



SWIMLift
THE SWIMMING ASSISTANT



*Beyond
accessibility,
for inclusion!*



Overview

Executive Summary

- ✔ Swimlift is a “water ski-lift” supporting swimming practice in pools & beaches for currently excluded people.
- ✔ The solution addresses social and business issues.
 - ✔ Social issues: In Italy 56% of the people do not practice any sport, 30% are not able to swim, 400 die each year from drowning. People with disability ratios are even worse. (Eurobarometer 525, Istat, ...)
 - ✔ Business Issues: Pandemic, Bolkestein directive and Energy cost recently stressed Pool & Beach sector forcing the development of a managerial approach and to **compete introducing new “exclusive” and “inclusive” services**
- ✔ Sponsorships from Government & Foundations are expected to support sports & inclusion development
- ✔ The solution is **plug & play, safe and sustainable** with IT&EU patent.
- ✔ The Pool solution was released in 2020 with the contribution of **Invitalia Brevetti+**. Beach solution was completed in 2023 thanks to **Call for Innovation - Genova Ocean Race**
- ✔ Tests already completed in **20 locations**, with positive feedback from final users and key reference persons deployment in pools & beaches is on going
- ✔ The next challenge is **industrialization and in partnership establishment for the go-to market**

Executive Gallery

Milanosport
Piscina Cardellino



Genova-
Sportability Sciorba



Genova –
Innovation Village Ocean Race



Limetre
Dynamo camp



Genova
Capo Marina



Cervia
Fantini Club



Milano
Idroscalo



Tests Locations Map



AGENDA

- Our Mission
- The Problems
- Our Solution
- Go-to-market Strategy
- Market Potential
- Competitors
- Achieved results
- Next Challenges

Our Mission is to extend swimming benefits to people who are currently excluded

Our Mission

- ✔ **More swimming for all**
- ✔ **Beyond accessibility, for Inclusion!**
- ✔ Support full accessibility to wellness to all people through autonomous fruition of pools and aquatic areas
- ✔ Deliver effective and safe solutions to support movement in water for people with special needs (disability, elderly people, rehab)



Limited Sport practice and swimming ability represent a social issue not only for people with disabilities

The Problems

Limited Sports practice	✓ 45% of Europeans do not practice any physical activity, 56% is the Italian rate.	<i>Eurobarometer 525 2022</i>
Lack of swimming ability	✓ 30% of Italian people are not able to swim, only 40% have good ability	<i>Ist. Piepoli for Acquatic Education 2015</i>
Drowning stats still impressive	✓ Estimated 236 000 annual drowning deaths worldwide. ✓ 400 annual drowning deaths in Italy.	<i>World Health Organization 2023 ISTISAN 2023/15</i>
Barriers for people with disabilities	✓ 9,1% of Italian people with disabilities practice sport versus 36,1% of people without disabilities.	<i>ISTAT 2019</i>
New needs from population ageing	✓ In EU 21% over 65y old in 2020 (increase of 5 points from 2001). Italian rate 23%. ✓ Over 83% of Italian people over 55y old do not practice any physical activity	<i>ISTAT Eurobarometer 525 2022</i>



Reports confirm that developing sport practice and swimming ability enables creating value for the community

Swimlift solution is a water-ski-lift for pools and beaches developed with contributions from Brevetti + Invitalia and from Call for innovation Genova Ocean Race

Our Solution

Swimming
Pool



2020



Powered by

42k€



Beach &
Snorkeling



New!
2023



Powered by

145k€



**Successful tests already completed in 20 location,
deployment in pools and beaches is on going**

The solution is plug & play, safe, sustainable, for wellness and for inclusion. The Key 2030 sustainable goal is n.3. Good Health and well-being

Our solution – key figures

- ✓ The Solution is ready for **indoor & Outdoor**, pool and beach
- ✓ It is **Plug & Play** with fast set-up (<15 min), limited supervision required and easy maintenance.
- ✓ It includes **safety controls** and **CE certification**.
- ✓ It is **sustainable**, designed with eco-friendly raw materials
It includes rechargeable battery with solar panel option
- ✓ It is **Easy Plug & Remove**: it can be located with no impact in protected natural sea areas as well.
- ✓ Italian & European patents obtained.

- Other solutions support access to pools and beaches: Swimlift, however, goes **beyond accessibility**, improving the effective fruition of swimming pools and other water facilities
- It is not only for people with special needs but also for everyone's fun & wellness, thus enabling **effective inclusiveness**.



Go to market strategy requires the involvement of different customers and support from stakeholders and sponsors

Go-to-market strategy

Customer

- **Pools**
 - ✓ Local municipalities
 - ✓ Pools management
 - ✓ Sport association
 - ✓ Social association

- **Beaches**
 - ✓ Local Municipalities for public beaches
 - ✓ Beach resorts management
 - ✓ Sports associations
 - ✓ Social associations

Final User

- *People currently excluded from pools and beaches*
- *People with disabilities*
- *People with special needs: elderly, pregnant, rehab, babies ...*
- *People for fun & wellness*

Stakeholders & Sponsors

- Pool construction Companies
- Acquatic Sports Companies
- Wellness Companies
- Government Central & Local
- Foundations – for Social, Health, Sports, Inclusion...
- Sports federations
- Beach resort associations
- Pool Management associations
- Pool Associations
- Thermal Federations

Focusing on the Italian market only, a conservative evaluation highlights a fast pay-out

Market potential

		Numbers - Italy	
Pools	Public pool	!	3.000
	Rehab pool		500
	Termal pool		200
Beaches	Beach resorts	!	100.000
	Protected sea areas		50
	Acquatic park		100

		Annual sales (units)			
		2024	2025	2026	2027
Pools	Public pool	5	20	50	100
	Rehab pool	1	5	10	20
	Termal pool	1	5	10	20
Beaches	Beach resorts	5	20	50	100
	Protected sea area	1	2	5	10
	Acquatic park		1	5	10

- ✓ Preliminary pricing - including first installation and 1st year maintenance- shows a 30% margin.
- ✓ Production cost has been already reduced from the first prototype; further cost reduction opportunities are under evaluation. Industrialization is expected to generate a significant cost reduction in order to offer the solution at a best price for the market.
- ✓ **With industrialization and with the right partners in EU & WW Market figures are definitively interesting.**

Swimlift competitors are the Providers of aids for disabled and tools for aquatic fitness and literacy that can be partner for distribution to beaches & pools manager that need to offer exclusive and inclusive services

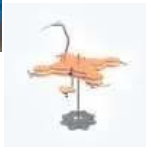
Competitors

Pool

✓ aids for the disabled



✓ Vertical fitness tool



✓ Support for aquatic literacy



Beach

✓ aids for the disabled



✓ Sport attraction



✓ Aquatic entertainment



Looking back, we started from a Lego model we completed the solution for pools and for beach resorts and we performed test in 20 locations

Achieved Results



Looking forward, the startup has to face new key challenges

Next Challenges

- ✔ Involve direct users for stress test of the solutions, for fine-tuning and for development
- ✔ Cooperation with people & associations operating for accessibility & inclusion
- ✔ Scout idrokinesi-therapy opportunities with expert referents
- ✔ Development projects for snorkeling (e.g. Protected Marine areas)
- ✔ **Select partners for moving from prototype to production phase**



Thanks for your attention!

Further details available in annexes

Internet



www.swimlift.it .

Facebook



<https://www.facebook.com/swimlift>

Instagram



<https://www.instagram.com/swimlift.it/>

Youtube



https://www.youtube.com/channel/UCZ75fcCvXAojJhJcMjMD_4g

Linkedin



<https://www.linkedin.com/company/swim-lift-srl>

Portale SIVA



<http://portale.siva.it/it-IT/databases/products/detail/id-22589>

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Annexes

- Our Solution - details
- Test locations Map
- Gallery - Pool
- Gallery – Beach
- Gallery - Friends
- Sponsor & Testimonial
- Press
- Exhibits
- Our Users
- Our Team
- Our social media

Our solution is like a “ski-lift” in the water for swimming assistance in swimming pools and beach resorts

Our solution – at a glance

- ✓ Swimlift is an ingenious **support for movement in water**. It consists in a rope moved at low speed by an electric battery-powered motor between two pulleys, mounted on small stations at water level.
 - ✓ Swimlift supports movement in water **for people who need or want swimming assistance**, such as the elderly, children, those with disabilities or that require rehabilitation, and for Fun& Wellness.
 - ✓ Swimlift is suitable and ready for **swimming pools, beach resorts**, physiotherapy centers, thermal parks, aquatic parks.
-
- It facilitates the **approach to water** and the water literacy for children and for those afraid of water or unable to swim.
 - It **enables fruition** of swimming pools to people with special needs
-
- Measurable results are expected in terms of **more participation in water spaces** by people with reduced mobility or disability, scared of water, unable to swim, for rehabilitation, for relaxation and wellness



The solution includes different components and is designed in order to be Plug&Play, Safe and Sustainable

Our Solution – Main components



Plug & Play



Fast set-up (<15 min).
Limited supervision
required, Easy maintenance

Safety



Safety controls at
different level. CE
certification.

Sustainable



Eco-friendly, no set-up
impact, rechargeable
battery with solar panel



Swimlift is confident to enable measurable results ...

Our solution - Measurable Results expected

Problems

Result expected

Pool Accessibility

✓ Increase access to pools & beaches for people with disability

Beach Accessibility

✓ Develop aquatic literacy for baby and children

Drowning

✓ Increase elderly participation in water activities

**New services
for special need**

✓ Reduce drowning risk

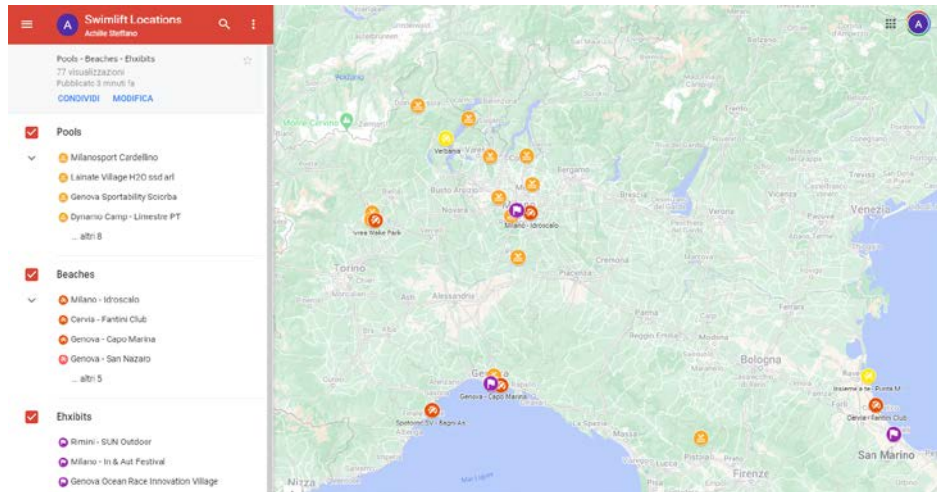
✓ Develop accessible and inclusive tourism

✓ Facilitate snorkelling in protected marine areas

✓ Reduce operator effort when providing in-water assistance to disabled people

Successful tests already performed in in 20 different locations: pools & beaches

Test location Map



Successful tests already performed in 12 swimming pools

Gallery - Pools



Milanosport Cardellino (MI)



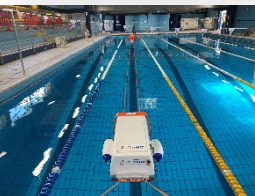
H2O Lainate Village (MI)



Dynamo Camp Limestre (PT)



Idea Blu (PV)



Ivrea (TO)



Sim-patia Onlus (CO)



Lega del Filo D'Oro (MB)



Genova Mysport Sciorba (GE)

Successful tests already performed in 8 Beach resorts

Gallery - Beaches



Genova – Capo marina



Genova – San Nazaro



Cervia - Fantini Club



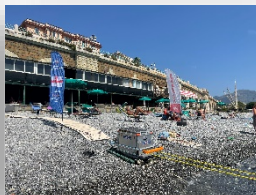
Genova – Capo marina



Cervia - Fantini Club



Genova - Nervi



Genova – Capo marina



Spotorno (SV)

A lot of little & big friends enjoy Swimlift

Gallery – Friends



Relevant supporters & sponsors collected so far

Sponsor & Testimonial



COMUNE DI GENOVA



ON THE BLUE



Great attention from the press

Press

ANSA
Sezione: **Italia**

Lo "Skilift del mare" debutta all'Ocean Race

"Sì, ma non in spiaggia per aiutare disabili"

di **ANSA**, 30 aprile 2015, 10:45
Foto: **ANSA**

Contatti



Un vero e proprio "skilift" del mare, una "funivia" messa da un motore elettrico che opera sulla superficie dell'acqua e senza rischio per nessuno di inciampare e in modo sicuro.

Marco Bucci per Genova
30 Aprile 2015

Nella spiaggia degli ex Capo Marina in corso Italia è stato installato lo "Swim Lift", un innovativo sistema che permette l'accesso in mare alle persone con disabilità e che garantisce un supporto anche per anziani e bambini.

Il sistema consente ai bagnanti di raggiungere l'acqua e di seguire un percorso predefinito in totale sicurezza.

Un altro passo per rendere le nostre spiagge sempre più accessibili per tutti gli amanti del mare.



Arriva lo skilift acquatico che aiuta i bagnanti in difficoltà a tornare sulla spiaggia: "Swim Lift" installato in corso Italia a Genova

Il progetto è nato dalla Call of Innovazione del Comune di Genova Blue.

di **ANSA** | **Genova**

TELENORD.IT

Genova, ecco Swim Lift: così disabili potranno fare il bagno al mare. Mascia: "Rendere le nostre spiagge accessibili a tutti"

di **ANSA** | **Genova**

BJUGURIA

Sezione: **Genova** | **Tutte le news** | **Genova** | **Tutte le news** | **Genova**

Lo "Swim Lift" dall'Ocean Race ai Capo Marina di Genova

Il nuovo skilift acquatico che permette l'accesso in mare alle persone con disabilità è stato installato al Capo Marina di Genova.

di **ANSA** | **Genova**



Lo Swim Lift, installato per la prima volta sulla spiaggia del Capo Marina di Genova.

la Repubblica

GREENeBLUE

il Segno

Andar per mare in modo sostenibile: idee in mostra all'Innovation Village di Genova

di **Francesca Caputo**

Lo skilift acquatico accessibile



WINTERFAR

Estate, 6 proposte utili alle persone con disabilità per una giornata al mare senza ostacoli

Relevant exhibits already completed, new ones under evaluation.

Exhibits



Sun Beach &
Outdoor Rimini

2019



In & Aut Festival
Milano

2021



Innovation Village
"Ocean Race"
Genova

2023



FORUMPISCINE



METS TRADE
MARINE EQUIPMENT
TRADE SHOW



ELECTRIC
BOAT SHOW 24



Designed for all, not only for people with disabilities

Our users



**People with
special needs**



**Everyone- for fun
& wellness**



**No-more young
people**



Pregnant gym



Baby & Children



**Rehabilitation
post trauma**

Swimlift Team includes already all experience and involvement is ongoing

Our Team



Achille Steffano
Founder



Cristina Airoidi
Legal cons.



Maurizio Galimberti
BSO cons.



Federico Cislaghi
Marketing Cons.



Luca Cairoli
Communication Cons.



Carlo Bonadonna
Start-up cons.



Our Social Media





Internet



www.swimlift.it

Facebook



<https://www.facebook.com/swimlift>

Instagram



<https://www.instagram.com/swimlift.it/>

Youtube



https://www.youtube.com/channel/UCZ75fcCvXAoJahJcMjMD_4g

Linkedin



<https://www.linkedin.com/company/swim-lift-srl>

Portale SIVA



<http://portale.siva.it/it-IT/databases/products/detail/id-22589>

*For someone it's a water carousel,
for others it's an useful aid.
They can swim together:
that's Inclusion!*



Thanks for your attention!