarks, and predictive capabilities over time.



11

CLOSE

Movement measured. Insights delivered. Better decisions. Better outcomes. That's the TreadMetrix advantage.



REAL-WORLD IMPACT



26%

REDUCTION IN NON-CONTACT INJURIES*



18%

FASTER RETURN-TO-PLAY TIMELINES*



15%

IMPROVEMENT IN PERFORMANCE EFFICIENCY*



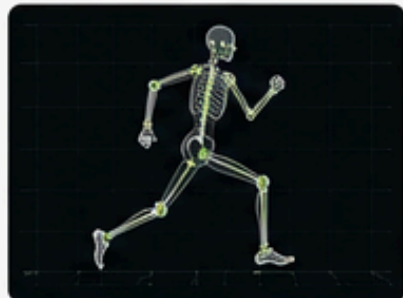
100%

REAL-TIME DATA DURING EVERY SESSION

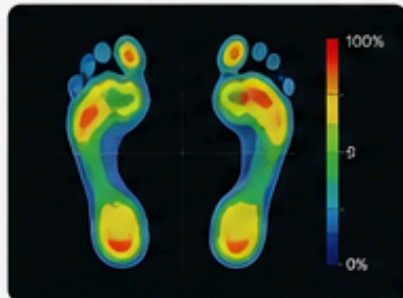
*Observed across select customer environments using the TreadMetrix system.

VISUAL PROOF: REAL-TIME INSIGHT

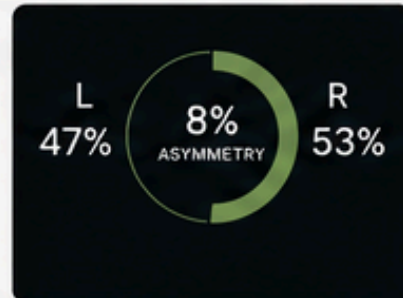
GAIT & KINEMATICS



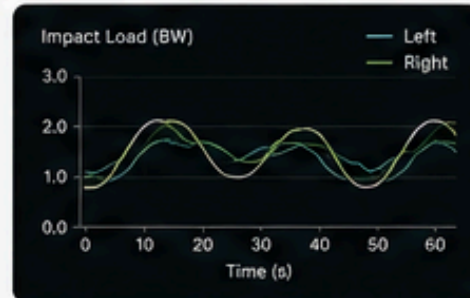
GROUND REACTION FORCE



ASYMMETRY ANALYSIS



LOAD MONITORING



“TreadMetrix gives us the data we need, in the moment we need it. It's changed the way we evaluate, train, and protect our athletes.”

— DIRECTOR OF SPORTS PERFORMANCE
POWER 5 UNIVERSITY



BUILT FOR YOU. ENGINEERED FOR HUMAN PERFORMANCE.



MEASURE
Capture movement.



UNDERSTAND
Translate to insight.



ACT
Improve outcomes.



PERFORM
Real-time. Every time.