



INNOLABS

Awarded Projects Interview

Project Name	ORYX: The Next generation mobile gaitlab for realtime fall risk assessment and rehabilitation after injury
Company name	ORYX Movement Solutions

1. What is the company's business activity?

ORYX focuses on the **development and application of movement technology** with the aim to improve quality of life, improve healthcare outcomes, enhance sport performance and reduce healthcare costs by making people move better in less than 30 minutes. The company has been offering sensor based movement analysis as a service in the fields of sports, physiotherapy and elderly care since 2016.

2. What is the project?

How we move, impacts everything we do, what we do and how we do it. When we start struggling with our mobility it immediately impacts the quality of our lives and our emotional wellbeing, no matter whether you are a top-athlete or a frail older person at risk of falling.

With the increase number of elderly people, the declining health status, the lack of knowhow about quality of movement of healthcare professionals and the recent introduction of sensor technology has enabled a large potential of applications which can greatly improve the treatment of an individual.

The ORYX GO! Is a tool which supports the healthcare professional in its decision making regarding mobility related movement issues. By objectifying the movement patterns it enables qualitative movement analysis and with the help of AI and a smart intuitive user interface, the healthcare professional is able to analyse the movement of a patient in less than 10 minutes and give personal advice on how to improve their movement in order to reduce the risk of falling, improve healthcare outcomes and enhance sports performance.

3. How did the idea come about?

Both founders suffered from major injuries in the past; it even forced them to quit their jobs. By the use of gait analysis they were able to rehabilitate from these problems (which lasted for respectively 4 and 15 years!). As they saw the potential of movement analysis, they decided to offer their expertise as a service to people with similar movement related physical issues. Co-founder Marjolein her mother was a frequent faller, and being confronted with the pain and suffering which comes along as a consequence, ORYX' mission expanded from sports and rehabilitation to fall prevention.

However, no affordable products were available for commercial application of movement analysis. If they are available they lack usability: data of movement is hard to understand and interpret and therefore is still not widely used.

The vision behind the project is to develop a gait analysis systems which is: affordable for physiotherapists and elderly care facilities (cutting 75% off the competitors sales prizes, enabling return on investment), easy to use in every imaginable place (i.e. not bound to a fixed location) and automatically translating the hard to understand data into meaningful information with artificial intelligence.

4. Who are the core partners of the project?

ORYX is currently developing the technology in collaboration with Factic B.V., a company specialized in offering easy to use technical solutions with business as a firm foundation.

Currently ORYX is setting up collaborations with the Universities of Applied Sciences in Utrecht (Fysio Futurelab) and Eindhoven (Fontys) and University Medical Center Groningen.

5. How did this collaboration between the partners arise?

With offering the movement analysis as a service, both founders quickly ran into the limitations of the business model as well as into the limitations of the systems used. When

looking into different business models and ways to scale the business, ORYX ran into one of the founders of Factic; a devoted runner who sees biomechanics as a hobby. With Factic's expertise on sensor technology, biomechanics and implementing both in easy to use software applications they complement ORYX in the areas they lack expertise: sensor technology and software development.

6. How did you hear about INNOLABS project?

One day a young lady booked our service (gait clinic) to fix her back problems. After we helped her she asked us whether we would be able to help her frail grandfather; a frequent faller. When we told her about our plans to develop a smart gait analysis system but the lack of funding was a main barrier, she revealed that her job was to advise parties like us about subsidies. One of the possibilities she mentioned was INNOLABS.

7. What is the current status of the project?

After months of preparation (building the entire technical architecture), development of the ORYX GO! has kicked off in this year's July. At date of writing, we are in the middle of our algorithm and front-end development as well as the manufacturing of prototype accessories. The aim is to release the MVP by the beginning of October 2019.

8. How has INNOLABS supported the development of your project?

First and foremost the lump sum of cash has kept the dream alive. This would have ended in case our application to the program was denied. Fortunately we were submitted to INNOLABS, and it truly fulfilled its promise; it accelerated our business and product development big time. We learned a couple of important lessons. In fact, it sometimes felt like we took some high impact lessons in the 'school for entrepreneurship'. The voucher-system forced us to invest in things we otherwise probably would have postponed (or maybe never even conducted). Because of this mechanism we now have strategies on IPR and MDR at our disposal.

The program also boosted our confidence regarding the possibility of making the project a success. In addition, INNOLABS being a European program had a very positive effect on our exposure towards potential investors.

9. What are your future plans after INNOLABS?

As mentioned before the MVP is scheduled to be released by the beginning of October this year. Then we will be running period of testing for 6 months. The launch of a full functioning version of the ORYX GO! is estimated to be May 2020. Currently we are in contact with multiple potential investors for scaling up.

10. Would you recommend INNOLABS to other companies?

Without doubt. Everybody being involved in a start-up (especially when you are experiencing it for the first time) should be getting some kind of crash course in entrepreneurship. You can google for answers to your questions and you might even find them. But it never teaches you how to run (or develop) a start-up. INNOLABS provided us a couple of crucial lessons. Furthermore it connects you to people, which probably is the most important thing a start-up needs. Without INNOLABS we wouldn't have been where we are right now: living up to our mission!