



# step analyzer

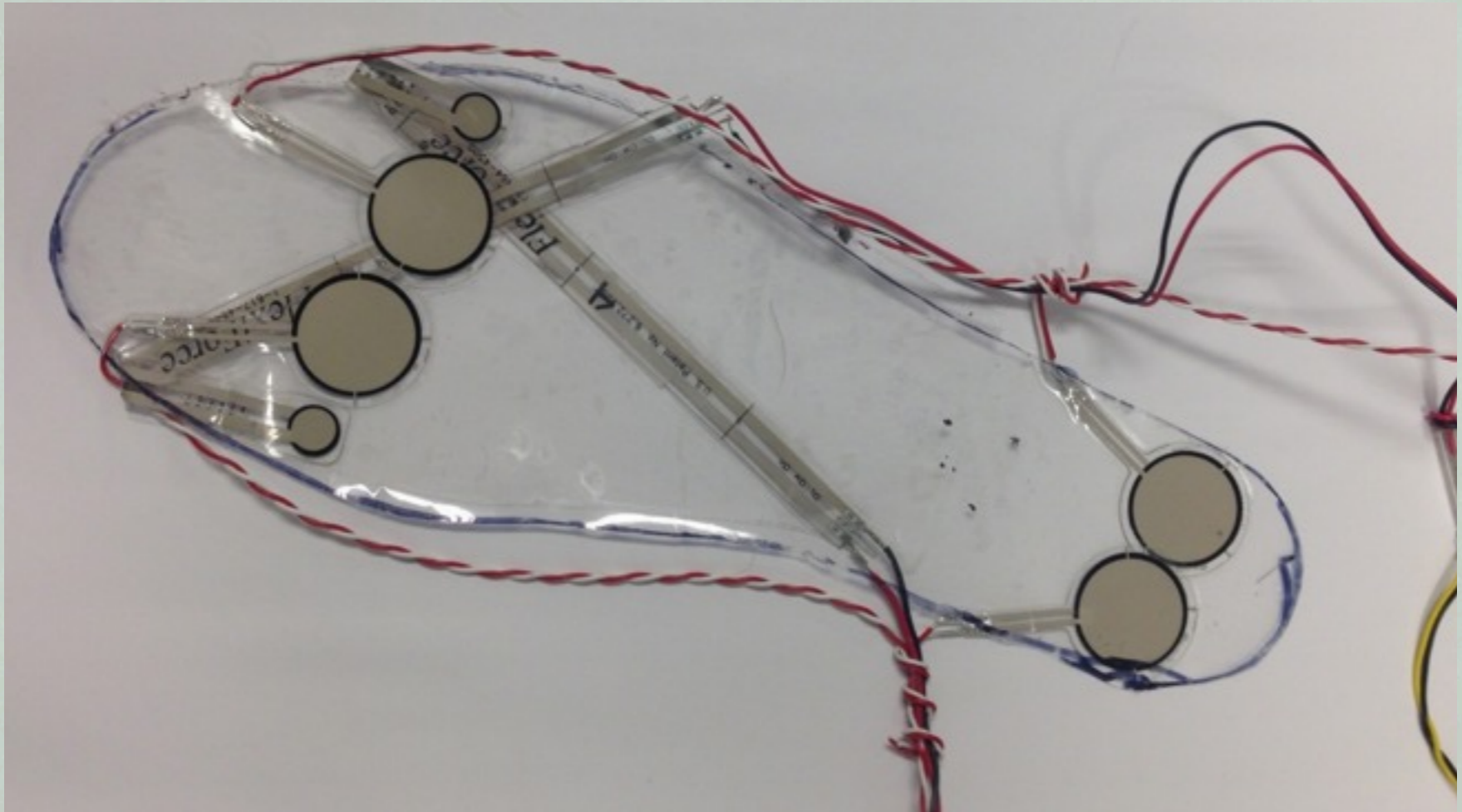
Natalie Dostie | Daniel Gillund | Emily Hupf



Overpronation



# solution



# market

## Total Size

**2012: 44 million running shoes sold**

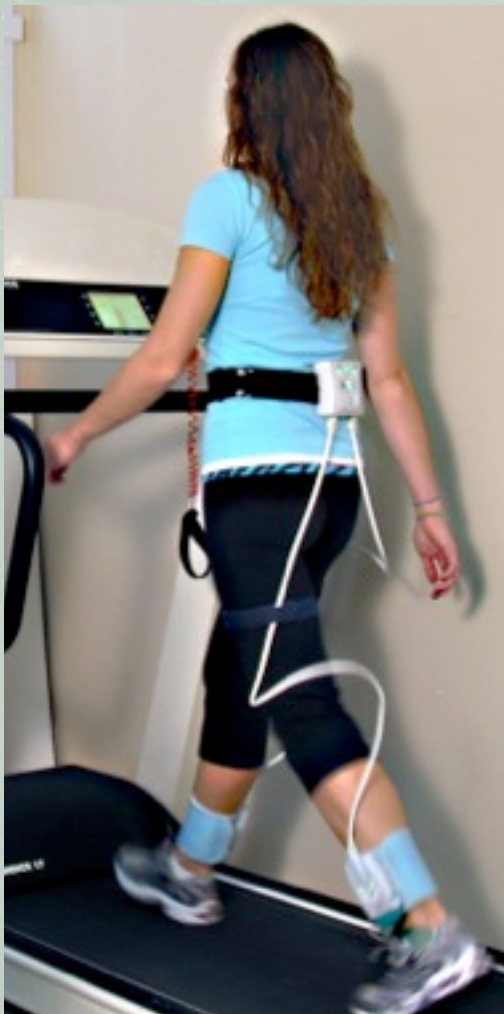
→ \$3B market

20K Athletic Shoe Stores

**\$20M market**



# benchmarking

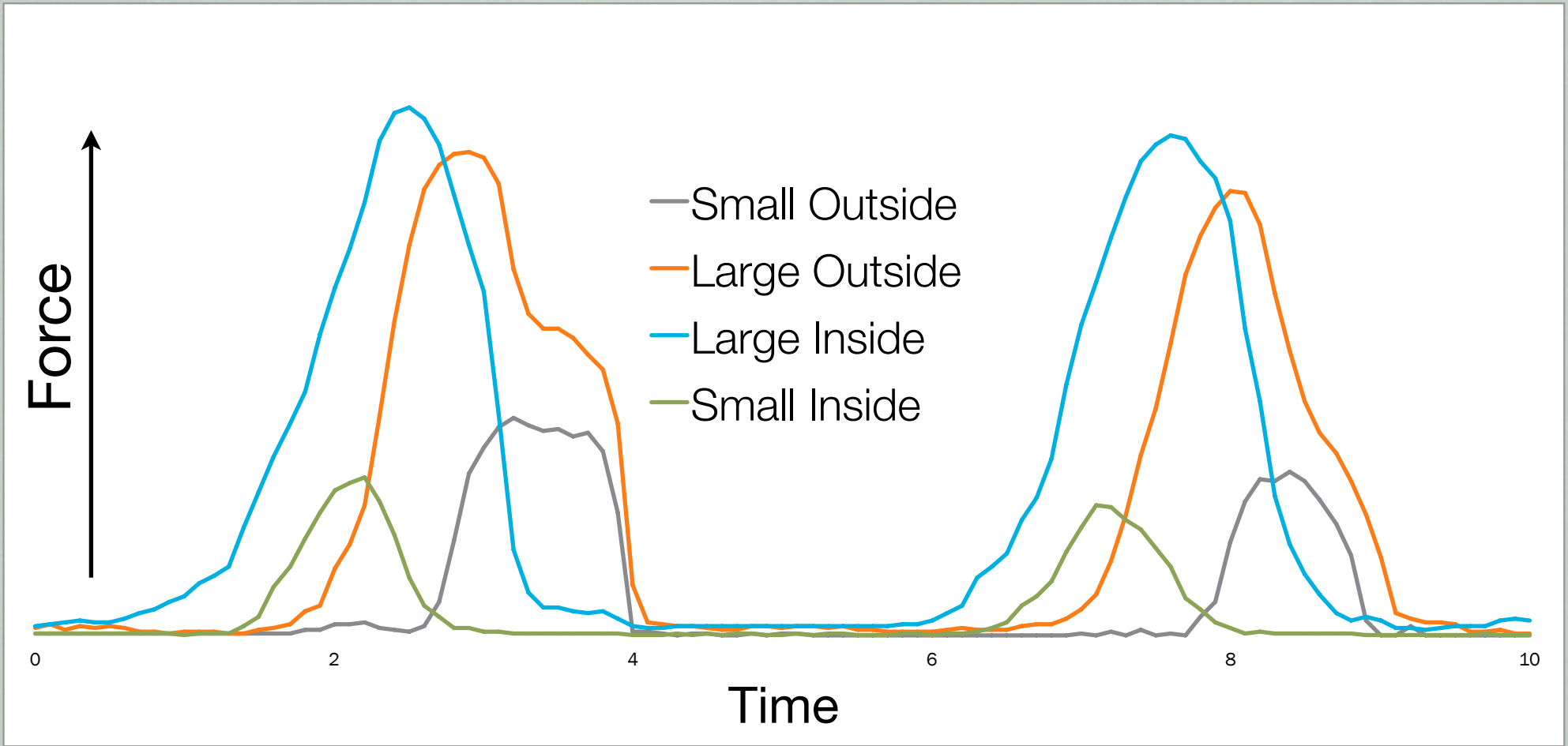


# tests

- ✓ Measurable force difference  
& timing
- ✓ User comfort



# results





questions?