



*Jeassye B. Para Nordic BC. Canada Winter Games 2019*

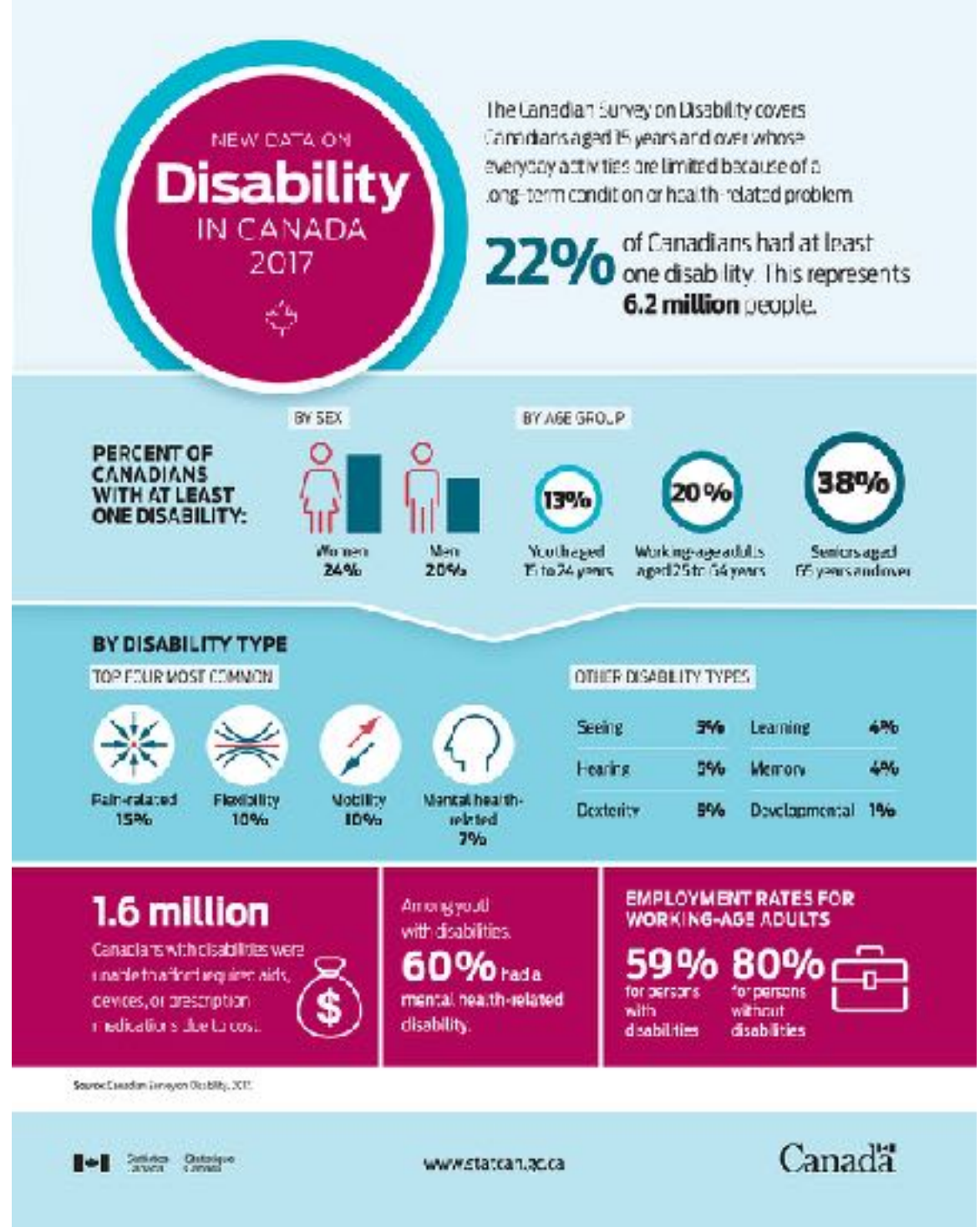


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# Creating Awareness

620,000 Canadians have mobility related disabilities





# Problem

In 2012, there was an estimated 3.8 million individuals with a disability in Canada, 288,800 (8%) used a wheeled mobility device.<sup>1</sup>

10% of the latter reported an unmet need for additional devices.<sup>1</sup>

In 2017 the number of people with a disability rose by approximately 40% to 6.2 million.

Extrapolating from the 2012 report it can be assumed that 10% of the 2017 number also have unmet needs for additional devices.



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<sup>1</sup> Smith E, Giesbrecht E, Mortenson W, Miller W. Prevalence of wheelchair and scooter use among community-dwelling Canadians. *Physical Therapy* 2016; 96: 1135-42.

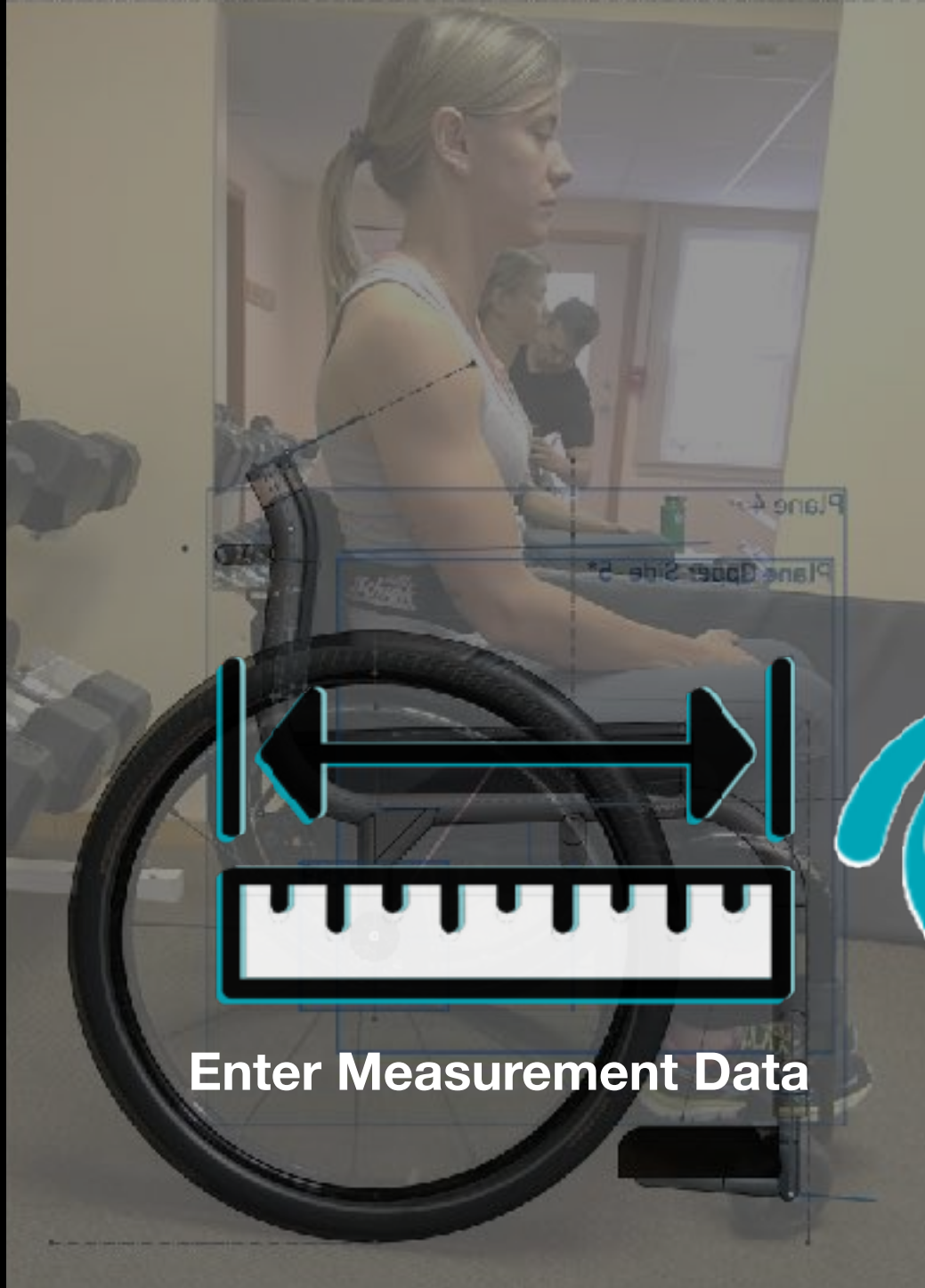
# Problem

- Wheelchair manufacturers need to consider the specific needs of an individual, how they move, and the activities in which they need and want to engage in.
- Those with mobility issues might also require (or desire) multiple devices to enable different activities and facilitate access to different environments.
- Wheelchair design and seating effects every aspect of individuals lives, from posture, pain and pressure management to mental, social health and well being to achieving excellence through sports.
- Bridging the gap between client and artisan to ensure client satisfaction.
- Speed of the manufacturing process from time of purchase to delivery

# Solution



Take Reference  
Photo



Enter Measurement Data



TM

CAD  
Modelling

# **Solution: Implementation**

## **Innovative process in design and manufacturing**

Make the client part of the manufacturing process.  
Work in partnership with health care professionals.  
Support system gives us valuable feedback.

A prosthetic wheelchair. Designed to fit each individual.  
A chair like no other because it's made to be an extension  
of the body.



# Canadian wheelchair import market is valued at \$107 Million in 2017

## Power Wheelchairs

## Manual Wheelchairs

<b>30.7</b>	<b>13.3</b>
million	million
Imports	Exports

## Parts and Accessories

<b>45.6</b>	<b>44.6</b>
million	million
Imports	Exports

<b>31.4</b>	<b>27.3</b>
million	million
Imports	Exports



# Looking Forward: Potential Outcomes



## **Best Case Scenario:**

Becomes Canadian  
Market Leader 5%  
Manual Wheelchairs  
and Parts  
Generating \$2.7M+  
revenue.



## **Realistic Success Scenario:**

Gets 1% of the  
Canadian Market for  
Manual Wheelchairs  
and Parts.  
Generating .5M+  
revenue.



## **Worst Case Scenario:**

Continue small scale  
growth strategy.  
Sales of 10 - 12 units  
per year, growing  
with efficiency.

# Support Systems: Advisors, Partnerships



LFG



New  
Ventures BC

oyen  
wiggs



Spinal Cord Injury BC



WorkBC  
Assistive Technology  
Services

Canada



This program is funded by the Government of Canada  
and the Province of British Columbia.

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CANADIAN  
ADAPTIVE  
CLIMBING

# Looking Forward: Accelerator Programs Canadian Partnerships



**University Partnerships**  
Business Development  
Medical and Technology  
Engineering and Manufacturing



# Implementing Solution:

- business plan
- support system
- partnerships
- social initiatives
- quality of life
- access
- achieving excellence in sports



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