

R4x90



SIMPLE



EFFECTIVE



LUCRATIVE

www.R4x90.com

R4x90™
eAbility
WORKSTATION



Affordable Recovery Solutions

Executive Summary

ReAbility, LLC is a start-up exercise device manufacturer specializing in the research, development, and boutique production of **The R4x90 ReAbility WorkStation™ (RWS)** with the current ability to make ten **RWS** per month from its Connecticut factory. Our target markets are the physical therapy (PT) and health club (HC) industries.

ReAbility, LLC is a family business, founded by the Thatcher Duni family. The family is composed of Thatcher “Tad”, Joanne, Chris and Craig Duni. Collectively, the ReAbility team has decades of experience operating physical therapy centers, researching and developing efficient organizational structures, and working in bio-mechanical engineering. The team has treated over 30,000 unique clients. ReAbility, LLC is a woman-owned business and LGBTQ-owned business.

Problem	Our Solution
<ul style="list-style-type: none">• PTs and HC owners want more income and personal satisfaction at work.• People living with physical disabilities want to exercise.• It's not easy to exercise regularly if you live with a physical disability.	<p>A simple, effective exercise device that:</p> <ul style="list-style-type: none">• Makes people living with physical disabilities healthier and more independent.• Provides PTs and HC owners steady profit through meaningful work.• Increases community goodwill and visibility.

The **RWS** is a patent-pending high-end multi-gym (Patent Pending number 17/829.879) targeting people living with short and long-term physical disabilities, with a strong emphasis on social responsibility and cost-efficiency. ReAbility's focus is on manufacturing the **RWS** in order to benefit the buyer, client, and community. This February and March, the **RWS** is being launched at the 2023 American Physical Therapy Association CMS and the IHRSA 2023 Trade Show, both in San Diego.

The **RWS** is a revolutionary and “accessible” multi-gym that only requires 400 sq ft to provide access to 12 plus high-end physical rehabilitation devices. The **RWS** can be easily folded into less than 40 sq ft, thus allowing an owner to use the space for other programs and services. Alone, these value-added features and benefits will entice new customers to purchase the **RWS**.

The **RWS** is a simple and cost-effective system to use. The revenue is non-seasonal and is recession-proof. Services provided by the **RWS** are essential allied healthcare services; this acts as a strong buffer against future economic downturns. Purchasing the **RWS** will also help the owner increase community visibility and good will.

Currently, we at ReAbility, LLC, are focused on the North American market. We pride ourselves on having invented the **RWS**: a creative, exciting, attention-grabbing exercise device that has world-wide sales potential. We believe its features and benefits will generate rapid product awareness and entice new customers to buy into our particular product and brand.

Our Ask

We are currently seeking investors and business partners to efficiently scale the production, marketing, and sales of the **RWS**.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">• Cost-effectiveness• First-to-market• Huge ROCI potential	<ul style="list-style-type: none">• No product awareness• High costs to set up manufacturing process• Expensive marketing campaign
Opportunities	Threats
<ul style="list-style-type: none">• Favorable market convergence• Profit maximization• Customer loyalty• High market share	<ul style="list-style-type: none">• Complacency• New competitors

Strengths

At present, the **RWS** is the only exercise device of its kind in the market. ReAbility, LLC has a patent examiners first reviews. We anticipate being awarded both U.S. and international patent protection by the end of the second quarter of 2023.

The **RWS** can potentially change how people with short and long-term physical disabilities receive physical rehabilitation services. The **RWS** shifts the person's recovery from the long-standing reactive, episodic, and time-driven system to a system that is person-centered, proactive, and continuous. For people with physical disabilities, the **RWS** intends to become a dominant delivery system. Major strengths include:

- **Cost-effectiveness:** Clients come to see an owner of a **RWS** numerous times over months or years. Our 10 year numbers show, on average, *each client* stays 4.5 years, paying \$13,500 per year for **RWS** services. (We have never tapped into retail such as accessories, clothing, etc.)
- **First-to-market:** People living with physical disabilities are the largest minority population in North America (45 million people). They and their family members combine for over 120 million North Americans. Our surveys show this end-user is looking for rehabilitation services to optimize recovery and improve independent living skills. (All people desire to live active, healthy lifestyles.) Our device is a way for PTs and HC owners to tap into this market for the first time.
- **Huge ROCI potential:** The **RWS** is lucrative for owners. It can provide a comprehensive exercise or physical rehabilitation program with a very high ROIC with a start-up capital cost of under \$50,000 per unit.

Significantly, PTs and HC owners are now, in general, more focused on cost savings. Therefore, the **RWS** is a big attraction to these potential consumers. It can easily be marketed and sold as an innovative device associated with both quality and cost-effectiveness.

Other strengths include:

- **Easy to implement:** One **RWS** can generate a six figure income for a PT or HC owner, working 30 hours or less per week, with weekends off. Additionally, their clients will pay for services out-of-network (100% private pay). This dramatically reduces daily documentation and compliance rules from insurance payers, saving owners lots of time.
- **Increasing demand:** People are living longer than ever, often with physical disabilities. There is also increasing demand for rehab after surgery, especially elective surgeries.
- **Highly fragmented market:** There is a huge opportunity for a start-up product to enter the industry and quickly reach smaller target markets. No one player in the physical rehabilitation industry has more than a 2% share of the \$30 billion Industries annual durable goods sales.
- **Small footplate:** The **RWS** operates very efficiently inside of a 400 sq ft footplate while easily training or treating up to 7 people per hour. This can translate into revenue (EBTIA) of over \$400 per square foot per **RWS**.
- **Multiple settings:** The **RWS** can operate within multiple thriving health service industries and settings: Hospitals & Nursing Homes, Assisted Living Centers, Gyms, Universities, Multi-Family Housing, Residential, Fitness Studio, Out-Patient Physical Therapy Centers, Corporate Health & Wellness Centers, and more.
- **Recession-proof:** The health services industry is steady, with growth predicted well into the future.
- **Standard safety:** The **RWS** operates using the current recognized standards of care in physical rehabilitation. However, it looks and operates differently, and is more efficient.
- **Social Distancing:** In most settings, **RWS** services can be provided in a small isolated space. Couple that with off-peak hours (M-F 9:30am to 4:00pm & weekends) and clients have a "safe" space to receive services. This reduces the risks for the chronically ill, elderly, or physically disabled from contracting COVID-19 and other infectious diseases.

There is great potential for the selected firm(s) to establish itself, flourish, and grow by marketing and selling the **RWS** in North America. This is a huge advantage to the company, as it will have no direct competitors operating within the market. It is important to develop the brand image as soon as possible. The mass production of the **RWS** promises the selected firm great ROIC.

Weaknesses

We see no significant weaknesses for ReAbility, LLC and the right firm to successfully manufacture, market, and sell the **RWS**. Ultimately, our strengths outweigh our weakness:

- No product awareness
- High costs to set up manufacturing process
- Expensive marketing campaign

Regarding a firm's ability to successfully market and sell the **RWS**, we see no significant weaknesses. The right firm will be an established brand and company within the North American market, selling exercise equipment. This means that it will be somewhat easier to attract customers, as the company is well known.

Of course, in order to establish itself and attract customers to buy the **RWS**, will have to spend on advertising and marketing. However, we see the selected firm being significantly helped by the organic market convergence of well-identified trends, such as:

- **Demand for PTs is up:** 10,000 Americans are turning 65 every day, resulting in an increasing demand for rehab, especially after elective surgeries such as a total knee or hip replacement. Additionally, 300 Americans suffer a brain or spinal cord injury every hour of the day! There is a huge increase in demand for rehab from this group as well.
- **Demand for Professional Health & Wellness Services is up:** There are 60 million survivors of moderate to severe orthopedic and neurological trauma or illness. A large minority of this group aren't in need of specific acute PT services that a clinic normally provides. But, they are interested in ancillary wellness or adaptive fitness services that are offered on a cash basis. The RWS would help meet this demand.
- **Satisfaction of PTs is down:** There is an increase in PT documentation requirements for the insurance-based payer system. Plus, PT clinics are making less and less due to reduced reimbursement rates. This leaves a great percentage of PT's seeking more professional and personal satisfaction.
- **Supply of PTs is up:** There will be a 50% increase in PTs entering the workforce over the next 10 years. With this massive change, it's more important than ever PTs to set themselves apart. ReAbility, LLC believes PTs will seriously consider expanding into private practice to potentially include a RWS.
- **Health Clubs:** Gyms and fitness studios are always looking for that new revenue stream, especially post COVID-19 that promises to be steady and recession proof.

These market catalysts promise to rapidly sell the **RWS** into North America. Initially, costs will remain moderate while the company establishes the RWS brand that is easily identifiable and one that can be trusted (reputation) in the long-term.

Opportunities

In addition to the aforementioned market trends and convergence, **RWS** has no legitimate competitors. This opens up a world of opportunities.

- Profit maximization
- Customer loyalty
- High market share

The right partner firm has unquestionable potential if it markets and sells **RWS**. The right firm must be an attractive company and a strong brand with target markets that are the same or similar to the **RWS** target markets. This allows for the possibility of maximizing profits, developing customer loyalty, and dominating the market share.

Threats

- Complacency
- New competitors

At present, ReAbility, LLC sees no direct threats to the company or **RWS**. **RWS** would possess a unique selling point (USP). No other company operating in the market can provide or sell an exact copy of the **RWS** to its target market. But if we don't act now, a rival competitor could enter the market using clever ways to get around the patent claims. This is done very frequently. That's why it's so important to create product awareness, a brand image, and customer loyalty before a rival enters the market. An intense marketing plan and advertising approach will help solve this potential threat to the company.

We believe the only real risk is not acting now. The **RWS** is in such a good position, that we could become complacent and lose out on its undeniable potential. A partnership with the right firm eliminates this risk.

Market Background

While reviewing the market for the **RWS** in North America, we focused on the physical therapy and health club industries. There are PTs, HC owners, and then there are the 160 million people per year living with short and long-term physical disabilities in every community across North America. The **RWS** offers market penetration into every market possible that is relative to anywhere people live, work, recreate or receive skilled physical therapy in traditional settings like hospitals and nursing homes.



Study Period:

2018 - 2028

Fastest Growing Market:

Asia-Pacific

Largest Market:

North America

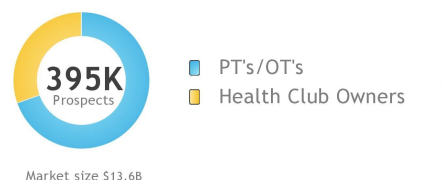
Market Summary
CAGR 11.86%



Source: Mordor Intelligence



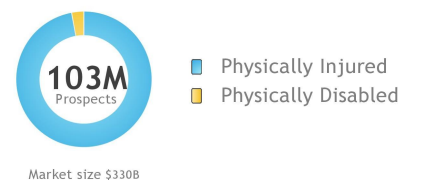
Target market



ReAbility, LLC



Target market



ReAbility, LLC



PTs spend an average of \$10K a year on equipment. HC owners spend about \$90K per year.

5% of the 60 million SMSPD have wealth and want to get better, now! Plus, 50% of all Americans over 18 see a PT every year for short-term non life threatening injuries/disabilities (sports, falls, etc.).

Survivors of Moderate to Severe Physical Disabilities (SMSPD)

Our findings were particularly interesting as virtually zero health clubs, gyms, or fitness studios offer any services which directly relate to survivors of moderate to severe physical disabilities (SMSPD).¹ In fact, most of these SMSPD's are rarely even seen, yet when surveyed SMSPD want (and need!) health and fitness services. Currently, most gyms and health clubs rarely offer friendly facilities/products to people with even modest mobility issues. This massive population (60 million in North America and 1.7 billion worldwide) is very low hanging fruit. Now, with the **RWS**, HC owners will be able to capture it for the first time.

Adaptive exercise equipment for people of all abilities is in higher demand than ever. This is due to the current trends in aging coupled with the obesity and diabetes epidemics. Additionally, there is likely huge volume Covid-19 long haulers with medical and mobility problems (yet to be quantified).

Overworked and underpaid, PTs are also seeking greater job satisfaction and greater income. HC owners are often seeking the same thing. This makes for a near perfect marriage between the PT, the HC owner, and the millions of SMSPD and their families and caregivers.

Typically, some people tend to believe that SMSPD are lazy or uninterested in becoming healthier and independent. Our surveys show the exact opposite. They are just like everyone else, maybe just a bit slower. And, a large population of SMSPD has surprisingly excellent disposable income. 255 strokes occur every hour in North America along with another 250 accidents, illness, or diseases that result in a MSPD. Disabilities do not discriminate based on any gender, income level, race, or religion. ReAbility, LLC is here to provide this growing group with the device they need to become more healthy and independent and can now afford!

Whoever is chosen to make, market, and sell **RWS** will reap the rewards and help millions. This is a massive niche in the market, which we believe we can take full advantage of. RWS may quite possibly be the first exercise device in the country to change the way people 1) think about working out at the gym, and 2) perceive SMSPD. That is priceless marketing!

Conclusion

We welcome investors and business partners and to efficiently scale the production, marketing, and sales of **The R4x90 ReAbility WorkStation™ (RWS)**

Those who partner with ReAbility, LLC will set a firm foot in the North American market. Then, we can take hold of the majority market share worldwide and prevail over future competitors who aim to rival.

¹ SMSPD includes, but not limited to, survivors of stroke, brain and spinal cord injuries and cancers, Parkinson's Syndrome, multiple sclerosis (MS), and cerebral palsy (CP).

We, my colleagues and I, would like to take this opportunity to thank you for your time and attention.

Distribution

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Financials and references to all claimed data are available upon request.