

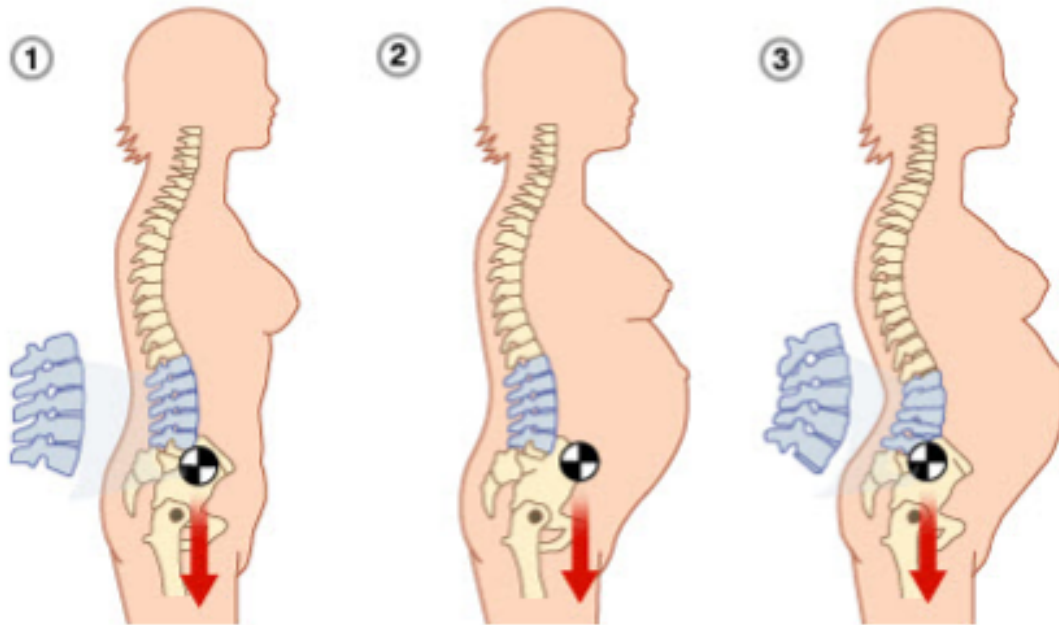
MATERNITY SUPPORT

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William Oliver

PROBLEM

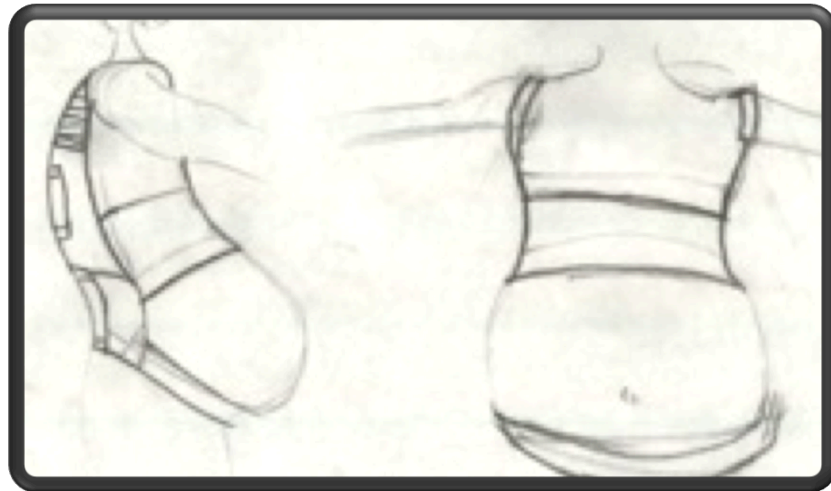
- Pregnant women experience back pain
 - 50%-70% of all pregnant women
- Causes
 - Added weight
 - 25-35lbs
 - Poor posture
 - Stress
 - Hormonal imbalances
 - Muscle separations

EFFECT OF ADDED WEIGHT



SOLUTION

- ◉ Correct Posture
- ◉ Supports weight
- ◉ Applies heat therapy



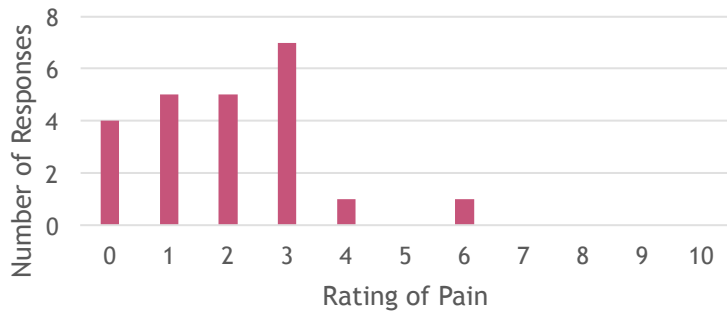
CONSUMER/MARKET

- ◎ 3.93 million births in 2014 (US)
- ◎ 50-70% experience back pain
- ◎ 1.96-2.75 million potential customers

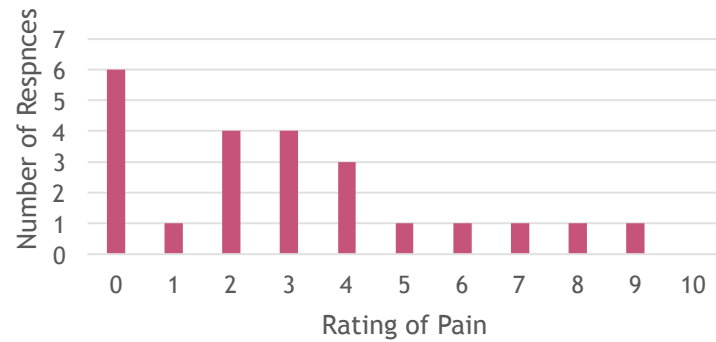
DATA

rating of pain	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	mean
upper back	4	5	5	7	1	0	1	0	0	0	0	2
mid back	6	1	4	4	3	1	1	1	1	1	0	2.95652
lower back	4	2	0	2	6	3	1	2	2	1	0	4
pelvis	3	5	4	2	1	5	0	2	1	0	0	3.04348

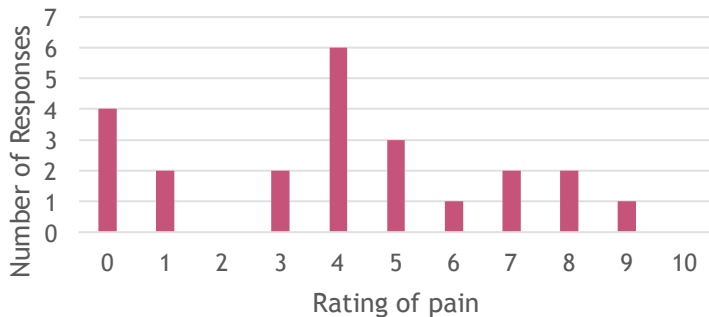
upper back



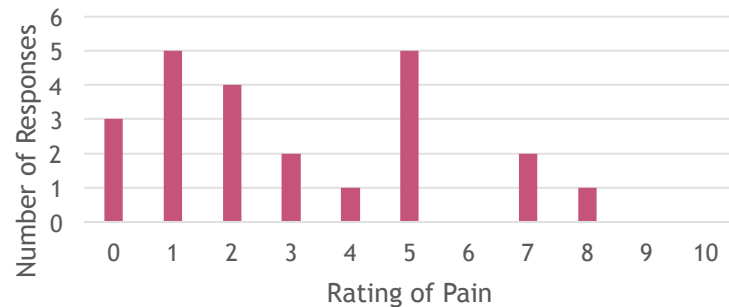
mid back



lower back

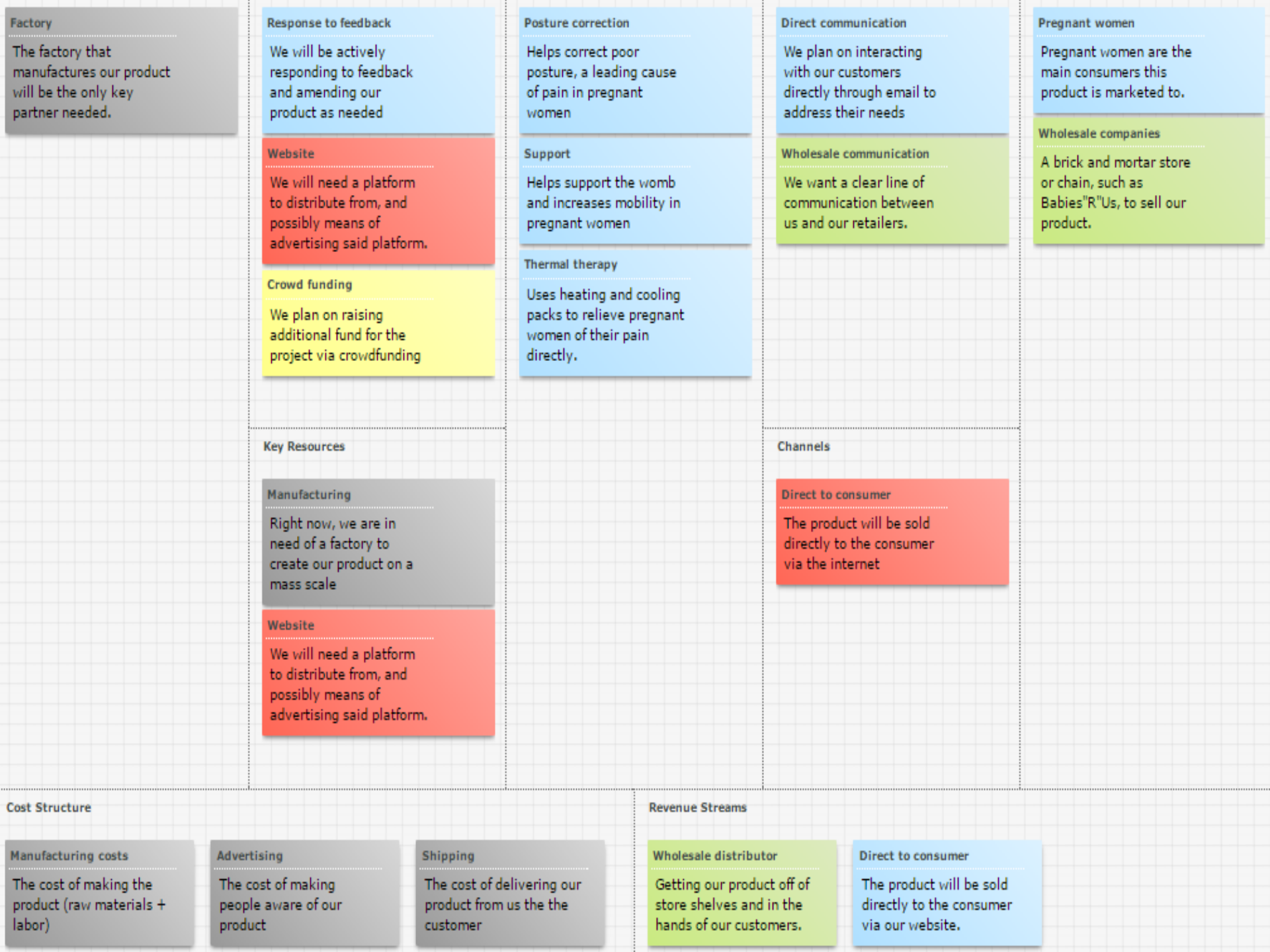


pelvis



COMPETITION

- ◉ Handful of competitors
- ◉ Target specific portions of back
- ◉ None combine the way we do
- ◉ None use thermal therapy
- ◉ \$20-\$30 price range



INVESTMENT

- ⦿ Professional prototypes
 - \$100
- ⦿ Trips to license out product
 - \$1000