KODGEM

Better posture.
Built into your day

Meet Straight+, an AI-powered wearable that helps build better posture habits.



Fatih Durmaz
Co-founder & CEO

STRAIGHT+

A gentle nudge. A better habit

01 **Wear it**

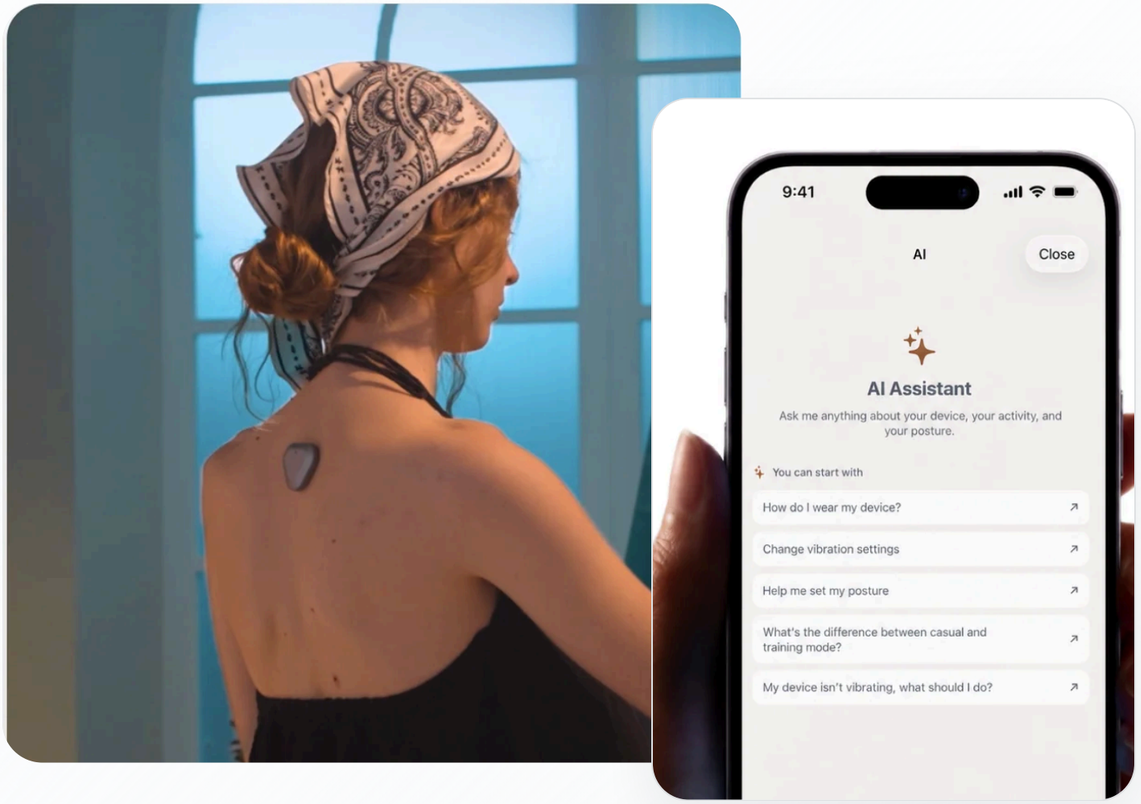
On your upper back, with an adhesive or necklace.

02 **Get a nudge**

On-device AI detects slouching and triggers a gentle vibration.

03 **Track your habits**

Follow daily and weekly progress in StraightApp.



18 g

15-day battery

On-device AI

Posture is our starting point

Our vision: a daily companion for healthier habits.

01

Wearable

Posture feedback
in everyday life.

02

Daily insight

Understand habits
and track progress.

03

Personal guidance

Planned coaching
tailored to the user.

04

Ongoing value

Subscriptions and future
institutional applications.

WHOOP

$10.1B valuation, Mar 2026

$1.1B year-end 2025 bookings run rate

Oura

$11B valuation, Oct 2025

$907.9M FY2025 revenue, year ended Sep 30

Sources: WHOOP, Mar 31, 2026; Oura funding, Oct 14, 2025; Oura SEC filing, Sep 3, 2026.

50,000+ devices sold

Across 70+ countries.

AI-run operations

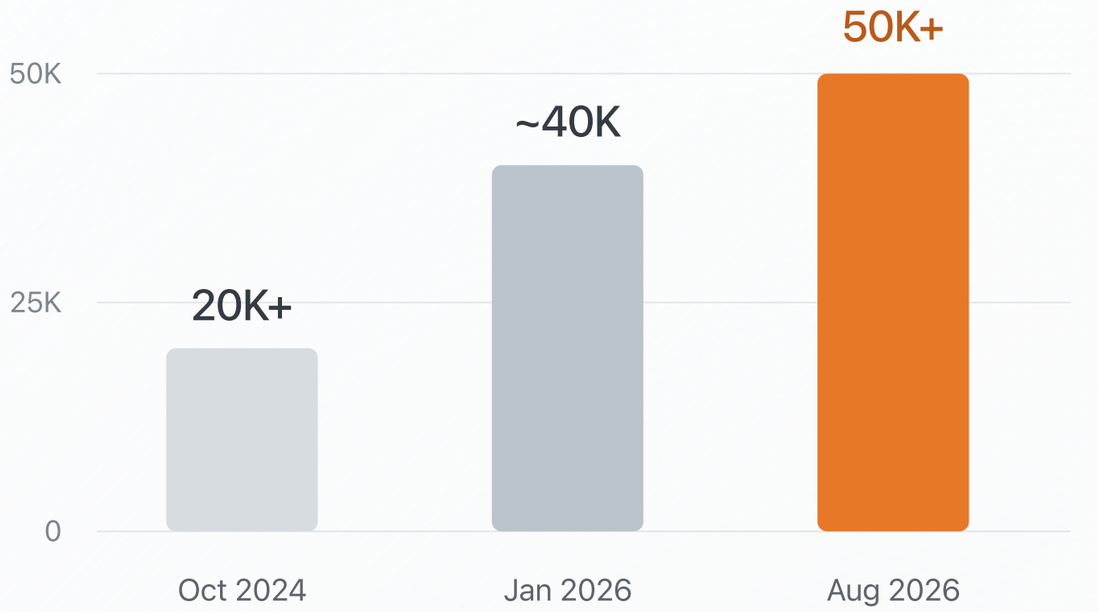
10 people

30+ AI agents

10X Engineering
Each person delivers 10× with AI agents.

Cumulative devices sold

We've grown 4X since adopting AI agents.



Company records, August 2026. Lifetime sales across all device generations.
Team includes founders and active advisors. AI agents operate under human oversight.

A purchase that starts a relationship

Hardware today. Planned coaching subscriptions for ongoing value.

ONE-TIME PURCHASE

Straight+

$149

Wearable posture trainer
with the companion app.

EVERYDAY USE

Adhesive refills

$14.99

10-pack of adhesives
for continued daily wear.

PLANNED SUBSCRIPTION

StraightApp Premium

$69/year

Or $7.99 per month.
Personalized coaching programs.

D2C list prices and planned Premium pricing, company records as of August 2026.

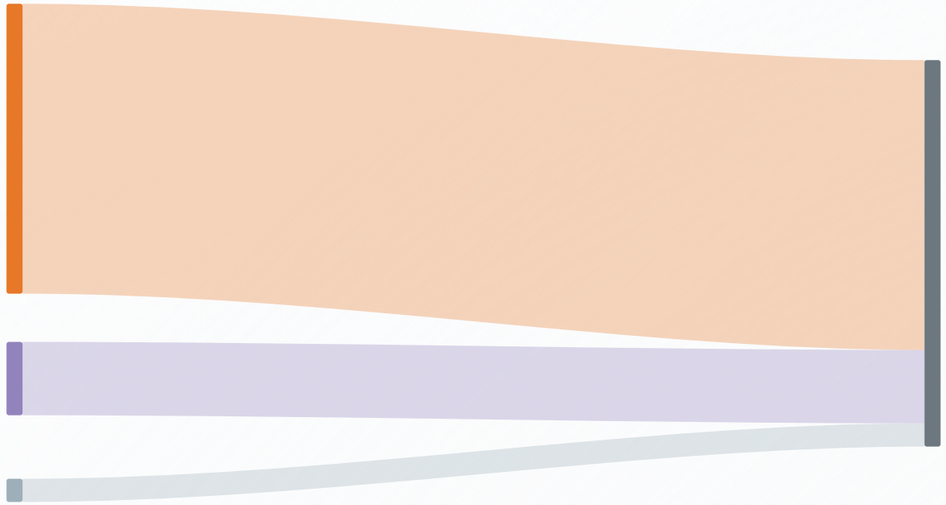
A $3–4M revenue run rate in 12 months

$1.5M raise · Month 12 target · Proposed model

$3M · Devices
25K devices/year × $120

$759K · Subscriptions
11K paid accounts × $69/year

$240K · Consumables
8% of device revenue



~$4M/year
Annualized total revenue

Upper end of the $3–4M target

US-focused growth
Repeatable customer acquisition

Validate subscription economics
Paid conversion and retention

Grow the Straight brand
Marketing · direct sales · partnerships

Month 12 pace: 25K devices/year ≈ 2,083 devices/month. The first 12 months start when the round closes.
Proposed total: $3.999M/year. All flows use the same annualized revenue basis.

An operating model for a USD 1 billion target

2027+ · Series A and subsequent growth phases · Proposed model

$69M · Subscriptions

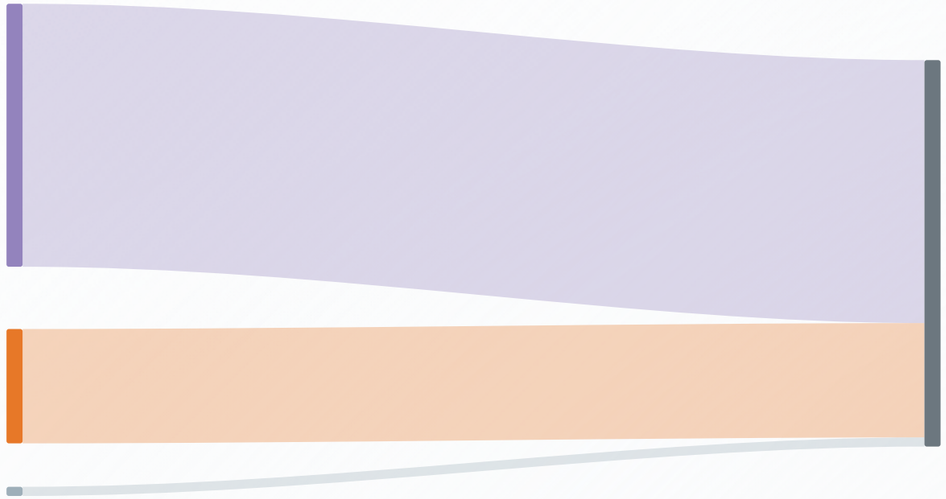
1M active paid accounts × $69/year

$30M · Devices

250K devices/year × $120

$2.4M · Consumables

8% of device revenue



$101.4M/year

Annualized total revenue

Subscription share: approximately 68%

Device + subscription

One integrated customer experience

Large enterprise sales

Grow through enterprise accounts

Series A and beyond

Further capital to support growth

Long-term proposed model. Enterprise subscribers are included within the 1M active paid accounts. Scale assumes subsequent funding rounds and a subscriber base built through renewals.

Where Straight+ fits

PRODUCT	PRIMARY FOCUS	EVERYDAY FEEDBACK
Straight+	Posture habits	On-device AI and gentle vibration Product direction: metrics, scores, personal coaching and daily recommendations
Upright GO 2 Direct alternative	Posture training	Slouch alerts and training plans
WHOOP Adjacent wearable	Sleep, strain and recovery	Metrics and personalized coaching
Oura Adjacent wearable	Sleep and readiness	Scores and daily guidance

Product positioning from official materials: Upright, WHOOP and Oura, reviewed September 2026. Straight+ specifications from company product records. This is a positioning comparison.

Global availability. Focused US growth

Our growth investment will focus on the US.

01

Available globally

Our website, Amazon and marketplaces serve customers worldwide.

02

Focused US investment

Marketing, direct sales and partnerships to build the Straight brand.

03

Closer to US customers

Founder relocation to San Francisco begins in October 2026.

Global distribution continues. Marketing, sales and partnership investment centers on the US.

Our roadmap for personal guidance

Shipping today

Straight+ and StraightApp

Posture feedback and daily progress tracking.

Next step

Personalized coaching

Planned Premium pilot.
Measure adoption and retention.

Longer term

Explore institutional use

Validate needs and user outcomes with potential partners.



Premium is planned. Institutional applications are a longer-term direction.

Our initial US audience

Professionals in computer and mathematical occupations

5M
US target audience

×

1%
Audience reach target

=

50,000
Device sales target

$6M
Hardware revenue potential
50,000 devices × $120 net revenue

$1.73M/year
Annual subscription revenue potential
25,000 Premium subscribers × $69/year

Source: BLS, May 2025 employment; 5.26M audience, rounded down to 5M.
Plan: $120 net device price · 50% Premium conversion · $69/year subscription.

The team behind Straight+



Fatih Durmaz

Co-founder & CEO

Architect of device design, software, AI infrastructure and strategy.



Göksel Sayılan

COO

Leads operations and AI agent systems.



Deniz Demir

Partner & Brand Advisor

Advises on branding and brand positioning.



Emre Doğaner

Partner & Marketing Advisor

Advises on the company's marketing activities.

10 active team members, including founders and active advisors, supported by 30+ AI agents.

Better posture.
Built into your day

Raising **$1.5M** to grow in the US, validate subscriptions and expand our AI-run operations.

Seed round. $15M post-money.

Fatih Durmaz
Co-founder & CEO
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