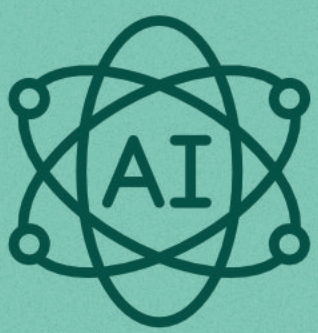


STRAIGHT UP



A REAL-TIME IN-EAR POSTURE COACH



LIVE AI
In-ear posture
correction



\$2.4B
Addressable
market



B2B2C
Health insurance
software licenses



270M
Neck pain
patients by 2050

Team: Ivan Steiger, Mohid Mir, Claire Miribel, David Chuquillanqui, Dario Geiser

Contact: contact@straightupteam.com

**STARTUP
CAMPUS**



ETH ENTREPRENEUR CLUB

University of
Zürich

SWITZERLAND
INNOVATION
AGENCY

EPFL

ETH
Entrepreneur
Alliance

Unil
UNIL, Université de Lausanne
HEC Lausanne

TECHNOPARK®
WINTERTHUR

EP Innovation
FL Park

ETH ENTREPRENEURSHIP

TECHNOPARK®
ZÜRICH

Empa
Materials Science and Technology

z hdk
Zürcher Hochschule für
Angewandte Wissenschaften

zhaw

SWITZERLAND
INNOVATION
AGENCY

Kanton Zürich

University of
Basel

digitalswitzerland

SICTIC

U

swissnex

HUB Switzerland

FH Fachhochschule Graubünden
University of Applied Sciences

OST
University of Applied Sciences

UNIVERSITÉ
DE GENEVE

u
University of
Basel

swisspreneur

University of St.Gallen

FOUNDERS
HIVE

HUB Zürich

Zürcher
Kantonalbank

