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Press Release:

betois: from innovation to a start-up – a new dimension of measurement in the orthopedic shoe technology

The new developed measurement system betois (bending-torsion-insole-system) of the Laboratory of Biomechanics of the University of Applied Sciences Muenster, for measuring bending and torsional moments in shoes, is being prepared for the market entry.

Muenster/Steinfurt (Germany), 30 April 2014: The Laboratory of Biomechanics is an important part of the studies of Technical Orthopedics of the Faculty of Physical Technics of the University of Applied Sciences Muenster. To marry theory and practice, the Laboratory of Biomechanics realizes practical seminars, in which the students are learning to handle technical questions.

One of those practical seminars was set up by Thomas Stief in 2013, PhD student and at the time research assistant of the Laboratory of Biomechanics. While working on his new concept he got the idea for a new measurement system. With this system it is now possible to determine bending and torsional moments of the feet directly in the shoe, with an insole system. That's where the name betois – bending-torsion-insole-system comes from.

The on the foot recorded data is wireless transferred to the computer. With a special software designed for betois the signals can be analyzed. Since one year research is been done on this new insole system and an international patent is pending. "What is really interesting on betois is, that multidimensional load analysis is done during foot movement in shoes. ", explains Prof. Dr. Klaus Peikenkamp, head of the Laboratory of Biomechanics.

During their work as research assistants in the Laboratory of Biomechanics, Markus Seeßle and Nora Dawin were also involved in research and development of the new measurement system betois. Because of the considerable innovation of betois they decided to invent a company with the aim of selling and marketing the new insole system. Furthermore contract measurements and trainings on gait analysis, biomechanics and branch specific marketing will be part of their business activities. They completed their team by a business competence, Miriam Altenhöfer with several years of management and marketing experience.

This operation of company formation is now being funded since 01 February 2014 by an EXIST-scholarship. "betois is especially of interest for the market of orthopedic shoe technology. With this new dimension of measurement orthopedic devices can be verified in a new way." Nora Dawin explains, Master degree of Biomedical Engineering of the University of Applied Sciences Muenster and prospect CEO of the new company. "The multidimensional analysis displays the

bending moment related to the shoe and consequently the force during movement on the foot. That is an important loading component.", summarizes Markus Seeßle, prosthetist and Bachelor of Technical Orthopedics of the University of Applied Sciences of Muenster, now responsible for further research and development of the new insole system betois.

This spinning off is being attended by the transfer agency as well as the start-up network of the University of Applied Sciences Muenster. Therefore an extensive and close corporation between the new start-up and the University is set. This gives the students of the Faculty of Physical Technics the opportunity to learn from a real existing example how innovation is being transformed into a market relevant product.

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