

# PROJECT SMART STICK

The STICK that checks the movement of the arm and could track your position with YOUR smartphone or a Wi-Fi card



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# TARGET

Our GOAL is provide all stick / crutch with a system that permits with your smartphone to know with the GPS your position and with an APP all the information about the walking like time for step, time stop and with a simple analysis it could sees if in your walking there are an anomaly.

( The same function is possible with a Wi-Fi card )

As a performance in function of the size and the cost :

The price of a medium stick is about 30 Euro, we propose a Stick with our solution around 55 Euro.

Our strong point is that the price of our product is about 25 Euro and in this price there is also a Power Bank that has a commercial price around 12 Euro AND the solution uses the intelligence the memory and the GPS of your smartphone!

The price of a separate GPS is around 100\$ and it need the memory ( datalogger ) and the intelligence, in the smartphone with a simple APP you have all things with low cost.



## Product, Background / Challenge

### Background:

Stick and crutch in this moment are passive and the GPS give only the position not information about the physical movement of arms and foot.

Challenge:	Result:
Demonstrate that it is possible use the small movements to produce electricity and check the position and movements of the user	New PRODUCT in the Wearable Devices, Remote Monitoring, Improved Physician Effectiveness.
Propose system low cost	Reduction of complexity for sample and New system of SELF - generation
Easy and fast installation	The Product could be installed in every handle bar grip
Low Environmental Impact	The solution does not use polluting materials. Completely recyclable
Reduction of CO2 emission	Tee system use new use of renewable source

### APPLICATIONS:

The smartphone with an APP ( or an optional Wi – Fi card ) furnish the position to remote control and all the information about the walking like time for step, time stop and with a simple analysis it could sees if in your walking there is an anomaly.

# PRODUCT

## PROBLEM

I need information about my position and physical movement

## How does it Work ?

The arm press in the stick

Result:

Information about:

Your Position with GPS ( Tracking )

Your physical Movements ( arm and leg )

Energy Harvesting

Battery Power Bank

For supply and recharging the smartphone

## SOLUTION

Smart Stick



# PROTOTYPE, SAMPLE

System



Spare Parts



# MARKET

The Market is global, the sector is assistance for old people and sport for Nordic Walking.

In all Europe for example there are about 739 million of people and the 19% is over 65 year old, about 140 million people; the potential customer in health care is about the 10 % about 14 million of people.

Our Goal is the 3% of these people, it is about 400.000 pieces equal 10 million of USD.

The other application is the Nordic Walking, the utilizers of the Stick for Nordic Walking are in over 40 country and in 2007 they were over 7,5 million of people ( Wikipedia ), in this moment they are estimated only in Europe over 16 millions of people.



# COMPETITOR

## ACTUAL SITUATION

Stick and crutch in this moment are passive and also if the people has a personal GPS it gives only the position not information about the physical movement.

The information about your physical movement of arms and steps is possible only in the laboratory.

For Patent for this application after an analysis in WIPO ( World data bank of patent ) we haven' t direct competitors, the existing solution are system with GPS for the localization of the people but they don' t read the value of the movement and they aren' t selfcharged.



# BUSINESS MODEL

In the first moment we' ll start with a B2B, we' ll sell the system to producers of sticks or crutch; in the future may be that we' ll produce the complete sticks.

We use our expertise in Renewable energy and Energy Harvesting, the added value is the transformation of STANDARD COMPONENTS to obtain a product in terms of industrial cost and energy performance very competitive.

*For us is possible also Licensing Revenue and Transfer of technology.*

# STATUS, TIMELINE AND MILESTONE

We' ll continue the test, study new solution, develop the industrialization.

In the meantime we' ll search other potential customer in wearable technology - sport and also in medical sector

In 12 months we' ll start with the Production, we use the outsourcing for the production of the parts, for us the important is the assembly and the test.

In 24 months the structure ' ll be complete for the worker, warehouse and commercial section

We' ll hope in 3 year to arrive at the Break Even

We have other studies in progress for other applications