



*Tools for people
who move*

Whim One

Motivation

Dizziness & vertigo leads to balance issues
Poor balance is a leading cause of falls



1 in 3 adults over 65 fall every year
1 in 4 of falls from adults over 65 result in hip fractures
30% of those with hip fractures die within a year
\$40,000 average cost of hip fracture in first year



Customer: Mary

65 years old

Living **independently**

Older, **boomer**

Lives in the suburbs in a **house**

Prideful, unhappily aging

Drinks coffee in the morning

Has **grandchildren**

Difficulty understanding 'modern technology'

Moderate retirement **income**

Enjoys **classical** music

Says "back in my day"

Quietly complains about the younger generation



Product Goals

Product Statement:

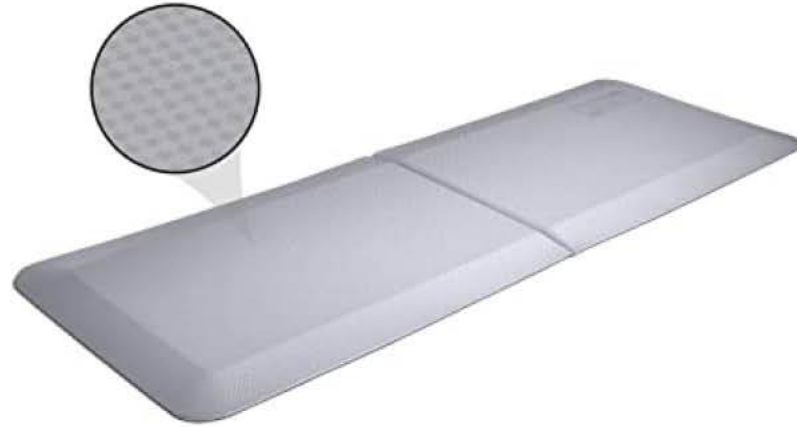
An intuitive product for a reluctantly aging elderly person that decreases the risk of falling, while maintaining their dignity.

Criteria

- Natural motion: usable by elderly of many mental capacities
- Independence: keeps user happy and wanting to use product
- Unobstructive: quietly helps elderly maintain their current lifestyle
- Healthy habits: encourages good behaviors to keep preventing falls



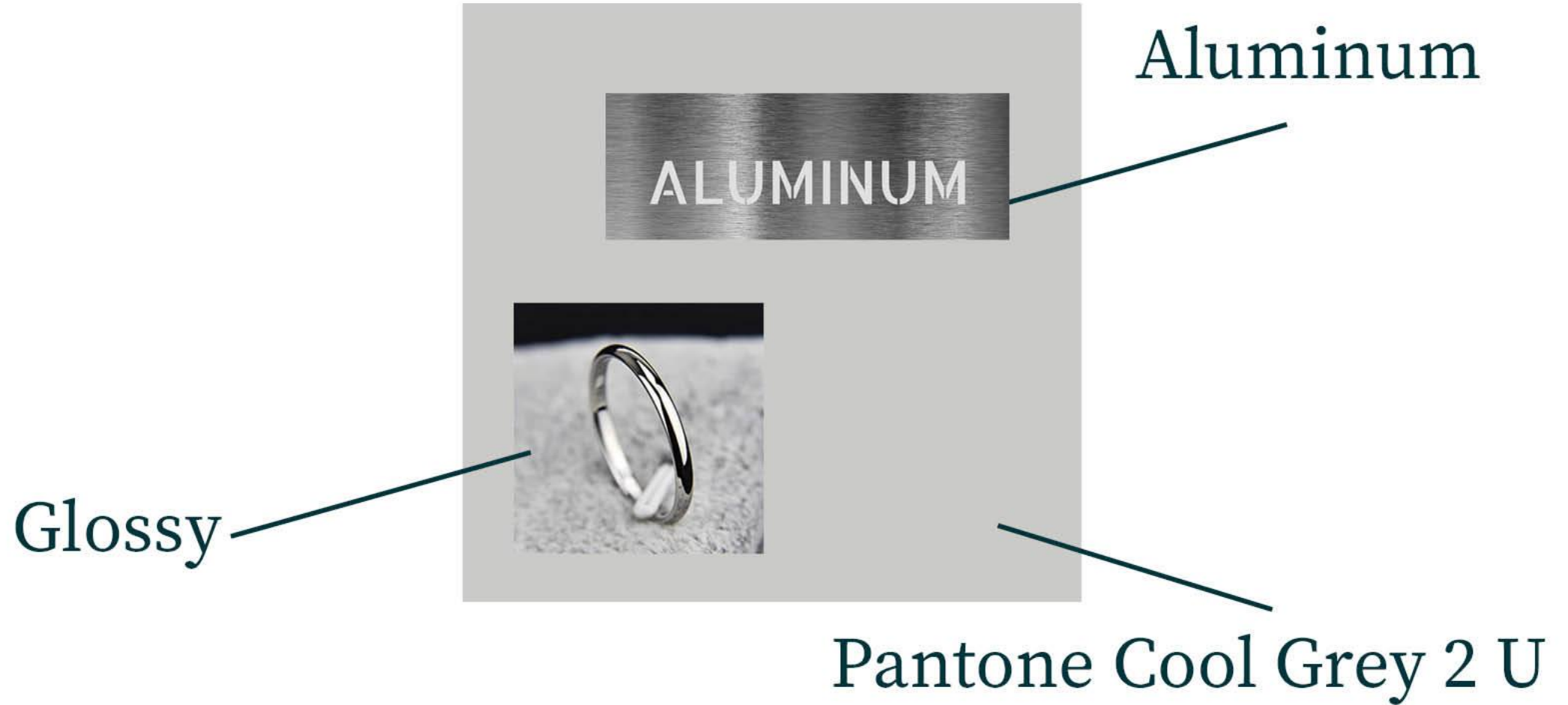
Current Products



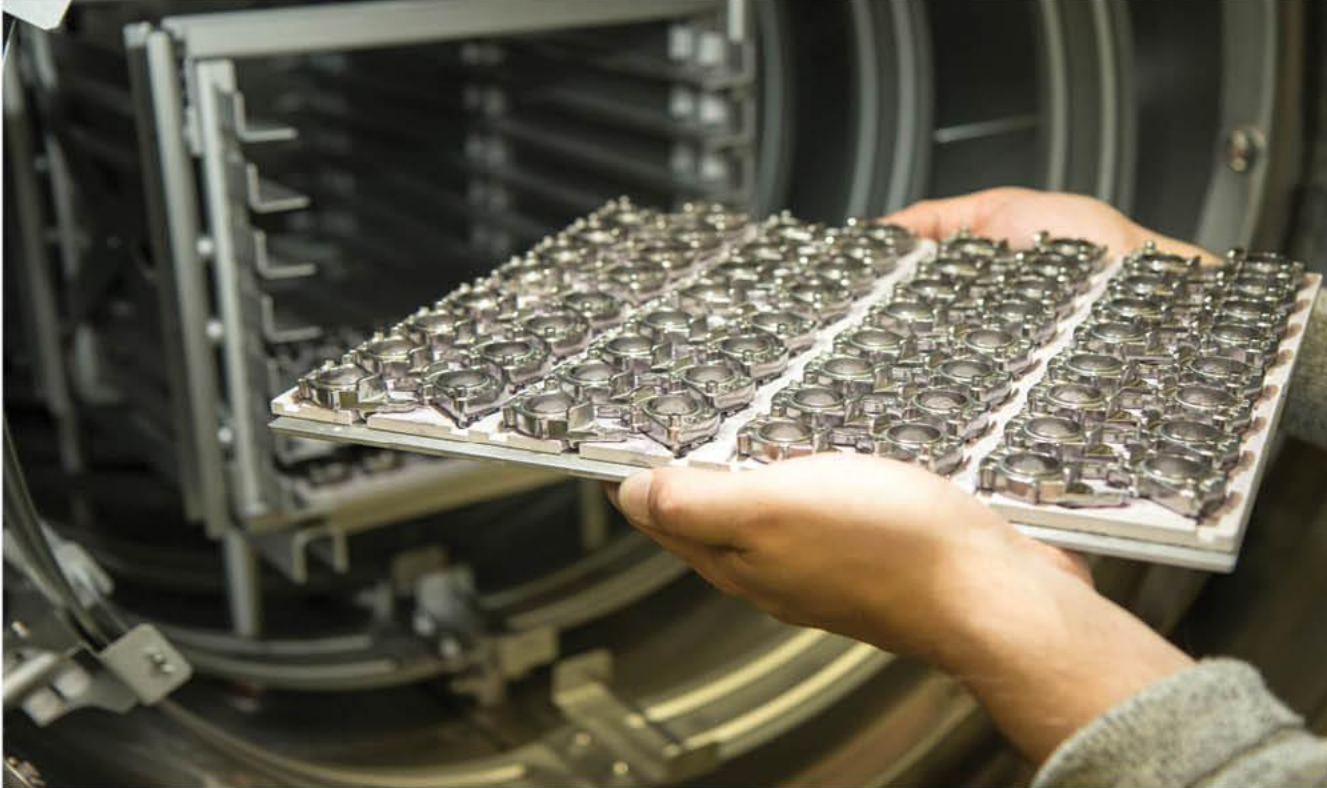
Mood Board



Color, Material, & Finish



Manufacturing



Injection Molding

High volume of smaller, identical parts

Lower cost for retired customer on budget

Product



Branding

Whim One

Tools for people who move

Direction:
Outdoor mobility and safety products

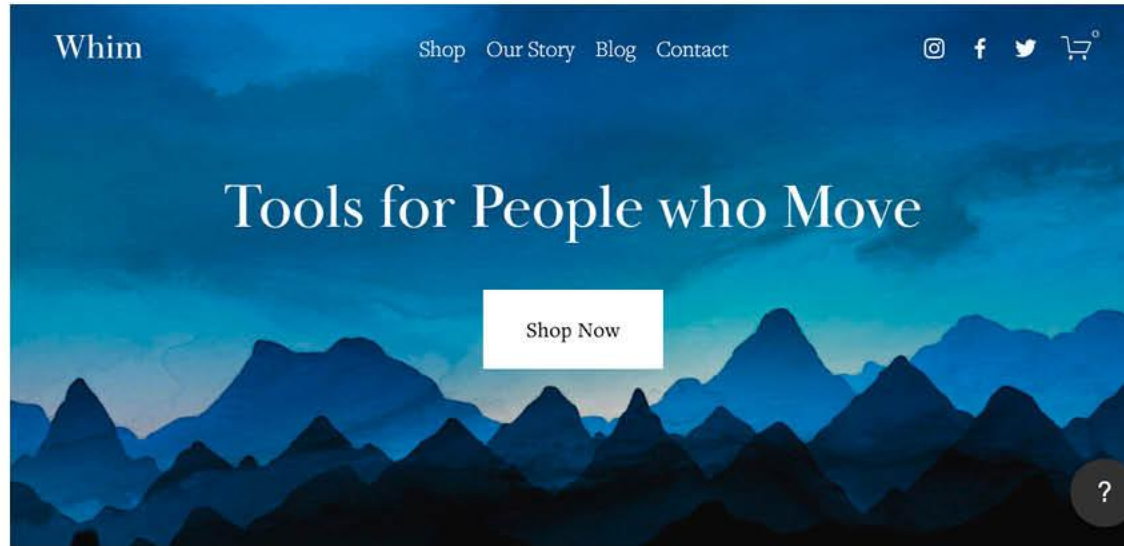
Outdoor mobility products



Final Product



Website: www.whim.com



SQUARESPACE



The Whim One



Searching for Flexibility?

Is It Portability You're After?

Balance is an important, yet often ignored element of our lives. The Whim One ensures discrete balance wherever you go.

Promotion: Protective Drawstring Bag



Selling



SQUARESPACE

Target Accelerator Program

Reliable to customer demographic

Helps small startups and companies enter into retail (2 participants for each of 8 businesses)



TERRAVIVE

Symba

PULP
PANTRY



Agricycle

KN





Whim One

Tools for people who move



SQUARESPACE

