



Who we are

Alleviate is a commercial entity that delivered \$741k in 2025, a gross profit margin of 68%, and an EBITDA loss of <\$644k>. Our products treat chronic musculoskeletal soft tissue injuries at home, either as an adjunct to, or a replacement for physical therapy at a fraction of the cost. Our mission is to help millions of people avoid surgery.

The problem

Today, someone who suffers from an acute soft tissue injury approaches the problem as follows.



As a result, their injury has commonly become chronic by the time they seek assistance of a healthcare provider. Chronic injuries are difficult to resolve with conservative care because of 3 problems.

- Time: chronic injuries are slow to resolve, undermining patient motivation, at PT is time-consuming.
- Expenses: the cost of early trial and error and physical therapy results in patients ‘quitting’ before they resolve.
- Motivation: patient compliance, driven by loss of motivation, is cited as the primary cause of failed resolution.

The Alleviate solution

Alleviate addresses these problems by building on the evidence behind the benefits of Instrument Assisted Soft Tissue Mobilization (IASTM) and Physical Therapy combined. Results speak for themselves:

- 85% of patients who use the system 10 minutes a day, 3+ days a week achieve significant pain reduction.
- 20% pain reduction at week 1, up to 70% at 6 weeks on average.
- The solution costs a fraction of PT, ignoring other products used.
- The app motivates, ensures proper use, and collects patient reported outcomes (PROMs) in the convenience of the home.

What we seek

We are looking to raise \$1.9 million to develop a scalable commercial model focused on the physician channel. It will extend our reach into the market and deliver the synergies that exist with the consumer channel already in place.

Leadership bio

Alain Tranchemontagne has over 30 years of medical device experience spanning start-ups to Fortune 500 organizations. The last 18 years have been invested in orthopedics, first with Smith & Nephew, then as President & CEO at HydroCision where he helped the organization grow 5x, and now as President & CEO at Alleviate. It’s worth noting that this experience has led him from the most invasive form of orthopedic surgery to minimally invasive procedures, and now to conservative care, essentially avoiding surgery altogether. It parallels the trends observed in the market.

The Alleviate Method

Adapting the gold standard of physical therapy for at-home use, the Alleviate Method combines three treatment modalities that work together to resolve the root causes of pain.

