

An AI running coach in your shoe



GAIT AI

Ananth Kutuva | David Bardalez | Ishan Patel | Mateo Otero-Diaz

THE PROBLEM

THE SCALE

50M+

runners in the US alone

40-60%

injured every year

\$5-8B

sports injury prevention market

THE PAIN

2x

injury risk with prior injury history

#1

knee injuries — most common site

0

products detect foot strike in real time

Every runner has heard "fix your form." No runner has a tool to do it.

THE SOLUTION

An AI-powered smart insole that detects your foot strike in real time and coaches you to fix it.

Every step, every run.

Real-time detection

Pressure sensors classify heel, midfoot, or forefoot strike per step

Live voice coaching

Audio cues through earbuds during the run — not a post-run dashboard

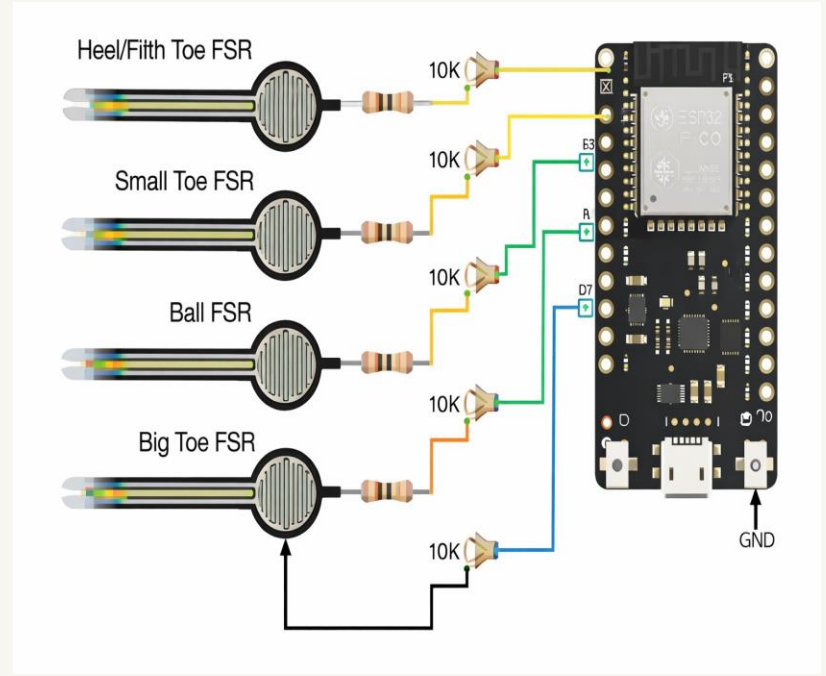
AI drill prescription

LLM-generated reports with personalized training that evolves over time



GAIT AI

HARDWARE ARCHITECTURE



Pressure sensors → Arduino microcontroller → BLE → phone app

Let's see it in action



GAIT AI

MARKET OPPORTUNITY

TAM Total Addressable Market

\$5–8B

Sports injury prevention market. 150M+ active runners globally, 50M+ in the US.

SAM Serviceable Addressable Market

\$1–1.5B

5–10M US runners actively improving form or preventing injury. Already spending on GPS watches, premium shoes, PT.

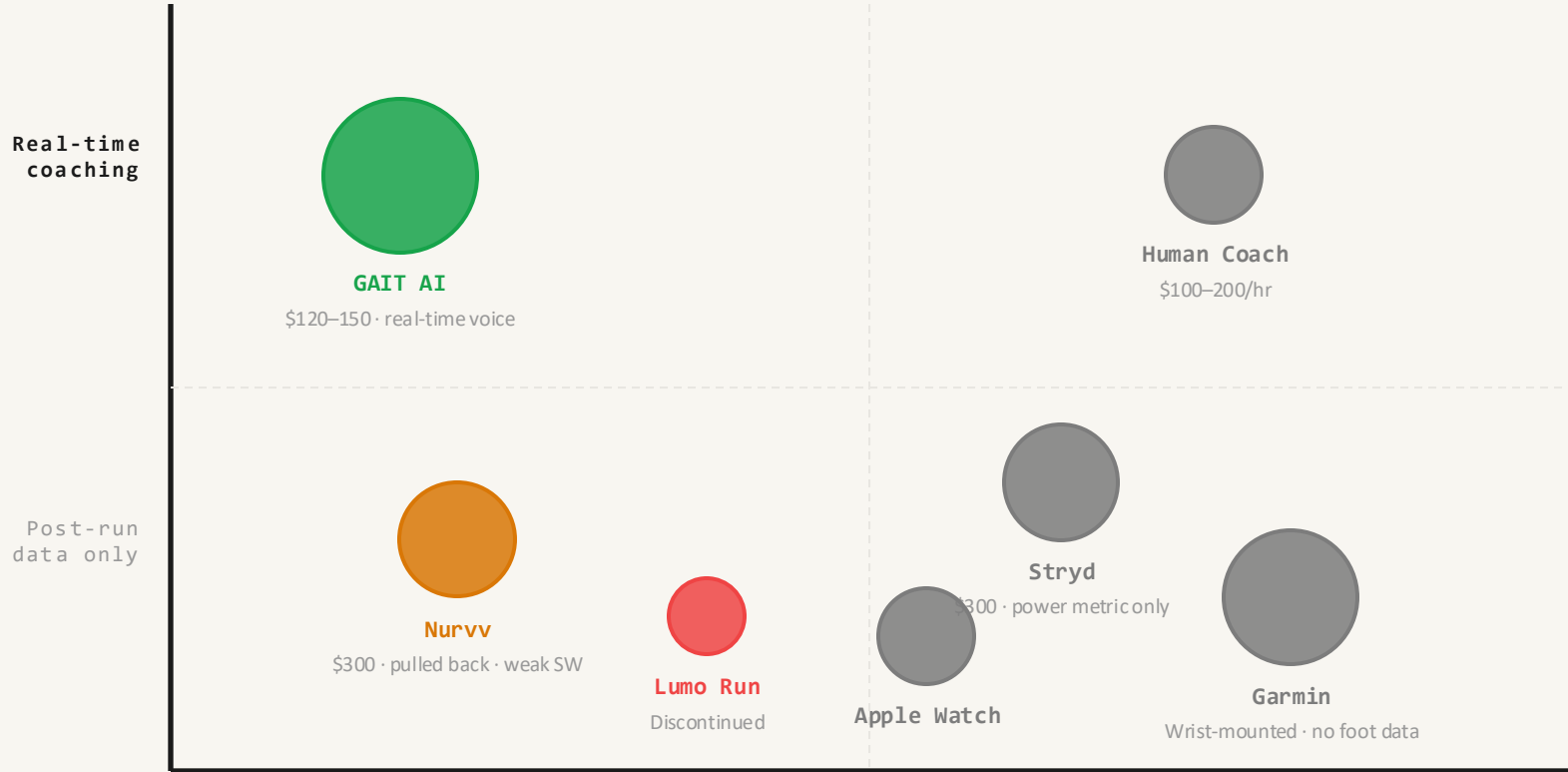
SOM Serviceable Obtainable Market (Yr 2–3)

\$5–15M

0.5–1% of SAM via specialty running stores, PT referrals, and running club partnerships.

Hardware: \$120–150/pair · Subscription: \$10/mo AI coaching · Target: 10K subs = ~\$1.2M ARR

COMPETITIVE LANDSCAPE



GAIT AI

FOOT BIOMECHANICS

NO FOOT DATA

DEFENSIBILITY

NOW

LLM coaching engine connecting biomechanical data to personalized drill knowledge base

6-12 MO

Labeled biomechanical dataset — every runner's data makes the AI smarter

LONG-TERM

Per-user personalized models. 20+ runs = individual baseline. Competitor starts from zero.

The sensors are commodity. The moat is the intelligence and the data.



GAIT AI

A running coach in your shoe.

Ananth Kutuva | David Bardalez | Ishan Patel | Mateo Otero-Diaz