SOVA XR

Disrupting treatment models for back pain

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SOVA XR was founded to revolutionize assessment and treatment of musculoskeletal disorders in chronic pain by empowering individuals to reclaim their lives. Through cutting-edge advancements in virtual reality, we aim to restore mobility, alleviate suffering, and enhance quality of life for all those affected by musculoskeletal disorders.

Stage: Angel

Industry: Digital Therapeutics

Market Size: $3.8B

Investment Opportunity: $1M

Use of Funds:
- Expand product infrastructure for scalability of concurrent users
- Enhance product features to create additional value for customers
- Acquire first 100 customers

MILESTONES

Funding: $3M NIH

Two Randomized Control Trials:
- Demonstrated MoVR game suite is a safe and effective intervention
- Phase II found 32% decrease in back pain and 34% decrease in disability using Dodgeality, a premiere game in the MoVR game suite
- Results published in leading research journals

2025 Q1–2:
- Refine Back Pain Assist Module and MoVR Suite
- Complete Firebase SOVA XR Platform

2025 Q3–4:
- Launch SOVA XR
- Recruit 100 customers

EXIT STRATEGY

Five (5) years from launch:
Pursue acquisition opportunities in telehealth industry for national and global expansion by leveraging IP from ML treatment algorithm developed from early customer acquisition



FOUNDER

James S. Thomas, PT, PhD

Dr. Thomas is an expert clinician and back pain specialist whose research over the last 25 years led to the development of SOVA XR's innovative VR tools for the assessment and treatment of back pain.

CHALLENGE

Back pain is managed, not cured

620M chronic back pain sufferers worldwide
28% adults in US suffer chronic or recurrent back pain
39% experienced back pain in preceding 3 months
87% experience recurrence of symptoms
100% require in-person care and therapy

SOLUTION

Our solution provides in-home, accessible, immersive experiences that not only diagnose conditions with unprecedented precision but also offer therapeutic interventions tailored to each patient's unique needs.

Sign-up online, receive a VR headset preloaded with assessment software, complete our Back Pain Assessment Module, start your pain management journey, and reclaim your independence.

US MARKET

$50B annual healthcare expenses for back pain
$3,000 average out-of-pocket expenses
17.3% annual growth rate (CAGR 2024-2028)

REVENUE MODEL

Annual Subscription Fee: charged monthly
VR Hardware: included
Customer Types: back pain sufferers, clinicians, research institutions

COMPETITIVE ADVANTAGE

- **No more appointments and office visits**
- Personalized plan-of-care, consistently updated based on patient's progress
- Comprehensive approach addressing physical and mental aspects

- Suite of skills-based games that focus on different movements
- Progressive difficulty levels adapting to patient capabilities
- Remote monitoring and real-time feedback through HIPAA compliant cloud servers

Traditional Care Pathway for Back Pain Management

BACK PAIN → PRIMARY CARE → SPECIALIST → PHYSICAL THERAPY → PAIN MANAGEMENT

SCHEDULED APPOINTMENTS for REQUIRED IN-PERSON OFFICE VISITS

SOVA XR Care Pathway for Back Pain Management

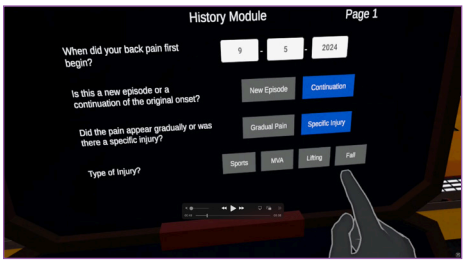
SOVA BRANDED or WHITE LABEL

BACK PAIN → XR POWERED THERAPY → AS-NEEDED ACCESS TO SOVA CURATED CARE NETWORK

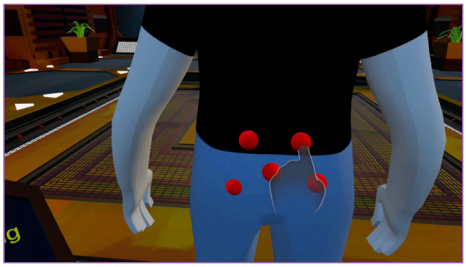
Back Pain Assessment Module
MOVR Game Suite

AI-POWERED and ON-DEMAND IN-HOME VIRTUAL CONSULTATIONS

Back Pain Assessment Module



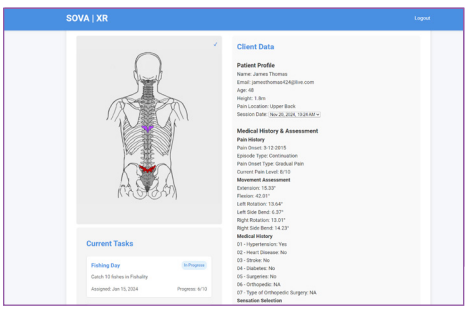
Patient History
Patient answers questions regarding onset, intensity, and disability associated with their back pain.



Sensation Selection
Patient then identifies location and type of sensation, including pain, burning, numbness, tingling. Sensation type is marked and color-coded on avatar

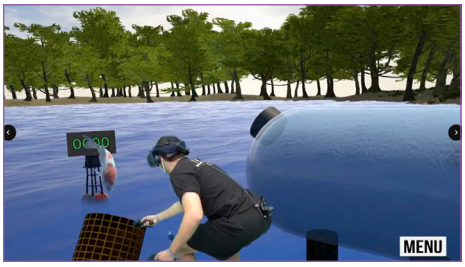


Movement Tasks
Patient is directed to mimic the avatar and perform specific movement tasks to assess directional preferences.



Data Capture
Data points are captured and automatically uploaded to our secure cloud-based database. Physical therapist creates a complete exercise program, including the MOVR Game Suite, for patient

MOVR Game Suite



Fishality
A virtual fish jumps with a high parabolic path to encourage lumbar flexion at a relatively low velocity.



Dodgeality
Virtual dodgeballs travel on a low parabolic flight at higher velocities than Fishality, thus requiring increased trunk angular velocities for success.



Matchality
Location of the four rows of cubes are scaled to the patient's anthropometrics to encourage lumbar movement at a self-selected pace.

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