

Business Plan

Pricing

- Retail Price: \$350
- Cost of Goods Sold: \$100

Market

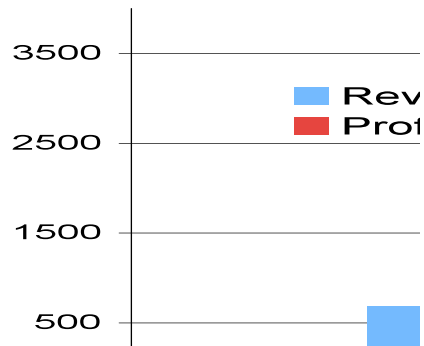
- 830,000 Walkers Sold Each Year Nationally
- Target Maximum Sales: 8,300 Units

Strategy

- Sales force goes to assisted living homes and physical therapists to market product
- Web-based sales platform

Investment

- Seeking investment of \$170,000
- Return: 27% annualized over 3 years



1/3 of adults 65+ will fall each year

2/3 of these falls do not require hospitalization

425,000 falls without serious injury per year

Center for Disease Control and Prevention
2009

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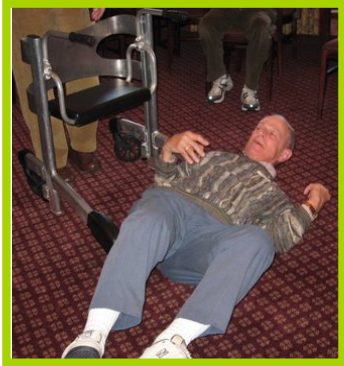


Ascent

The Lifting Rollator

Green Team
2009

How It Works



Fallen person scoots to Ascent and operates emergency DOWN button.



Seat lowers, person shuffles onto seat, and presses UP button.



Seat brought to sitting position. Person can then stand up.

Product

A wheeled walker (rollator) with a seat that can be raised and lowered with the push of a button. The seat can lift a person who has fallen, and can also be used for everyday household lifting and lowering tasks.



“Keeping my independence means everything to me.”

Member of Winsor Adult Day Care Center Cambridge, MA

Components

Frame

Consists of two vertical aluminum oval extrusion members and two curved members for the wheel base. The seat is thermoformed plastic with aluminum tubing for structural support.

Backrest and Cross Bar

These aluminum pieces provide torsional rigidity, ensuring a steady feel during use.

Lead Screw Mechanism

Two lead screws are driven by a motor and timing belt system, moving the seat and handles up and down

Brakes

Brakes are cable operated, and fully lockable. Seat has friction material on bottom to prevent motion when fallen person is scooting on.

Rechargeable Battery

10 NiMH batteries are used to power motor and electronics. There is a LED to indicate low battery level and a charging jack next to the seat.

Controls

UP and DOWN button incorporated into rollator handle, making for easy operation when person is sitting in seat. Emergency DOWN button positioned on base. Limit switches on lead screw stop seat from rising or going down too far.