

## Fact Sheet (EN)

### Contact

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### Material (Photos, Logo etc.)

Digitally available here: [www.sparkfield.de/press](http://www.sparkfield.de/press)

### Product

Sparkfield uses state-of-the-art robotic technologies to redefine strength training and make it accessible to a larger audience: efficient, safe and motivating.

The product "Sparkfield Core" is a strength training device for all muscle groups on just 2m<sup>2</sup>. The patented technology enables over 30 recognized strength training exercises (including "The Big Five") with user guidance, personalized movements and state-of-the-art training methods at the touch of a button. Users enjoy the freedom to define their own training plan or follow the instructions of the virtual coach. Live feedback, data-driven progress reports, recommendations as well as gamification elements motivate sustainably, excite and keep the spirits up.

Two training sessions of 15 minutes per week are sufficient to complete a health- and performance-oriented muscle training. This is possible due to the state-of-the-art training methods implemented in Sparkfield Core.

### Description of target customers

Sparkfield Core is primarily for people who want regular, efficient strength training but have little time to do so.

It offers a fully-fledged, modern training on a very small footprint.

The solution is therefore particularly advantageous for companies in the context of employee health management, hotels, sports clubs, exclusive gyms and personal trainers. The solution convinces with significant cost and space benefits.

In the mid-term, private households and apartment communities extend the target group.

## Vision of Sparkfield

We are convinced that strength training is essential for health and general well-being.

Furthermore, we are convinced that the combination of latest robot technologies with sports science enables totally new possibilities to make strength training an exciting, safe and motivating experience.

We are committed to enable everyone, independent of age and experience to reach his/her physical goals.

## Market entry

The delivery of the first devices to selected pilot customers and partners is planned for the second half of 2022.

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## Important milestones

- 04.2022** Premiere at FIBO 2022
  - 11.2021** Customer-ready prototype "Sparkfield Core"
  - 10.2021** Pre-Seed investment within the Startup-BW program
  - 04.2021** First fully functional Demonstrator
  - A-2021** Management buy-out and founding of Sparkfield GmbH
  - 2019-2020** Studies at former employer Robert Bosch GmbH
  - A-2019** First ideas by the two CEOs Amos und Mattias
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## Company

### Investment within the INVEST-Framework possible

**Founders:** Prof. Dr. Amos Albert, Mattias Hallor, Steffen Petereit, Dehlia Khelif, Dr. Clemens Buss

**Managing directors:** Prof. Dr. Amos Albert und Mattias Hallor

**Short Vita - Prof. Dr. Amos Albert**

Amos has developed robots and brought them to market for over two decades. He has in-depth experience with start-ups and business development.

Education: Dipl.-Ing. 1996; Dipl.-Ök. 1998; Dr.-Ing. 2001; Prof. 2011

Short CV: Bosch 2002-2020: Project manager, Chief Expert „Robotic and autonomous Systems“, Director of Bosch subsidiary, CEO Corporate Start-up, Product group leader and Vice President; Leibniz Uni Hannover 2011-13: interim professorship.

**Short Vita - Mattias Hallor**

Mattias has been doing strength training successfully for over 30 years and recently defended his German champion title with a new record in bench press. He has been inspired and driven for many years to make strength training more efficient and accessible to a larger audience.

Education: MSc in Physics and Electrical Engineering (Sweden)

Short CV: Bosch 2002-2020: System developer, Product manager, Lead of global product management (motors in automotive applications)

**Authorized representative:** Steffen Petereit

**Purpose of the company:** Development and distribution of software-intensive mechatronics products and services in connection with fitness, sports, leisure and health.

**Registered office:** Markgröningen