Virtual Bootcamp 2021

Team A - 5 May 2021, 8:00 - 11:00 CET
Team A - Your host today

YOAN NOGUIER
Co-founder and Director
at Yunus Sports Hub

Host
Rules of engagement

1. **This session will be recorded and made available on the Athlete365 platform.** An email will be sent to you on Friday May 07th with all informations.

2. We have designed this bootcamp in the most interactive way possible: there is allocated time for Q&A, for polls as well as Group Work and discussions.

3. During the expert presentations: keep your **CAMERA ON** and your **MICRO OFF**

4. The chat function has been enabled. Use it for informal greetings to the participants. There will be allocated time for Q&A, for which we will send you a Miro link (and we will explain how it works!)

5. All questions are moderated so make sure the questions you ask are in line with the topic. We will do our best to take as many of them during the bootcamp.

6. **Excellence, Respect & Friendship! Keep the Olympic values in mind at all times**
Team A - Welcome from the IOC

JEREMY DODSON
Career+ Project Support, Sports Department at International Olympic Committee
# Team A - Program Structure

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
<th>APPLICATION</th>
<th>PHASE 3</th>
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<tr>
<td>May 7</td>
<td>May 9 - June 27</td>
<td>June 28 - July 11</td>
<td>Kick Off in September</td>
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</tbody>
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Open to all athletes, kick-start your business by joining our three-hour virtual bootcamp for an introduction to the Athlete365 Business Accelerator

→ 3h bootcamp  
→ Bootcamp survey

Turn your idea into a genuine business plan with our six-lesson online course, where you'll also be invited to connect with other athlete entrepreneurs by joining online hangouts and taking part in challenges.

→ 6 week sprint  
→ Online course certificate

**Requirement**
- Being an Olympian  
- Bootcamp survey completed (Phase 1)  
- Online course certificate (Phase 2)

**Format**
- Online application  
- Business canvas  
- Elevator pitch

For selected Olympians only, accelerate your business with one-to-one coaching from a local mentor within your region, and monthly online training from experts around the world.

→ 6 month acceleration
Team A - Program Structure

Phase 1: Bootcamp
- Virtual Bootcamp
  5 May 2021, 8 - 11 am CET

Phase 2: 6-Week Sprint
- Hangout 1
  20 May 2021, 9 - 10 am CET
- Hangout 2
  3 June 2021, 9 - 10 am CET

Phase 3: Acceleration
- Hangout 3:
  17 June 2021, 9 - 10 am CET

Supporting tool:
Athlete 365 Business Accelerator Online Course
Team A - Time to take a photo
Team A - Trainer and Experts

LEONHARD NIMA
Education Advisor Yunus Sports Hub, Founder of Studio Nima & Co-Founder of N3XTCODER

LUCAS PAES DE MELO
CEO & Co-Founder at Amparo & Amparo Access

SHEA MCALEESE
Hockey Player & Founder of INSIDE HOCKEY

TRAINER EXPERT ATHLETE ENTREPRENEUR
Team A - Agenda

08:00 - 08:15  Introduction

08:15 - 08:25  Speed Dating

08:25 - 09:30  How to develop an idea and business model

09:30 - 09:40  Coffee Break

09:40 - 10:00  Athlete Entrepreneur Impulse

10:00 - 10:55  Group Work

10:55 - 11:00  Recap and Outlook
Objectives

The Bootcamp will help you...

... understand important basics of how to develop and refine a business idea

... understand the basics of a successful (social) business model

... learn from experts and entrepreneurs, as well as athlete fellows

... learn establish and strengthen your support network
Speed Dating

Let’s get to know each other!
Meet in groups and get to know each other!

Speed is your friend...only 5 minutes in total!
How to develop an idea and business model

Presentation and Interactive Exercise
Which problem would you like to solve?
Global Population Projections

Source: United Nations, Department of Economic and Social Affairs, Population Division, 2015 medium fertility variant 2015 – 2100
Poll: Part 1

Which societal or environmental issue worries you most?

➢ climate change
➢ poverty
➢ gender inequality and other types of discrimination
➢ health-related risks
➢ education
Poll: Part 2

Is your business idea contributing to solving this issue?

➢ Oh yeah!
➢ A tiny bit
➢ Not yet, but soon!
➢ Not really
THE PROBLEM IS CHOICE
A Small Guide for Problem Definition!

- What am I grateful for?
- What do I care about?
- Who do I admire?
- What do I value?
- What affects me emotionally?
A Small Guide for Problem Definition!

What are my weaknesses?

What are my strengths?

Note for Trainers:
Reference to the Online Course...
The ideal-typical entrepreneurial process?!
The ideal-typical entrepreneurial process?!
➢ ... is a mindset that puts the needs of users in the center of a design process from A to Z

Source: IDEO
Human Centered Design

➢ ... is a mindset that puts the needs of users in the center of a design process from A to Z

Source: IDEO

Design Thinking

➢ ... is an iterative process for innovative and human-centric product development or problem-solving

Source: Medium
Design Thinking in 5 Steps

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST

Note for Trainers:
Reference to the Online Course...
Problem Identification

- Empathize
- Define
- Ideate
- Prototype
- Test

Inspiration

Ideation

Implementation
Question Lab
What are your questions?
Solution Development
Business Models

WHAT is it that you do?

Manufacturing

Franchise

Retail

Distribution
The manufacturer utilizes raw materials to create a product to sell. It might also involve the assembly of prefabricated components to make a new product.

The business model can function as a business-to-consumer model, selling its created products to consumers directly. Another option would be to outsource the sales function to a distribution company, e.g. wholesaling manufacturers typically sell products to retailers, which then sell directly to consumers.
Distribution

- Distributors facilitate the sales journey of goods and services from the producers / manufacturers to the end users / consumers.
- If it is services, distribution is predominantly concerned with access.
- Distribution business model may involve a diverse range of activities and disciplines including: detailed logistics, transportation, warehousing, storage, inventory management etc.
Retail

- A retail outlet purchases products from a distributor or wholesaler, and then sells those products to the general public or to corporate end users.
- Intensive distribution refers to distribution involving a lot of intermediaries, e.g., distribution of printer cartridges.
- Selective distribution refers to having just a few intermediaries.
- Exclusive distribution means that just a very few intermediaries.
A franchise is a type of business that is operated by an individual(s) known as a franchisee using the trademark, branding and business model of a franchisor. The franchisee is licensed to use the franchisor’s trade name and operating systems.

In exchange for the rights to use the franchisor’s business model the franchisee pays a franchise fee to the franchisor.
Group Work
Business Model Canvas
Around 800 Million people globally do not have access to safe drinking water. In Cambodia, this is true for approximately 50% of the total population.
Safe drinking water sold in 20 liter jars for as little as 0.30 to 0.40 $ per jar
Local water production sites set up in the villages and operated by local micro-entrepreneurs
Specific process with sand- and micro-filters, as well as UV treatment in order to produce clean water.
Proximity business model with a distribution to local communities by truck or motorbike
Refine!
**Refine!**

**Key Partners**
- Health care insurance
- Investors
- Government
- Physicians
- Experts
- Other manufacturers of prosthesis

**Key Activities**
- Production of prosthesis
- Constant functional improvement
- Sales
- Repair service
- Patient consultation

**Value Propositions**
- Supporting disabled
- Giving handicapped their mobility back
- Giving support to exercise one’s profession

**Customer Relationships**
- Free trails
- Warranty
- Available repair service
- Specialist consultancy
- etc.

**Customer Segments**
- Athlete
- Senior patients
- Child patients
- etc.

**Key Resources**
- Material for components
- HR, like engineers, management team, sales team
- Production facility/infrastructure

**Channels**
- Online Shop
- Retail, e.g. specialist shops, pharmacies etc.

**Cost Structure**
- Expenses for materials
- Expenses for personnel
- Expenses for marketing/sales
- Proportion of health care subsidies
- etc.

**Revenue Streams**
- Income from sales
How to create social impact?

Social Impact

Product/Services

Operations

Ownership
Coffee Break

Let’s have a 10 min break!
Athlete Entrepreneur Impulse
Shea Mcaleese
Hockey Player & Founder of INSIDE HOCKEY
Inside Hockey is a ‘Social Media and Coaching Company’, founded in New Zealand in 2015. Our vision was to give back to the sport that has given so much to us! As the business has grown our vision has too. We want to be the number 1 brand in the world and, we want to make a difference. We are committed to giving back, supporting our environment and local community by planting a tree & gifting a stick through every purchase.

When you support local and buy an inside hockey stick, we will Plant a Native tree on your behalf through New Zealand company “Trees That Count.” Planting a native tree is one of the most powerful actions we can take to combat climate change. You will be sent a personalised card thanking you for your positive contribution to our environment. 1 stick = 1 tree planted. Over 50 years of a trees life equates to half a tonne of carbon expelled from the air.
Also for every stick purchased, we will also gift a Junior Stick to your local association for free.

These sticks will be used to support school programs and teams to ensure all kids in our community have the opportunity to play the sport we love.

Finally all local purchases will receive a 20% discount for supporting local, the environment and your community, plus you will receive a FREE Chamrox elite hockey grip valued at $15.
Inside Hockey

“Earth” $499

Earth is our top of the line elite stick that rivals all other brands. It has been specially designed by Shea McAleese and Ronald Brouwer who have 5 Olympic Games and 500 international test matches between them. Earth is a stick designed for serious hockey players.

Inside Hockey

“Wind” $399

With great Carbon content, Wind looks and feels like a top end stick. It has a higher bow, making it great for ball control while maintaining true power and balance. Designed by Inside Hockey players Shea McAleese and Ronald Brouwer.

Inside Hockey

“Water” $349

Water is your traditional stick with less bow, still maintaining quality carbon content with superior feel. Designed by Inside Hockey players Shea McAleese and Ronald Brouwer.
Our Vision is to be the number one brand in the world. Giving back to our community and positively impacting the environment.

When you buy an #InsideHockey stick we will... #PlantATree for you

#GiveAStick to your local association

Creating a better world.

#PlantATree

Giving back to communities that may not have the same opportunities.

#GiveAStick
Group Work
Business Case

Meet Lucas Paes de Melo, CEO of Amparo Prosthetics!
Disrupting prosthetics to empower amputees.
“Am I going to walk again?”

**AMPUTATION**

**REHABILITATION**

1-3 month

6-12 months

1-2 months

2-5 years

**ACTIVE LIFE**

**Interim’s Sockets**

Sockets used after surgery to stabilize stump shape, volume changes in 5-20%

2-4 Sockets needed
AMPUTEE’S JOURNEY

“Am I going to walk again?”

Conventional Sockets

Waiting Times
1-3 Months to Walk

High Costs
2-4 Sockets in 1st Year

Many Visits
3-5 Appointments
Hand-crafting **sockets** requires:

- **Conventional Sockets**
- **Waiting Times** 1-3 Months to Walk
- **High Costs** 2-4 Sockets in 1st Year
- **Many Visits** 3-5 Appointments
CONVENTIONAL PROCESS
1-3 Months to Walk

1ST visit

2 HOURS

1.5 HOUR

2ND visit

2 HOURS

2.5 HOURS

Start Walking
USP1: FAST

Amparo Process Disrupting Prosthetics

1h to WALK

20 MINUTES

heat socket

mold socket

build prosthesis

start walking
USP2: EFFICIENT
The Confidence Socket is Reusable

Trade Secret
Material & Production Method developed in house

Declaration of Conformity
CLASS 1 Medical Device
ISO 10328 / P7
FDA approved
USP3: ACCESSIBLE
Fit Amputees Anywhere
SALES TO ORTHOPEDIC CLINICS

Products

Confidence Socket

Amparo Mobile Clinic

Liners & Sleeves

Modular Components

Accessories & Consumables

* Prices & Margins in DACH
CONVENTIONAL PROCESS COMPARISON

Material & Labor Costs

* Reimbursement & Costs for Clinics in Germany
GO TO MARKET STRATEGY

Business Model

DIRECT SALES

Online Store

store.amparo.world

INDIRECT SALES

Distributors / Governments

Orthopedic Clinics

Amputees

Online Training

training.amparo.world

Product Launch 2018
SUCCESS SO FAR
Funding & Market Insights

+1800 Sockets Worldwide sold
0.3% Market share in DACH
220% Growth since market entry (average/year)
490K Revenues in 2020
6 Distributors
36 Countries

Partnership Distribution & Research
Industry Worldwide Leader w/ € 1B turnover

MajiCast
Worldwide Distribution License

Clinical Research
UK, Germany, Kenya & Togo
DIRECT SALES
€ 350K

DACH
 Worldwide
Online Training & Store

DISTRIBUTION
€ 1.6M

Direct Sales, Distributors & in Negotiation

SOLID DISTRIBUTION NETWORK

15 countries N. America, Europe, Asia & Africa

Spain, Portugal & France

Hungary

India

Thailand

Egypt

Negotiation
€ 2M

UK

USA

NGO

Greece

Slovenia

Mexico

Colombia

Azerbaijan

Kenya

Uganda, Tanzania, & Mozambique
INTERIM PROSTHETICS

The Confidence Socket™ & Amparo Mobile Clinic

CONFIDENCE Socket

FAST
1h to Walk

EFFICIENT
10X Reusable

ACCESSIBLE
Clinic in a Bag

* Available for Below-knee amputees
**BRIDGE FINANCING ROUND**

**Investment & Use of Funds**

- **R&D € 600K**
  - Product Development, Certification & Training

- **Production € 525K**
  - Molds, Tools & Production Facility

- **Biz. Dev. € 375K**
  - Biz. Dev. Team DACH & Market entry new products

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**Definitive Socket**
- Development of robust material for Definitive Socket in LMIC
- Funding € 80 K
- Dev. stage 5/10
- Launch Sep.2021

**MajiCast**
- Hydro-casting tool to standardized fitting of prosthetic sockets
- Funding € 200 K
- Dev. stage 9/10
- Launch Dec.2021

**Above Knee Socket**
- Socket design for Above-knee amputees Interim, Test & Definitive Sockets
- Funding € 170 K
- Dev. stage 2/10
- Launch Apr.2022

**Production & Children Sizes**
- New automated production method to increase capacity from 200 to 1000 units per month & small molds
- Funding € 230 K
- Dev. stage 2/10
- Launch Jan.2022

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* € 150K (Equity) + € 500K (Grant) secured

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WHY US?

Highly Motivated Team with Academy & Industry Expertise

**FOUNDEES**

- **CEO**
  - Lucas Paes de Melo
  - Public Health & MBA
  - 12y exp. in Biz. Dev., Branding & Distribution

- **CTO**
  - Wesley Teerlink
  - Mec. Engineering
  - 9y exp. in Product R&D & Team Collaboration

- **COO**
  - Felix Dietrich
  - Production Eng.
  - 10y exp. Lean Production, Supply Chain & Finances

**ADVISORS**

- **Arjan Buis**
  - Professor / CPO
  - @ Strathclyde Univ.
  - AT Rehabilitation
  - Majicast inventor

- **Bengt Söderberg**
  - ex-President @ ISPO
  - Advisor @ Mahidol
  - CEO / CPO
  - multiple clinics

- **Richard Frost**
  - ex-CEO
  - @ Motivation
  - £ 5M rev.
  - In 120 countries

- **Stuart Mead**
  - ex-CEO
  - @ Touch Bionics
  - £ 15M rev.
  - Acquired by Össur

- **Gonçalo Andrade**
  - CBO
  - @ Nanoform
  - Financial and Investment expert

**HISTORY**

- **Mar.2014**
  - University Project
  - Potsdam Dschool, Penn State & RPI

- **Aug.2015**
  - EXIST Program
  - 120k Grant
  - 30k Grants

- **Aug.2016**
  - Amparo GmbH
  - Founded by Lucas, Wesley and Felix

- **May.2017**
  - Pre-Seed
  - 250k
  - € 2M Val.

- **Jun.2017**
  - IBB Profit
  - 350k Grant
  - 750k Debt

- **May.2018**
  - Market Entry
  - 1st sales
  - 80k Revenues

- **Feb.2019**
  - Awards
  - 110k Grant
  - 320k Conv. Loan
  - 310k Revenues

- **Jun.2020**
  - Accelerators
  - Respond & EIT
  - 490k Revenues

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  - 490k Revenues
“All adjustments were solved immediately and I could walk on the same day. It’s magic!”

- Sandy, Amputee, Germany
The material in this presentation has been prepared by Amparo and is general background information about Amparo's activities, current as at the date of this presentation. This information is given in summary form and does not purport to be complete. This presentation may contain forward looking statements, including statements regarding our intent, belief or current expectations, with respect to Amparo's businesses and operations, market conditions, results of operation and financial condition, capital adequacy, specific provisions and risk management practices. Readers are cautioned not to place undue reliance on these forward-looking statements.
IOC Business Accelerator CHALLENGE!
“I want to walk and use my arms. It’s too difficult to work with crutches, I want a prosthesis.”

- Erik, Amputee, South Africa
DEVELOPING COUNTRIES

Lack of Access to Prosthetics

- **SHORTAGE** of Clinics & Professionals
- **LONG DISTANCES** to get a Prosthesis
- **EXPENSIVE** products paid for privately

22M People have no Access to Prosthetics in LMIC
SITUATION IN KENYA
People with Disabilities

- **1.1 M** people have a mobility disability
- **78%** population live in rural areas
- **$700** for high quality prosthetics
- **$250** for low quality prosthetics

Kenya
AT IMPACT FUND PROPOSAL

Amparo in Kenya

AFFORDABILITY

LOCAL PRODUCTION

Install Manufacturing Facility in Kenya to lower the costs of prosthetics for the entire African market

ACCESS

SOCIAL FRANCHISE

Set up a Social Franchise Model with local prosthetic clinics and support national health system

ECOSYSTEM

MICROFINANCE SUPPORT

Small Loans to lower limb amputees in order to facilitate access to prosthetic components
CHALLENGES & RISKS
Amparo in Kenya

LOCAL PRODUCTION
- **Costs** still too high for poorest population
- **Importation** times extended
- **Taxes / Fees** are unclear

SOCIAL FRANCHISE
- Database **buy-in** from main Stakeholders
- **Prosthetics specific** service in their current Mobile Clinics

MICROFINANCE SUPPORT
- Amputees unable to **pay back** loan
- **Loan terms** are not accessible enough
CURRENT PARTNERS

Prosthetic Service Providers
- cure
- apdk

Amputee Database System
- swedeamp

Prosthetic Components Manufacturers
- ottobock
- IB-ER PROSTHETIC
1) H2 operate in Kenya? (Service Model)

2) H2 plan the Amparo’s Key Activities for the next 12 months?
SOLUTION :)
SOCIAL FRANCHISE
Uber for Legs

AMPUTEES DATABASE
Central Digital Database about amputee pop.

SOCIAL FRANCHISE PACKAGE
Quality & Consistency of products and services for Existing Clinics or CPO Entrepreneurs

MOBILE CLINIC
Prosthetic Legs Delivery at the amputee's home
LOCAL MANUFACTURING

Affordable Products

MILESTONES

Start 3 months 6 months 9 months 12 months

Market Research
Customers, Costs & Locations

Found
Amparo’s Entity in Kenya

Team
BD Team Member in Kenya

Warehouse
Facility

Assembly
Facility

11 months
## COSTS FOR CLINICS

### Fitting in Clinic & Mobile Clinic

<table>
<thead>
<tr>
<th></th>
<th>Product Imported</th>
<th>Warehouse Imported</th>
<th>Local Assembly</th>
<th>Local Production</th>
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<tbody>
<tr>
<td>Fitting in Clinic</td>
<td>€ 409</td>
<td>€ 285</td>
<td>€ 270</td>
<td>€ 256</td>
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<tr>
<td>Fitting 30 min drive</td>
<td>€ 439</td>
<td>€ 315</td>
<td>€ 299</td>
<td>€ 285</td>
</tr>
<tr>
<td>Fitting 2h drive</td>
<td>€ 527</td>
<td>€ 403</td>
<td>€ 388</td>
<td>€ 374</td>
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</tbody>
</table>
SOCIAL FRANCHISE

Amputee Database & Mobile Clinic

**MILESTONES**

- **Start**
  - Define: Steering Group of Stakeholders
  - Market Research: Understand local market

- **3 months**
  - Propose: National Quality System
  - Design: Mobile Clinic Service

- **6 months**
  - Start Development: New Database Platform
  - Start Pilot: Mobile Clinic w/ partners Nairobi & Mombasa
  - Analyse: Current Data collection System

- **9 months**
  - Beta Version: New Database Platform
  - Propose: National Quality System

- **12 months**
  - Deliver: New Database Platform
  - Systematize: Unit Franchise Blueprint
  - Expand: To other locations in Kenya

- **11 months**
  - Deliver: New Database Platform
MICROFINANCE
Small Loans

MILESTONES

Feasibility Study
Understand local context

Partner
Experienced local Financial Institution

Pilot
Microcredit for first batch of amputees

Report
Collect learnings and include in Social Franchise

Financing Model
Structure selection

Start
3 months
6 months
9 months
12 months

11 months
“The Amparo System is incredibly easy to use. There’s nothing like this on the Market.“

- Tilo, Technician, Germany
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Group Work
What do you do to bring Amparo to Kenya? What are the most important areas how you would get started?
Outlook

Let’s wrap this day up!
Team A - Next steps

- This session has been recorded and will be made available with the slides of the bootcamp on Athlete365 platform. The newsletter will be sent to you on Friday May 07th with all the information.

- You will receive a bootcamp survey in that same newsletter. Please make sure you fill it in. If you are an Olympian, it will be a requirement to apply to Phase 3 “Acceleration”.

- You are now entering Phase 2 of the Program: before the first Hangout, make sure you complete Lesson 1, 2 and 3 of the online course, at your own pace.
Team A - Welcome to Phase 2

*Hangout 1*
20 May 2021, 9 - 10 am CET

*Supporting tool:*
*Athlete 365 Business Accelerator*
Online Course

*Hangout 2*
3 June 2021, 9 - 10 am CET

*Online Course:*
Lessons 4 & 5 at your own pace!

*Hangout 3:*
17 June 2021, 9 - 10 am CET

**PREPARATION OF YOUR APPLICATION FOR PHASE 3**
(Olympians only / Applications to be submitted May 28th - June 11th, 2021)
Thank you