

LIZORE
INNOVATING INDOOR CLIMBING

**A Unique Opportunity
in Indoor Climbing**



Who are we?

At **Lizcore®**, we are pioneers in the digital transformation of indoor climbing. Born from a passion for the sport and the belief that technology can take it to new levels of safety, enjoyment, and efficiency.

We are a multidisciplinary team of climbers, engineers, and entrepreneurs united by one purpose: **to innovate and positively impact the present and future of climbing gyms.**



The image shows two men at a trade show booth for Lizcore. They are holding a large, grey climbing board with a yellow sensor unit attached to it. The board has the Lizcore logo and text. In the background, there are banners for 'UNLEASHING CLIMBING DATA' and 'Lizcore Safe climbing and unleashing climbing data'.

Mission

To transform the climbing experience through the integration of advanced technology, **enhancing safety, user engagement, and operational management**. We aim to create a more connected and data-driven climbing ecosystem, benefiting climbers, gym owners, brands, and managers alike.

Vision

To become the world's leading provider of **technology solutions for climbing**, driving the evolution of gyms into smart, dynamic spaces that foster a thriving, engaged community of climbers.

Values

Safety as a top priority, **Community** and camaraderie, Constant **Technological Innovation**, a **User-Centered Approach**, and **Data-Driven Decision Making**.

Our Team

Our CEO and Founder, Edgar Casanovas, is a climber with over **20 years of experience**, a Certified Climbing Coach and Guide. His journey as an entrepreneur—from climbing services to founding Lizcore®—gives him a **unique perspective for identifying market needs and turning them into tech solutions**.

We have a highly qualified team of software, hardware, and AI engineers, led by our CTO, Marçal Juan. His expertise **ensures the development of robust, scalable, cutting-edge solutions**.

Every member of the Lizcore® team lives and breathes climbing culture, **ensuring our solutions are not only technically advanced but truly meet the needs of gyms and climbers**.



Lizcore® Ecosystem

Integrated hardware and software solutions

We've created a full system that digitizes and enhances every aspect of indoor climbing. Everything works seamlessly, intelligently, and is designed specifically for climbing gyms.

Smart Hardware

Safety, tracking, access and payments.

SaaS Software

Complete gym and operations management.

Climber App

Gamification and active community.

The background features a series of concentric, wavy lines in a dark teal color, creating a sense of depth and movement. The lines are more densely packed in some areas, creating a subtle gradient of shades. In the center, the word "HARDWARE" is written in a bold, bright cyan font.

HARDWARE

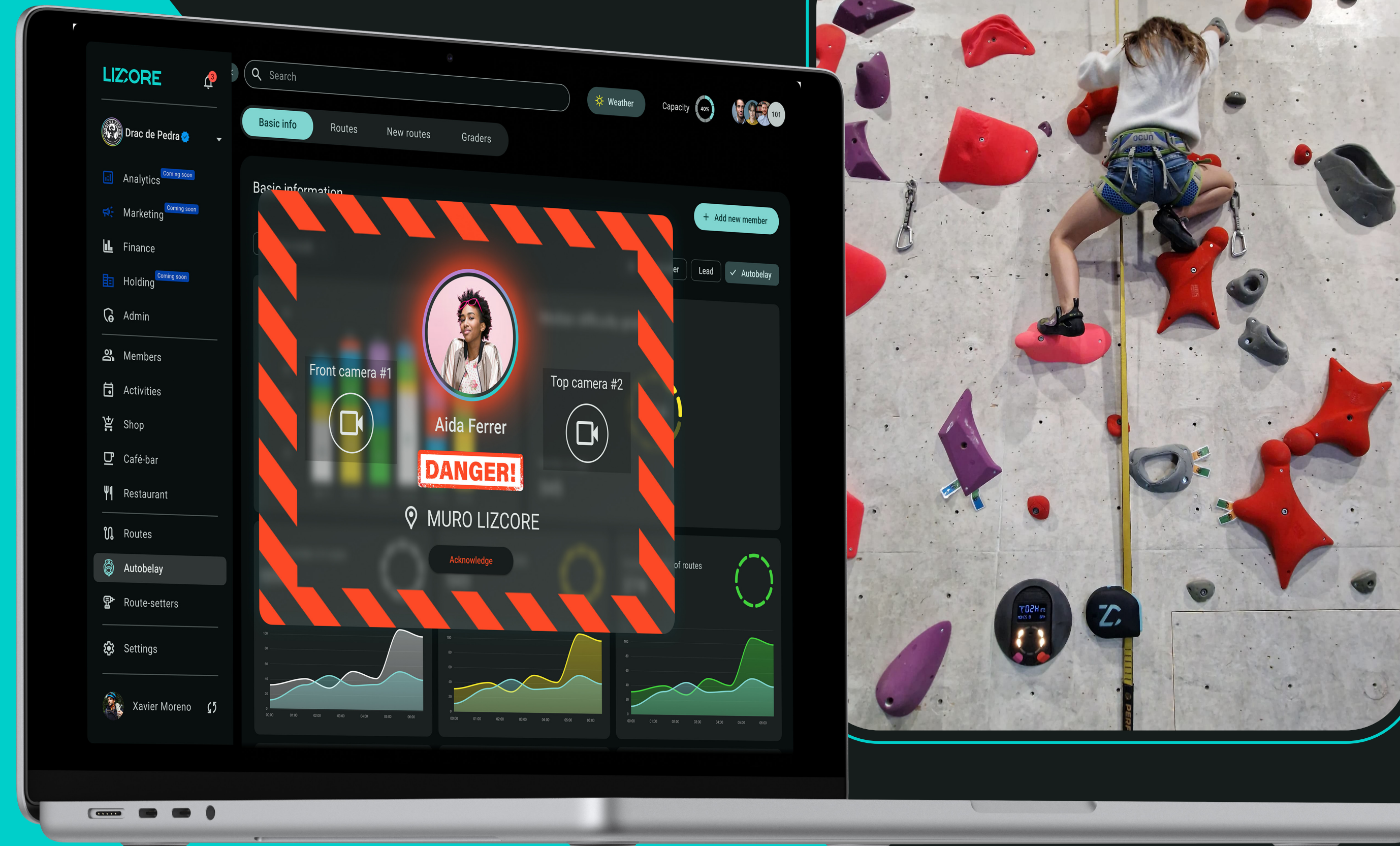
Safety Gate®

AI-Powered Autobelay Safety System

A smart camera system with AI that monitors climbers in autobelay routes in real time. It detects critical errors like not being clipped in or entering restricted zones, triggering visual and audio alerts, plus immediate staff notifications.



Benefits for Gyms



- ✔ Drastically reduces risk and accidents:
 - Unclipped climbers
 - Incorrectly clipped climbers
 - Climbers outside the safety zone
 - Tape friction
 - Obstructions
- ✔ Enables predictive maintenance of autobelays.
- ✔ Projects a high-safety image for your gym.

Grader-Start™ & Grader-Top™

Tracking and gamification for everyone

Devices installed at the start and end of routes to track ascents, attempts, and climber progress. They show route info, rankings, start styles, and can operate up to three routes simultaneously.



Benefits for Gyms

- 📺 Increase user **engagement and retention**
- 📺 Generate **key data** for strategic decisions
- 📺 Encourage **challenges, leagues, and active participation**
- 📺 **No cabling required**: easy to install, battery-powered (3-week autonomy)
- 📺 Generate **revenue** from bracelet and Premium subscription sales
- 📺 Project a modern, clean image **without route tags**



Lizy Gate®

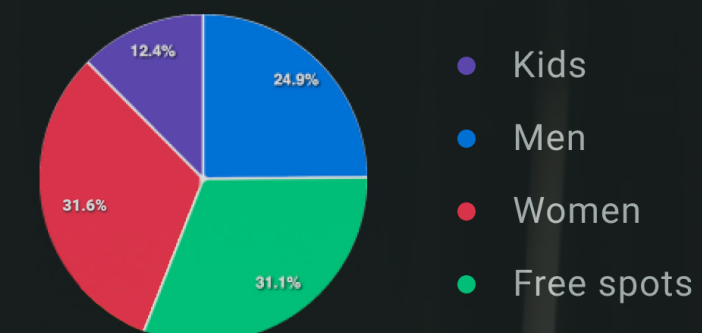
Smart, flexible access control

A system that detects Lizy® bracelets to identify users in different areas of the gym. It's not a turnstile, but a contactless scanner allowing smooth flow without losing control.

Benefits for gyms:

- ☑️ Automate entry & exit with full control
- ☑️ Report occupancy and attendance in real time
- ☑️ Integrates with software to optimize resources
- ☑️ Can work alongside turnstiles if already in place
- ☑️ Simple installation with Wi-Fi and power

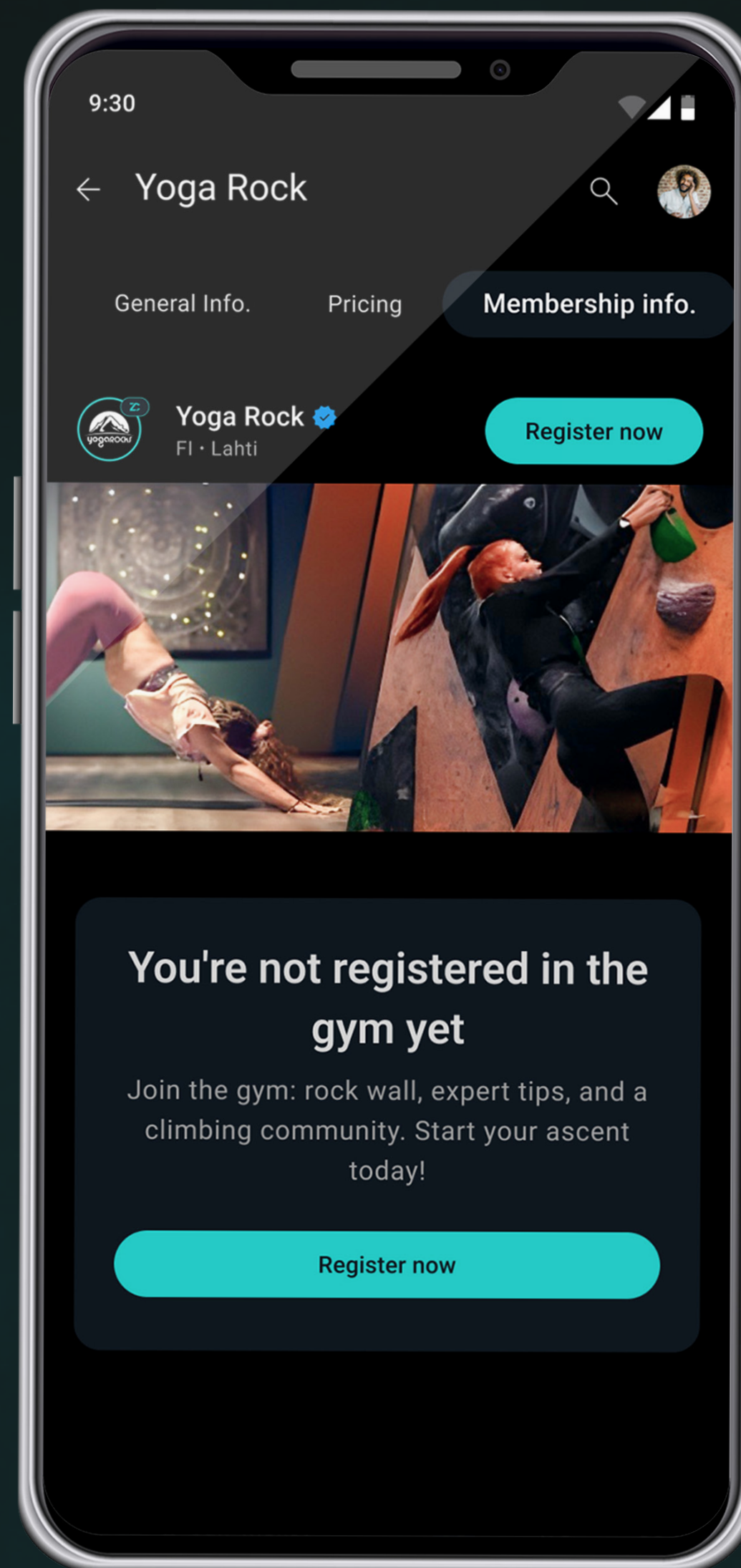
Current occupancy



Lizy Pay®

One-tap internal payments

Integrated payment solution to handle all in-gym transactions: from products to classes or premium zones.



Benefits for gyms:

- ✓ Fast, convenient, cash-free
- ✓ Improves user experience
- ✓ Boosts revenue by enabling impulse purchases

Lizy® Bracelets

The key identifier of the ecosystem

Smart bracelet that lets each climber interact with all Lizcore® systems: tracking, access, payments, and gamification—**without needing a phone**.

Benefits for gyms:

- ✔ Ensures a smooth, personalized experience.
- ✔ Centralizes all user activity.
- ✔ Generates income through direct sales and Premium subscriptions.
- ✔ Protects privacy: user is identified only via Lizy® bracelet.

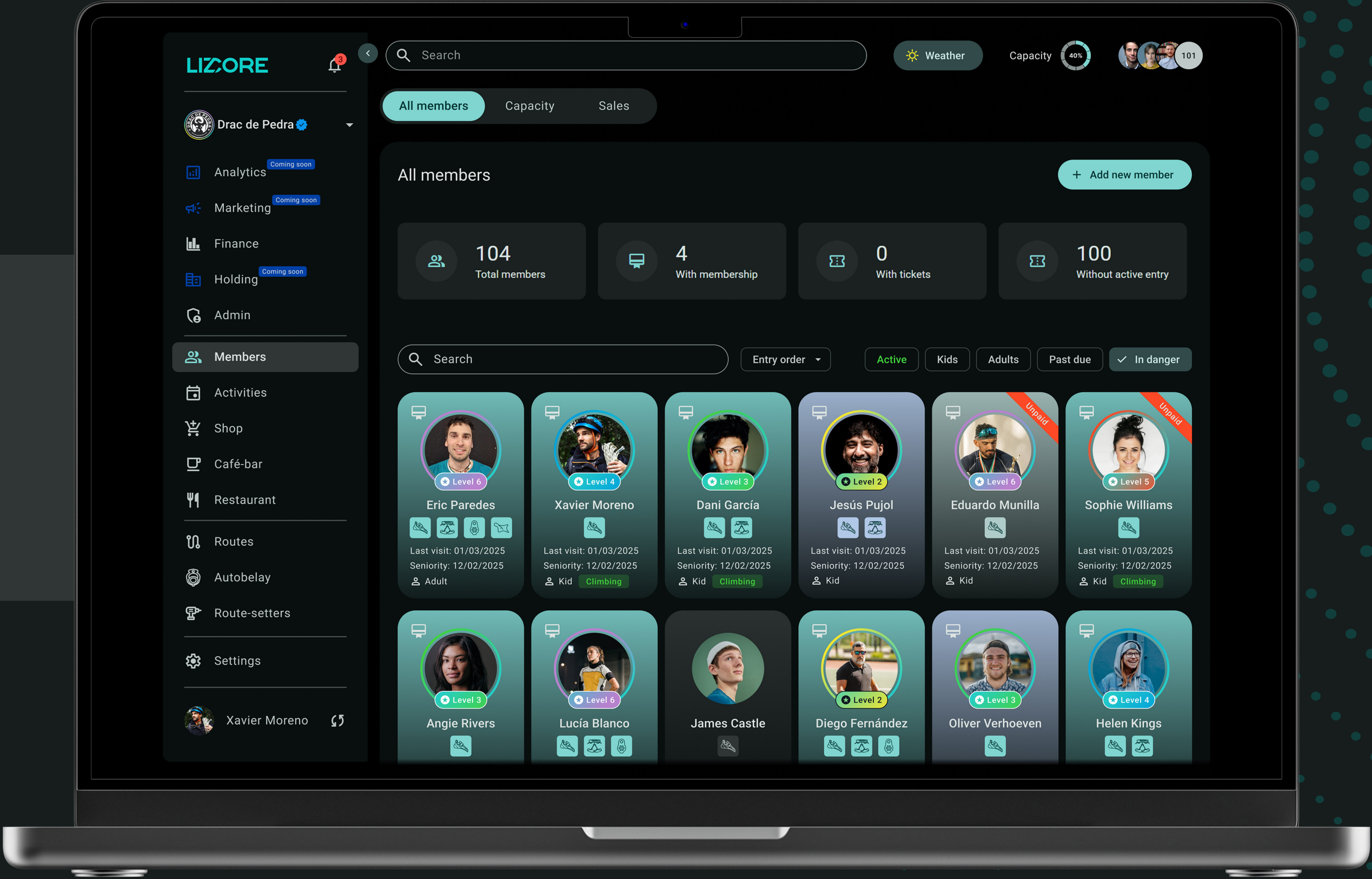


The background features a series of concentric, wavy lines in a dark teal color, creating a sense of depth and movement. The lines are more densely packed in some areas, creating a gradient effect. In the center, the word "SOFTWARE" is written in a bold, bright cyan font.

SOFTWARE

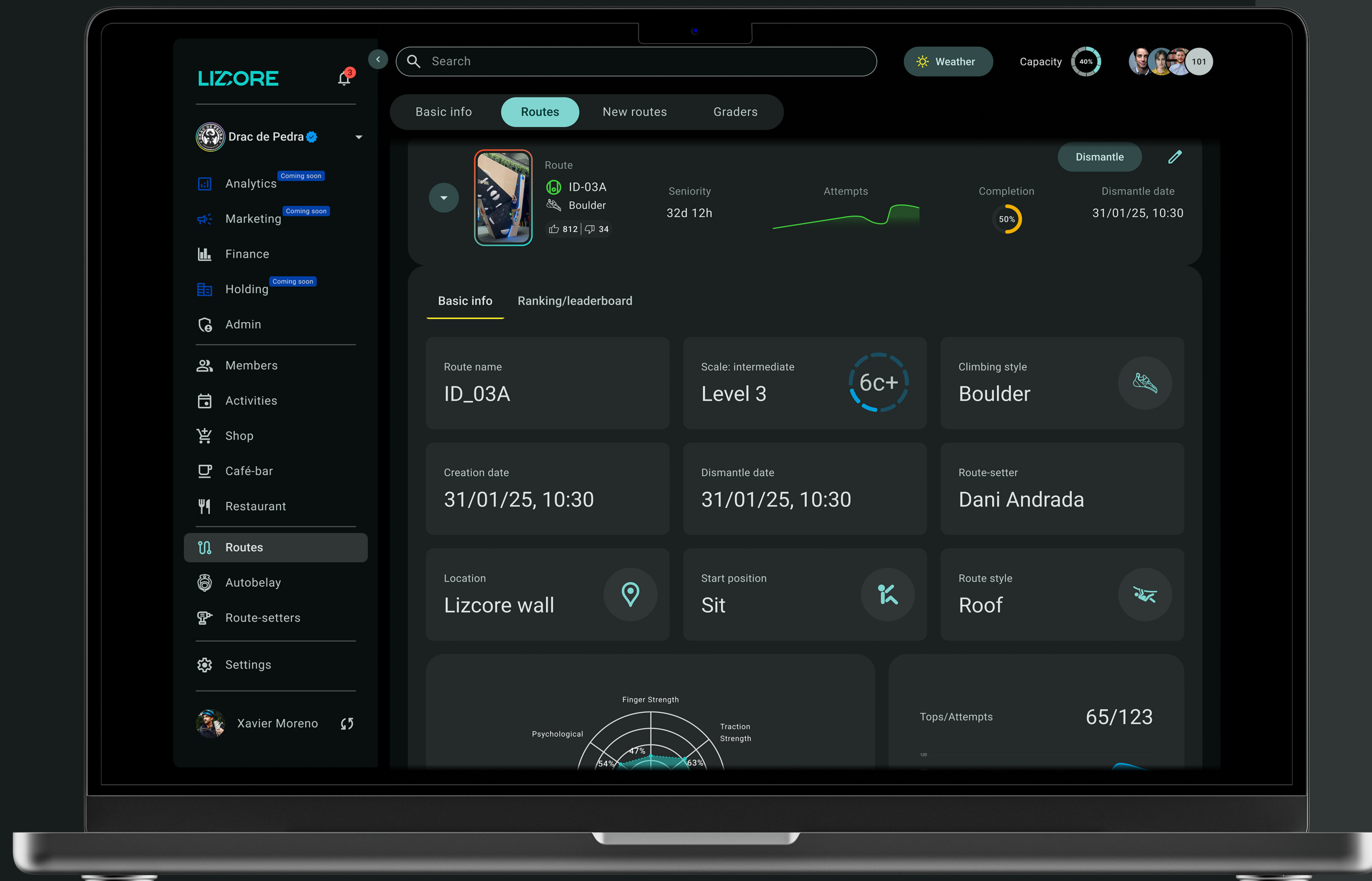
All-in-One Management Platform for Climbing Gyms (SaaS)

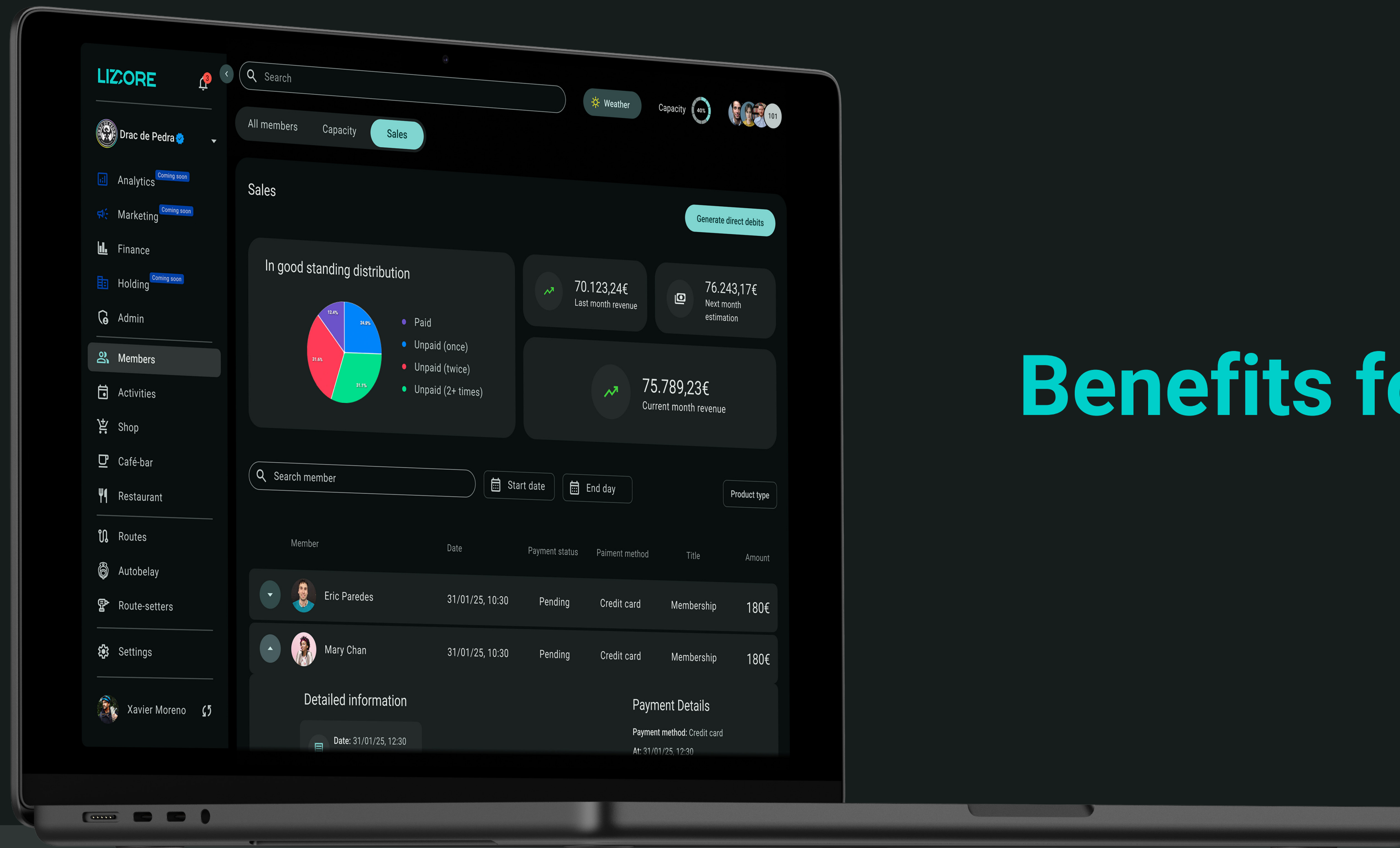
Automate, centralize, and optimize all gym operations from one place.




Key Features


- CRM with user profiles, memberships, and legal policy signatures
- POS (store & café) with inventory and suppliers
- Online booking for classes, events, and reservations
- Payments, invoicing, and payment gateways
- Data analysis, KPIs, and strategic dashboards
- Route, autobelay, and route setter team management
- Staff scheduling and time tracking







Benefits for Gyms

 Saves time and reduces admin workload

 360° real-time business visibility

 Increases revenue with cross-sales and memberships

 Full hardware integration for a seamless ecosystem



Lizcore® App

Gamification & community in your pocket

The app connects climbers to their progress and community. No phone needed during sessions—data is logged automatically via Lizy® bracelet or can be added manually afterward. It also sends notifications: new routes, expiring routes, comp results, promotions, and more.

Benefits for Gyms

Boosts user loyalty through motivation and fun

Fosters a sense of community and belonging

Clear differentiation from gyms without gamification

Key Features

Automatic session and ascent tracking

Challenges, leagues, leaderboards, and virtual rewards

Route info: grade, style, setter






Stats, goals, and personal evolution

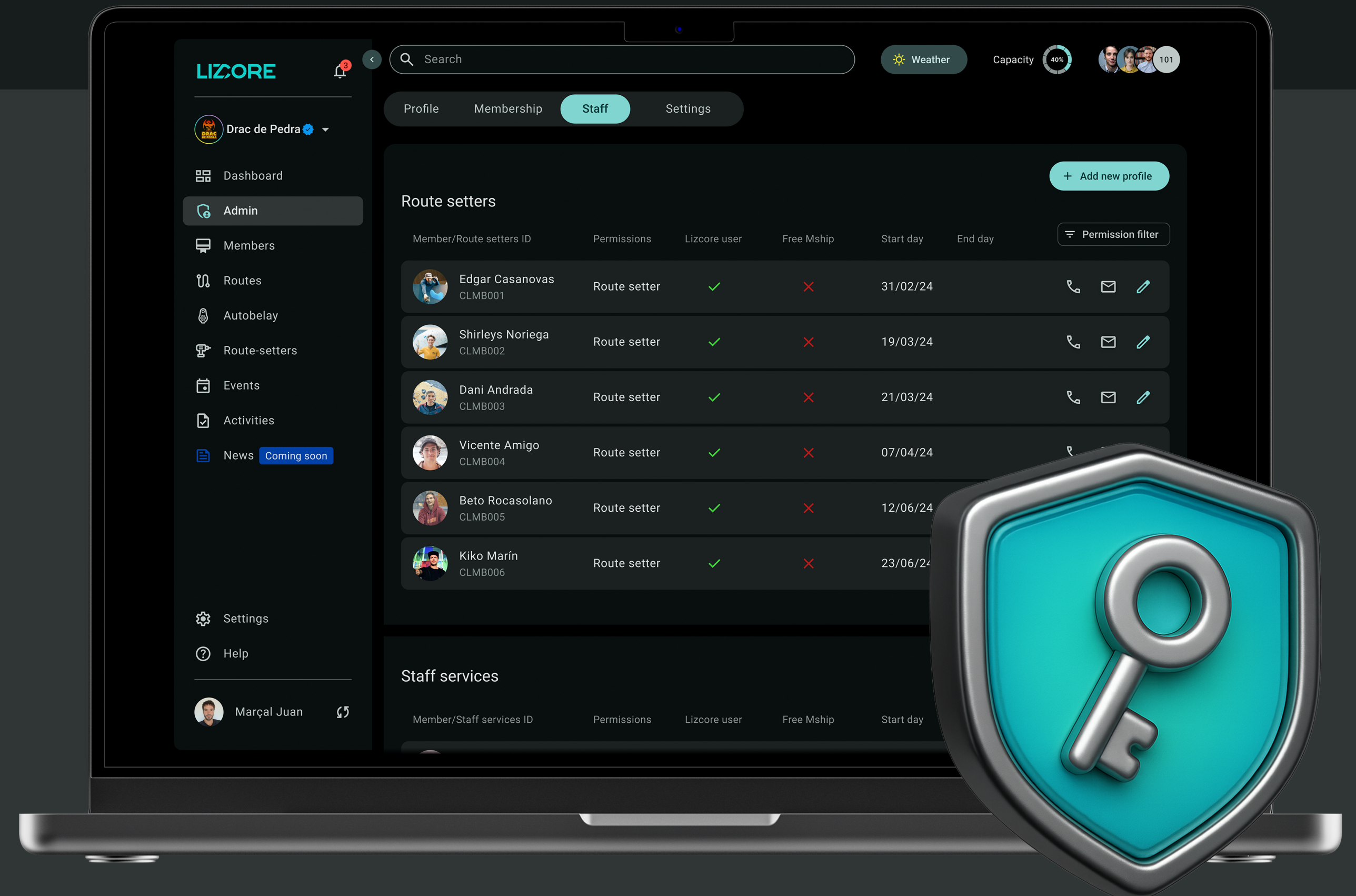
“Flash” mode with audio descriptions for visually impaired climbers



Our Unique Value Proposition

What makes us different?

-  We unify safety, management, and user experience in one platform
-  We deliver actionable data to improve decision-making
-  We integrate hardware & software seamlessly
-  We design with sustainability and inclusion in mind
-  We're climbers building for climbers



Why Become a Lizcore® Climbing Gym?

The Real Opportunity to Modernize Your Facility and Lead the Future of Climbing

SMART GYM

Offer your climbers a full 4.0 climbing experience.

BUSINESS THROUGH GAMIFICATION

Boost visit frequency and build a stronger, more engaged community.

PREMIUM CENTER

A bold statement of innovation.

UNIQUE PRODUCT

AI-powered safety, gamification, full gym management.

PREMIUM GYM


A Clear Statement of Purpose


A photograph of three men in a gym or fitness center. On the left, a man with a beard and a blue baseball cap with 'ROUTE SETTER' on it is looking towards the center. In the middle, a man with short brown hair is looking at a digital display. On the right, an older man with grey hair is looking at the same display. The background shows gym equipment and a digital screen with text like 'Analyze Data' and 'Manage & optimize'.


Future Benefits


A partnership built to grow with your gym

What we offer in the
long run:

 New revenue streams and greater
profitability

 A connected community and
maximum user retention

 Proactive safety and simplified risk
management

 Business intelligence for strategic
decision-making

Join the Indoor Climbing Revolution

LIZCORE
INNOVATING INDOOR CLIMBING

Take your climbing gym to the next level.
Become an Official Lizcore® Center and lead innovation in your country.

Contact us to schedule a call and receive your personalized proposal.

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