Bedsore No More

2.009 Blue - A
Sketch Model Review  8 October 2009
Introduction

- What the product does – Doreen Norton
- Customer Need, Market Size, and Competition
- Demonstration
- Lessons Learned
Product

- Moving pressure points
  - Foam blocks that rise up and down
  - Undulating motion
  - Small “ball bearing” on top
Market

- Customer Need:
  - Easily preventable – Doreen Norton
  - Untreatable, Fatal once developed

- Market:
  - Size: 1.8 M
  - Growth: 39.5 M

- Competition:
  - Foam Egg crate: $40
  - Smart bed: $3500
Sketch Model

- What works:
  - Moving high pressure points
  - Little “ball bearings”

- Future Considerations:
  - Friction between the foam blocks
  - Simpler mechanism for creating waves