Business Plan

- Target Market: Institutions and centers for the visually impaired
- Selling price: $1500
- Semi-comparable products for $10,000
- Non-competitive market
- Partner with National Federation for the Blind to help promote our product

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Sales Volume Forecast

- Purple Team:
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- Acknowledgments:
Why StabiliTrack?

- Treadmills are not ergonomically sound for blind users, as they need to keep their hand on the rail to know where they are on the treadmill.

- Conventional treadmills are unsafe for visually impaired people.

- StabiliTrack gives users tactile positional feedback to keep them centered on the treadmill.

- An adjustable elastic feedback mechanism attached to a belt allows users to run freely and safely.

Treadmill Uses

- Walking
- Physical Therapy
- Athletic Training
- General Fitness