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Mastercraft Ventures Invests in MyoWorks to Help Turn Everyday Chiropractic Tools into Smart, Data-Generating Devices

MyoWorks' deep musculoskeletal expertise enables the company to tool its physical AI applications to drive **measurable productivity and economic gains for care providers**

WISCONSIN - MyoWorks, a Wisconsin-based healthcare technology startup, announced today that it has secured an investment from Mastercraft Ventures to develop smart treatment devices for chiropractors, physical therapists, and other musculoskeletal care providers.

MyoWorks' smart handheld instruments combine multiple treatment methods with software that captures clinical data and automates documentation. The company aims to use this data to track patient progress, inform clinical decisions, and ultimately improve patient outcomes.

"Chiropractic has always been part art and part science, but existing tools capture very little of that knowledge," said Dr. Jeremy Quick, Founder of MyoWorks. "Mastercraft Ventures' support enables us to scale our software and physical AI systems, transforming insights into the delivery of treatments and actionable intelligence in the form of a more measurable patient response. This drives greater care efficiencies and will help advance musculoskeletal care for patients worldwide."

Dr. Quick developed the concept after more than a decade as a practicing chiropractor. By combining treatments traditionally performed separately, he was able to deliver more care during each appointment, an approach he says increased practice revenue by 20%. He founded MyoWorks to help other practitioners achieve similar results.

MyoWorks is initially targeting the instrument-assisted soft tissue mobilization (IASTM) market, which Mastercraft Ventures estimates includes approximately 135,000 U.S. practitioners. Its technology offers practices the potential to improve both patient care and business performance.

"We believe the next generation of healthcare technology will be driven by practitioner-led insights that connect software and AI directly to the physical tools they use every day," said Mason Cook, Managing Director of Mastercraft Ventures. "MyoWorks has the potential to improve practice efficiency while creating an entirely new source of clinical data that enables AI to really impact patient outcomes and practitioner efficiencies."

The investment reflects Mastercraft Ventures' commitment to backing innovative Wisconsin startups that develop new technologies and create opportunities for economic growth across the state.

"We invest in founders who turn earned insight into innovative, scalable businesses," Cook added. "Dr. Quick has identified an opportunity to bring intelligence to traditional treatment tools, improving patient care and creating new value for practitioners."

For more information, visit www.myoworks.us

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About Mastercraft Ventures

Mastercraft Ventures is a venture capital fund focused on investing in Wisconsin's earliest venture-scale founders. Mastercraft Ventures leads equity investment rounds across a broad range of industries, technologies, and products.

www.mastercraftvc.com

About MyoWorks

MyoWorks builds smart therapy tools with integrated software for chiropractors, physical therapists, and other musculoskeletal care providers. Its connected tools capture treatment data and generate clinical documentation, helping practitioners improve efficiency, track patient progress, and make more informed clinical decisions.

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