the solution  the problem
the problem
the problem

1. Cold and dirty hands
2. Loss of control and braking
3. Use of tire and hand rim
“Not only does using hand rims make my hands dirty, but it can even be dangerous when my hands get wet and cold - even if I have gloves on”

“The FreeRim is remarkably easier than pushing hand rims”
demonstration
Technical aspects
market penetration

• 1.5 million manual wheel chair users
• Sales growing 12-15% annually
sales

Units Sold

1 year: 1000
2 year: 4000
3 year: 7500
4 year: 8500
5 year: 9000
benchmarking

nuDrive

$929

Mountain Trike

$1,337

$6,500

Nordig

$985
**financials**

<table>
<thead>
<tr>
<th>Component</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assembly Labor</td>
<td>$75.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$249.59</td>
</tr>
<tr>
<td>Part Cost</td>
<td>$253.41</td>
</tr>
<tr>
<td>Overhead</td>
<td>$78.82</td>
</tr>
</tbody>
</table>

**Price:** $985.23

**Profit:** $328.41
future plans

1. Reduce weight/width of product
2. Reduce repetitive motion
3. Include torsion spring for positioning
4. Medicare/Medicaid approval
our product
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