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MākuSafe Named 2025 MSD Solutions Lab Safety Innovation Challenge Winner

Tech innovators present solutions to tackle top workplace injury at NSC Safety Congress & Expo

WASHINGTON, D.C., Sept. 19, 2025 – The [National Safety Council](#) showcased 10 breakthrough technologies to help prevent musculoskeletal disorders (MSDs) at the fourth annual MSD Solutions Lab Safety Innovation Challenge. Held during the 2025 NSC Safety Congress & Expo, MākuSafe was selected as this year's winner.

"MSDs are the leading cause of workplace injuries," said Katherine Mendoza, senior director of workplace safety programs at NSC. "These injuries are preventable, and technology plays an increasingly vital role in stopping them before they happen. Through this challenge, we are uncovering innovative, scalable solutions that help organizations of all sizes protect their people. Congratulations to all our semifinalists and especially to MākuSafe for being named this year's winner."

Launched by the NSC [MSD Solutions Lab](#), established in 2021 with funding from Amazon (NASDAQ: AMZN), the Safety Innovation Challenge highlights technologies that address MSD risk factors like repetitive motion, awkward posture and overexertion. Following a competitive evaluation process conducted by NSC and TechConnect – a division of Advanced Technology International that coordinates innovative research initiatives – 10 semifinalists were chosen to present their solutions to more than 5,000 safety professionals and business leaders.

The 2025 semifinalists include:

- **CerebrumEdge**: AI-powered computer vision platform using cameras to monitor worker posture, detect early MSD risks and provide prevention insights
- **SpatialCortex**: Wearable sensor and AI-enabled system delivering biomechanical risk analysis, manual-handling assessments and task-specific 3D training
- **KU Leuven**: Digital twin technology replicating workplaces and workers allowing for proactive analysis of postures, movements and potential risks
- **PRECURE**: Smart wearable tracking muscle activity and movement patterns, providing feedback to reduce strain and prevent injuries
- **Amp Health**: AI-enabled platform using computer vision to assess worker mobility, monitor MSD risk, document incidents and deliver data-driven prevention programs
- **MākuSafe**: Wearable devices detecting strain and ergonomic risks and a wide array of leading indicator safety data while enhancing culture and productivity
- **SentiMetrix, Inc.**: Machine learning and analytics transforming complex data into insights to reduce MSD risks
- **MOOVENCY**: Motion capture and analysis solution measuring biomechanical data to assess risks, guide ergonomic improvements and support prevention strategies
- **SafetyVue**: Integrated platform combining AI-driven safety data analytics with VR/AR immersive training to identify hazards, personalize learning and reduce incidents

- **VinciVR, Inc.:** VR training solution simulating job tasks to help workers practice ergonomically safe techniques and reduce MSD risks

"We are honored to be among the solution providers showcased, and receive this recognition from the National Safety Council," said Tom West, vice president & global practice leader at MākuSafe. "Musculoskeletal disorders have long been among the most costly and preventable workplace injuries. This award underscores the impact of our technology in helping organizations identify risks earlier, take proactive action, and keep workers safer and healthier while improving productivity."

Each semifinalist showcased in the Safety Technology Pavilion, where attendees voted on the solution that best prevents MSDs. The top three finalists – Amp Health, CerebrumEdge, and MākuSafe – were invited to pitch their technologies during the conference's closing keynote session, with expert judges and audience participation determining the final winner. For winning the challenge, MākuSafe will receive a one-year subscription to the [NSC TechHub Marketplace](#), connecting them to a community of like-minded technology providers and forward-thinking employers looking for innovative safety solutions. All semifinalists also earn inclusion in the [MSD Solutions Lab Pilot Grant Program](#), offering real-world implementation opportunities with leading U.S. employers.

"At Amazon, we believe innovation and safety go hand in hand. We're proud to support technologies that help prevent workplace injuries and applaud this year's participants for their commitment to keeping people safe," said Sarah Rhoads, vice president of Global Workplace Health and Safety at Amazon.

To learn more about the challenge and initiatives to prevent MSDs, visit nsc.org/msd.

About the National Safety Council

The [National Safety Council](#) is America's leading nonprofit safety advocate – and has been for over 110 years. As a mission-based organization, we work to eliminate the leading causes of preventable death and injury, focusing our efforts on the workplace and roadways. We create a culture of safety to not only keep people safer at work, but also beyond the workplace so they can live their fullest lives.

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