



Society Wheelchairs Ltd., is a medical equipment device manufacturer, for wheelchair users who need to address pain and other seating issues caused by improper fitment. Unmet needs have a dramatic trickle down effect on wheelchair users compounding underlining medical concerns over time and are a leading cause of injuries, falls and pressure sores. Unlike existing solutions “Bridge the Gap” creates accountability by systematically sharing relevant supportive data. Making clients and clinicians part of the manufacturing process. With the opportunity to give real design feedback in the fitment process. Using clinical standards guidelines; our IP technology provides medical professionals with accurate data driven feedback to easily monitor clients throughout their lives.

Technology & Development “ Bridging the Gap” IP, early stage technology development

- supports R&D, sales and manufacturing process:

Team CEO - Kevin Priebe, Visionary, Wheelchair User, Designer, Manufacturer.

- Manning Award Nominee, Accessibility Awards, Para Sports Awards

Advisors

- Vanessa Tveitane EDP, Vicki McLeod, James Suk, Christopher M Lennon, Christina S.W. Kwok, Lizbeth Reyna, General Disability Practitioner Work BC.

Additional PHD Candidates required

- Technical resources and solutions expert
- Business resources and solutions expert
 - New research transferable skills will be developed through these roles.
 - Adaptability, Technical problem-solving, Leadership, Team collaboration, Strategic thinking
- These roles will develop the following new value for our organization
 - New: systems, strategy, content, collateral, products, platforms, clients, markets

Business Plan Status

Kevin has been researching, modifying and manufacturing wheelchairs and para sports equipment... developing IP, refining the manufacturing process, multiple proof of concept para equipment.

- Hiring key positions, New Ventures BC ISI grant.
- Developing a clear research and innovation strategy
- Applying for Alliance Grant, Developing a partnership with Mitacs, New Ventures Canada
- Developing technology
- Working with early adopters
- Published in journal of Disability and Rehabilitation: Assistive Technology

Key source documents that support our plan

- A Clinical Application Guide to Standardized Wheelchair Seating Measures of the Body and Seating Support Surfaces.¹
- Body, Seating and Frame Measurements from Assessment to Delivery²
- What Large Data is Showing in Relation to Seating and Mobility³

¹ Kelly Waugh, PT, MAPT, ATP, Barbara Crane, PT, PhD, ATP/SMS, Rick Morris, Assistive Technology Partners School of Medicine University of Colorado

² Kelly Waugh, PT, MAPT, ATP, Lois Brown, MPT, ATP/SMS, Stephanie Tanguay OT/L, ATP, INTERNATIONAL SEATING SYMPOSIUM 2020

³ Mark Schmeler, Ph.D., OTR/L, ATP. INTERNATIONAL SEATING SYMPOSIUM 2020

1. **Market**

- Our customers
 - Individuals with varying ability that have mobility issues, require custom designed wheelchairs, specialized seating support systems and para sports equipment.
 - Medical professionals that asses and assist individuals with varying abilities through the purchasing process.
 - Large scale market competitors.
- Value proposition: quantifiable value our customers will derive from purchasing our products and services.
 - Clear evaluation process, based on established clinical guidelines.
 - Providing the client, support staff with relevant support data.
 - Data driven assessment modelling.
 - Data driven wheelchair and seating design to fit the individual like a prosthetic.
- Online buying process correlates clinical data from clinicians, clients, providers and manufactures. Data is streamlined into a format that clients can understand, providers can justify and manufacturers can produce.... Supporting data provides an ongoing clinical baseline of reference in a clients medical file.
- Target market segmentation, large vendors, growth, trends, and regulatory concerns.
 - In 2012, there was an estimated 3.8 million individuals with a disability in Canada, 288,800 (8%) used a wheeled mobility device.⁴
 - In 2017 the Canadian Survey on Disability reported that 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 in 2017, the number of Canadians with unmet needs for additional devices rose to 40,432 mobility device users.
- Total Global Wheelchair Market is expected to reach an estimated \$6.1 billion by 2022 and is forecast to grow at a CAGR of 5.9% from 2017 to 2022.⁵
- Total Addressable Canadian Wheelchair Market is valued at \$192.9 million in 2017.
- Canadian Serviceable Addressable Manual Wheelchair import market 31.4 million, Power and Manual Parts and Accessories Market import market 45.6. Total is valued at \$77 million in 2017.
- Based on the 2017 reported data the Canadian Serviceable Obtainable Market would be 7.7 million.
- Barriers to market entry
 - Financing
 - ISO Certification
 - Qualified staffing to create clinical driven IP
 - Implementation of IP
 - Clinical Publication
 - Economies of scale
 - Partnering with major manufacturers

⁴ Smith E, Giesbrecht E, Mortenson W, Miller W. Prevalence of wheelchair and scooter use among community-dwelling Canadians. *Physical Therapy* 2016; 96: 1135-42.

⁵ Growth Opportunities in the Global Wheelchair Market 2017

2. **Distribution**

Focusing on the 4 Ps of Marketing

- Product - manufacturing custom products with the goal of improving our customers quality of life
- Price - competitive pricing
- Place - para sporting events and sporting events, 24/7 internet virtual store
- Promotion - a niche market allows us to take advantage of low-cost marketing strategies and focus and product development.
 - Supporting Key Athletes
 - Existing Customers
 - Media Stories
 - Turn Customers and Employees Into Ambassadors
 - Medical Symposiums
- IP Technology development will support licensing opportunities with
 - Major manufacturers
- Development alliances
 - Universities, BCIT, UBC, Mitacs, Accelerator programs
 - Canadian Government
 - PRAXIS
- Sales partnerships
 - Health Care professionals
 - Payers
- Overcoming barriers to market entry will be achieved through innovative technical development.
 1. Bridging the gap IP
 - a. Collecting client clinical driven data
 - b. Applying client data throughout the process
 - c. Clients, clinicians, payers and manufactures working co-operatively
 2. Improving customer satisfaction
 - a. Clients reward of being involved
 - b. Improved quality of life
 - c. Reduce the number of individuals with unmet needs: injury, falls, pressure sores.
 3. Streamlining the manufacturing process
 - a. Systematically share relevant data with providers, clinicians and clients
 - b. RESNA reported an average of 78 days to receive a customized wheelchair
 - c. Reduce fitment time
- Our value chain processes will provide manufacturers invaluable information to target their market. Increasing profit margins using analytical data to increase customer satisfaction by reducing the margin of error. Manufactures, payers, clinicians all have the same goal “Improving Clients Quality of Life”.

3. **Competition** Large Scale

- Permobil Inc.
 - TiLite - manual wheelchairs
 - ROHO - seating and positioning systems to prevent and treat pressure injuries
 - Comfort Seating and Positioning - seating and postural support system
 - NUTEC/ OBSS - custom configured seating for patients that need high levels of positioning support
- Sunrise Medical Inc. (www.sunrisemedical.ca)
- Invacare Corp. (www.invacare.ca)
 - Motion Concepts, Inc

Competition Small Scale

- Box Wheelchairs
 - Lasher Sports
- Our companies competitive differentiator is that as a manufacturer we are addressing accountability difficulties by collecting relevant clinical data in an easily understood method, that clients and payers can validate.
 - By obtaining IP rights our products and services will leverage existing IP assets, in order to gain a competitive edge in the marketplace and drive sustainable growth.
 - Accountability makes us better.
 - We are in a position to change the way business is done and for many in the industry that is threatening.
 - Competitors may react positively, others may feel threatened by the introduction of our products and services. Change is always difficult though our plan is to make the process about client satisfaction.
 - Strengths, Weaknesses, Opportunities, and Threats competitive matrix included in appendix.
 - A lack of accountability is the top concern reported by Mark Schmeler, Ph.D., OTR/L, ATP. at the Vancouver International Seating Symposium 2020. He supports these findings with data collected by RESNA. By creating a seamless interface between clinicians, clients and payers, our goal is to address this concern. We will overcome non-adoption by manufactures by creating a data framework that is easily understood, based on clinical supporting data that makes the client part of the manufacturing process. Accountability to the client will increase the level of overall customer satisfaction by making them part of the team and contributing to the overall success of their quality of life.

4. **Financial**

- Our customers pay for a solution
- Generate income by supporting innovation
 - Self funded clients
 - Insurance and/or government providers are the primary payers for our clients
 - Many providers cover the full cost and/or offer cost sharing options
 - Secondary purchasers are not for profits, sports, social groups and organizations
- Cash Contributions

| Financial Model | Start Up | Year 1 | Year 2 | Year 3 |
|---------------------|----------|--------|--------|--------|
| Number of Units | | | | |
| Total Sales | | | | |
| Product R&D | | | | |
| Inventory Purchases | | | | |
| General Expenses | | | | |
| Capital Purchases | | | | |
| Dept Payment | | | | |

- Owners/Investors Contribution
- Loan Proceeds Net of any fees
- Scientific Research and Experimentation Development Value
- Funds raised
 - [REDACTED]
- We are asking for
 - Mentors- value of having the opportunity to talk with industry leaders
 - Network- connections to opportunities that are unknown
 - [REDACTED] investment
- We are asking for funding assistance as soon as it is available to assist with:
 - Direct costs of research.
 - Salary support for research trainees (undergraduates, graduates and postdoctoral fellows) to perform research and related training.
 - Salary support for technicians and technical personnel.
 - Materials and supplies.
 - Activities that support collaborations and knowledge mobilization related to the project.
 - Activities to develop and grow the research collaborations with the partner organizations.
- We qualify for New Ventures Employment grant
 - [REDACTED]
- Apply to Natural Sciences and Engineering Research Council of Canada Alliance Cost-sharing Grant for Additional research and development funds (2:1 leverage) Duration: 1 to 5 years
 - [REDACTED]
- We are projecting to be cash-flow positive in 3 to 5 years
- The significant assumptions we are making:
 - raise enough equity to support intellectual property and research development
 - successfully recruit the right people
 - receive ISO certification
 - technology becomes common practice for the wheelchair manufacturing industry
- Identified risks
 - ISO certification, Order fulfillment, Slow sales, To many sales, Finding qualified employees, Material Supply Management, Technology & Equipment difficulties, Outsourcing, Sick Days

Appendix Competitive Matrix

| Competitors | Strengths | Weaknesses |
|---------------------------------|---|--|
| Large Scale Competitors | <ul style="list-style-type: none"> • Large companies • Established clients and distributors • Large support network • Economy of scale • High quality production | <ul style="list-style-type: none"> • Customization limitations • Must be purchased through retailers • Branded as medical and not lifestyle products • Not competitive in small niche market segments • Accountability controls • Varying assessment protocols • Data reporting |
| Box Wheelchairs | <ul style="list-style-type: none"> • Engineering Background • Established History and Knowledge of Industry • Established clients • High quality production • Specialized Market • Youth Oriented • Supporting client base | <ul style="list-style-type: none"> • Must be purchases through vender online or through special retailer • Vender in Nevada not redly available in Canada • Vender not supported by Canadian insurers |
| Lasher Sport | <ul style="list-style-type: none"> • Growing strong client base • Knowledge of Industry • Established clients • High quality production • Specialized Market | <ul style="list-style-type: none"> • Must be purchases through vender online or through special retailer • Vender in Alaska not readily available in Canada • Vender not supported by Canadian insurers |
| Sport-ON | <ul style="list-style-type: none"> • Knowledge of Industry • Establishing clients • High quality production • Specialized Market • Only product on market | <ul style="list-style-type: none"> • Customize limitations • Must be purchases through special retailer. • Design limitations |
| Society Wheelchairs LTD. | <ul style="list-style-type: none"> • Small company • Forward Thinking • Bridge the Gap IP • Customized production • Employing PWD • Strong knowledge base • Community based | <ul style="list-style-type: none"> • New clientele • New supply chain • New equipment • Employee training required • Purchases will be online or through vender • Current sales are by referral |