



# “Kinetic Motion Sensor”



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William Mills

**Instant Biofeedback to Improve  
Occupational Safety**

# Our Customer

- Safety Corporate Managers

- Monitoring of the corporate wide safety program
- Management of Workers Compensation program



# Customer's Problem

- Lack of quantifiable data on employees kinetic movements for employers.
- Lack of self-awareness for employees.



# Our Customer's problem

- Workplace injuries are frequent
  - Over **4 million** workplace injuries last year.(Federal Bureau of Labor)
- Workplace injuries are costly
  - Home Depot spends **\$42,000** for every missed shift due to an injury.
  - Lowes spent **\$3 Million** in injury claims for the last 18 months.



# Current Alternative

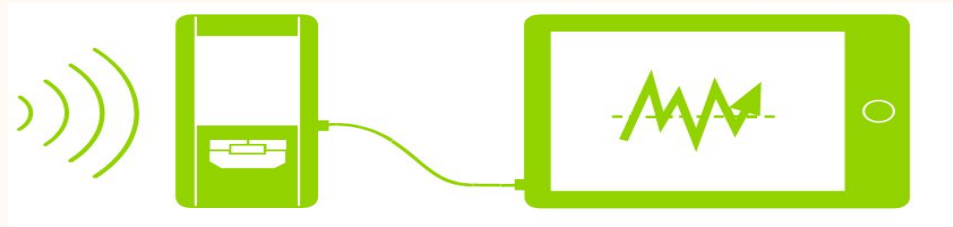
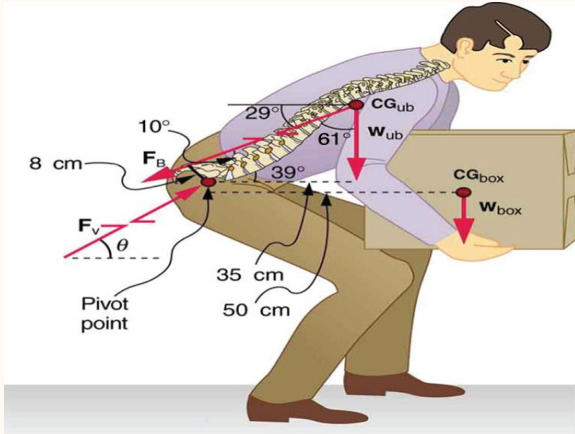
- Back Brace
  - Problem?
    - Created muscle dependency cause **back injuries**
- Safety Members
  - Problem?
    - Extra money to spend on human resources



# Our Solution

Biokinetic sensors on the lower back and knees providing:

- Quantifiable objective data to improve workplace safety
- Real-time biofeedback to increase employee's self-awareness.



# Customer Benefits

- Millions of company dollars saved in insurance claims.
- Safer work environment and practices for employees.



# Market Size

- There were approximately **3 million** nonfatal workplace injuries in private industry employers in 2015.
- An estimated **1 million** injury cases were reported in public sector.





# Go to market Timeline

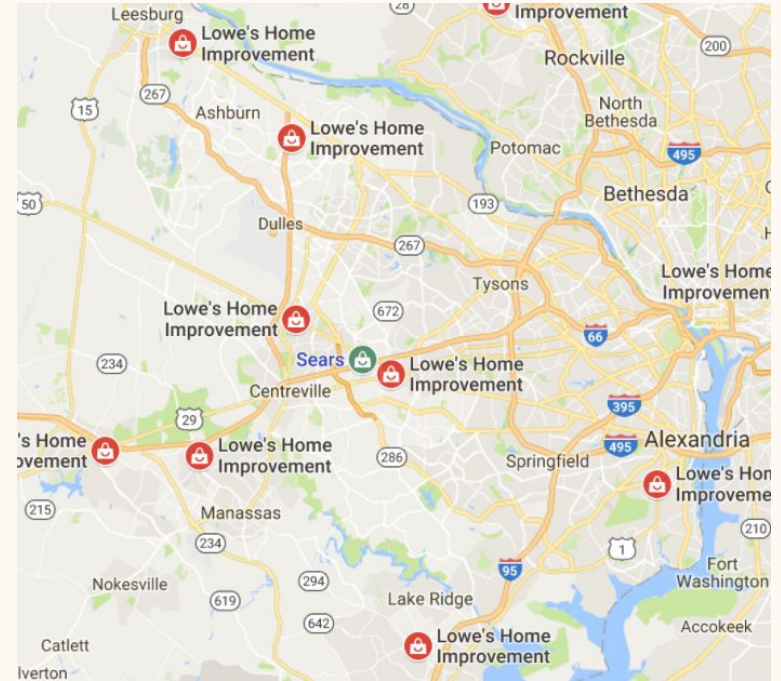


| Task Mode | Task Name               | Duration | Start       | Finish      | Predecessor | 2017 |    | 2018 |    |    |    | 2019 |    |    |    | 2020 |    |    |    | 2021 |    |    |
|-----------|-------------------------|----------|-------------|-------------|-------------|------|----|------|----|----|----|------|----|----|----|------|----|----|----|------|----|----|
|           |                         |          |             |             |             | Q2   | Q3 | Q4   | Q1 | Q2 | Q3 | Q4   | Q1 | Q2 | Q3 | Q4   | Q1 | Q2 | Q3 | Q4   | Q1 | Q2 |
| →         | Follow up early adopter | 90 days  | Fri 9/1/17  | Thu 1/4/18  |             |      |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |
| →         | Developing prototype    | 180 days | Fri 1/5/18  | Thu 9/13/18 | 1           |      |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |
| →         | Testing                 | 200 days | Fri 9/14/18 | Thu 6/20/19 | 2           |      |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |
| →         | Manufacturing           | 300 days | Fri 6/21/19 | Thu 8/13/20 | 3           |      |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |
| →         | Demo in local stores    | 197 days | Fri 8/14/20 | Mon 5/17/21 | 4           |      |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |



# Business model

- Each package price: \$5000
- **Lowe's:** 2,130 stores
- 150 employees on average
- We target 10% of stores:
- First year:  $5 \text{ stores} * 150 \text{ employees} = 750 \text{ package}$



# Three Year Financials

- Ways to grow our market:
  - Trade shows/conferences
  - Monthly license fee
  - Target various industries such as nursing homes and transportation

|  | Year 1  | Year 2  | Year 3  |
|--|---------|---------|---------|
| Number of stores                           | 5       | 7       | 10      |
| Sales                                      | 750     | 1050    | 1500    |
| CAC(\$): (Travel, manufacturing, sales...) | 100,000 | 200,000 | 285,000 |
| Revenue(\$)                                | 3.5 M   | 5 M     | 6.42 M  |



# Roadmap for next year

- Sell to the Early Adopter the corporate such as safety manager of GoodWill.
- Use base clientele to reach out to Lowes and Home Depot, Lowe's may wish to enter research partnership with Mason before purchasing sensor.

