

Carbon Fiber Insole Project Premise (Justification of Project)

100% of the population have feet. 75% of us will have some sort of foot/feet issues in our lifetime. 73% of our children participate in some sort of sport activity. 20% of adults participate in some sort of sport activity. 24% of the elderly population experience some degree of foot pain. Many of us will face balance issues as we age. In summary just about all of us could benefit from an assistive device in our shoe that could address a wide range of foot issues or benefit from propulsion assistance in their everyday lives.

Our carbon fiber insole will provide benefits to the following groups:

1. Athletes - Sports performance enhancement
2. Athletes - Injury prevention
3. Athletes - Reduce recovery time after injury
4. Occupational - Reduce fatigue and increase stamina
5. Occupational - Increase propulsion and improve quality of life
6. Occupational - Improve mentality and wellness
7. Elderly - Arch support
8. Elderly - Aid in balance support, alignment and stability
9. Elderly - Aid with drop foot
10. Elderly - Restore muscle function, ambulation, and cadence (gait)
11. Elderly - Reduce fatigue thereby increasing mobility and exercise
12. Elderly - Assist and support when climbing stairs
13. Patients - Unload painful pressure points
14. Patients - Total contact pressure distribution
15. Patients - Reduce heel pain and excessive range of motion at forefoot
16. Patients - Decrease stress on foot
17. Patients - Treat a long list of foot indications including Plantar Fasciitis
18. Everyday people - Increase bounce in step, reduce fatigue, injury prevention, etc.

We are excited that our carbon fiber insole will be applicable and will benefit ANYONE. Finding a product that everyone can use and that can be absolutely LIFE CHANGING is almost an impossible task. This is a low cost product to produce and distribute. All marketing channels are open to this product as it can be sold on the retail and wholesale levels.