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StraightUp



## StraightUp – Tackling Back Pain with Shape Memory Alloys

Back pain and poor posture are among the most widespread health issues today, often resulting from sedentary lifestyles and lack of movement. At StraightUp, we're developing a smart wearable that acts as a digital posture coach—combining smart sensor technology with a design that works in daily life.

At the heart of our solution is a patented sensing technology based on superelastic shape memory alloys (SMAs), which can be invisibly integrated into textiles. This enables us to capture a wide range of human movement, including subtle changes in upper body posture. By continuously monitoring posture and providing real-time feedback, we help users build healthier habits over time. Our AI-powered algorithms personalize this feedback, offering tailored recommendations that support sustainable improvements in back health.

Sources are listed on the PowerPoint slides.