

PRE-SEED · €500K · INVESTOR DECK 2026

The AI agent for sports and *dance studios.*

A voice coach that sees how you move. One camera, spoken corrections
in the words a good teacher would use.



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Everyone is building AI agents. Studios still have *none*.

Email, sales and customer service got their agents. Walk into a sports or dance studio and there is still one coach, twenty people and no time to correct them all.

AGENTS TODAY

**Write, book,
answer.**

Built for desks and screens.

STUDIOS TODAY

**One pair
of eyes.**

Feedback is the product, and it does not
scale with the class.

ART OF SPORTS

**An agent that
sees the body.**

It watches through a camera, corrects
technique by voice and measures progress.

A teacher has twenty students and *one pair of eyes*.

01

Show or correct. Not both.

Demonstrating and correcting at the same time is impossible. Half the room goes uncorrected. Teachers who can no longer demonstrate take decades of knowledge with them.

02

The teacher is the ceiling.

A class opens when a teacher is found and closes when they leave. The teacher is the biggest cost and the limit on how many people a room can serve.

03

Nobody watches at home.

Between lessons nobody says whether the movement is right. Practising a mistake makes it stick.

81% of 11 to 17 year olds worldwide do not meet the WHO physical activity guideline (WHO global estimate).

One camera. *One* useful cue.

The camera does not teach. The correction does. Art of Sports turns an estimated movement into one practical sentence that helps a student improve now.

SEE

Camera view

Pose estimation reads the learner through one phone camera.

DECIDE

Correction grammar

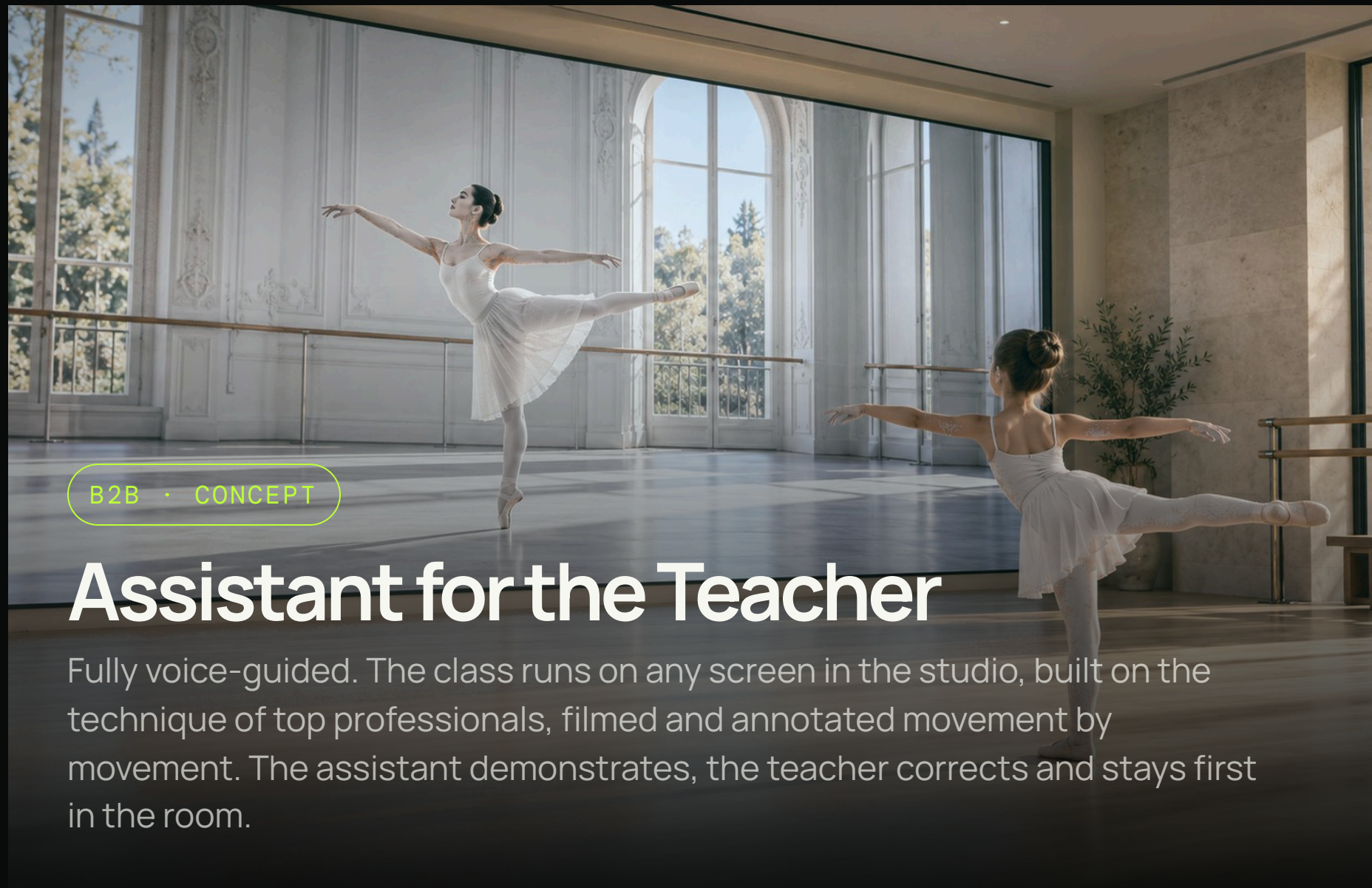
Which deviation, in which exercise, at which level, needs which words.

SAY

Spoken cue

“Shoulder down, weight forward.”
Not a number in centimetres.

Two products. One *engine*.



B2B • CONCEPT

Assistant for the Teacher

Fully voice-guided. The class runs on any screen in the studio, built on the technique of top professionals, filmed and annotated movement by movement. The assistant demonstrates, the teacher corrects and stays first in the room.

B2C • TEACHER IN THE POCKET

The lesson travels home.

The same coach on the student's phone, to practise at home what they learned in class. One phone camera, voice control, spoken corrections. The teacher assigns the lesson and keeps control. For young children, exercises become a game with characters.

The studio is *the channel*.

We do not sell an app and hope. The studio licenses the assistant, and its students get the app through the studio. Every existing class becomes a place where the product is handed on.

01 / STUDIO BUYS Licence The Assistant for the Teacher, on any screen in the room.	02 / TEACHER LEADS More coaching The assistant demonstrates. The teacher has time to correct.	03 / STUDENT PRACTISES At home Teacher in the Pocket: same voice, same corrections, one phone.	04 / REVENUE Two layers Licence fee from the studio plus app subscriptions, with a share for the studio.
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We do not measure centimetres. We give the *right correction*.

Pose estimation is freely available. What is not available is the mapping from mistake to correction. That comes from fifteen years of running schools, and it cannot be bought.

MARKET SIGNAL

Hinge Health, Kaia

Showed that camera-based movement correction is a market. They correct against a clinical protocol.

ART OF SPORTS

A teaching method

We correct against a teaching method, for a learner who is still learning. A new discipline costs an annotation, not a rebuild.

An ecosystem for teaching *sport* *and art.*

Investors invest in Art of Sports only. Independent partners bring the teachers, the studios and the rooms, and all run the method under licence.

TEACHERS Teacher academy Trains teachers in the method under licence. Every graduate can open a class with the coach.	OPERATIONS • PARTNER Soomo Business in a box for dance and movement schools: CRM, booking, payments, AI agents.	SPACE • PARTNER Room network Rooms by the hour from landlords and venues, so a new teacher starts without a lease.	THIS COMPANY Art of Sports Method, correction engine and voice AI, licensed to every studio in a licensed studio network, starting in Germany.
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Wherever good teaching is *missing.*

Ballet is the first application because precision is non-negotiable. The lessons are recorded and annotated once, then work for anyone in front of a camera.

PHONE At home One camera is enough for spoken corrections.	STUDIO In class Several cameras and an LED screen put the full class on the wall.	HOTELS Unused rooms Guests train yoga, stretching or ballet without a trainer on site.	CONTAINER STUDIOS Where people live An immersive LED room: book, scan a QR code, train.
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Audiences: studios short of teachers, young children (exercises as a game), seniors and care homes, children with disabilities with therapists. Art of Sports records progress; it does not diagnose.

Where the *money* comes from.

LINE	WHAT THE STUDIO OR STUDENT GETS	FEE (INDICATIVE)
Tool licence	Software, curriculum and corrections under the studio's own brand	5-6% + 1-2% marketing
Brand licence	Brand, teacher training and territory protection	8% + 2% marketing
Teacher in the Pocket	Student app, sold through the studio with a revenue share for the studio	€9.90-14.90 / month

A licence fee on studio revenue, no entry fee. Payments run through Soomo, so revenue is known rather than reported. 8 + 2 is the market point: Club Pilates charges 8 + 2, Orangetheory 8 + 3. Software licence only: screens and installation run through partners and are never part of the fee. Rates are set per market.

WHY A STUDIO BUYS / 01

More teaching per hour

The assistant demonstrates, the teacher corrects. Individual feedback without adding class hours.

02

A method that travels

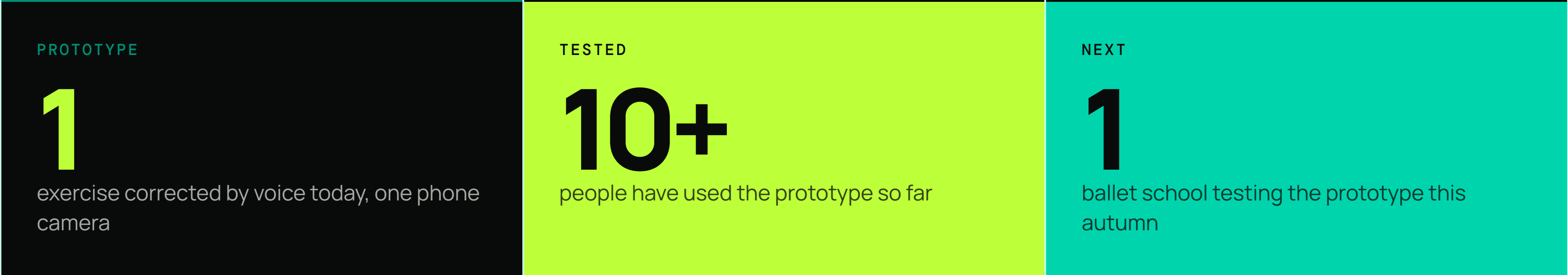
The studio's correction language reaches students between lessons, at home.

03

Teachers keep teaching

Teachers who can no longer demonstrate stay in the room. New teachers start with the method.

Early. Clear. *Already moving.*



Working prototype

One camera, spoken corrections for one exercise, tested with more than ten people, voice-controlled player.

First B2B partner

A ballet school will test the prototype this autumn.

Clear next work

No finished MVP, paying customers or company revenue yet. Filming and annotating the curriculum is what this round pays for.

Known limit

One camera struggles with occlusion and depth. The system corrects the frequent mistakes that hold people back.

Thirty years of ballet and sport. Ten years of *computer vision*.



FOUNDER & CEO

Oksana Hoffmann

Thirty years in ballet and sport, fifteen of them building her own studio business: twelve studios in Germany, no outside money. Built the first prototype herself. Founder reach, not company traction: her BalletSports channel reached 2.3m+ organic views with one post, and twelve studio operators got in touch within 48 hours. University diploma in stage dance (HfMDK Frankfurt) and teacher diploma of the Vaganova Ballet Academy.



CTO • UNDER CONTRACT

Victor Kataev

Ten years in computer vision. Former AR/VR SLAM lead at Huawei and OpenCV contributor. Joins full time when the round closes and takes the prototype to a product that runs on the phone. A specialist engineering partner has been selected and made an offer; scope is being finalised.

€500k in *two tranches*.

First cheques from €25k. The money goes into research and annotation, not hardware.

TRANCHE 1 • €300K • NOW

From prototype to a product people use.

CTO full time. The correction grammar documented and made machine-readable. The first curriculum block filmed and annotated. Testing at the partner school. IP and trademark filings.

Milestone: the correction runs on a phone with a real learner.

TRANCHE 2 • €200K • AT MILESTONE

Grow the library and the market.

Second engineer, more exercises, levels and disciplines annotated, the studio version with several cameras, the first licensed studios.

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