

BeneSi

Sit well, feel well



INTRODUCTION

Back pain is the second major cause for visiting the doctor and one of the most common ones for medical work leaves, 8 from 10 people in the world suffer from back pain at least once in their lifetime. This back pain can happen because of different causes, one of them is the posture that we adopt when sitting. Maintaining a bad posture while sitting for a long time can cause problems in the musculoskeletal system of the back and is related to cardiovascular and respiratory diseases. Nearly an 80% of the first world workdays involve sitting in a chair for eight hours and an important part of the population, including students, gamers, professional drivers, spends more than six hours sitting a day.



OUR SOLUTION

We have developed a device which is placed on the chair backrest and monitors the position of the users back, when the user moves to a posture that can harm its back health, the device warns through a vibration for the user to realize it and sit correctly again.

The device is comfortable and unnoticeable, it works for all the chairs with a taller backrest than 25 centimeters and works for all users.



THE MARKET

The market for this product is huge because it includes all the people that spends a lot of time sitting in a chair, this can be divided in two different parts, B2C and B2B

B2C

- Office workers and all the people that works sitting in a chair, 75% of European workers work sitting on a chair the entire workday, and a 50% have back pain related to work,. Our TAM involving office workers in Europe gives us a total of 8.550 M €.
- Students have to remain seated during a long time every day, using our device with schools could help kids to learn how to sit properly, which is something very important to learn at young ages.
- Gamers, in Europe there are 147 M gamers who spend a lot of time sitting in a chair, this gives us a TAM of 7.350 M €.
- Individuals that are concerned about the problems that involve sitting in a wrong posture during a long time. Those can be users that have a back problem or have had a back problem and want to sit in a proper posture all the time. And users that do not have back problems but want to prevent this situation.



THE MARKET

B2B

Companies, small, medium and large companies, in which their employees work sitting all day, those could be consultancies, software companies, etc. that spend a lot of money in paying work leaves coming from back pain. Those companies are spending a lot of money in ergonomic chairs and workplaces, but if the final user does not sit correctly, all this money has no purpose. Our device would help to correct this.

COMPETENCE

There are some things in the market that help the user to have a correct posture, the ones that are more similar to our device are:

- Corsets and bras, those are very simple, and they just hold the user's posture in a correct posture, experts agree that are bad because the muscles that should have this function get weaker.
- Upright, which is a device that the user sticks on the upper back, and it warns when the user is in an incorrect posture. Users say that it is uncomfortable and strange to use.
- Axia Smart Chair, which is a chair that has the same functionality as our device but is more expensive as the chair costs from 500 to 1000 €.



THE TEAM

We are two entrepreneurs working on the project full time, we are very excited about it and we really want to advance with it and bring to the world something born from us. We are specialists in the field and willing to take our project to the market.



Joan Ortiz

Biomedical engineer
Master in innovation and
entrepreneurship in
biomedical engineering.
Tech passionate.

Enrique Vilalta

Biomedical engineer
Master in innovation and
entrepreneurship in
biomedical engineering.
Health passionate.

PARTNERS

We have had a lot of help from different ergonomics professionals and physiotherapists as well as from different institutions like StartUB, EADA business school, Barcelona Activa and Explorer which have provided us different mentors in the entrepreneur field. We are now also partners with an esports company E-dojo.

MENTORS

Josep Maria Valero

Andreu Belles

Clàudio Cruz

Matheus Provinciali

PROFESSIONALS

OEMP

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Carlos López

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