



Bedsore No More

2.009 Blue - A

Sketch Model Review

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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