

Naboso Technology Launches Crowd Equity Raise on StartEngine Platform

Innovative product line disrupts the insole industry and challenges the concept of arch supports and orthotics.

NABOSO

Stimulate the feet. Activate the brain. Utilize more of the body.



Invest in the sensory side of movement on StartEngine.

Arizona, Chandler, Feb 23, 2021 ([Issuewire.com](https://www.issuewire.com)) - Naboso Technology Launches Crowd Equity Raise on StartEngine Platform

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[Naboso Technology](#), the creator of the first commercially available proprioceptive insoles, mats, and flooring, announces the launch of its [crowd equity campaign](#) to raise \$1 million. With over \$130k raised in the first 72 hours, investors of Naboso can purchase shares starting at a \$149 minimum investment.

“Since our launch in 2017, Naboso has been on a mission to disrupt the concept that we need arch support in insoles, and instead to bring an awareness to the power of sensory stimulation in optimizing foot function,” says Dr. Emily Splichal, founder of Naboso Technology and Functional Podiatrist. “The Naboso Insoles are uniquely designed to stimulate the nerves in the plantar foot, which in turn has an effect on foot activation, foot strength, and postural alignment. Our minimal design and low profile allow the Naboso Insoles to fit into a variety of shoes and athletic footwear.”

The StartEngine capital will be used for research to validate the efficacy of the Naboso Insoles on the nervous system, for marketing to grow the company’s DTC customer base and for inventory to drive the cost of goods down and increase profit margins. Naboso believes that its innovative products and unique approach to foot function and movement will allow it to win a significant market share of the stagnant insole industry, which continues to only look at the foot from a biomechanical perspective.

About Naboso Technology:

Naboso Technology, a leading proprioceptive material company aims to improve stability, strength, and coordination through the use of its patent-pending textured material. Naboso (meaning "barefoot" in Czech) targets the small nerve proprioceptors on the bottom of the feet, which no other commercial product can do. Dr. Emily Splichal, the founder of Naboso Technology and Functional Podiatrist, based her products on research supporting how the skin on the bottom of the foot can stimulate the nervous system. Born out of the need to help people through neurological rehabilitation, Naboso Technology has created products to help in human performance for athletes, and wellness in the average person.

About StartEngine:

StartEngine is a leading equity crowdfunding platform in the U.S., where everyday people can find and invest in early-growth companies and startups. StartEngine has helped more than 375 companies raise \$250M+ from a community of over 300,000 prospective investors. Based in Los Angeles, the company was launched in 2015 by Howard Marks, co-founder of Activision, and Ron Miller.

StartEngine is committed to revolutionizing the ways companies raise capital through the JOBS Act and helping entrepreneurs achieve their dreams. StartEngine Crowdfunding Inc. is not a broker-dealer, funding portal, or investment adviser. StartEngine Capital, LLC is a funding portal registered with the US Securities and Exchange Commission (SEC) and a member of the Financial Industry Regulatory Authority (FINRA). StartEngine Primary LLC is a broker-dealer registered with the SEC and FINRA/SIPC.

To learn more about this investment opportunity, visit: www.startengine.com/naboso

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Related Links:

www.naboso.com



The image is a collage of three promotional materials for NABOSO. The leftmost panel features a colorful, abstract background with red, yellow, and blue shapes. It displays the NABOSO logo and the text: "The only sensory product line on the market is changing what you feel in your sole. Learn more and invest on StartEngine." The middle panel shows a person's hands holding a black sneaker, with a NABOSO insole visible inside. It includes the NABOSO logo, a series of small dots, and the text: "Unlike any other insoles. People instantly feel the difference. Invest in optimizing movement on StartEngine." The rightmost panel has a solid blue background and features the text: "Learn about the brand disrupting the insole industry that raised \$100,000 in just under 48 hours" followed by the NABOSO logo.

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