



hugobody

FEEL LIGHT  
HOLD TIGHT

Hey Future Mama,

I know how you're feeling - excited, a little anxious, maybe even wondering how your body is going to change and keep up with all that's happening. I've been there too. My pregnancy wasn't the easiest, and every time I asked for solutions, I was mostly told to just stay in bed. I needed to move, stay fit and to enjoy this wild and beautiful ride.

That's how Hugup came to be. I wanted to take a little of that weight off (literally!) and help you feel supported, strong, and confident just the way you are. It's been clinically tested, mamas-approved, and designed to hug you in all the right places so you can keep living your life while growing a new one.

Wear it, love it, and know that you - and your little one - are supported. I'm cheering you on through every kick, craving, and "Wait... is this normal?" moment. You've got this!

With love,



Sława Madelska, Hugup Founder



2 OUT OF 3  
PREGNANT  
WOMEN  
SUFFER



178M  
pregnancies  
each year

# THE HUMAN COST

"BED REST" IS A DANGEROUS ADVICE



BLOOD CLOTS



DEPRESSION

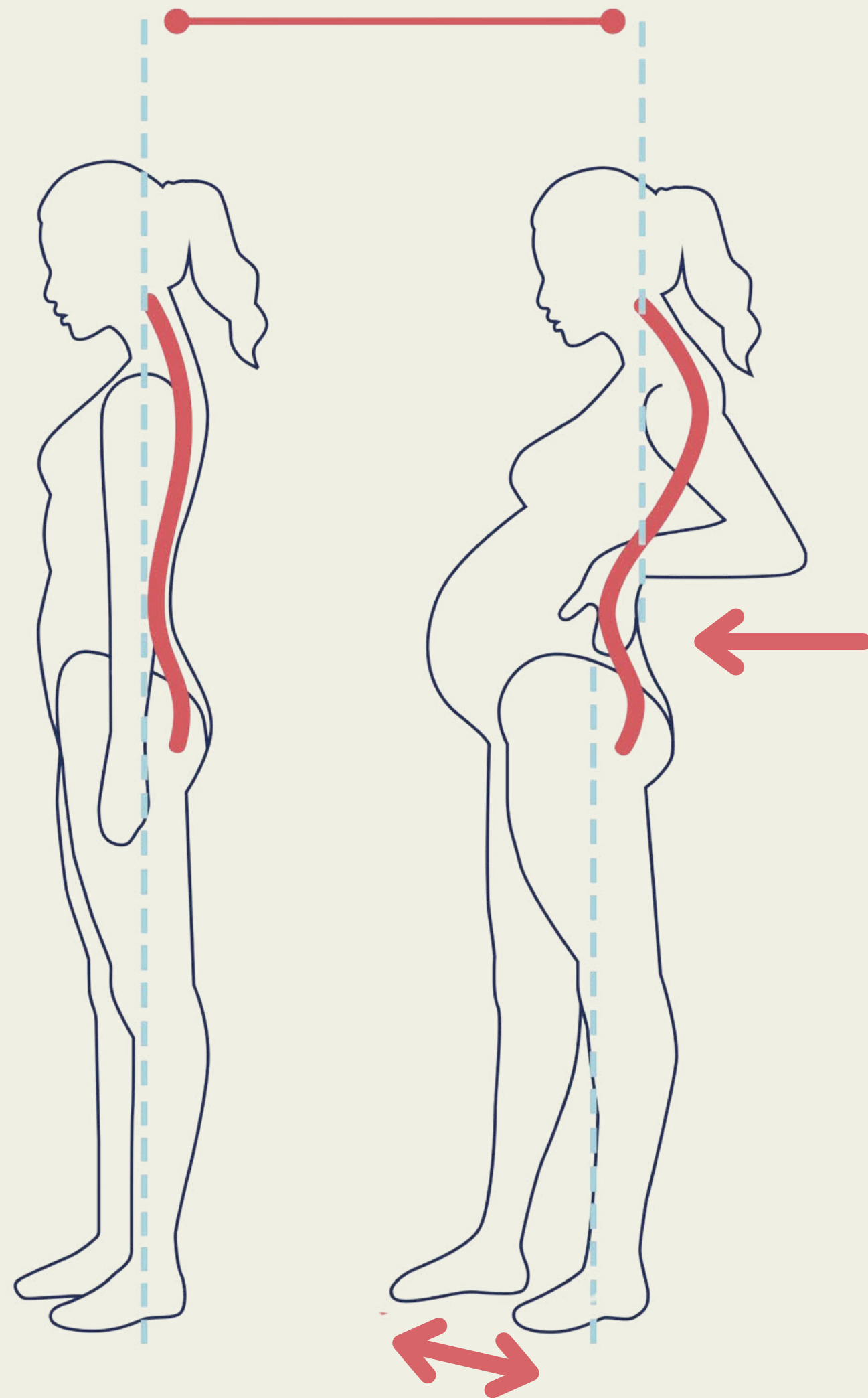


MUSCLE ATROPHY

# THE EVIDENCE GAP

- > Low quality of current solution
- > Lack of standardisation
- > No thorough scientific validation





**PREGNANCY IS  
AN ENGINEERING  
CHALLENGE**

# REDEFINING THE CATEGORY

Hugup is not a typical maternity wear, it's a supportwear. The soft exoskeleton that adapts to the changing body.



# PAINFUL TRUTH

- > Three distinct pain sites
- > The holistic gap
- > Risk of chronic illness

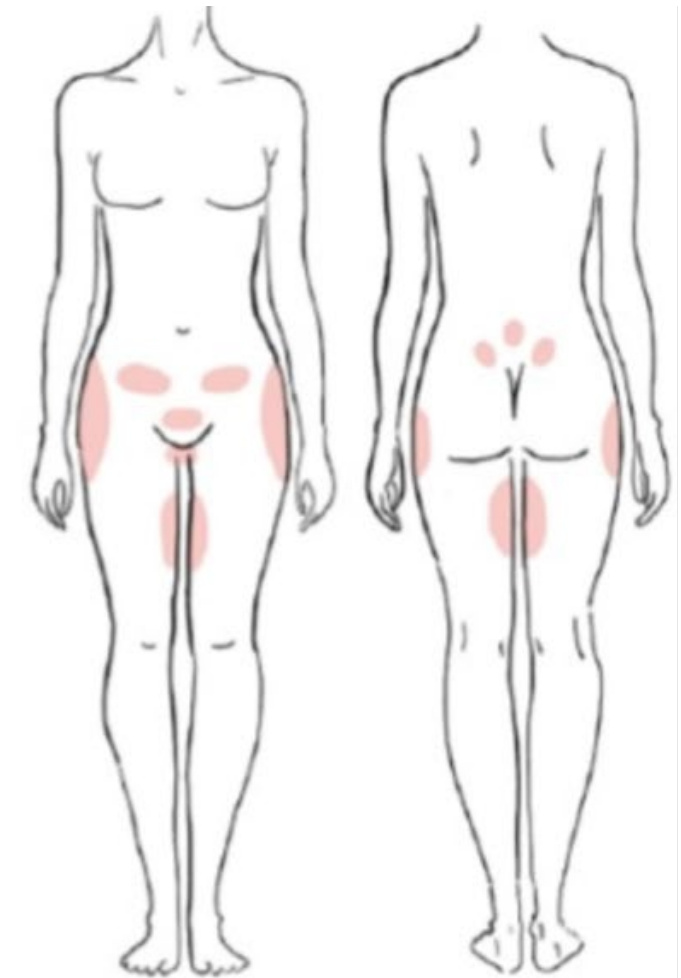
## SITES OF PAIN



UPPER  
BACK



LOWER  
BACK

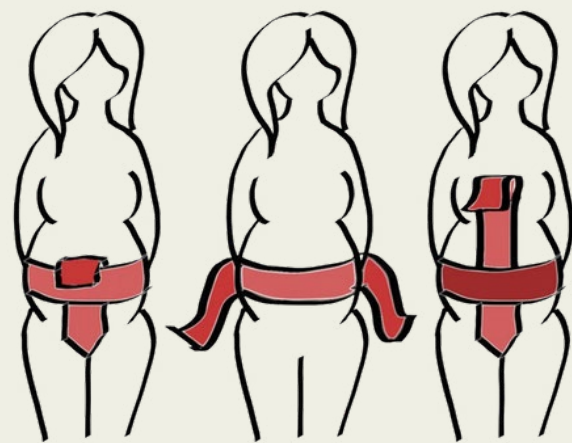


PELVIC  
GIRDLE

# COPING STRATEGIES

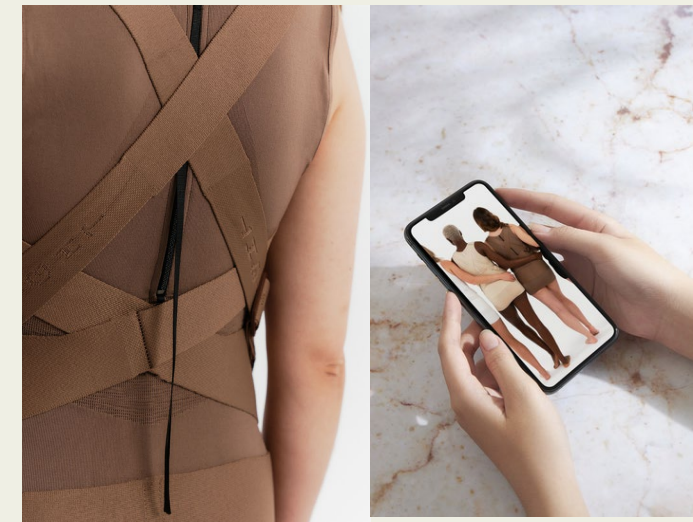


Pregnancy belts & girdles



Medieval birthing girdle

Hugup



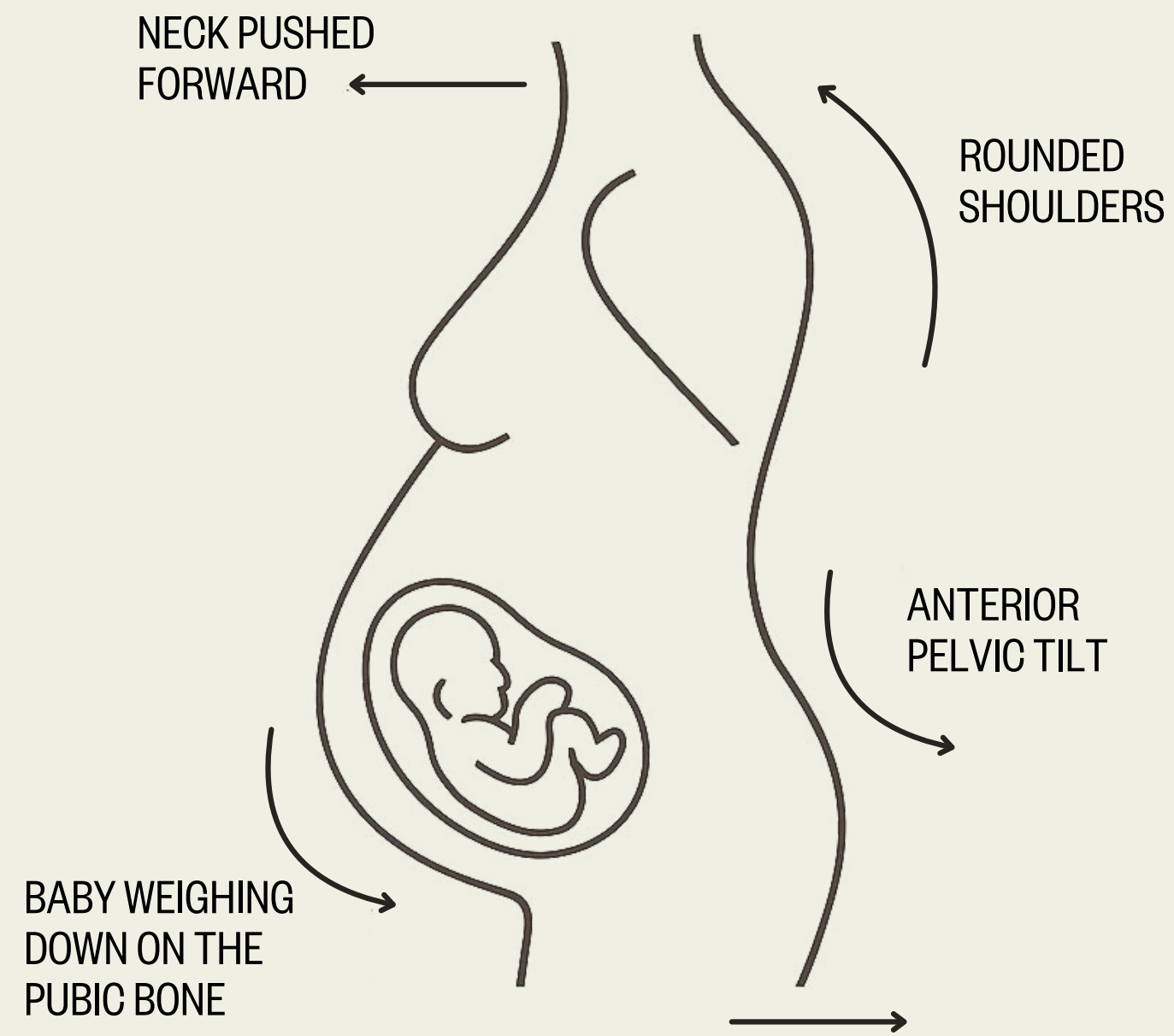
Victorian corsets



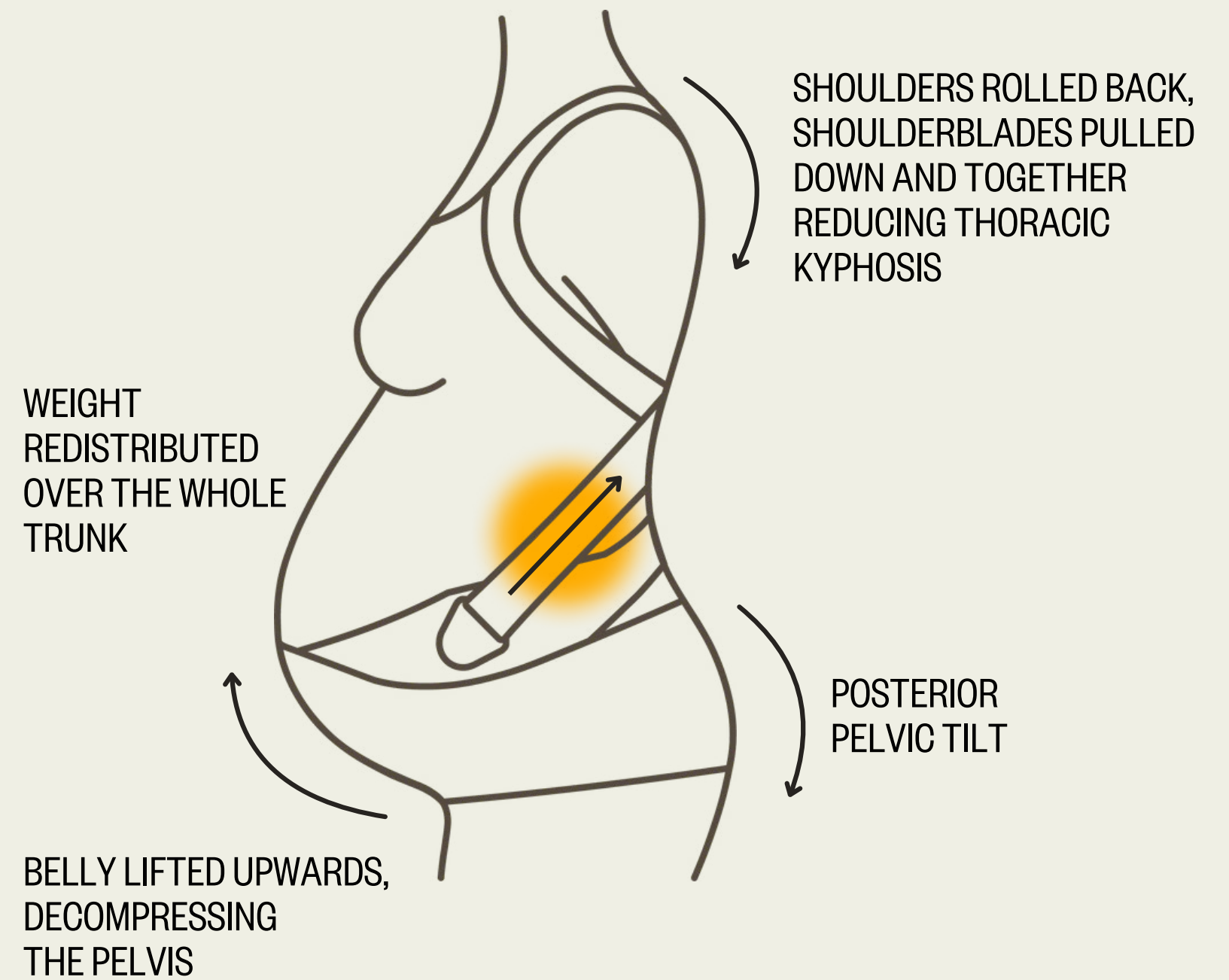
Belly wrapping



# BIOMECHANICAL LOAD TRANSFER



WITHOUT HUGUP



WITH HUGUP

# NOT YOUR AVERAGE BUMP SUPPORT

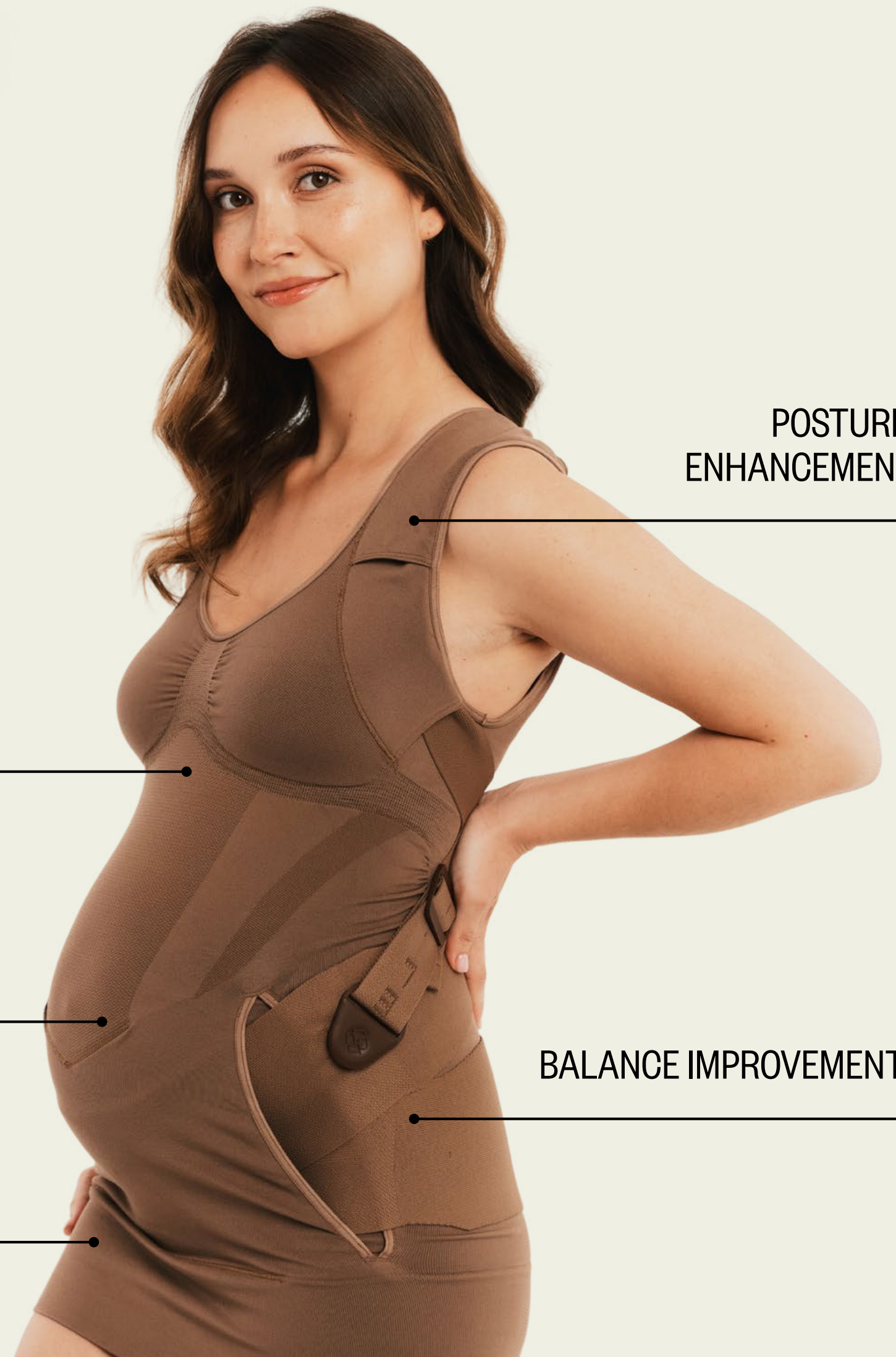
3D KNITTING  
TECHNOLOGY

WEIGHT  
DISTRIBUTION

SUPERIOR  
SUPPORT

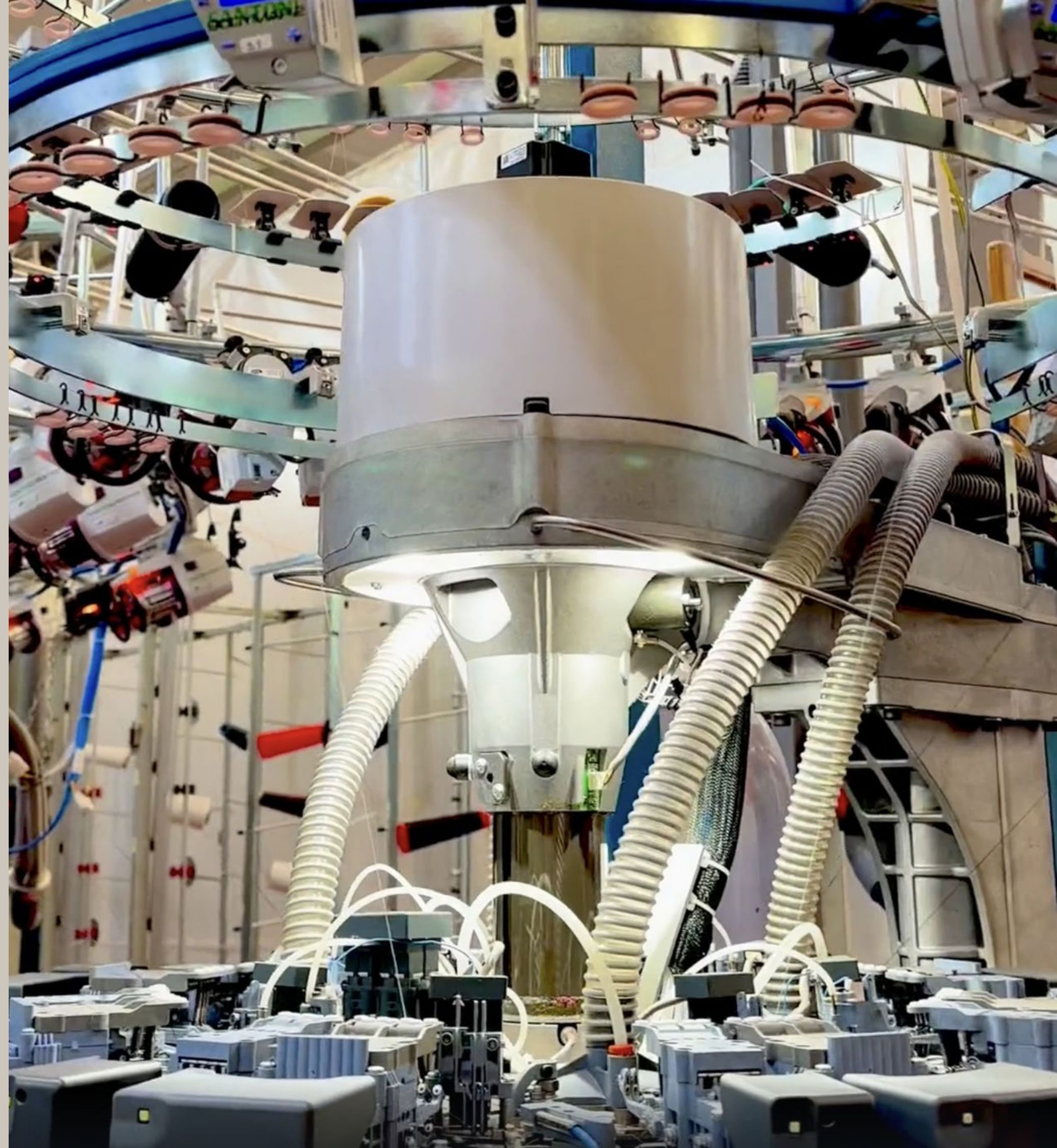
POSTURE  
ENHANCEMENT

BALANCE IMPROVEMENT



# 3D KNITTING TECHNOLOGY

- > Advanced construction
- > Variable elasticity
- > Biomechanical load transfer



# MATERIALS SCIENCE

- > Certified safety
- > Sustainable innovative recycled polyamide
- > Q-SKIN® technology with silver ions
- > 2-part magnetic system snaps together instantly for a secure hold.
- > The adjustable buckle frame allows to tighten or loosen with exact precision.



# VALIDATION OVERVIEW

- > Validated by Engineers
- > Approved by Doctors
- > A dual-validation pathway:  
Biomechanical Physics  
+ Clinical Safety



# HUGUP VS. COMPETITORS

- > EMG Analysis: Reduced muscle strain in Lumbar Extensor activity. The muscles work less to hold the body upright.
- > Hugup was the only device to reduce quadriceps activity during sit-to-stand transfers, helping women stand up
- > In subjects with scoliosis/imbalance, Hugup improved left-right muscle symmetry where competitors worsened it.
- > Subjects wearing Hugup maintained a gait pattern closest to their pre-pregnancy "natural" state. No "waddle" or restriction.



# CLINICAL SAFETY

- > Safety confirmed: opinion No. IMIDOP:5611/1/2024:2025:05092028
- > Confirmed safe for the fetus (no compression). No hazardous elements.
- > Confirmed compliance with Oeko-Tex Standard 100 (Class I) and GRS certifications. No harmful substances; safe for direct skin contact.
- > Respiratory improvement: the upper construction corrects shoulder protraction, opening the chest and improving diaphragm mobility.
- > Testers reported a sensation of lightness and immediate relief in the pubic symphysis.



“BEFORE, IT WAS HARD FOR ME TO STAND; NOW, I DON’T EVEN WANT TO SIT. I FEEL SO SUPPORTED—ALL I WANT TO DO IS MOVE!”

Karolina, 8-month pregnant





# MISSION

empowering women  
through restoring joy &  
maintaining good health  
during and after  
pregnancy





# COLOURS



Sassy  
Sugar



Bare  
Nectar



Mocha  
Mami



Lust  
Noir

Sizes XS - XXL

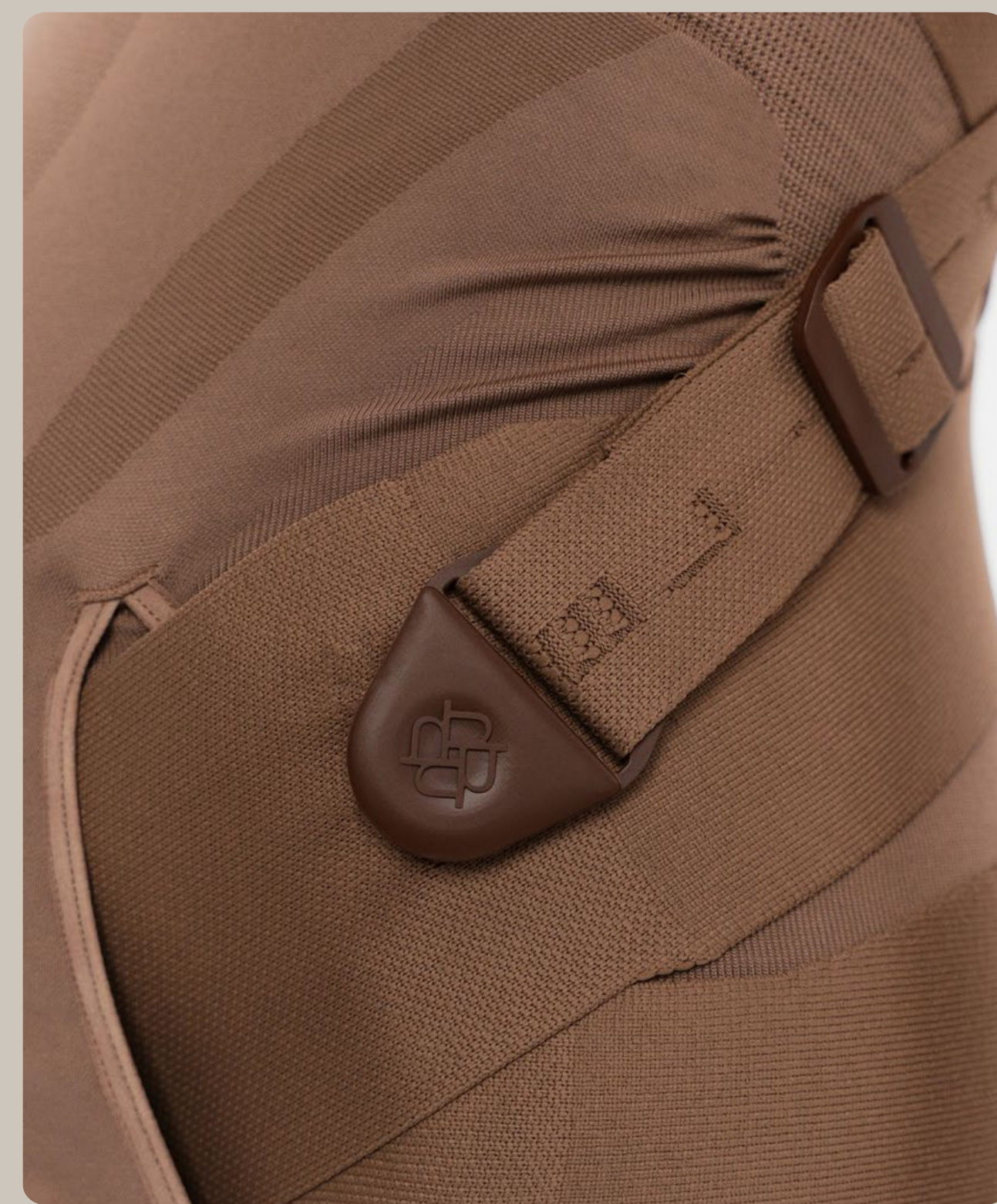
# ATTENTION TO DETAILS



Loop-and-puller tape for  
easy zip-up



Adjustable fastening system  
for a personalised fit



Logo-engraved  
buckle

Conceptualisation & IP Strategy

2021

Biomechanical Validation

2023

The Launch Year

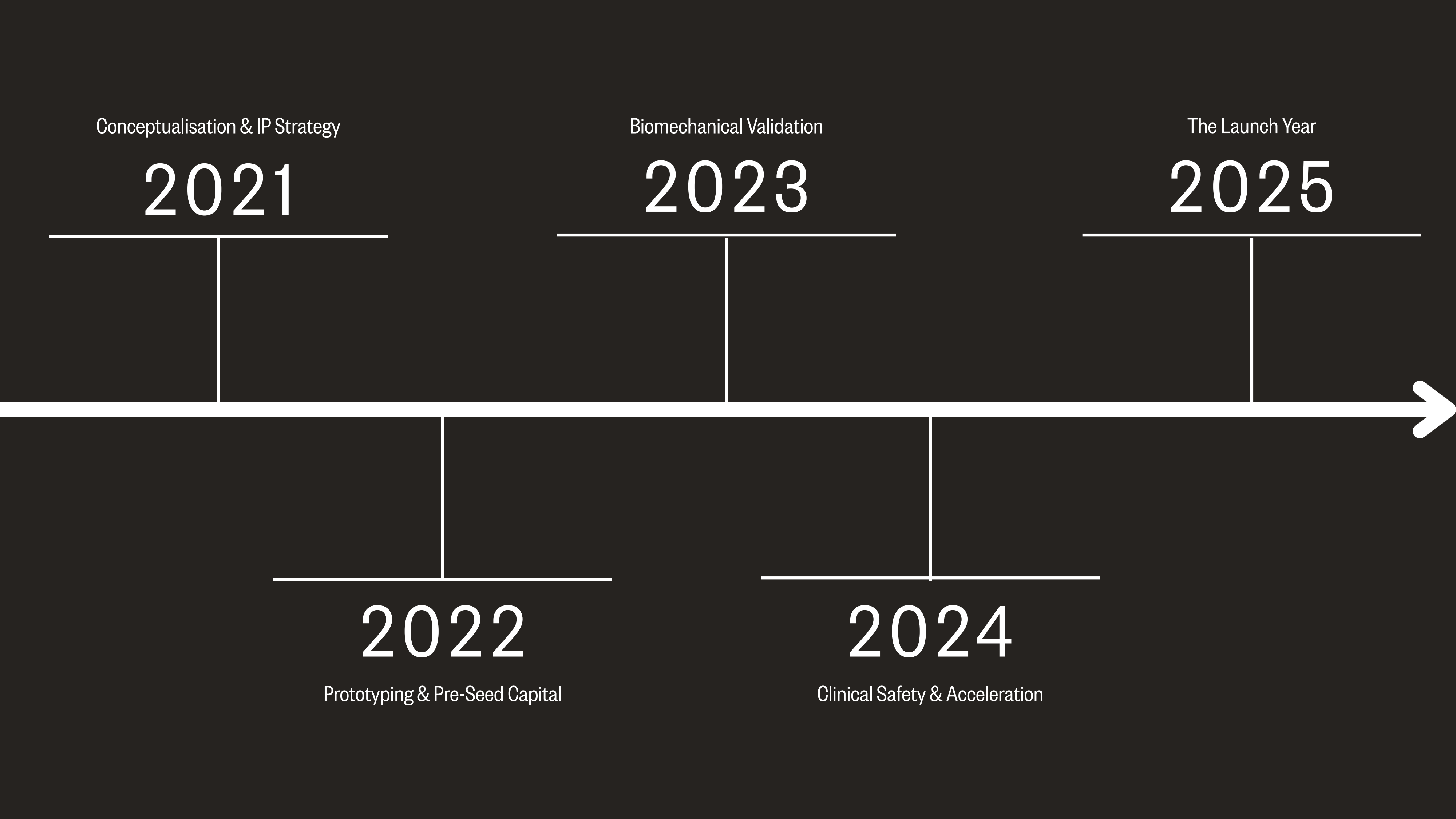
2025

Prototyping & Pre-Seed Capital

2022

Clinical Safety & Acceleration

2024



# BEHIND THE SCENES

Since February 2021 when we started our journey, through 2022 we secured financing raising over 300k euros in both public and private financing. That helped us to: built a foundation for a great team, conduct the extensive r&d, create the mvp in substitute materials, prepare the validation and certification strategy and securing the IP rights.



# STARTUP JOURNEY

By 2023, we had moved from basic prototypes to a scientifically validated device, proving in the biomechanics lab that our solution actively reduces muscle load. 2024 was our year of clinical validation. We secured the critical positive opinion from the Institute of Mother and Child and won support from Horizon Europe. Along the way we took part in presentations, top EU acceleration programme and much more.



# KEY ACHIEVEMENTS

**ForbesWomen**

Top 25 FemTech Startups  
in Poland (Forbes Women  
x SEXED Foundation)



Top 10 Regional Finalist,  
Global Startup Awards  
Central Europe

**TNW**

Top 10 Finalist, The Next  
Web Conference 2024



Top 15 Finalist, Mother &  
Child Startup Challenge

**EMPOWOMEN**



Funded by  
the European Union

1 of 11 startups of the first cohort of the EmpoWomen  
Accelerator for Women-led DeepTech Startups  
(Horizon Europe)

# TEAM DRIVING INNOVATION



SŁAWA MADELSKA  
Founder & CEO



ALBERT TRĄPCZYŃSKI  
CFO



WERONIKA DRAUS  
Head Designer



ZUZANNA WÓJCIK  
Product Developer



KAMILA PRZYBYLSKA  
Project Manager



MARIANNA MICHAŁOWSKA  
Project Manager

## UK REP



JENNIFER UNSWORTH  
Head of Growth  
& Partnerships UK



LUCA BIGNARDI  
MANUFACTURING



EVA DE LAAT  
TECHNOLOGY



MOTHER & CHILD  
INSTITUTE  
MEDICAL ADVISORY



THANK YOU! THANK YOU!  
THANK YOU!

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