



SAHA

Personal coaching for athletes since 2012

S&C and skill training from the coaches of olympic champions, world champion and national team level athletes with the help of technology and AI



If it was possible, all athletes would get personalized training by the top coaches.

Problem

But personalized training is **time consuming and makes availability of top coaches very limited**

20

Max amount of
customers for a coach
per week

1:1122

Ratio of professional
coaches per athletes

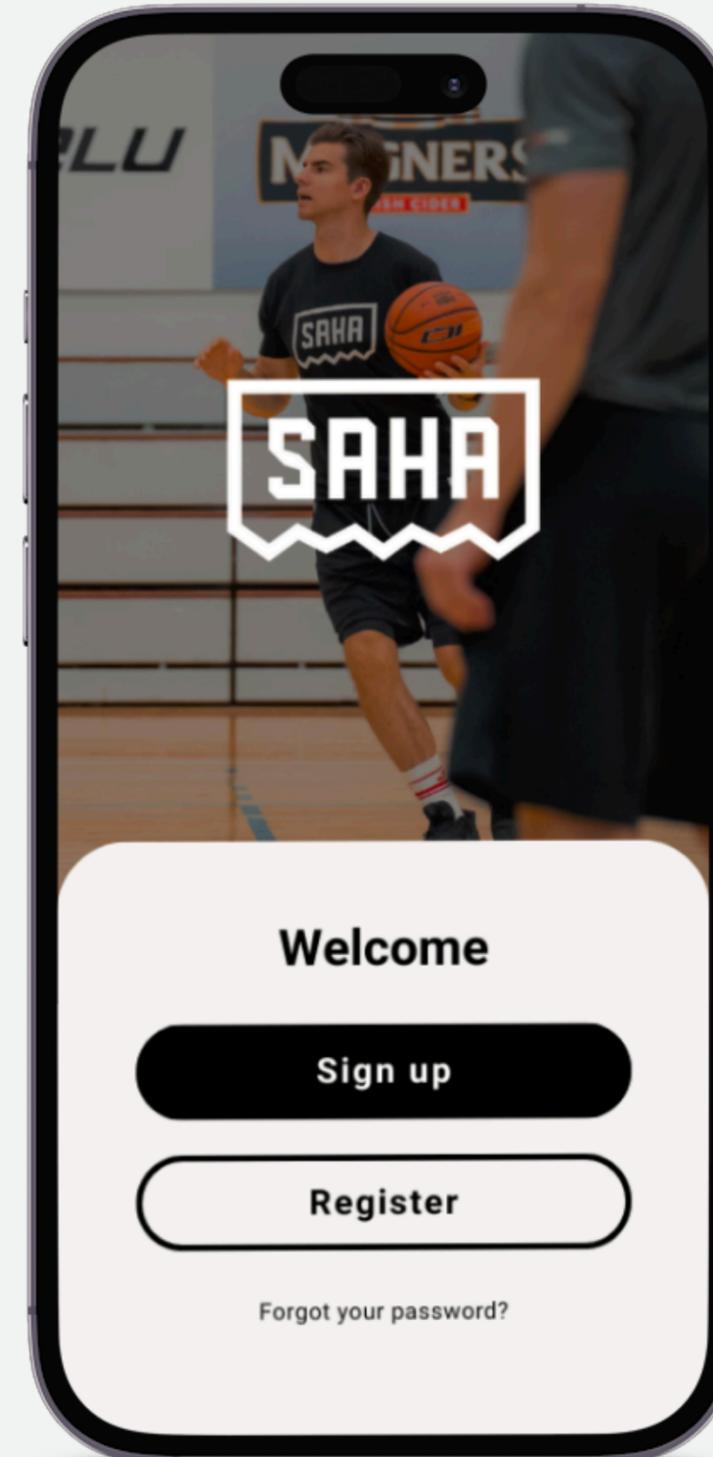
Solution

An app where top coaches can scale their coaching and know-how to serve all athletes at a personal level

✓ **Scale coaching**

✓ **Save time**

✓ **Optimize results**



Product

Pick your sport, insert your data and get tailor made coaching by the top coaches backed by AI



Personalized programming in sport specific skills, S&C, rehab & nutrition



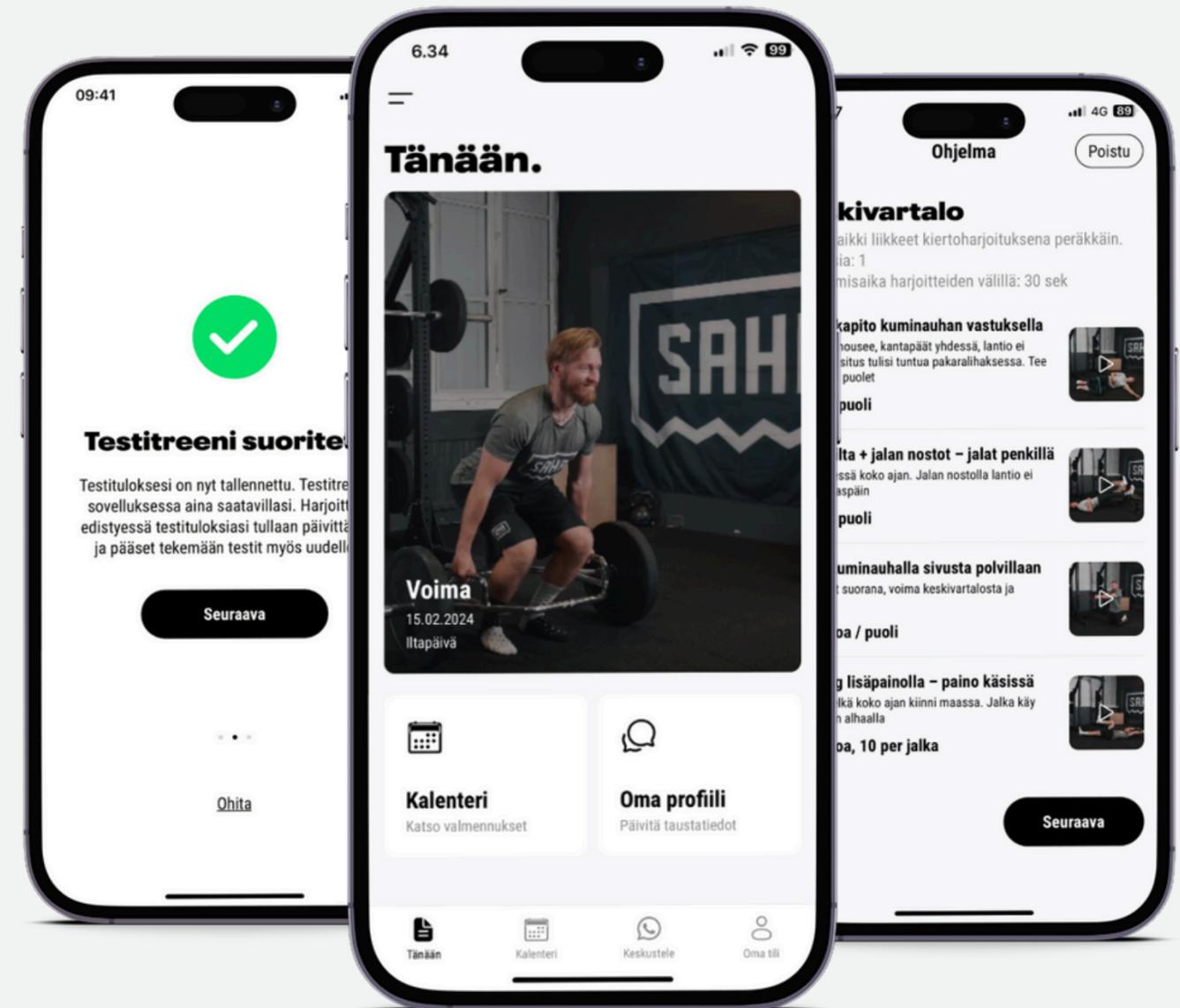
Tracking & feedback based on the athlete's personal data and progress



Data utilization & AI assistance to help the athlete in their everyday training to reach their full potential



Get access to top athletes and coaches in given sport



Why now

Covid and availability of technology started a new era of training in sports and wellness



Sports and training done locally

Athletes want and need to train remote and hybrid



Online is the new normal



**General programming with
"one size fits most" way of thinking**

Athletes looking for more individualized approach in all training



Personal data, personal plan



**Training programs made manually or goal
oriented by templates and PDFs**

The rise of new technology including machine learning and AI



New tools to gain advantage

Team

Top players from world of professional sports, coaching, business and technology



Samuel Haanpää

CEO

10+ yrs professional athlete and coach:
national team & overseas

Bachelor's degree in marketing and business



Harri Yrttiaho

Head of Sports Performance

15+ yrs professional coach for elite athletes and teams

Master's degree in sports sciences: University of Jyväskylä, Finland



Tomi Leppälahti

CTO

Founder at Fluentia & Avoltus IT companies with 20+ years in domain

Former CTO for listed international company Vincit



Ilpo Pehkonen

COO

Business development expert, background in scaling online fitness services

Master of Sports Management: University of Technology, Sydney

Team

Top players from world of professional sports, coaching, business and technology

Tanja Poutiainen-Rinne

Comeback Center

Petteri Koponen

Juha-Matti Sirviö

Innovestor

Cape Capital

Ari Metso

Tina Kohonen

TKI

Suorituskyky

Yksilöllinen valmennus

- fyysinen suorituskyky
- taito
- yksilöurheilijat
- joukkueet

Käytännön harjoittelu,
mitä, miksi ja miten

Data

Tekoäly urheilussa

Datan hyödyntäminen
käytännön harjoittelussa

Terveys

Kuntoutus ja
fysioterapia

Ravinto

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