

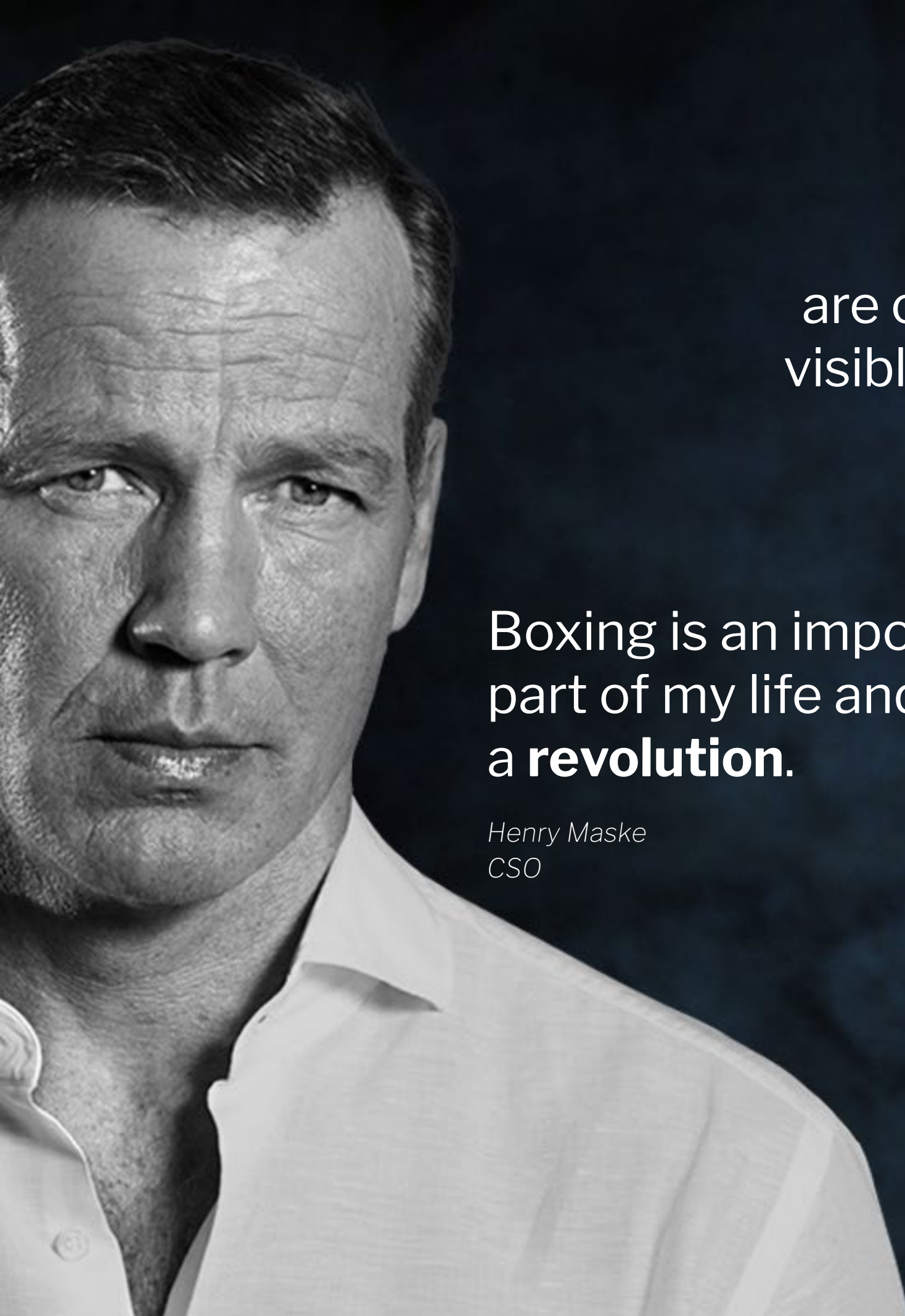


# R00Q Insights

Press Kit







Boxing is an important part of my life and it deserves a **revolution.**

*Henry Maske*  
CSO

Boxing and technology are our DNA. We make progress visible - for coaches and athletes - **for everyone.**

*Ralf Rüttgers*  
CEO







**History**

**Company**

**Managing Directors**

**Vision and Mission**

**Science**

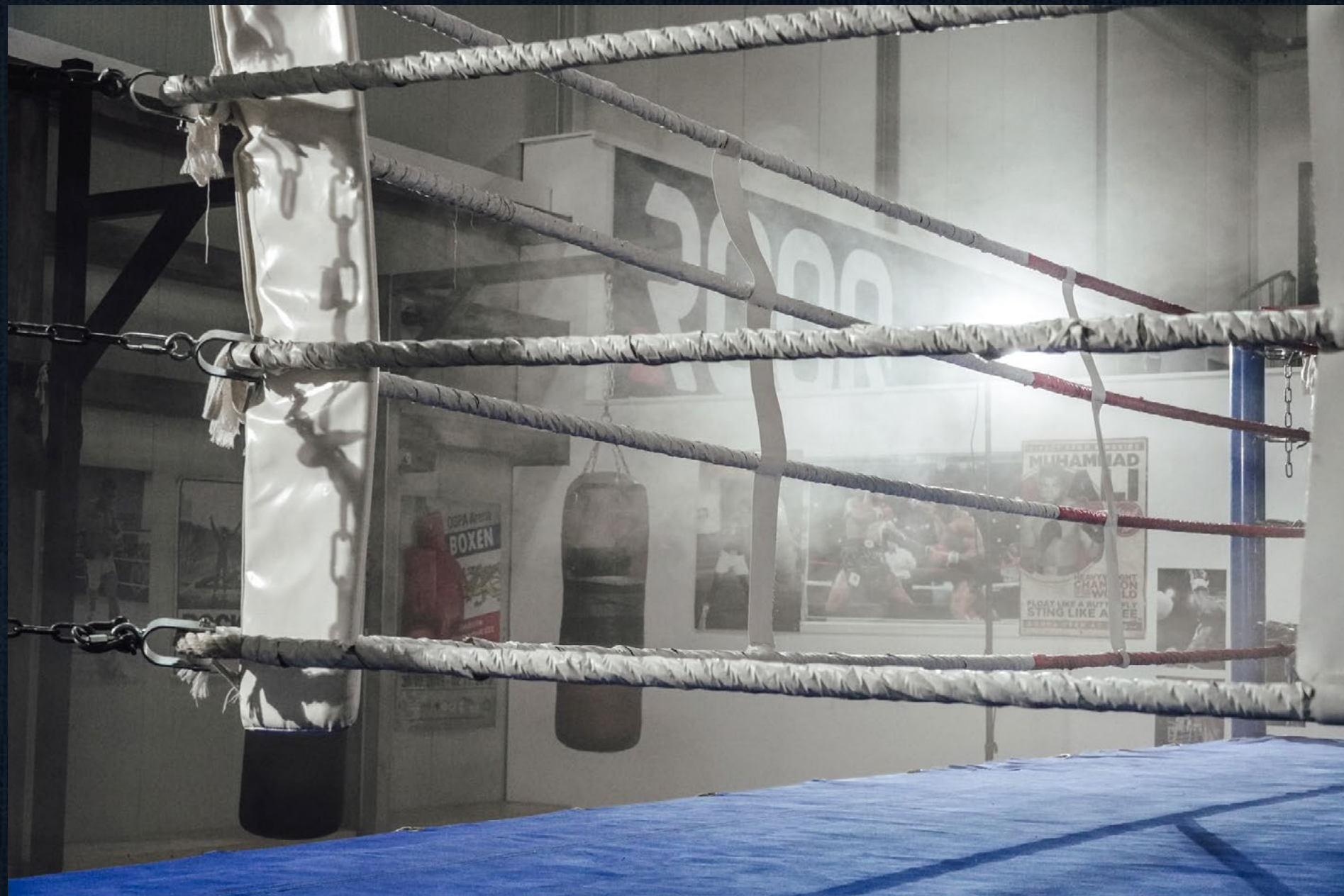
**Features**

**Product Portfolio**

**Scientific Outlook**

**Outside the Ring**

# CONTENT





# ROOQ HISTORY



A watch including a GPS function is a constant companion for those who are active in sports these days, definitely for those who are performance oriented. Obviously – because it works. From now on, this can be achieved in a comparable way in boxing. ROOQ makes it possible.

Reason enough to deal with something that has not existed before. Ralf Rüttgers – boxer, coach, founder and chief executive officer, dared to take this courageous step.

Henry Maske was immediately captivated by this vision, by the revolutionary use of technology in boxing. The Olympic champion and 10-time professional world champion is now part of the management team at ROOQ.



**From truth to clarity to action** – these key words are the philosophy and core of ROOQ, because for the first time athletes and coaches receive individual information on training performance. Up to now, this has not been possible at all or only with the help of very expensive technology and, above all, only under laboratory conditions.

**Watch, understand, grow** – with the ROOQ technology athletes and coaches alike find their way from perception to certainty. ROOQ goes ahead, makes boxing digital and measurable – and therefore future-proof.



**ROOQ**  
 There's always a moment of truth, of clarity, of action.  
**That's boxing!**



# ROOQ COMPANY

Together with data, software, hardware and firmware specialists, mathematicians as well as athletes and coaches, Ralf Rüttgers has developed a complete technology set, from sensors to the app.

Passion and creativity led to a unique branding: ROOQ – inspired by top athletes and cognitively transformed into a brand of great value.

Foundation  
 June 5, 2018

Number of employees  
 > 20

Availability  
 > 50 Countries

Planning and development  
 > 4 years

Headquarters  
 Aachen, Germany

Certifications  


The effort behind ROOQ  
 50 years of work



The company name and the logos have been internationally protected under trademark law since 2020.



# ROOQ MANAGING DIRECTORS



*„With our technology, boxing has arrived in the future. That’s what I vouch for!“* Ralf Rüttgers  
CEO

Ralf Rüttgers quit his management career at the end of 2016 and decided to build a company that would develop leading edge technology for boxing. As an athlete and today as a licensed boxing coach (German Olympic Sports Confederation), his passion remained unbroken after more than 30 years.

*„Get in the Ring and experience the ROOQ Power.“*



Henry Maske CSO *„Our product portfolio provides boxing and other related sports with the necessary professional analysis. Coaches and athletes alike will participate and win!“*

Henry Maske is one of the most internationally successful and popular athletes in Germany. He was an exceptional athlete who achieved everything in his era: world and Olympic champion, 10-time professional world champion and athlete of the year. Even after his active boxing career he never lost his great passion for boxing.



# ROOQ VISION

With the ROOQ technology, every boxer and coach will have the opportunity to measure and optimize their performance individually.

The ROOQ team has one big goal: It wants to make the attractiveness and fascination of this great sport more transparent.



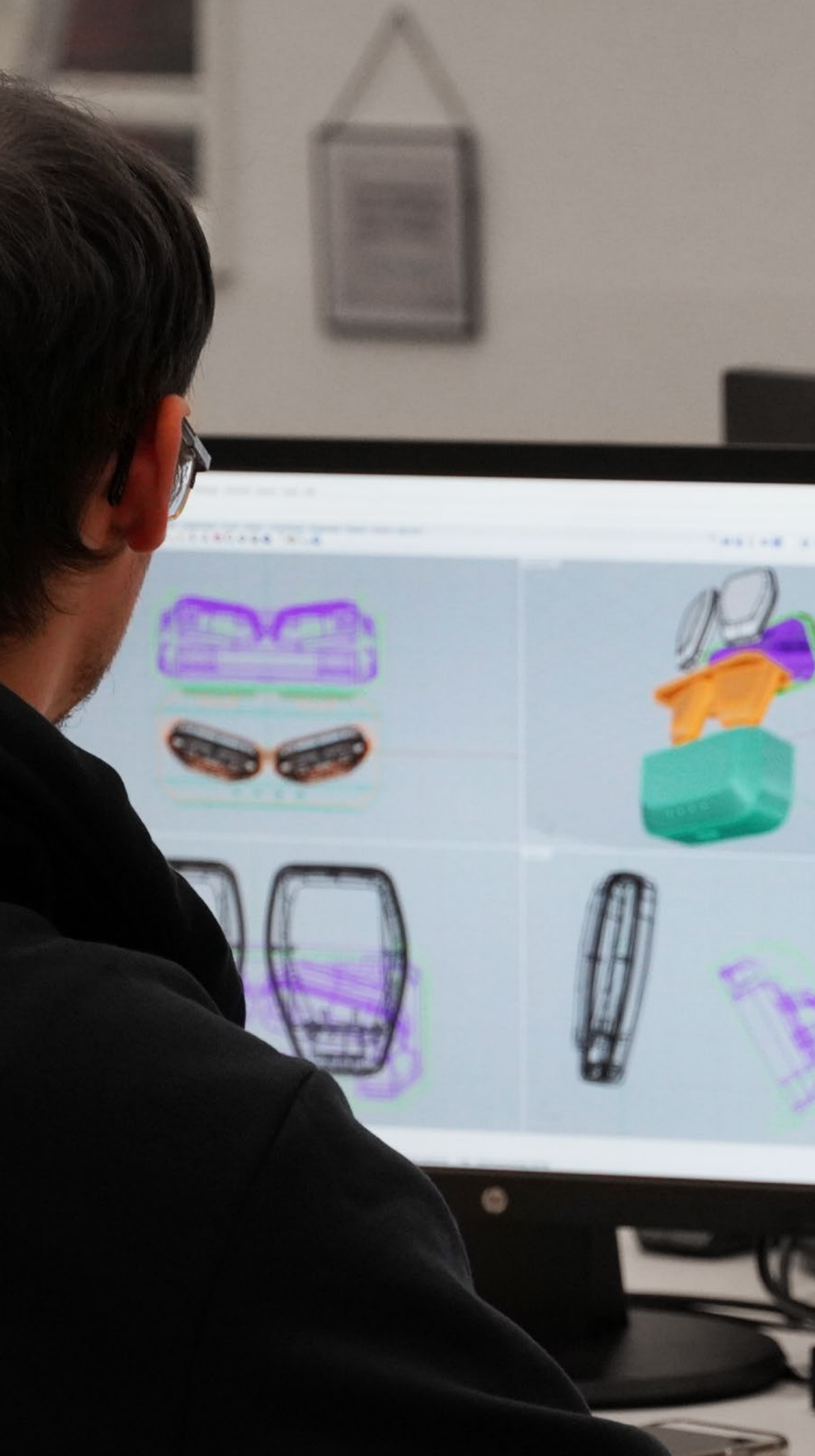
# ROOQ MISSION

We combine sport and technology, make boxing-specific performance measurable and sustainably visible.

Our visionary technology for training analysis is aimed not only at professional athletes and elite coaches, but also at every athlete.







# ROOQ SCIENCE

Research and development are at the heart of ROOQ. The focus is on providing athletes and coaches with the best possible performance diagnostics through the use of mathematical processes – for example machine learning and intelligent algorithms – and helping them to achieve their full performance potential. Over the years ROOQ has recorded and processed several hundred thousand punches from a wide variety of athletes using specially developed and powerful measurement technology.

ROOQ stands for progress. Therefore, the optimizations to the technology never end. Now and in the future, the R&D team will process the performance-relevant data with the self-generated deep learning algorithms and generate further box-specific metrics for the athletes and trainers.

- ▶ > 25.000 lines of code in the area of data science
- ▶ Revolutionary movement identification through pattern recognition
- ▶ World class machine learning approaches to boxing







# ROOQ FEATURES

ROOQ has mastered the great scientific challenges and can characterize the effectiveness of punches by the following parameters:

- Impact speed (maximum and average value)
- Impact force calculated according to the punch momentum (maximum and average value)
- Punch variability (left and right hand, punch types: jabs, head hook, uppercut, body hook)
- Number of punches

The algorithmic library automatically differentiates between left and right hand and also recognizes the following box-specific training content:

- Shadow boxing
- Equipment work
- Jumping rope
- Partner exercises (Sparring, Mitt training)





## ROOQ **BOX**

ROOQ's leading boxing technology for precise, digital measurement of individual performance levels. ROOQ supports all boxers, trainers and fitness athletes with its sensors set (incl. charging case and straps), app and online platform, enabling them to make their training performance transparent and to improve it in a systematic way.



Cutting-edge technology developed for everyday training.

Technology – Made in Germany



# ROOQ SENSORS

During training the athletes wear the sensors in their straps.  
All specific movements are recorded automatically.

The ROOQ technology can be used anytime and anywhere. No training session is lost. The data is saved without the need for a direct app or internet connection. After the training the data is synchronized with the App and stored highly encrypted. All this happens in accordance with the highest security standards and in accordance with the GDPR.



100% impact resistant



No cell phone needed  
during training



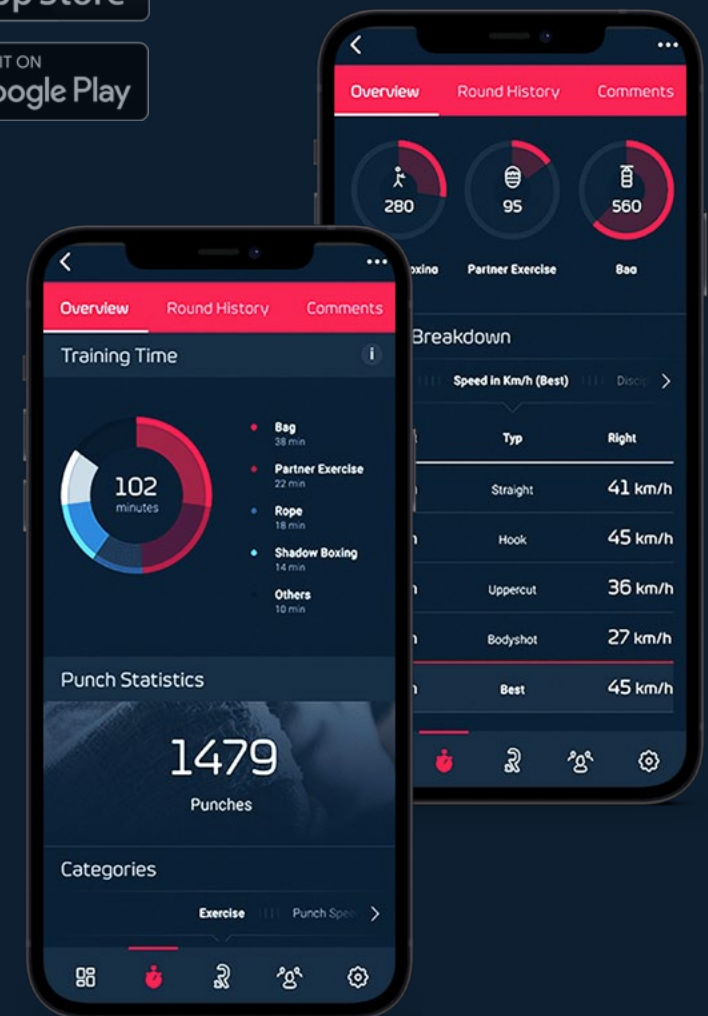
Sweat and water  
resistant





# ROOQ APP

The app (Android / iOS) automatically provides the athletes with an almost complete analysis of their boxing-specific training and competition performance. All data is visualized – also in the long term. Here the entire training evaluations are shown, up to the detailed round analysis in order to efficiently improve individual performance.



The athlete benefits from this:

- ▶ Identification of strengths and potential
- ▶ Analysis and transparency of individual performance and targeted training methodical planning
- ▶ Creation and transfer of training plans
- ▶ Long-term evaluations across all training content



# ROOQ COACHING ZONE

**Overview - analysis - control:** With the world's first digital coaching zone for boxing the coach brings truth to the ring. The ROOQ coach portal is an innovative digital support to track and evaluate the performance of the athletes with data and facts at any time and regardless of location. The athletes share their training data with their coaches, so the coaches can keep an overview and develop their athletes even more specifically in the long term.



- ▶ Optimized training planning and control – complete overview of all registered athletes
- ▶ Commenting on training results

- ▶ Create and send individual training plans and transfer them to the athlete's ROOQ app



# ROOQ SCIENTIFIC OUTLOOK

For ROOQ standstill is synonymous with a defeat by knock-out. The team works with an insatiable zest for action on the further development of the technology. Many product extensions with outstanding features are being planned and are waiting to be implemented. Athletes and coaches alike can be excited.

## **Distance detection**

This indicator leads to an improvement in the tactical fight behavior and allows even more insight into the punch variability. Three different punch distances (long distance, half distance, short distance) are recognized.

## **Hit detection**

This feature identifies whether a punch is taken into the cover of an opponent or not. As a result, one's own defense behavior and attack behavior is analyzed amongst other things.

## **Live Mode**

The live mode tracks the training performance and every single punch in real time in the ROOQ app and in the coaching zone. The update enables coaches in particular to perform direct performance diagnostics.

## **Infotainment and Edutainment**

ROOQ creates gripping live performance data for a new and unprecedented boxing experience. Spectators at the ring or in front of the screens get exciting insights into the fight. For the first time, media representatives have the opportunity to comment on exclusive content.







# ROOQ OUTSIDE THE RING

## **Fitness and other areas of the sports market**

Change and innovation are very important to ROOQ:

The visionary technology for training analysis leads boxing to the digital level and improves it with analytical and methodical data values. In addition, it is universally applicable and can be transferred to other sports. As soon as enough sport-specific movements have been recorded with the sensors further target markets can be opened up.

The world of fitness in particular, especially fitness boxing as an established sport, is appealing to ROOQ. The first steps to conquer this market are already planned.

The future is dynamic –  
so is ROOQ.







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