

ParallelWorlds.us

WAVE SENSE

POWERED BY PARALLEL WORLDS, INC

WaveSense captures every rise and fall of the ocean beneath
your board, turning raw surf into real-time data.



WAVESENSE

SURF THE DATA

WaveSense is a surf telemetry platform that transforms every wave into actionable data and enhanced engagement.



BLIND SPOTS IN THE BREAK

Surfing lacks rider-level data and performance analytics leaving wave measurement, coaching, and community untapped in a \$10B+ analog market.

- No real-time ride data
- No wave or board motion tracking
- No data-driven coaching tools
- Forecasts are delayed and generic
- No connected surf ecosystem



TURNING THE TIDE

We provide a scalable platform for real time surf performance data, analytics, and coaching captured directly from the board.

- Captures wave height & rider motion
- Streams real time data to mobile and cloud
- Powers coaching & skill progression
- Modular design for broad board compatibility
- Enables content, community, and competition



WAVESENSE



SURF-AS-A-PLATFORM

We turn surfboards into connected platforms, capturing real time wave and ride data. This powers coaching, competition, and content for surfers, while enabling schools, brands, and developers to build on a shared performance ecosystem.



- ✓ Data Services
- ✓ Mobile & Web App
- ✓ Webhooks & Event Streams
- ✓ Public API & SDKs



INTELLIGENT SURF ANALYTICS

WaveSense uses advanced AI to turn raw sensor data into real time surf intelligence.

Our algorithms detect rides, measure wave height, and score surfer performance instantly, delivering actionable insights at the speed of latency.

- ✓ Wave Measurement
- ✓ Ride Detection
- ✓ Scoring
- ✓ Adaptive Coaching

$$Z(t) = Z_{GPS}(t) + \int v_z(t) dt$$

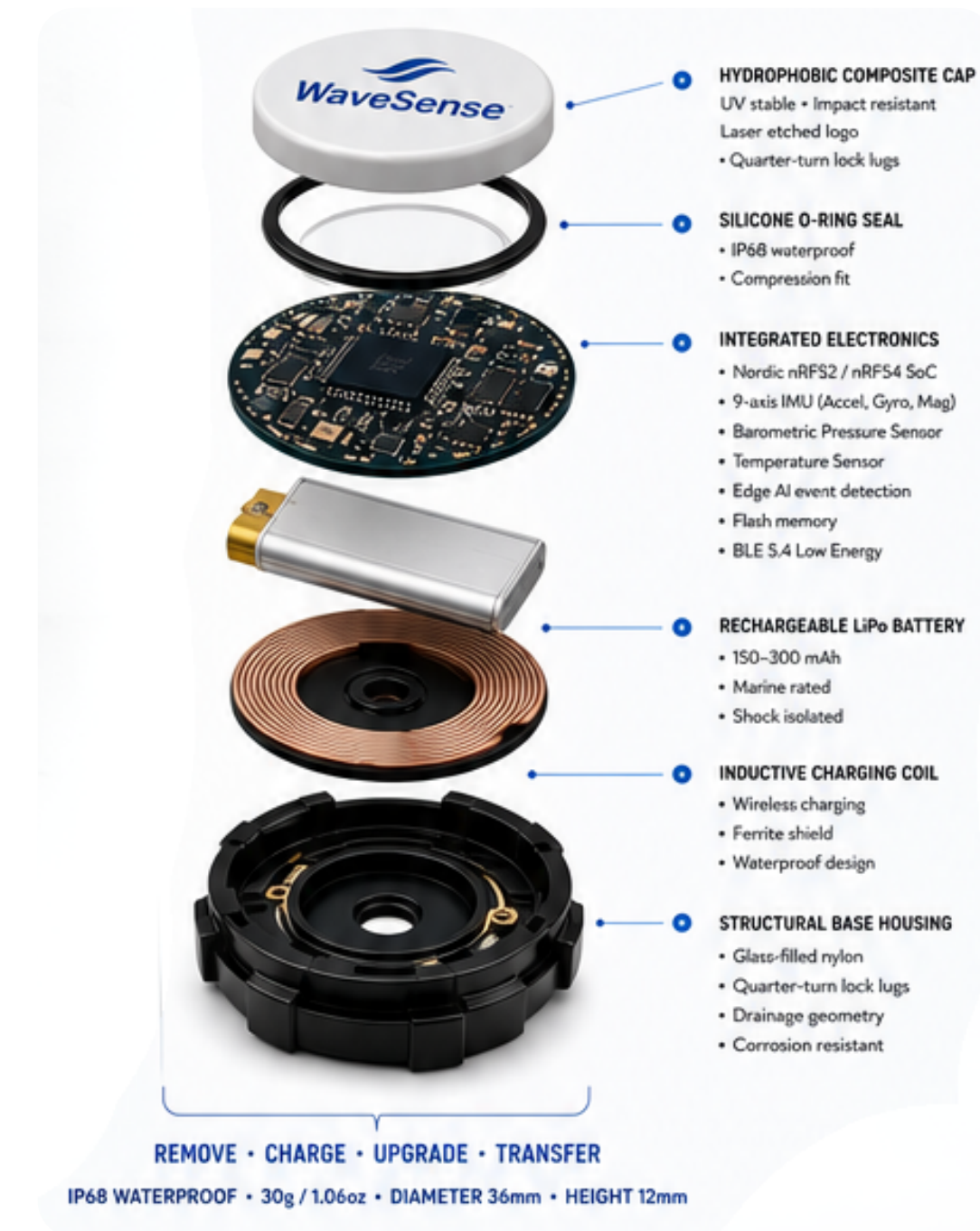


SMALL DEVICE BIG DATA

An ultra-compact, rugged node that turns every ride into a connected experience through motion intelligence, telemetry, and real-time insights.

- 9-axis motion sensing captures rider & board dynamics
- Real-time telemetry transforms performance into data
- Low-power BLE enables persistent connectivity
- Cloud platform powers analytics & digital profiles
- Modular design scales across boards and use cases

WAVESENSE



BUSINESS MODEL

WAVESENSE

Hardware Sales: B2C via surf shops, e-commerce (~\$199-\$249/unit)

Software Subscriptions: Freemium app; Pro analytics tier (\$12.99/mo)

B2B Licensing: Data + tools for surf leagues, coaches, broadcasters

Data Platform: Environmental/oceanographic data licensing

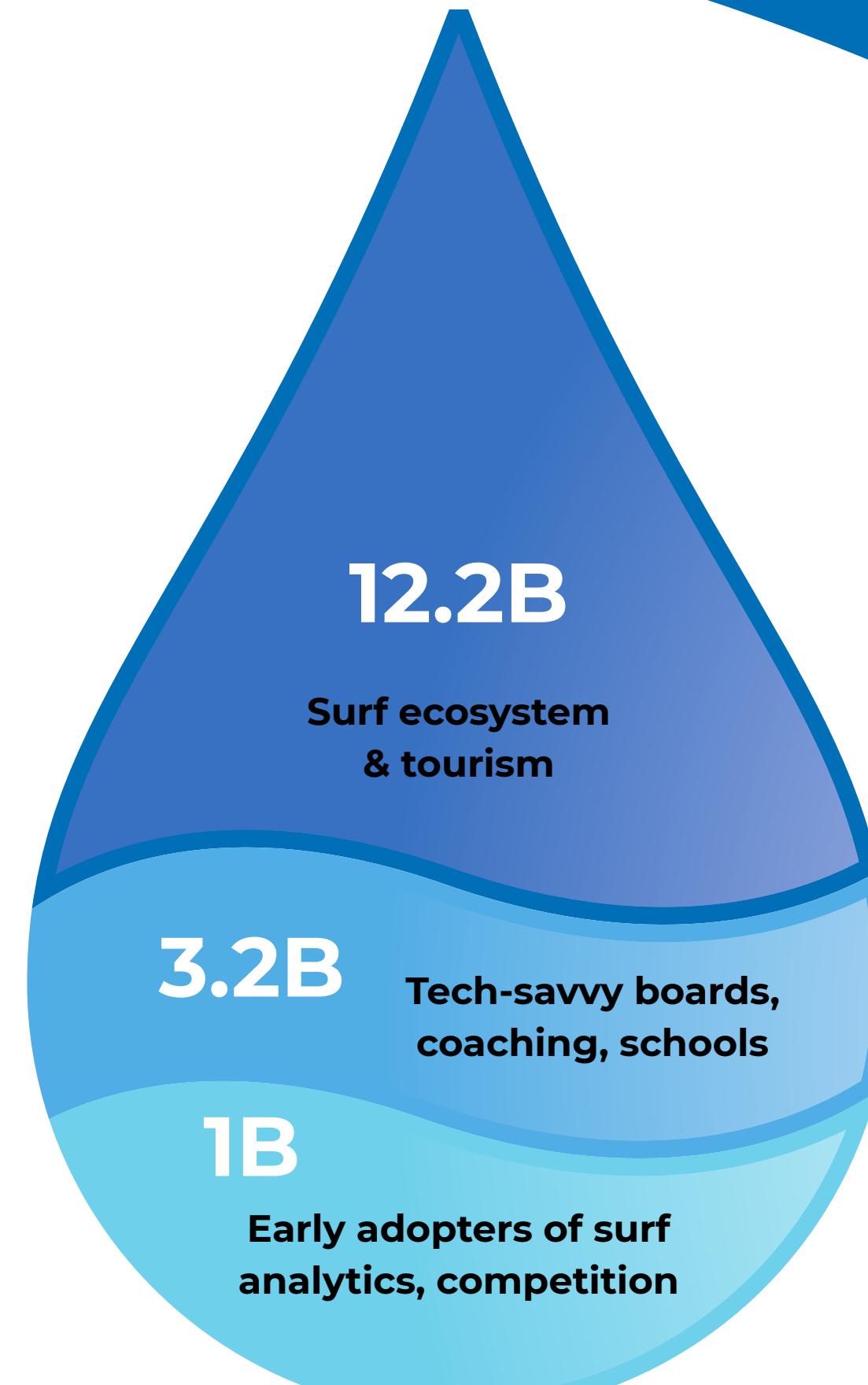
- NOAA & Copernicus Marine
- Regional Ocean Modeling Systems (ROMS)
- Private Weather APIs & Surf-Specific Data Feeds



THE MARKET

WaveSense targets a \$1B+ segment across high-performance boards, competitions, surf schools, and tourism, aiming to become the first scalable platform in-session surf intelligence.

- 35M+ active surfers worldwide
- \$3.2B surfboard market by 2030
- \$9B+ annual surf tourism revenue
- <2% of surfers use performance analytics tools



COMPETATIVE LANDSCAPE

Unlike snowboarding or cycling, surfing lacks scalable real time in-session analytics, especially for vertical motion and wave height from the rider's perspective.

WaveSense is the first to bring precision performance tracking and intelligent ride insights directly from the surfboard, filling a critical gap in the sports data landscape.



WHOOP™

GARMIN™



WAVE
GARDEN®

STRAVA



OUR TEAM

WAVESENSE



Brian R. Yurachek

Chief Executive Officer

11+ years of Asset Managemet
experience (460M AUM),
Multidisciplinary Artist, Avid Runner



Lily Primamore

Creative Director

Entrepreneur, Lifelong Artist,
Passionate Reality TV Connoisseur



Lake Meadows

Competition Surfer

Professional Athlete, Ocean
Advocate, Storyteller



Oku Akpabio

Technical Project Lead

Full Stack Developer, Educator,
Technological Humanitarian



MORE INFORMATION ABOUT US

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