

Digital Wellbeing IDRO



STARTUP CREATION: IDRO B.V. (BELGIUM)
PARTNERS: KTH (Sweden), Kinetic Analysis (The Netherlands)



Worlds' first commercially available Lactate Sensing Wearable providing real-time insights in lactate levels.

IDRO's smart patch is the must have for elite athletes. Defining training intensity was never more accurate than now. IDRO measures your personal lactate levels from sweat, resulting in an accurate foundation to plan your training on.

Defining training intensity is a challenge, even at the highest level. The dynamic monitoring of lactate while doing exercise is a key parameter for athletes and coaches to optimize training programs, define intensities, alert when over-exhaustion and thus avoid inefficient exercises. In co-creation with elite athletes this product is developed, and it will be also available for amateur runners and cyclists per 2022/2023.

IDRO provides a smart patch that uses biochemical analysis to assure a dynamic personalized coaching, helping athletes to progress and optimize sports performance. In parallel, IDRO smart patches are being adapted to deliver real time solutions for the healthcare market. IDRO operates in the smart patches market which is worth around 4.4 billion in sales.



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Competitive Advantages

- Award winning scientist from a world leading university
- >10 years of integrated applied sports science
- A strong dynamic team revolutionizing the sports wearable industry

Target Markets

Segments

- The beachhead market is, professional endurance athletes including the Olympic Committees:
 - Running and Cycling
- Team Sports players per 2021
- Amateur athletes per end 2022
- Hospital market 2024?

Markets

- Jumpstart in Benelux and Scandinavia area
- Reach out to all EU countries per 2023

Status/ Traction

- Trusted and tested by Dutch and Swedish Olympic Athletes
- Co-created with professional athletes in 4 European countries
- Recommended by the European Platform of Sports Innovation

Road Map

2020

- Launch of product and service for professional athletes, lactate sensing patch and mobile application.

2021

- Launch of product for self-assessment including consumer market, enriching content and training tips.

2022

- Enrolling in all EU countries through partner network

Leveraged Technologies

The core enabling technologies of IDRO is based on affordable sensors (lactate, pH and T) embedded in a microfluidic cell for the collection of sweat and integrated into a flexible PCB for the transmission of the data to the software. The competitors focus on epidermal patches for electrolyte monitoring (involving other electrochemical technique or colorimetric sensing) although there is still not any product in the market. Competitor with product in the market is based on a blood POC test.

Contact






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IDRO is a startup created by the Wearable Smart SEnsing Innovation Activity, proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.