



SPOT-ON

2.009 Blue - A

Sketch Model Review

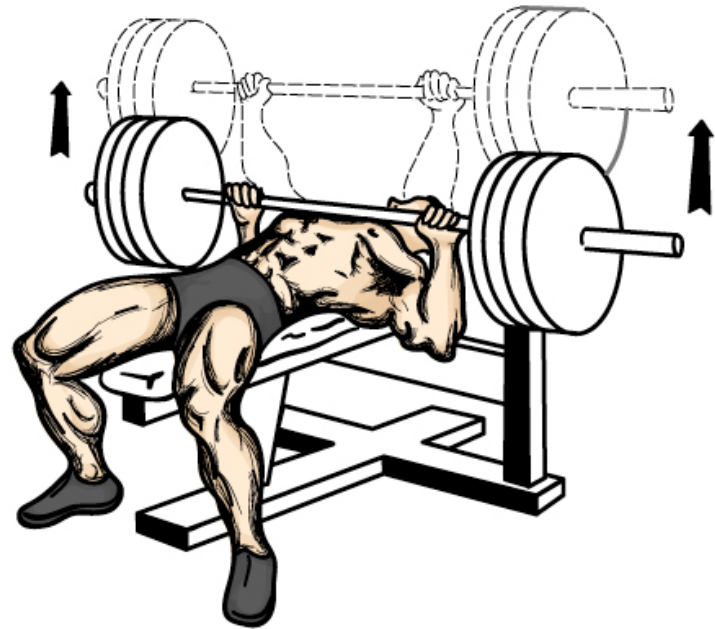
8 October 2009

Introduction

- What the product does – Stefan Johnson
- Market and Competitors (smith machine, MSSU) – 30 sec
- Sketch Model Demo – 30-45 sec
- Lessons Learned

Product

- ❑ Dropping the weights
- ❑ Getting stuck in the middle
- ❑ Free Range of Motion



Market

- Smith Machine
 - ▣ \$2700
- Mississippi State Project
 - ▣ \$200
- \$2 billion/yr into capital



Sketch Model

- Range of Motion
- Cumbersome
- New findings
 - ▣ Slack
 - ▣ Locking pulley

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