



Statura

Bear-ly Slouched

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Content



The Need



Our Solution

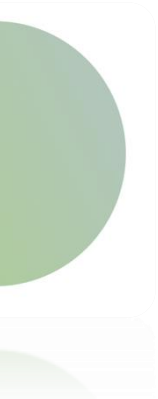
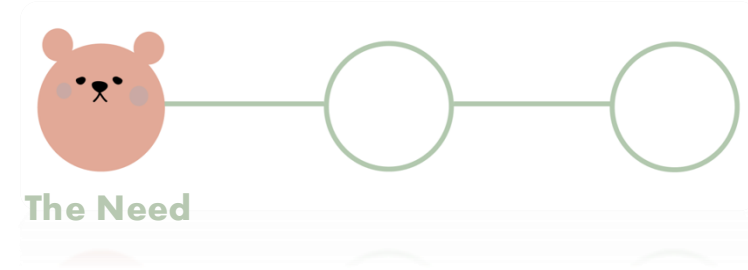


Business Plan

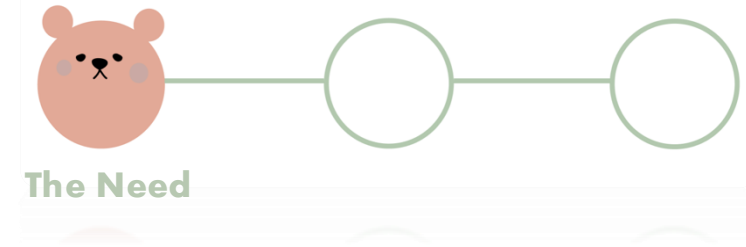


Problem

Many would like to improve their posture to prevent pain without others knowing



User Survey



Experience Pain Frequently

- 51%** neck pain
- 51%** lower back pain
- 22%** upper back pain

Contributing Activities

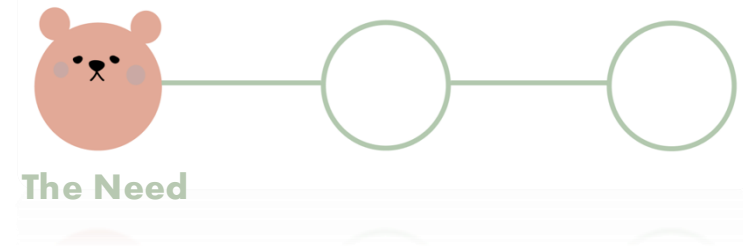
- 82%** sitting at desk at work or studying

User Preferences

- 37%** work while sitting
- 12%** gives reminders

Neck and Back pain is the most common problem for users sitting for extended periods.

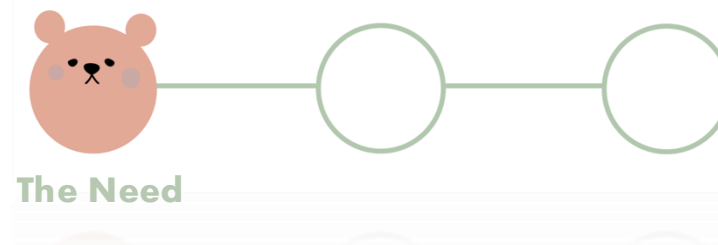
Competitors



- Habit forming
- Aesthetics
- Pain relief
- Non-invasive



Consumer Research



Lifetime risk: **80%** of the population will **experience back pain** at some point in their lives



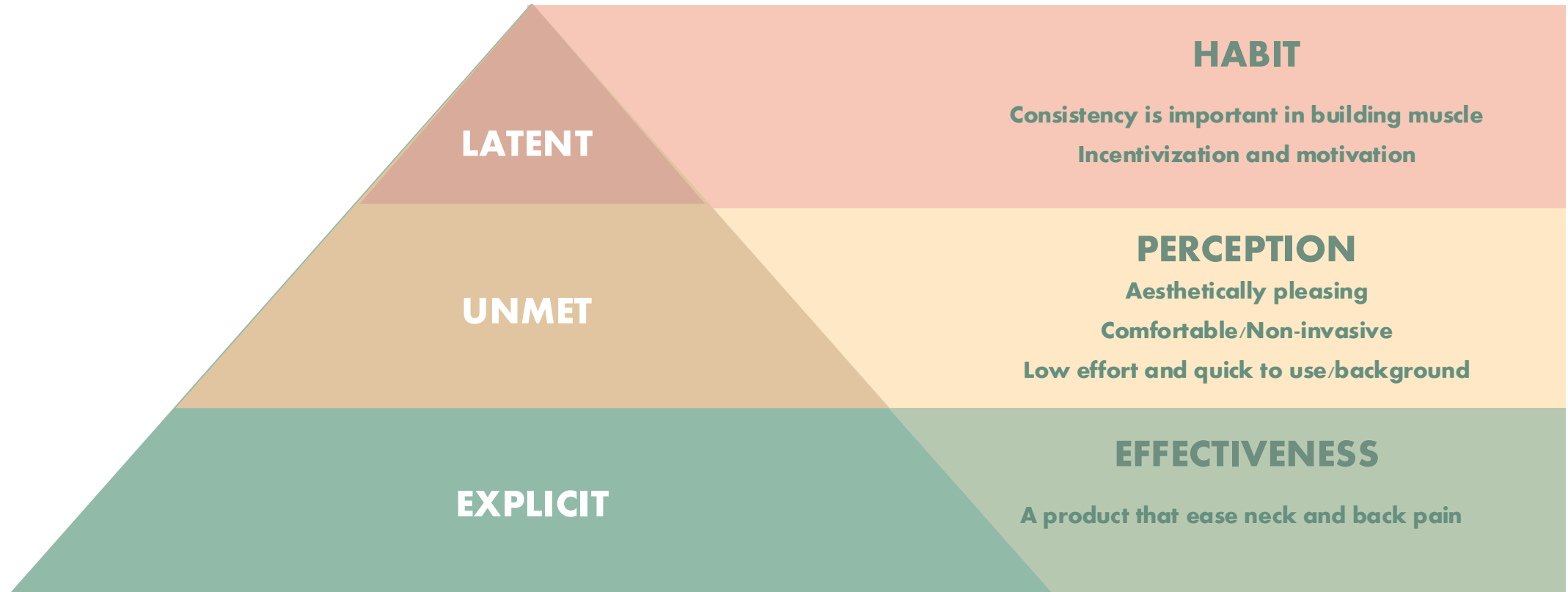
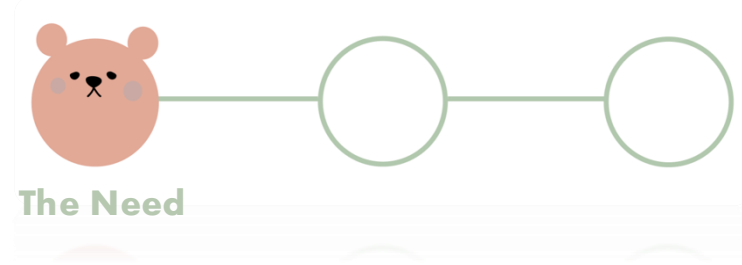
The US **wearable medical devices** market was estimated at \$11.7 B in 2024 and growing at **26%**.



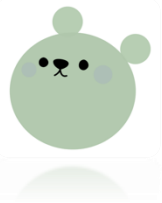
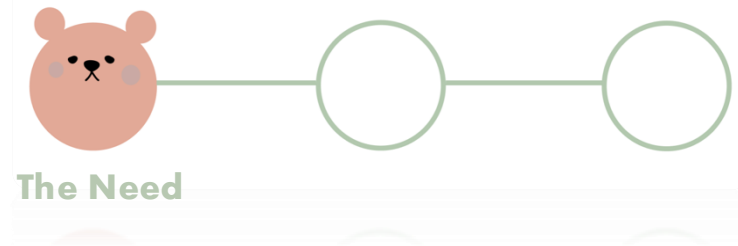
The average US adult spends **6.4 hours** sitting. Employees with desk jobs spend **10-13 hours per day** sitting.



Users Needs



Persona



Young professional (20 - 30s)

Time spent on devices



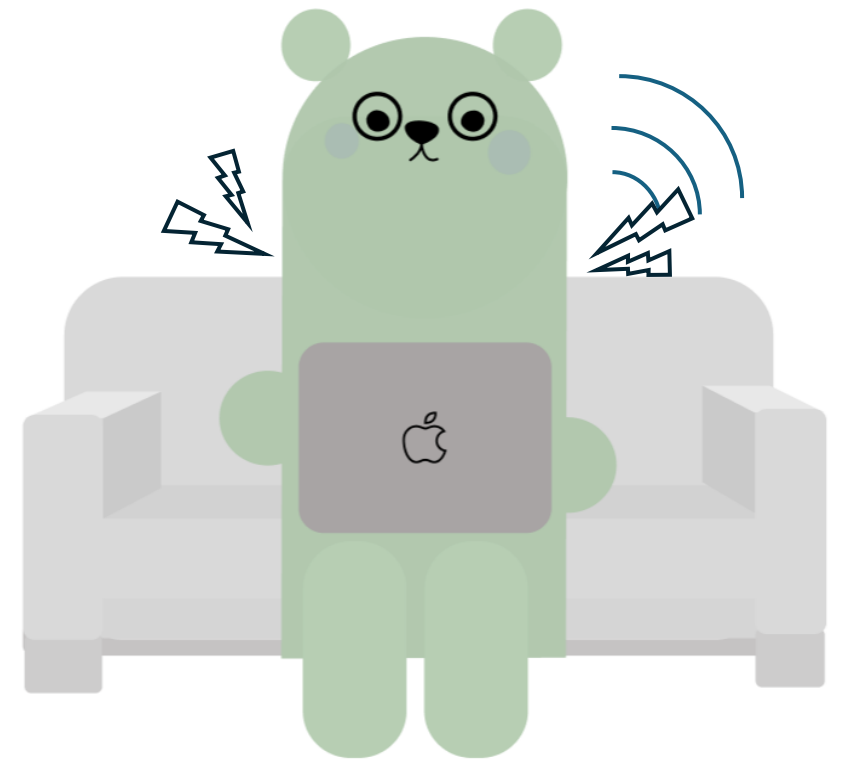
Activity Level



Social Awareness



Aesthetic Sensitivity



The Need

Young professionals who spend long hours seated at a desk experiencing neck and back pain do not have comfortable and incentivizing wearables to help build habit of maintaining good posture

Our Solution

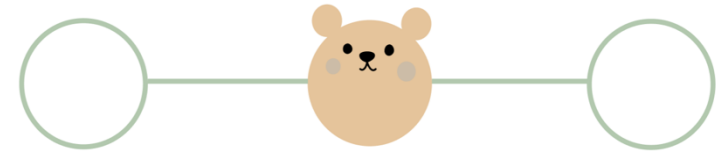
Provide preventative care for people who have risks of developing chronic neck and back pain through engaging in repetitive actions and long hours of sitting by tricking them into good posture habits.



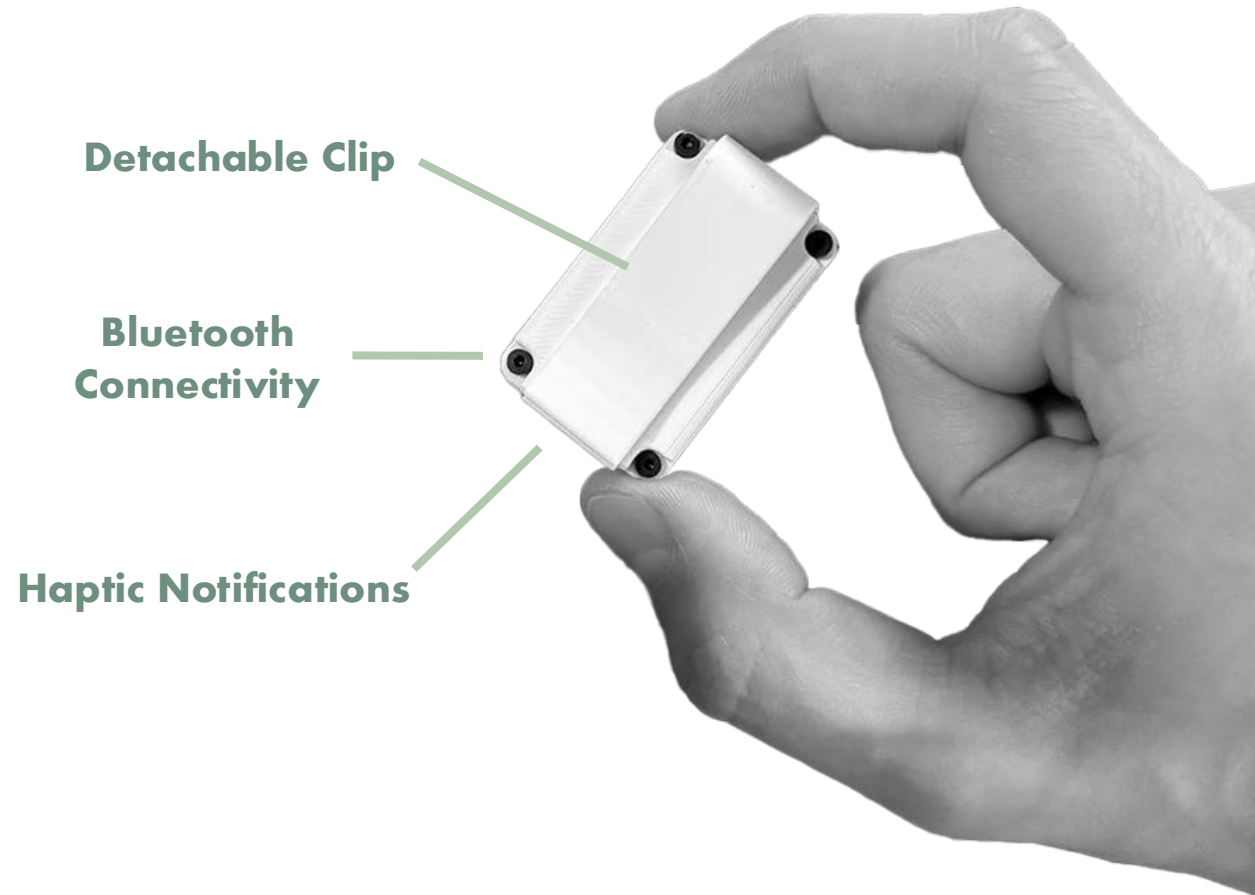
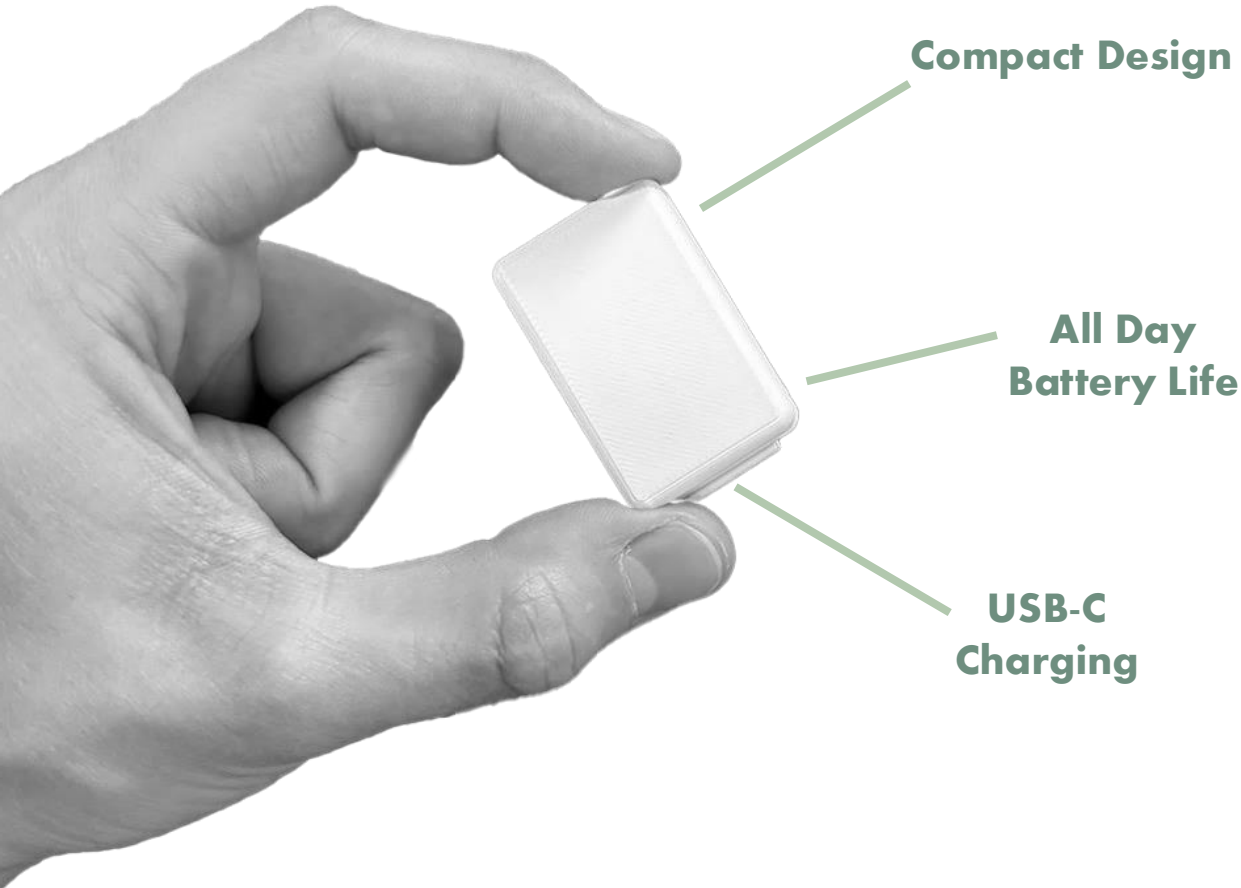
Statura

Alpha Prototype

A Posture Reminder Device that *Makes You Feel Better, Not Worse!*

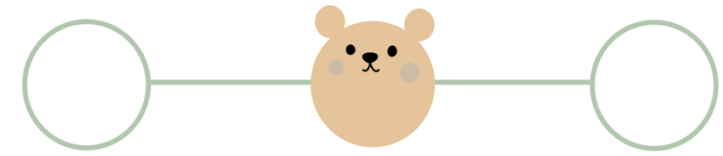


Our Solution

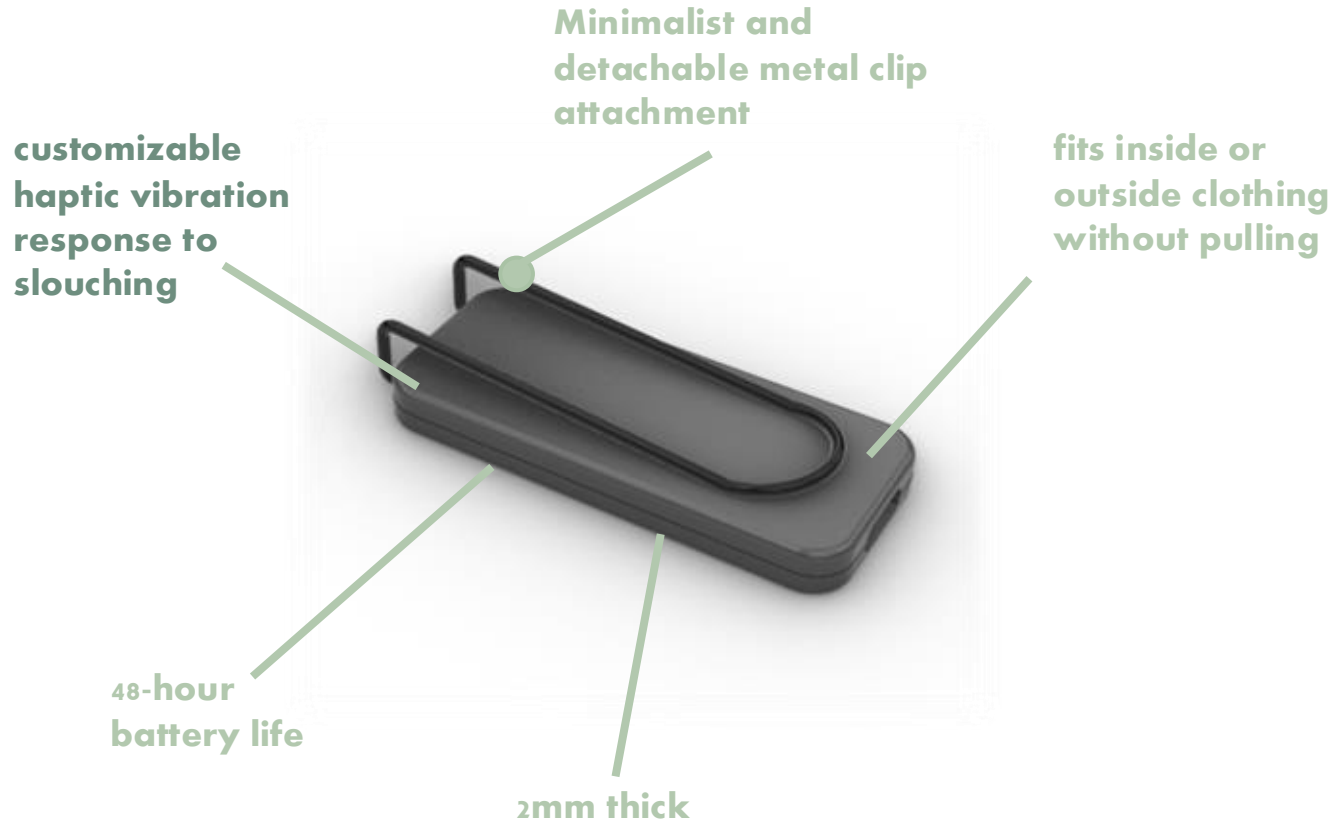


Our Solution

A Posture Reminder Device that Makes You Feel Better, Not Worse!



Our Solution

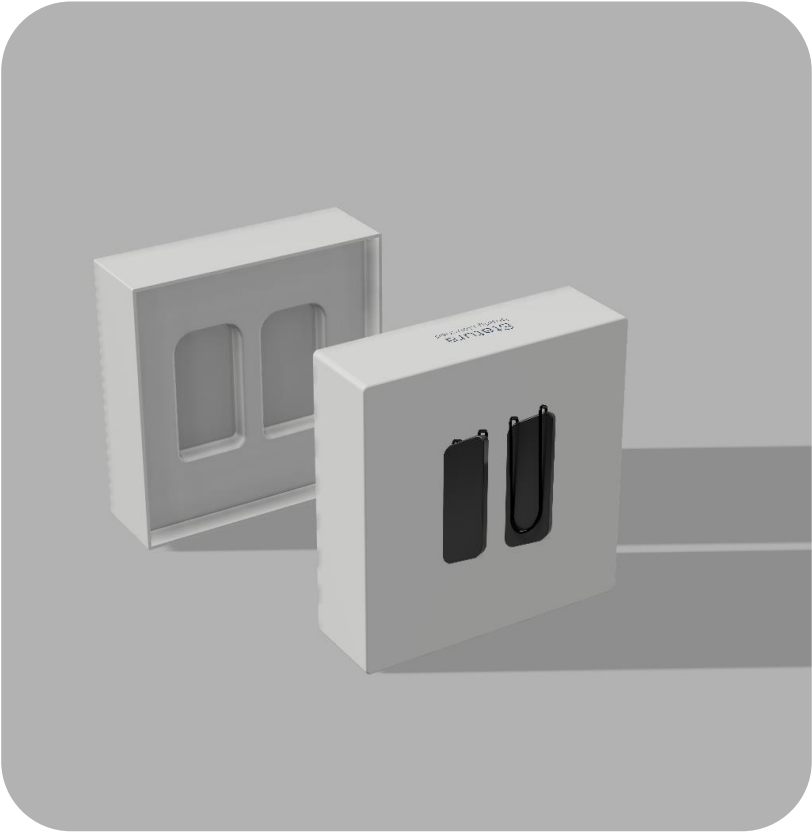


playful reminders to straighten up

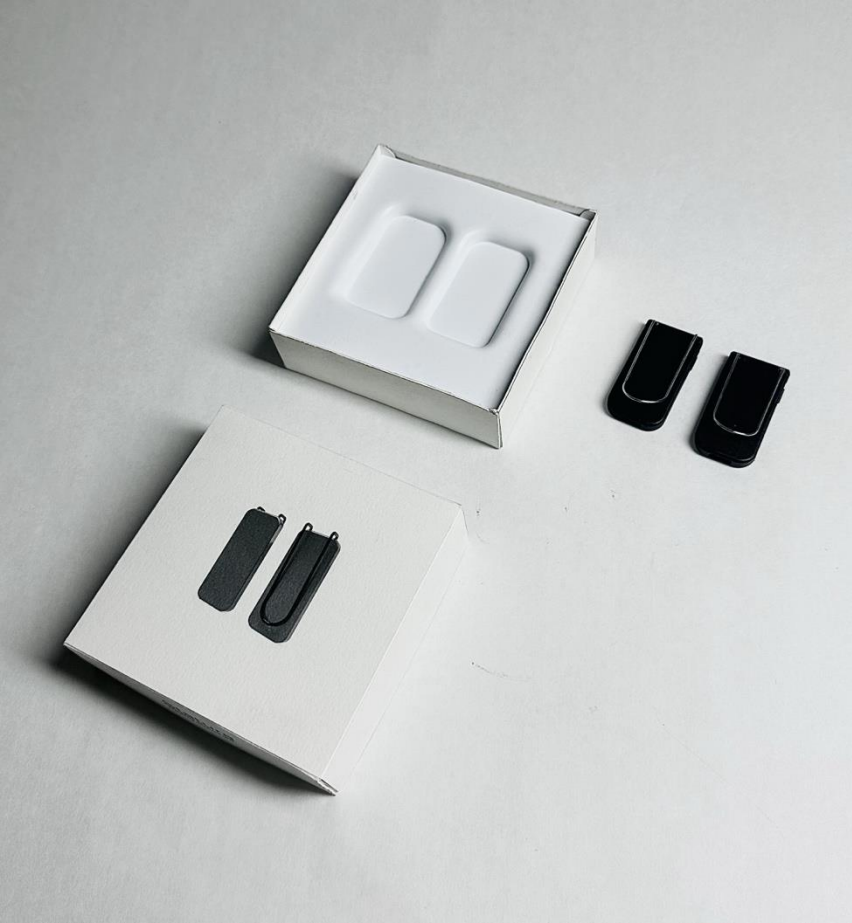
gamified habit tracking for good habit forming



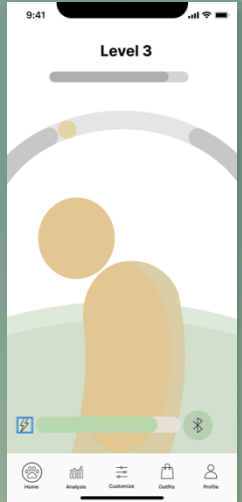
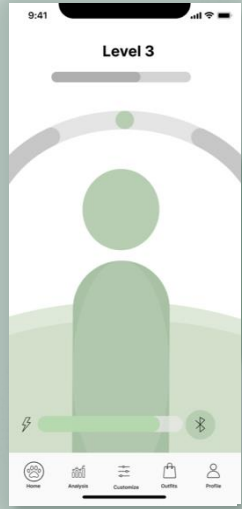
Renderings



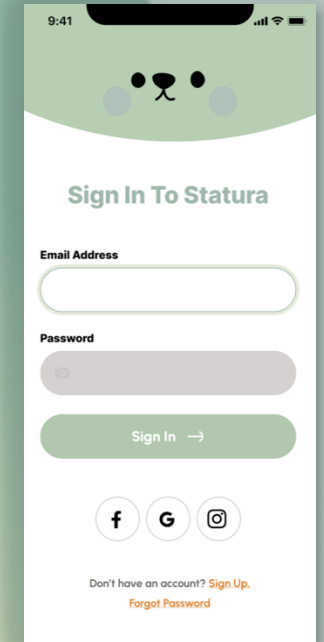
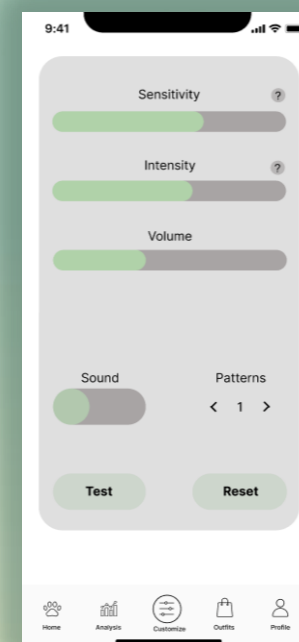
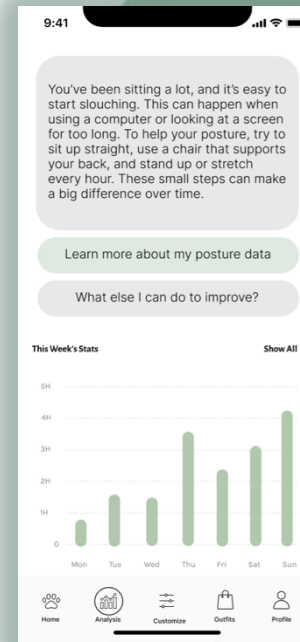
Physical Prototype



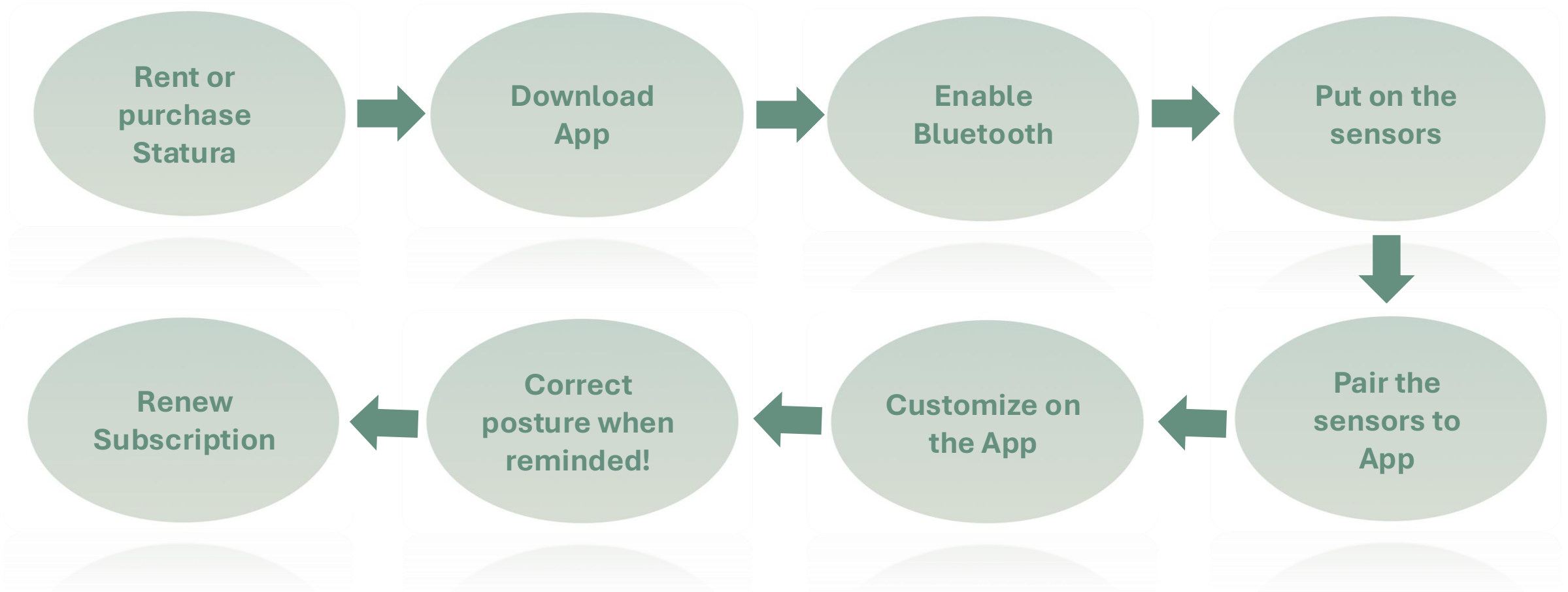
App Prototype



App Prototype



Customer Journey



Selling without Subscription



Business Plan

Business Plan



Price: \$150 / pack (2 units)



Sales: 10,000 pack / year

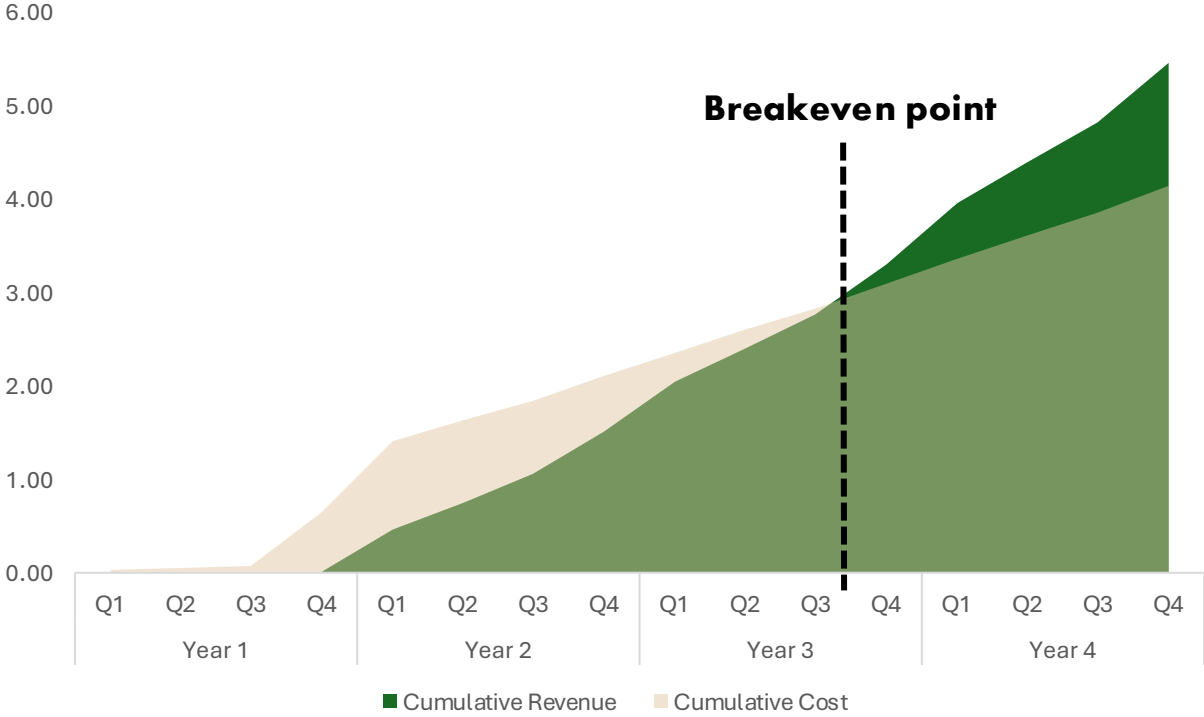


\$0.65 M investment cost (1st year)

Assumptions

COGS: \$24 / pack

Projected annual sales growth of 20%

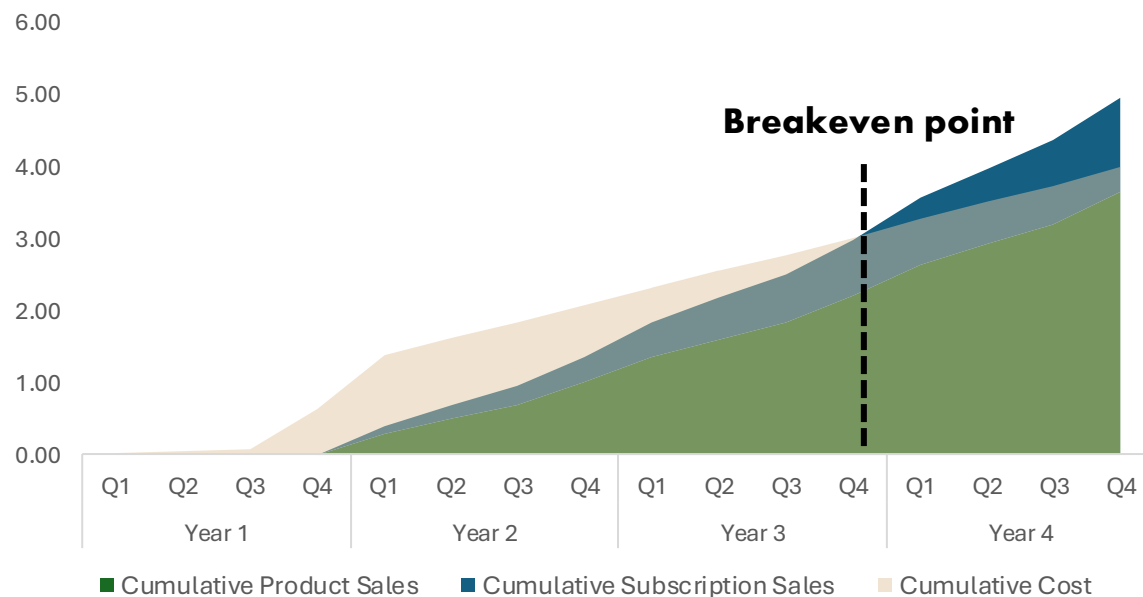


Selling with Subscription



Business Plan

Subscription model would slower the revenue growth but increase user base by 30%



Business Plan



**Price: \$200 / pack (2 units);
5000 initial annual sales**



**Subscription: \$15 / month ;
8000 initial annual subscribers**



\$0.65 M investment cost (1st year)

Assumptions

1

COGS: \$24 / pack

2

Projected annual sales (single product and subscription) growth of 20%

3

Average subscription period 3 months

Timeline



Beta Testing

- Performance improvement
- Final customer testing
- Contract manufacturers



Fundraise and Iterate

- Launch a kickstarter fund
- Gather feedback from beta testers



Market Launch

- Establish social media presence on IG
- Invest in "educational" material on product

Our Team



Bearly Bear



Wen-Ting Chen



Winnie Chin



Sophie Leamon



David Nguyen



Lisa Pederson



Bruce Xie