

# SYNERGY

Institute for Engineering Leadership  
College of Design and Engineering



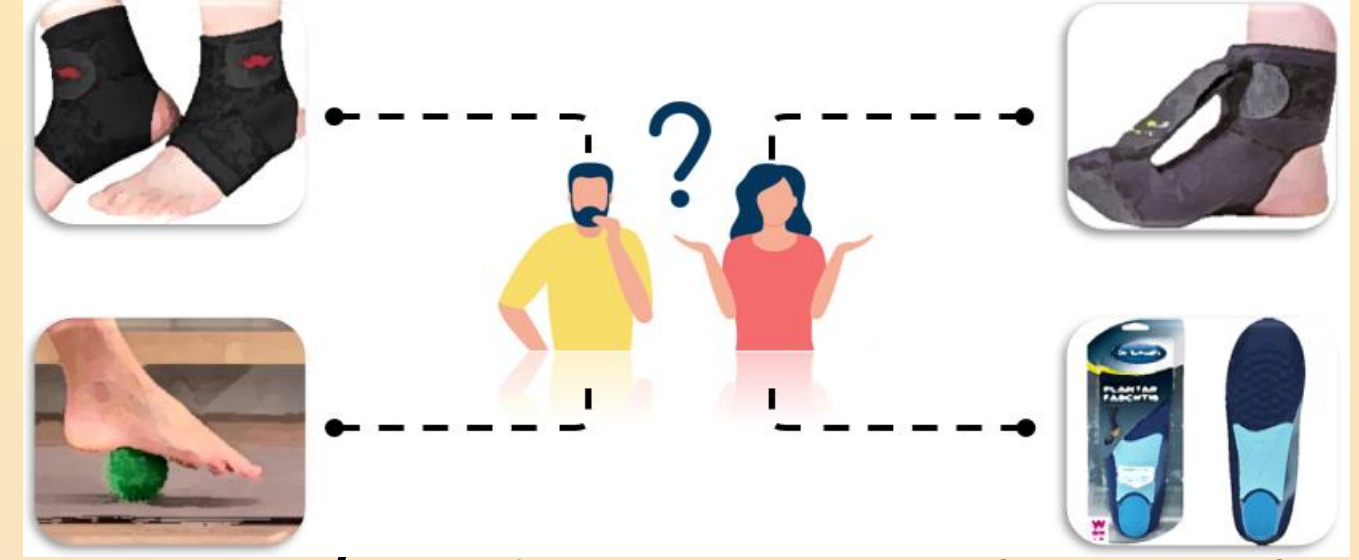
Stretching for Health



Digital Sensor Feedback System - Monitor stretching activity and help reduce recurrence of Plantar Fasciitis .

## Overview

- Plantar Fasciitis (PF) is a common problem that **1 in 10** people will experience in their lifetime
- ANYONE** can suffer from PF
- The prevalence was highest in those aged **40s-60s**
- Females** were more likely to report PF than males



## Problem Statement:

Patients are **UNABLE TO ADHERE** to the usage of preventive measures/products out in the market

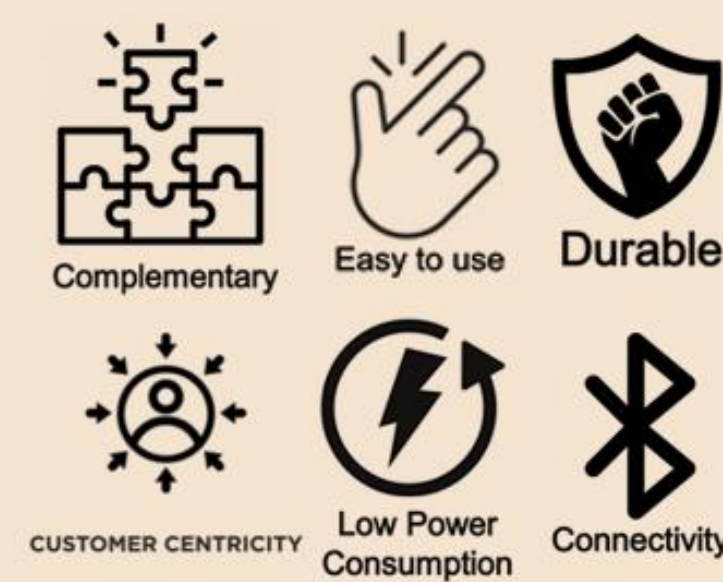
## STAKEHOLDERS

**WHO** Patients who need greater motivation to use products  
Healthcare workers who require more data from users

**WHERE** APAC Expanded from **Singapore**  
To **China** market, and worldwide

**WHY** Improve the **compliance** of PF patients and reduce the recurrence of PF

## PRODUCTS



## OUR SOLUTION

### I. Device

### 2. Application Interface



**3. Challenge**  
Target: Motivate PF patients



## COMPETITORS

Wear-on stretching products

External stretching products



AIRCAST

DARCO

fitterfirst.

STRONGTEK

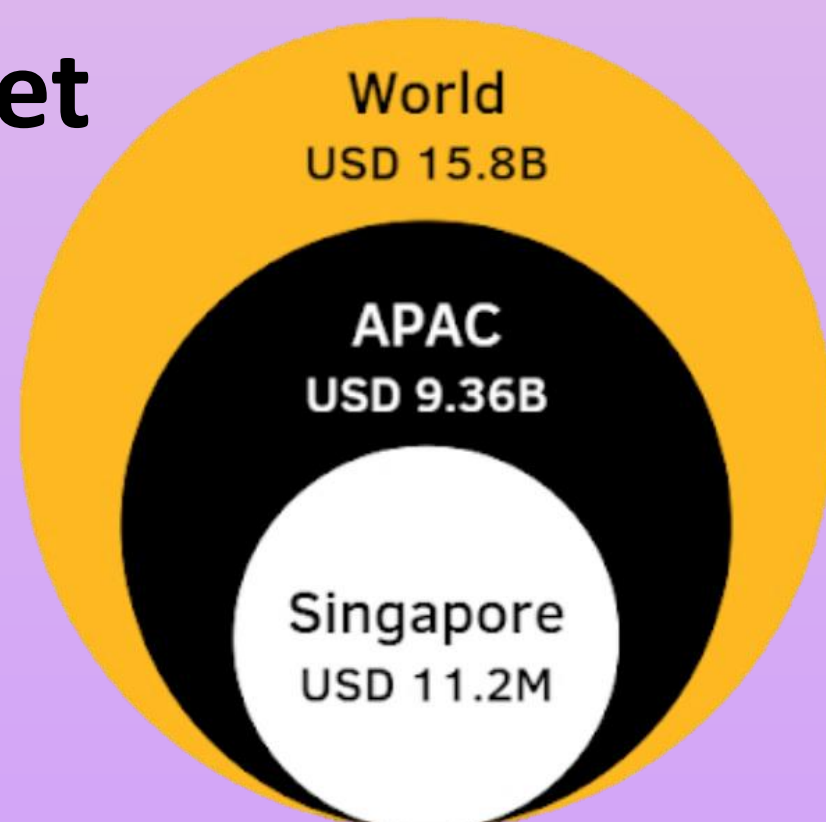
BREG

PERFORMANCE HEALTH

But both of them are **unable to be MONITOR & ASSESS!!**

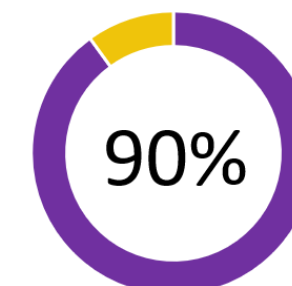
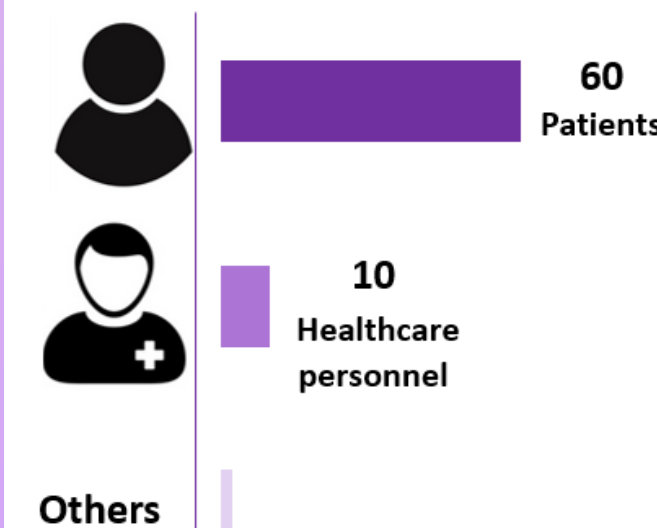
## MARKET SIZE

Total Available Market  
of PF Treatment Products



## RECEPTIVENESS

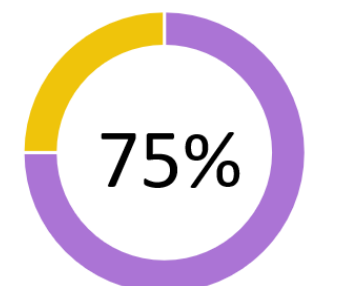
### Interviews



Patients

Comfortable  
Lightweight  
Convenient

Products are too cumbersome to use ✓

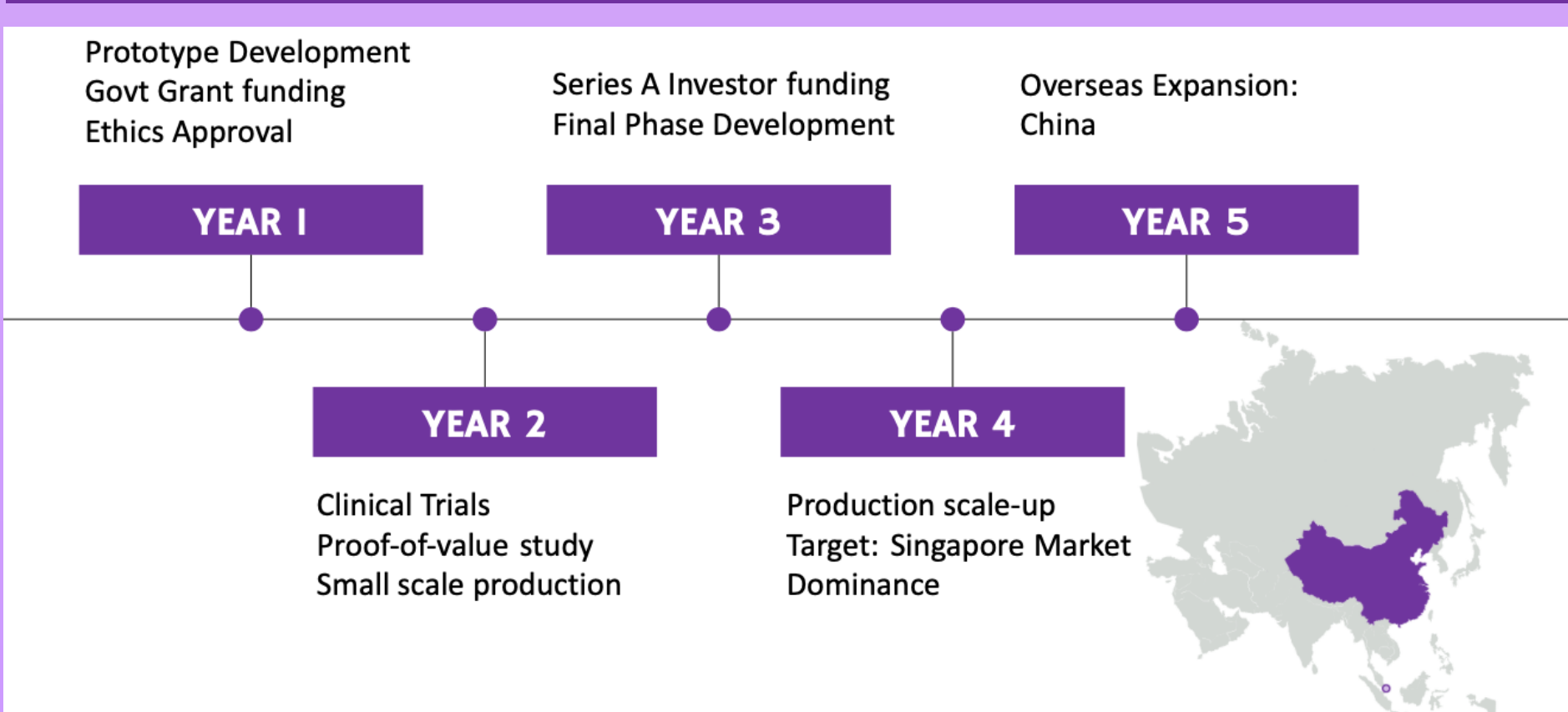


Healthcare Workers

Monitoring and assessment

More data points from users ✓

## 5-YEAR PLAN



## BIZ MODEL



## CONTACT

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