



**Optimise treatment plans,  
maximise revenue**

**Charlie Holt**

Founder | Physiotherapist

[invest@bodysync.ai](mailto:invest@bodysync.ai)

**SEIS Funded**

**£150,000**

**£25,000 invested**

BodySync uses AI to analyse the latest evidence and generate **patient-specific, evidence-based** treatment plans built directly from the clinician assessment.

Evidence based  
treatment

Patient outcomes  
improve

Clinic revenue  
increases

Patients stay  
engaged

Efficiency  
improves

Treatment becomes  
consistently high

# The Problems

**MSK care is inconsistent, inefficient, and under-optimized**



## **Lack of long term treatment planning**

Patients often receive short-term care without structured progression - leading to early drop-off and incomplete recovery.



## **Underbooking and lost revenue**

Clinicians frequently stop treatment too early, even when further sessions are clinically indicated — reducing outcomes and clinic income.



## **Inconsistent care and outcomes**

Without standardised guidance, recovery varies widely between clinicians and clinics.



## **Clinician variability and knowledge gaps**

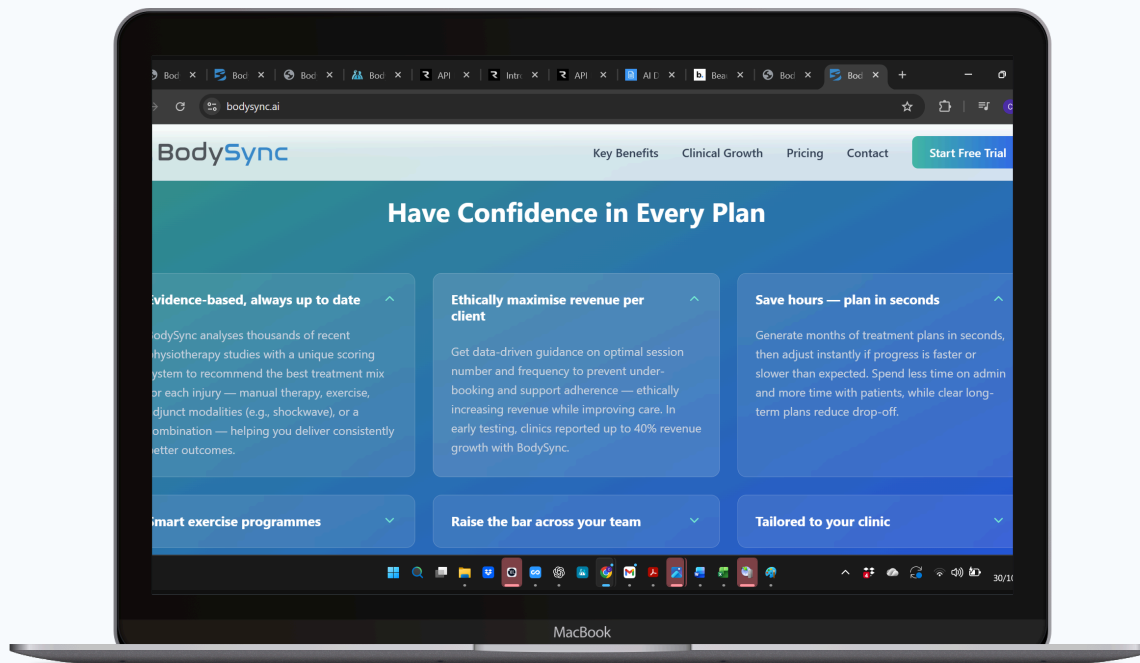
Treatment decisions depend heavily on individual experience rather than consistent, evidence-based frameworks.

The UK average for MSK treatment sessions: 3.4 session (source: [Physio First](#))

Research indicates optimal outcomes may require: Up to 10 sessions (source: [Sahin et.al](#))

# The Solution

BodySync standardises and optimises MSK care through AI-driven treatment planning, turning clinician input and research evidence into structured, personalised treatment plans.



- **Evidence based**

BodySync uses the clinicians assessment to analyse thousands of research papers to create the most effective treatment plan.

- **Patient specific**

Every plan is tailored to the patients injury, history, current ability and goals.

- **Recommended treatment**

Modalities, exercises, patient education, number & frequency of sessions, all referenced.

- **Structured progressions**

Plans and split into phases, with goals and milestones to improve patient engagement and adherence.

# Market Opportunity

A rapidly growing MSK market ready for digital transformation

## UK Private MSK Clinics

31,800

UK based private MSK clinicians



£1.5m - £2.8m

Per year, based on 5-10% uptake

## Global English Speaking Countries

120,000

UK based private MSK clinicians



£5.4m - £10.8m

Per year, based on 5-10% uptake

## NHS MSK Units

6,300

GP Surgeries & acute hospitals



£1.2m - £1.3m

Individual clinician licenses &  
Trust subscriptions

# Traction & Validation

---

Validated in real clinics - with strong early adoption and engagement

**40+**

Users across 25 clinics  
actively trialling

**10**

Letters of intent  
signed

**37%**

Average increase in  
revenue reported

**500/240**

Visits/unique visits  
to Ask.BodySync in  
the first 5 days

# Traction & Validation

---

Validated in real clinics - with strong early adoption and engagement

## Exercise Prescription Platforms

Follow up meetings  
scheduled with 2 large  
EPP's

## Practice Management Systems

Official connected app  
with Cliniko, integrated  
with Nookal

## Physio First

Significant interest from  
chair with follow up  
meetings in January 2026

# Scalable recurring revenue across the MSK ecosystem

Sector	Model	Pricing	Use case
Private clinics	Per clinician license	£65 - £75/month	Core product for independent & group clinics
NHS/Primary care	Per FCP licence	£75/month	Future expansion to GP based MSK services
Hospitals	Per site licence	£800 - £1000/month	Multi-clinician MSK departments
Super Plans	Premium add-on	Variable	Monetised evidence based plans



# From clinical insight to global MSK platform

---

● 2024

## Development & Validation

Research & validation completed  
MVP built with clinician input

● 2026

## Growth

Convert pilots to paying customers  
Super Plan tagging system live

● 2025

## Launch Phase

25 pilot clinics / 40+ users  
Integrated with Cliniko  
SEIS round open (£25k committed)

● 2027

## Expansion

International rollout & NHS  
readiness  
Publish large-scale outcome data

# £150,000 SEIS Round Open

---

**Target Raise:** £150,000  
**£25,000** already committed  
**SEIS Eligible** (50% income tax relief)

## Product development

Improve integrations

Development of tagging system and Super Plans

Enhance platform visuals and usability

## Marketing & customer acquisition

Accelerate rollout to wider UK Private clinics

Build brand awareness and onboard new clinics

# Charlie Holt

## Founder | Physiotherapist



- 13 years' experience as a physiotherapist
- Founder of seven businesses, including two physiotherapy companies with nine clinics
- Ventures span physiotherapy, sports performance, and digital compliance
- Created BodySync to solve issues seen first hand in clinic - particularly physiotherapists under-booking patients even when further treatment was clinically indicated
- Brings a blend of clinical expertise, commercial acumen, and a strong network across the UK MSK industry

Advised by senior MSK clinicians and technology partners

# Building the global clinical intelligence platform for MSK care

---



BodySync's self-learning system enables thousands of research papers to be tested in real-world clinical settings.

By analysing treatment combinations and outcomes across real patients, BodySync uncovers what truly works - not just in theory, but in practice. This creates a continuous feedback loop that delivers:

- **Better outcomes** for patients
- **Increased revenue** for private clinics
- **Significant cost savings** for the NHS

Nothing like this has ever been done before - a global, data-driven engine for MSK care that improves with every treatment delivered.

**Real patients. Real data. Real outcomes - at a global scale.**

# Join us in transforming MSK care

---

**£150,000 SEIS Round Open**

**SEIS Approved – 50% Tax Relief Available**

**£25,000 Already Committed**

For more information, visit [invest.bodysync.ai](https://invest.bodysync.ai)



[invest@bodysync.ai](mailto:invest@bodysync.ai)