

# SureStep

-Walk with assurance.

The *SureStep* walker is the perfect marriage of the stability of a legged walker and the easy maneuverability of a wheeled rollator. The *SureStep* uses a unique braking system to engage the wheels when a user needs a firm support, and instantly free the wheels when the user needs to move. Moreover, the force adjustability feature of the *SureStep* makes it the ideal solution for individuals with a wide variety of gait disorders.

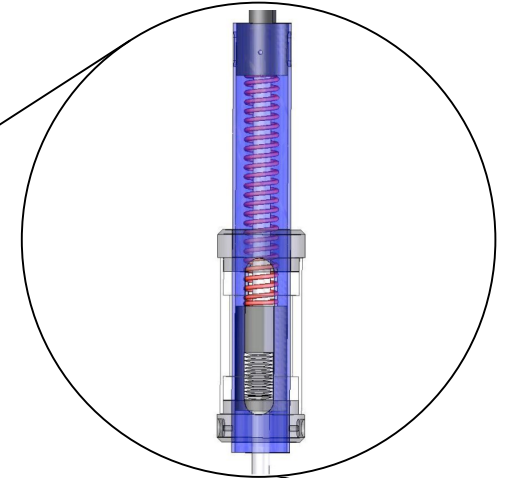
## *Intuitive Braking*

Walker users no longer need to remember to squeeze handles every time they want to brake—the *SureStep* brakes are activated by the instinctive push-down motion of a user experiencing



## *Mobility and Stability*

The four wheel design gives the *SureStep* maneuverability around tight corners and mobility over common pedestrian surfaces. The *SureStep's* brakes, however, grip the wheels firmly to create a stable



## *Force Adjustability*

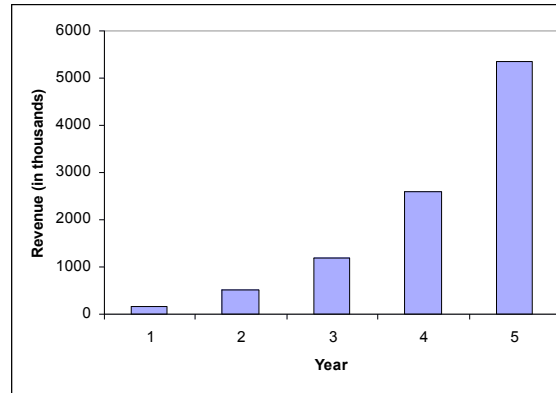
The *SureStep's* easily adjustable braking system allows users to set the threshold for brake activation to address individual support needs. Users who rely on walkers primarily for balance can trigger braking as easily as those who depend on walking devices for weight support.

**Walk with assurance.**



Comfort and independence in daily life.

### Sales Forecast:



### Financials:

- Price: \$325
- Initial Investment: \$60,000
- Internal Rate of Return: 24%

### Market Captured:

Conservatively, we estimate that we will capture 0.01% of the market in our first year, and increase that to 0.28% in Year 5.



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