SOLEmate

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1. EXECUTIVE SUMMARY

1.1. Brief description of the business and product concepts

SOLEmate is a smart insole with ergonomic cushioning and integrated sensors and real-time feedback technology for improved posture, injury prevention, and enhanced walking mechanics. The product syncs with a mobile app that offers gait analysis, heatmaps, and posture alerts. The solution integrates comfort, health technology, and affordability for daily consumers such as students, workers, athletes, and rehabilitation patients.

1.2. The target market and projections

SOLEmate aims at four major groups: students, athletes, working professionals, and rehabilitation or geriatric patients. These populations are likely to undergo extensive standing or walking, leading to poor posture, tiredness, and injuries. A market survey conducted showed immense interest from university students, with a staggering 80% of them giving importance to comfort and economy in such a product. Projections indicate 2026 sales of 2,670 units, growing to 10,400 units in 2028. The growth is fueled by growing health awareness and the resurgent popularity of wearable technology throughout Malaysia and neighboring ASEAN countries.

1.3. The competitive advantages

SOLEmate stands out by offering real-time feedback via pressure sensors and haptic notifications, which most conventional insoles lack. Its mobile app allows visualization and tracking of walking patterns, setting it apart from passive alternatives. Compared to others such as Digitsole or Nike, SOLEmate offers smart features at an affordable price. Its washable, ergonomic shape prefers everyday use, and planned modular updates such as GPS tracking and arch-specific models to enhance long-term value. Moreover, its local availability and after-sales service give it an edge in delivery time and customer support

1.4. The profitability

Priced at RM150 with an estimated cost of RM70 per unit, SOLEmate offers a healthy profit margin of RM80 per unit. The venture is expected to generate RM26,700 in profit by the end of 2026, growing to RM104,000 by 2028 as market share expands. Additional profit streams are planned through subscription services, app upgrades, and complementary accessories, making SOLEmate a financially viable and scalable business with long-term revenue potential.

1.5. The management team

The SOLEmate team comprises five dedicated individuals with diverse expertise in business, finance, marketing, technology, and operations. Led by CEO Muhammad Azri, who brings strong leadership and business experience, the team also includes a skilled CFO (Anas Solihin), a creative CMO (Alif Hakimi), a tech-savvy CTO (Muhammad Amirul), and an efficient COO (Aziman Qhalish). Committed to a lean startup approach, the team prioritizes development and validation in the early stages. Their collective capabilities ensure that SOLEmate is well-positioned for successful product development, market entry, and long-term growth.

2. PRODUCT OR SERVICE DESCRIPTION

2.1. Describe in some detail the product or service to be produced/sold.

SOLEmate is a gel-cushioned insole with ergonomic design so that it can support the foot anatomy of the user and integrate smart features that monitor gait. It comprises a variety of single pressure sensors, an inertial motion unit (IMU), micro controller and vibration motor feedback inside a flexible, breathable insole. The sensors monitor foot pressure in real time and the gait adjustments, whereas the motor gives feedback in case of bad posture detection.

2.2 Discuss the application of the product or service and describe the primary end use as well any significant secondary applications.

The major use of SOLEmate is in improving the posture of foot and that of all those who take long hours either standing or walking. This entails individuals in

transit like students who commute daily, sports people in training and people involved in physically demanding schedules. SOLEmate also helps prevent injuries, posture correction and enhances thinking of walking mechanics.

The product is applicable in the rehabilitative and clinical setting as a secondary application. It helps elderly patients and those who need physiotherapy to measure and enhance mobility by means of data-driven knowledge. In the occupational safety area, SOLEmate can also achieve a future role, as it is expected to assist workers in healthcare, logistics, and retail to overcome musculoskeletal fatigue. The product is much more widely applicable to society considering that it fits in with the individual objectives of wellness and the institutional health plans.

In order to take advantage of effective outreach, SOLEmate will be promoted on various digital platforms, including Instagram, LinkedIn, and Tik Tok, with the promotional campaign conducted by influencers showing its practical application in everyday lives. There will also be product visibility by planning with fitness centers, clinics, and student health campaigns.

2.3. Emphasize any unique features of the product or service and how these will create or add significant value; also, highlight any differences between what is currently on the market and what you will offer that will account for your market penetration.

i. Real-Time Posture Warnings

SOLEmate utilizes the use of pressure-sensitive sensors and a haptic motor that sends immediate warnings once it feels that the foot is placed improperly or there is an incorrect gait. What makes it different than the traditional insoles or passive monitor tools is this real-time correction system.

ii. Visual Analytics Mobile Integration

The mobile app has tools to track stride analysis, heatmaps, and historical tracking so that users can track and alter their walking patterns visually. BLE connectivity enables data transfer that is low consumption and effortless.

iii. Easy to wear and long-lasting design

The cushion is made of moisture-resistant breathable non-porous thermo-sensitive gel foam that ensures prolonged hygiene and comfort. It is washable,