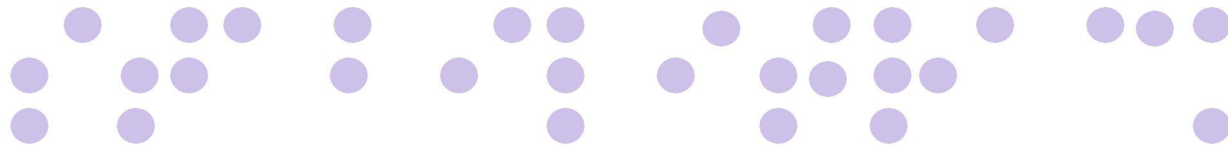


# StabiliTrack

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Purple

# Why StabiliTrack?

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**1.8 million blind Americans**

30% less active

Limited exercise/training options

**StabiliTrack**

Increases confidence

Free running motion

**Business Model**

After-market addition

Treadmill company partner

**StabiliTrack**

# Treadmills

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- Natural running simulation
- Works specific muscle groups
- Better training experience

# Issues

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- Fitness
- Training
- Rehabilitation
- Physical Therapy
  
- Difficulty using equipment



# StabiliTrack Features

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- Easy Approach
- Adjustability
- Interface
- Safety
- Feedback

# Easy Approach

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- Guided Handrail
- Back height adjustment
- Step-in belt with clip



# Adjustability

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- Belt waist

- Height
  - Front



- Tension

- Back



# Interface

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- Braille



- Stop Rails





# Safety

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- Breakaway System
- Emergency Clip



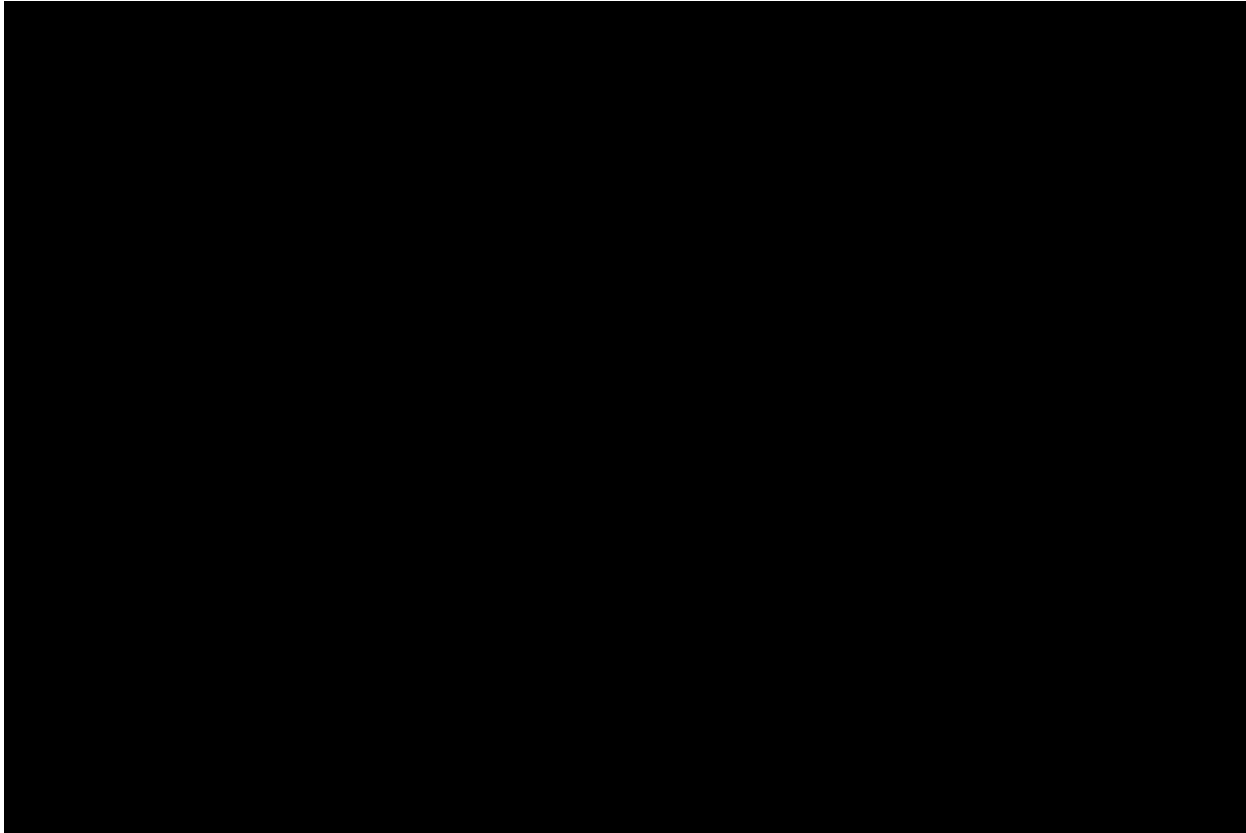
# Overall System

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- Tactile positional feedback
- Hands-free running
- Free arm motion

# Without Stabilitrack

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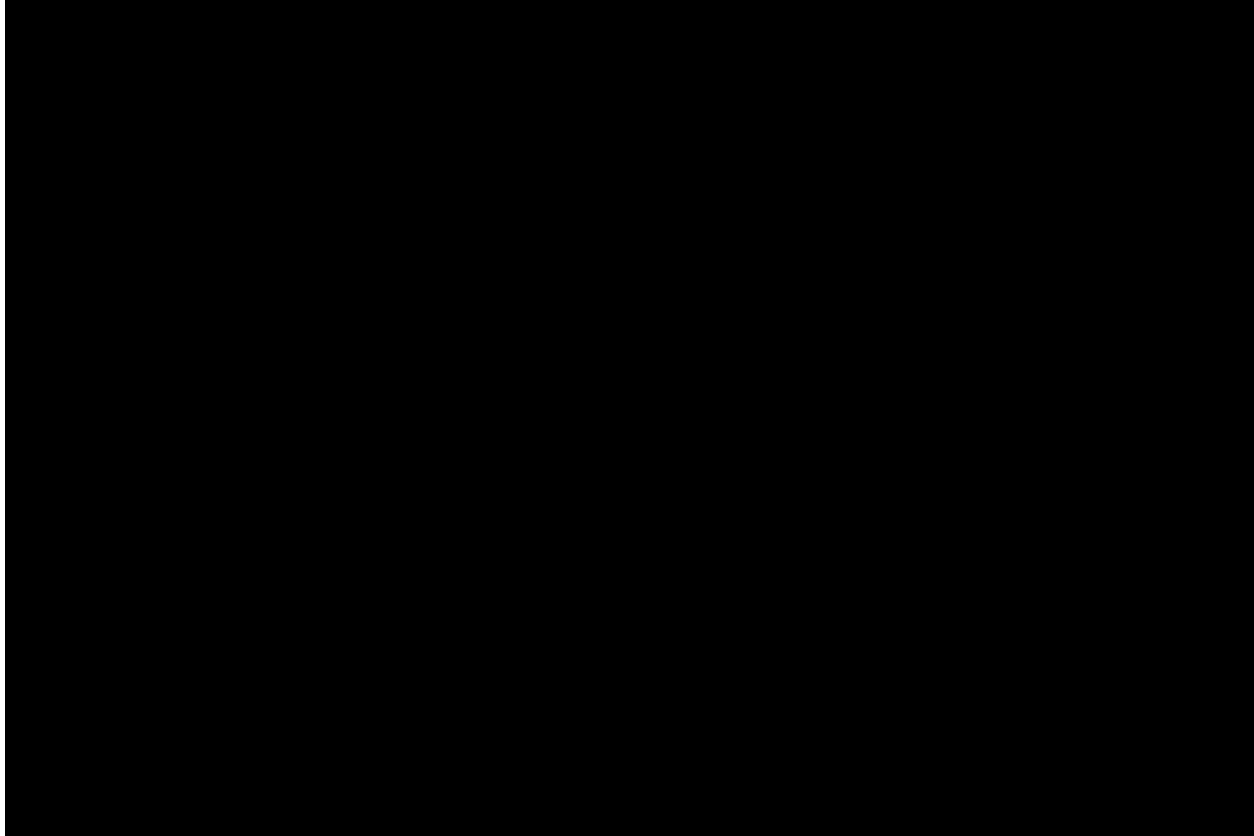


**“If I’ m running without the bar, I have to keep looking down...It’ s just horrible for the back.”**

**StabiliTrack**

# With Stabilitrack

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**“...Hooray, StabiliTrack!”**

**StabiliTrack**



# Market

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- **Target Market:**

- Institutions/centers for the blind and vision-impaired
- Invest in durability: \$1500-\$2000

- **Competitors:**

- No apparent competitive product
- Semi-comparable products for \$10,000

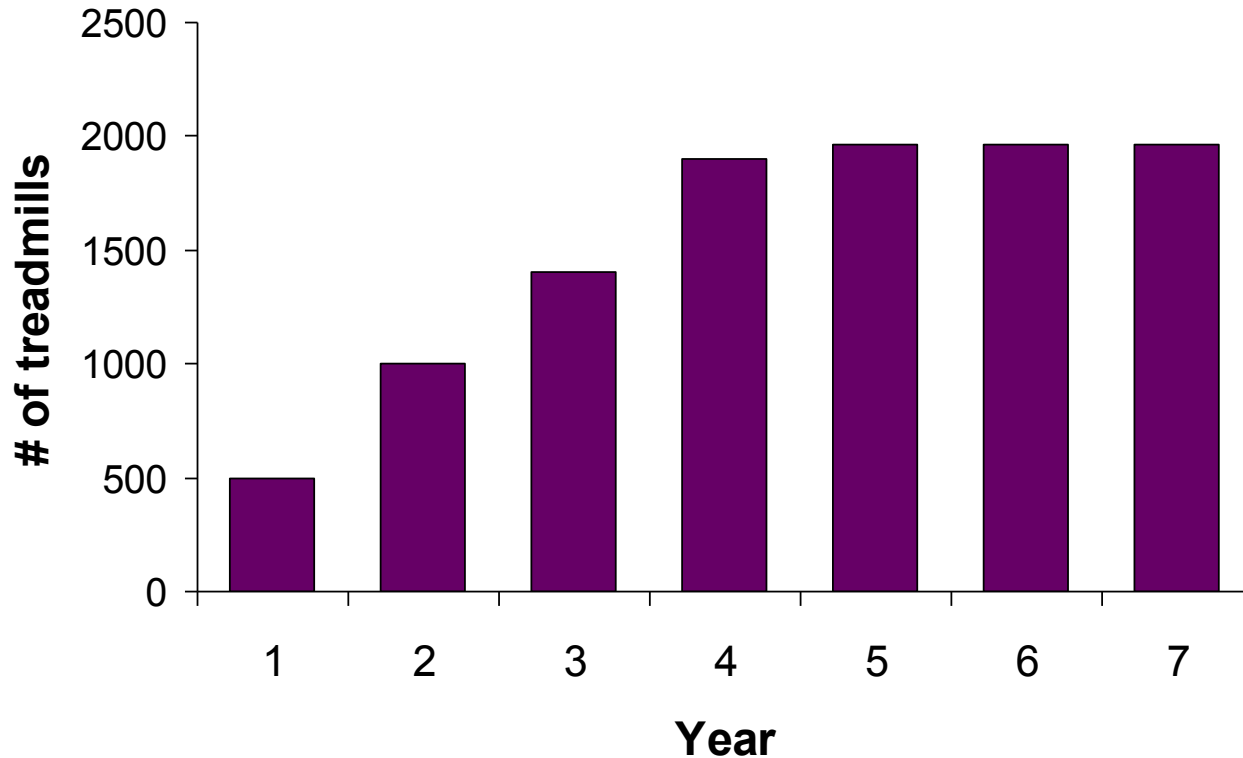
# Business Model

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- Buy treadmills at wholesale
- Manufacture, retrofit, and distribute
- Market
  - Through National Federation of the Blind

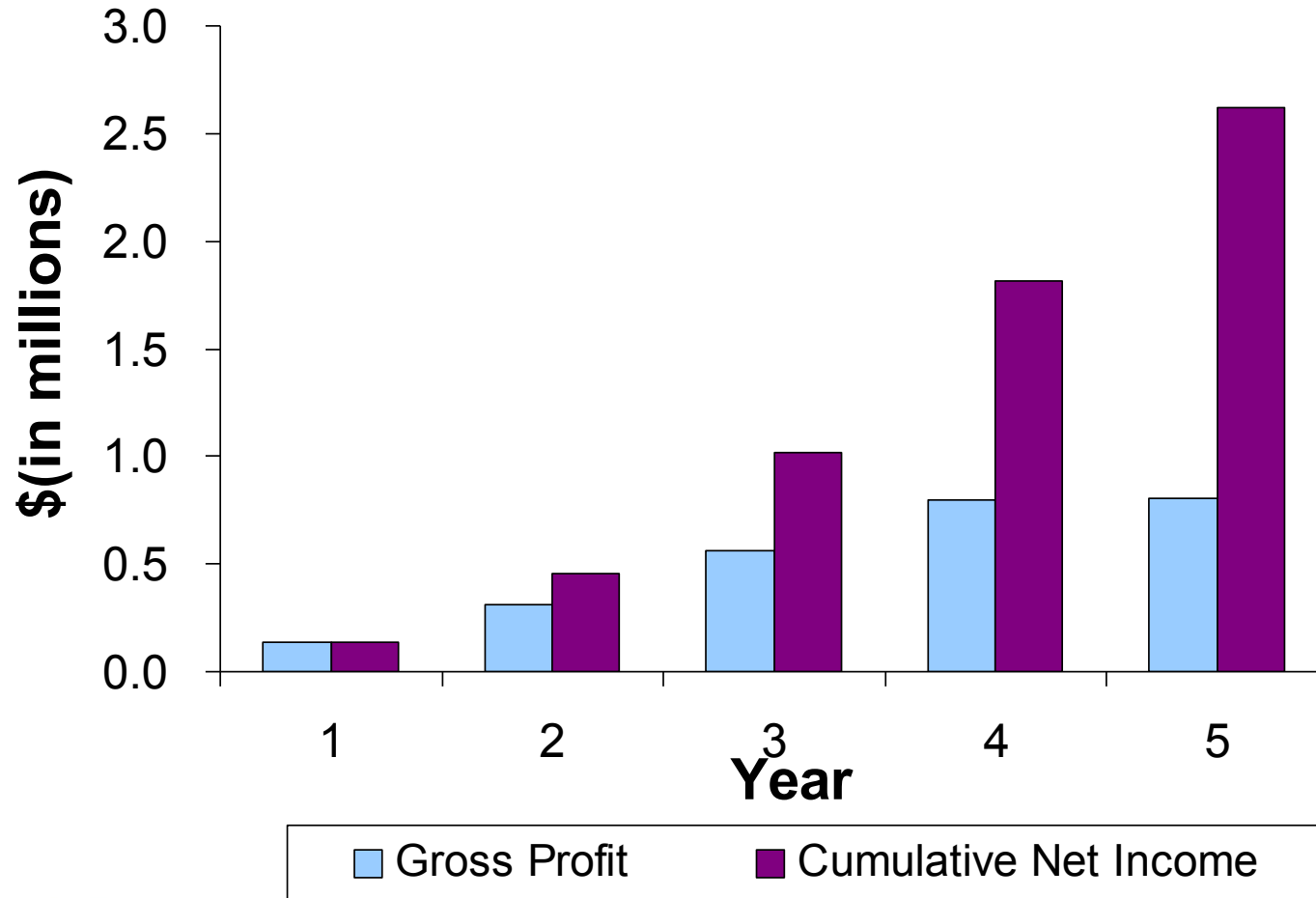
# Sales Growth

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**StabiliTrack**

# Revenue Growth



# Testimonial

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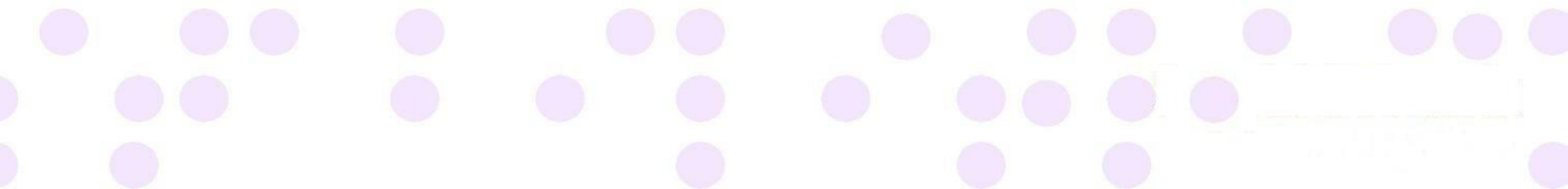
“After a few minutes of running, it’s like the belt isn’t even there.”

-Joe Quintanilla

**Run comfortably.**

**Live independently.**

**StabiliTrack.**



# Acknowledgements

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## **Our mentors:**

Woodie Flowers  
Warren Seering  
Ben Powers  
Steve Haberek  
Cherie Abbanat

## **Customer Testers:**

Joe Quintanilla  
KaeAnn Rausch

## **Pappalardo Staff:**

Dick Fenner  
Joe Cronin  
Bob Gertsen  
Bob Nuttal

**All 2.009 staff and participants**

**StabiliTrack**

# Appendix

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# Cost Table

Year	1	2	3	4	5
Parts	\$ 50	\$ 50	\$ 45	\$ 45	\$ 45
Labor	\$ 75	\$ 75	\$ 75	\$ 70	\$ 70
Overhead	\$ 360	\$ 180	\$ 170	\$ 165	\$ 160
Marketing	\$ 10	\$ 5	\$ 5	\$ 5	\$ 5
Treadmill	\$ 650	\$ 650	\$ 600	\$ 600	\$ 600
Misc/Ship	\$ 200	\$ 190	\$ 180	\$ 175	\$ 175
Insurance	\$ 50	\$ 50	\$ 45	\$ 40	\$ 45
Cost per unit	\$ 1,400	\$ 1,195	\$ 1,110	\$ 1,080	\$ 1,090
Price per unit	x \$1500				
<b>Total Costs</b>	<b>\$ 610,000</b>	<b>\$1,185,000</b>	<b>\$1,540,000</b>	<b>\$2,052,000</b>	<b>\$2,136,400</b>

# Revenues

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Year	1	2	3	4	5
Sales(units)	500	1000	1400	1900	1960
Price(per unit)	X \$1500				
Revenues	\$ 750,000	\$1,500,000	\$2,100,000	\$2,850,000	\$2,940,000
Total Costs*	\$ 610,000	\$1,185,000	\$1,540,000	\$2,052,000	\$2,136,400
<b>Gross Profit</b>	<b>\$ 140,000</b>	<b>\$ 315,000</b>	<b>\$ 560,000</b>	<b>\$ 798,000</b>	<b>\$ 803,600</b>
<b>Cumulative Net Income</b>	<b>\$ 140,000</b>	<b>\$ 455,000</b>	<b>\$1,015,000</b>	<b>\$1,813,000</b>	<b>\$2,616,600</b>

# Funding

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- **Break Even** : Year 2
- Steady State after Year 4
- **Initial Investment** : \$ 200,000
- IRR of 40% (in two years)

# Cost Table- conservative

Type of Cost	Cost Estimate/per Product
Raw Materials	\$100
Labor	\$325
Overhead	\$35
Marketing	\$10
Treadmill	\$1,000
Miscellaneous/Shipping	\$200
Total	\$1,670

# Funding

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- Break Even in 4 Years
- Steady State in 5 Years
- Initial Investment of \$250,000
- IRR of 6.5%

# StabiliTrack