



# AI for Bodies in Motion

MIRO unlocks one-of-a-kind data from Athlete Photos/Video.

### INDUSTRY

- SPORTS & FITNESS
- EVENTS & MEDIA
- AD-TECH, KYC

### COMPETENCY

- AI
- COMPUTER VISION
- BIG DATA

### STATUS

- BOOTSTRAPPED
- TEAM OF 6 FTEs
- LARGE, OWNED DATASET
- 5 CORE NOVELTIES

### TRACTION

- US\$730K (FIRST 18 MO)
- US/EU/ASIA PRESENCE
- BRAND PIPELINE

### INVESTMENT

- SOSV Lead (USA)
- Raising US\$2MM

### USE OF FUNDS

- STAFF-UP TO 22
- CHANNEL MONETIZATION
- GROUND-TRUTHING
- NEW ML MODELS
- BRAND/MEDIA SALES

### TARGET EXIT

- STRATEGIC M&A
- VERTICAL M&A
- PRODUCT M&A

### PRODUCT:

## RUNNERTAG

The **fastest, most accurate** athlete identification available.  
 Over 6M athletes analyzed.  
 Active in **ASIA, USA & EU.**

Event companies (races & competitions) pay MIRO for instant photo ID via API.

Brands (sporting goods) pay MIRO for access to consumer data insights.

RUNNING SHOE BRAND & WEAR	FITNESS TRACKER & GEAR
GARMENT TYPES, COLORS, KT TAPE	FATIGUE, STRESS, PRONATION & FOOTSTRIKE
HEADPHONES, GLASSES & HEADGEAR	AGE, GENDER, LOCATION, PERFORMANCE



**Body AI:** MIRO builds custom pose, garment, motion & gait analysis AI models that can be applied to each athlete.

**1:1 Consumer Intelligence AI**  
 We mine our sport photography data for **20 unique points** of never-before-seen metadata for each athlete.

**Robust Data Pipeline.**  
 Every week, **RUNNERTAG** delivers new data to mine for model iteration.

### LET'S TALK!

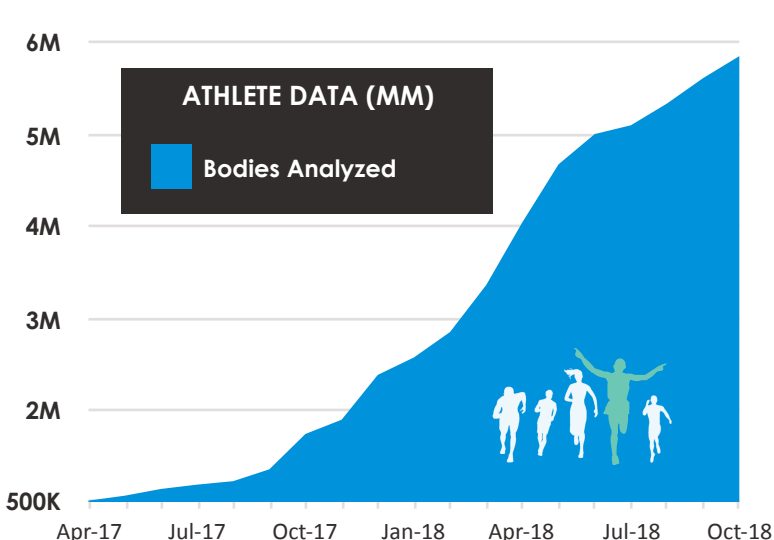
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**GROWTH & REVENUE**

**6.1M+**  
BODIES ANALYZED

**US\$730K**  
1<sup>st</sup> 18 MONTHS  
(04/17 - 10/18)

**ALL LICENSE. USAGE & DATA REVENUE**



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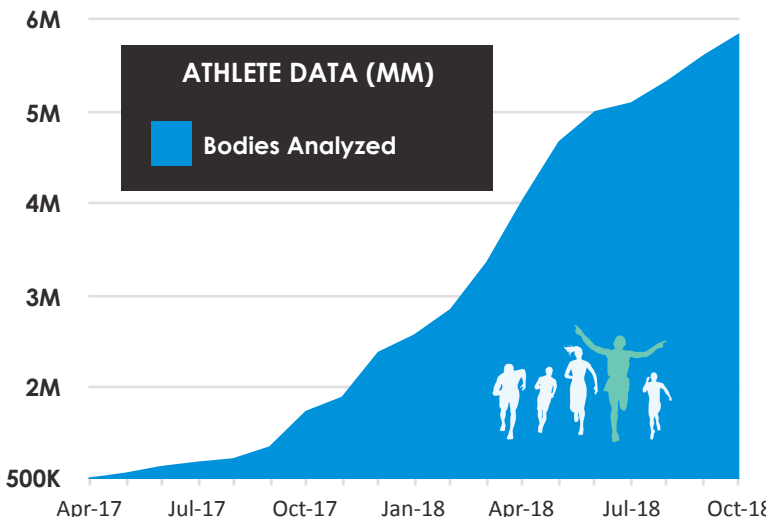
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