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The Tomi Turn is an ergonomically designed re-positioning pad with handles that remains comfortably under a bedridden patient and allows patients to be moved easily without injury to the patient or caregiver. A large majority of nurses, in-home caregivers and family caregivers are women who may not have the strength or ability to move an immobile body, which the Tomi Turn makes possible.

Host Organization

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December 3, 2015

U.S. Small Business Administration (SBA)
Washington, DC

Dear SBA,

It is our pleasure to write this letter in support of T. Rost Corporation with their product, the *Tomi Turn*, the winner in our local competition in Huntsville, Alabama.

Harriette Rost and her husband Tom owned a successful video production company with customers throughout the southeast. In May 2006, Tom suffered a massive stroke and was bedridden. His quadriplegic state, coupled with his 6-foot-3 frame and his weight of 270 pounds, made it a challenge for Harriette to care for him. He needed to be turned every two to three hours to alleviate pressure on his bedsores and to prevent pneumonia. The conventional draw sheet left her knuckles raw and bleeding. She made several attempts to invent a device to enable her to turn him more gently and make it easier on her back, arms and shoulders. Eventually, Harriette developed the *Tomi Turn* to solve this problem.

The patent-pending *Tomi Turn* is a re-positioning pad that has handles on the sides, top and bottom. It is used instead of a draw sheet to help move a bedridden patient. It remains comfortably under the patient while caregivers gently roll the patient over using handles while guarding and securing the patient. One person can use the *Tomi Turn* to elevate a patient to a sitting position, thus eliminating skin and tissue damage. The *Tomi Turn* delivers patient benefits by preventing and reducing the occurrence of pressure ulcers and pneumonia. The product is a benefit to professional caregivers by reducing injuries and workmen's compensation claims to employers. Throughout testing, the *Tomi Turn* delivered a 50 percent decrease in patient wounds and a 65 percent decrease in workmen's compensation injuries.

We believe the *Tomi Turn* will have a tremendous impact on the lives of women and families. According to the U.S. Census, in 2011 there were 3.5 million nurses, 3.2 million of whom were females. This does not include in-home caregivers and family members taking care of their loved ones. The *Tomi Turn* provides a solution to this growing problem and need in the marketplace. This product allows one to move those that are bedridden without injury to the patient or themselves. It also provides an easy way for those that may not have the strength to move someone on their own, to now be able to do so.

As you can see, the *Tomi Turn* is a great representation of a product that will have a measurable impact on the lives of women and families. It has the potential for commercialization as a product not only for use in the home, but for all hospitals and medical facilities as well. In fact, initial sales are underway. We are honored to be able to represent *Tomi Turn* to the U.S. Small Business Administration for submission into the National InnovateHER Competition.

Sincerely,

Katie Williams
TechRich Deputy Project Manager
Women's Business Center of North Alabama

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1. Executive Summary

In the United States alone, there are currently over 37 million Americans who are over the age of 65. Many of them are bedridden and have specific needs. They have to be turned frequently to be bathed and to prevent bedsores and pneumonia from developing. This is why T. Rost Corporation, a firm located in Athens, AL, chose to create the "Tomi Turn Home Care" product line, which consists of ergonomically-designed devices for caring for bedridden patients.

1.1 Business Opportunity

T. Rost Corporation offers a substantial business opportunity because there is currently a void in the distribution and direct-to-customer health accessory industry. The market for homebound customers is large and growing fast, paving the way for T. Rost Corporation's success. Positive feedback from many prototype users, including customers and retail buyers, has T. Rost Corporation poised to fill this need the market place at the most opportune time with several different products.

1.2 Product/Service Description

The **Tomi Turn** is an ergonomically designed pad that is used to reposition a patient in bed by pulling them up or rolling them safely from side to side. Turning the immobile patient every two or three hours is essential to reduce and prevent bed sores and promote lung rehabilitation. The patient can be easily transferred to a gurney or stretcher with this device and can be pulled over on his/her side for ease in cleaning and bathing. One caregiver versus two can safely and effectively turn the patient without injury to their own hands, arms, or back.

The **Tomi Tub** is an inflatable tub designed to enable a caregiver to give the patient a complete bath from the bed. This device allows for cleaning, soaking, hair washing, and relaxing with minimum water. The tub features an inflator and deflator allowing the patient to be lowered into the flattened tub with a hoist or rolled onto it without a hoist. This product is also good for persons who may be mobile but are frail and cannot get in the bathtub for safety reasons. Persons who are mobile can sit on the flattened tub, and then recline for a soothing bath. Once inflated, the tub can be filled up with water and the unique side pockets will collect the waste water. A hose is attached to the drain in the bottom of the pockets so waste water can be emptied into a container. An inflatable pillow allows for ease when washing and rinsing hair. T. Rost Corporation plans to offer a one-year warrantee on the product.

The **Tomi Tite** is a device designed to secure the tubing of a regular or sub pubic catheter to a

person’s bedding to eliminate stress and strain on the patient. The adaptive device allows control and variation of slack in the catheter itself. The tubing is secured by the device if the collection bag is dislodged and dropped which causes pain and irritation to the patient.

Tomi Homecare Line Instructional DVD's will train new care givers to care for patients safely at home. Other videos will include instructions for use of the different **Tomi** products. The efficient line of products will be marketed to Medical Supply Companies, distributors of Medical Supplies, Home Health Agencies, Hospitals, Nursing Homes, and Hospice.

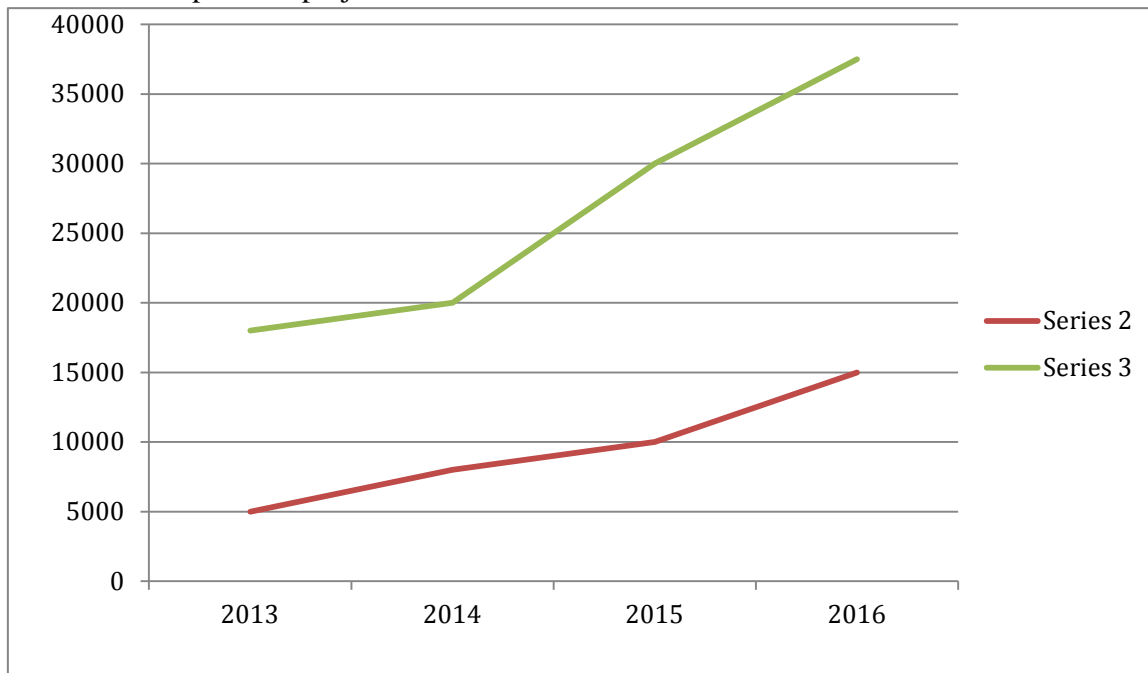
1.3 Current Business Position

T. Rost Corporation is a listed with the state of Alabama as a C Corporation. The primary officers of the corporation are in place.

Harriette Rost has spent twenty-years in the marketing field. The company has been selling products in the health care field for 3 years. The products have received positive responses from caregivers, health care professionals, and distributors. Design patent applications have been made to the U.S. Patent and Trademark Office. A Trademark of "Tomi Turn" has been awarded to the company.

1.4 Financial Potential

T. Rost Corporation projects annual sales as charted below.



Series 2: is expenses / Series 3: is net

2. Company Background

The founder of T. Rost Corporation, Harriette Rost, has spent many years in the manufacturing and medical arena. Her experience as a video production producer has enabled her to work in the manufacturing and medical field since 1982. She has worked extensively in the aging field for over 20 years, as director of an aging program and an advocate for the homebound patient. Her husband, Tom Rost, suffered a stroke in 2006. In order to keep him at home, she developed these products to help herself as a caregiver, and provide better quality of life for Tom by keeping him more clean, comfortable and safe.

Extensive work has been done with prototypes. Contacts have been made with suppliers, manufacturers, and vendors. The founders combined years of experience in marketing, manufacturing, design engineering and video production have enabled the launch the Tomi Homecare Product Line. Rost has conducted the business as a Christian based organization with integrity and good work ethic at the forefront. She is committed to excellence in design, fair management and customer satisfaction.

2.1 Business Description

T. Rost Corporation is a C Corporation registered in the state of Alabama that engineers, manufactures, and distributes products to the medical market to enable better care of disabled persons. Our target market is Medical Supply Companies, Home Health Agencies, Hospitals, Nursing Homes, Medical Supply Companies, and Hospices. The initial target market is in the southeast with future plans to expand into the United States, first seeking states with a high rate of people retiring. As our growth allows, we will expand nationwide and then meet demands of the overseas market. Currently, no other technologies exist that address these specific problems. The solutions we have devised to the problems are unique and innovative.

2.2 Current Position and Business Objectives

T. Rost Corporation is currently breaking even and net income is being reinvested back into the company. As for the company's initial product, the Tomi Turn, over 3,000 bed bound individuals have used it. Their positive feedback has been overwhelming. To date, T. Rost has received over 50 testimonials that can be used to market the Tomi Home Care Line.

2.3 Ownership

T. Rost is currently owned by: Mrs. Harriette Rost, the company's founder. The company currently

has no debt. A banking relationship is established.

3. The Industry, Competition and Market

The Home Health, Hospice, and Nursing Home industry has not received the support and influx of advances that the Hospital and general health industry has enjoyed over the years. Inventive new products are needed and welcomed into this market. T. Rost Corporation brings exiting and innovative new medical devices and supplies to a strong and growing market. The number of homebound and bedridden men and women increases daily, bringing a need for our present and future health care products.

The majority of customers that will purchase the Tomi Care Line of products will be people who are caring for someone who is primarily limited to a wheelchair or bed. Disease and disability is much more common in the elderly population of people over the age of 65. Over 20,000 people are in nursing homes. As our baby boomers age, more and more will become disabled and confined to their home, nursing homes, or a hospital. In Alabama, there are 938,000* people over 65. Elderly people who need assistance with routine Activities of Daily Living (ADL) rely first and foremost on family. In 2010, three-fourths of people who helped the elderly, age 70 and older, were unpaid or informal caregivers; nine out of ten were family members, and half lived with the elderly person. The use of paid helpers is consistently higher among older adults living alone and as they age that number increases. * *

** U.S. Census Bureau*

***Source - Health in Aging.Org (AGS) Aging in the Know*

3.1 Industry Definition

With the invention of the Tomi Home Care products, Mrs. Rost has discovered that similar products are not on the market, or were simply not being marketed efficiently. T. Rost will not be competing directly with traditional manufacturers. The Tomi Home Care Line falls into the health accessory industry. This industry contains products from wheel chairs to bed liners for persons with disabilities. These products used to be found only in health specialty stores or through on-line health retailers. Today, health accessory products are available in mainstream retailers.

3.2 Primary Competitors

We are offering new products to a growing market. To date we know of no serious competitors

for our specific products. The competitive advantage is that the features, quality and distribution will far outweigh any competing products currently on the market.

3.3 Market Size

As our baby-boomers age, we will see more and more individuals suffer from the seven chronic conditions most common among older adults: heart disease, stroke, diabetes, arthritis, high blood pressure, lung disease, and cancer. As we see a moratorium on nursing home beds, more and more people will remain in homes to be cared for primarily by relatives. Caregivers can better care for loved ones with the products offered by the Tomi Home Care line. New coping skills to care for these individuals must be learned. We know that there are currently over 30,000 homebound persons in the TARCOG area alone. These include: Jackson, Limestone, DeKalb, Marshall, and Madison Counties. Larger areas such as Jefferson Counties have over 30,000 people that are homebound. *

** U.S. Census Bureau*

3.4 Market Growth

The number of elderly persons between the ages of 65 to 85 will increase by 15% over the next 5 years in Alabama alone.

3.5 Customer Profile

In the TARCOG area alone, 41 to 53% of people over 65 have disabilities. In Limestone County, alone, 8 Home Health Agencies operate with a census of over 2,700 who are homebound and must be cared for by caregivers and professional Home Health Providers. The number of nursing home residents exceeds 20,000 in this area.

4. Marketing Plan

T. Rost's marketing plan targets potential homebound customers and the retail buyers, who are responsible for putting Tomi Home Care Products on the shelf.

4.1 Competitive Advantage

T. Rost is bringing innovative new products to market that were unavailable before now. Being the first to market allows our products to become household names.

Tomi Turn- Taking care of the patient can easily be accomplished by one versus two caregivers. Bed bound persons can be kept cleaner and healthier without the constant battle of bedsores and lung issues. Bedsores create more pain and antibiotics used to treat them can cause damage to the

body.

Tomi Tub- Patients can actually have a good soaking bath instead of the typical sponge bath. Being able to get them completely sanitized will reduce infections and help keep them healthier, happier, and smelling clean.

Tomi Tite- works to secure the catheter tubing in place for comfort and safety issues.

Tomi Home Care Line Instructional DVD's- will train new caregivers to care for patients at home safely. Other videos will include instructions for use of the different Tomi Home Care products.

4.2 Distribution Channels

T. Rost will use two marketing channels to reach its customers: Indirect sales to the distributors, and direct marketing efforts aimed toward hospitals, nursing homes, etc. We have made contacts with key accounts and the appropriate buyers and will continue to work to secure more.

T. Rost has built a website to use as a powerful tool to promote, educate, and sell our products. We will be listed in several hospital directories for health care devices such as: Health Devices Sourcebook and Medical Device Register, the official directory of medical manufacturers.

4.3 Promotional Plan

Sales Calls: T. Rost salespersons will spend a significant amount of time "on the road." The time will be spent meeting with health care supply buyers and attending tradeshow. Personal visits will be made to distributors, vendors, health care product buyers, and retailers.

Tradeshows: T. Rost will attend 3-4 trade shows a year. These will primarily consist of health product shows. This will give T. Rost the ability to speak with customers and resellers directly.

Trade Publications: We will advertise the Tomi Home Care Line in several trade publications, possibly QVC or Home Shopping Network. We are looking into the possibility of advertising our products on the cable networks, which has been very successful for new products on the market. Our inventory must be built up to accommodate filling the amount of orders expected from such an endeavor.

4.4 Feedback

Every piece of promotional literature that T. Rost distributes will have a toll-free number, website, and e-mail address for reaching our Corporation. This will allow customers to comment

or make suggestions about the Tomi Home Care Line products. As our website is being developed, a 1-800 call center number will be established to answer customer's questions and concerns. This information will be compiled and presented at our weekly sales and marketing meetings.

5. Operating Plan

T. Rost will initially utilize Lakeland Industries as a distribution warehouse for the products we have developed. We will receive shipments from our manufacturers to our warehouse and office complex at 204 Durham Dr. in Athens, Alabama. We initially will employ 1 person to function as shipping and receiving clerk, and add employees on an as needed basis. As growth allows, a warehouse manager position will be created.

5.1 Location

T. Rost is currently working at 204 Durham Dr. Athens, AI. It has 5,000 sq. ft. There are 4 offices, a kitchenette, and approximately 1800 sq. ft. of warehouse with a large overhead door for shipping and receiving. We feel we can efficiently operate from this location for 5 years.

5.2 Operating Equipment

Office and Warehouse Equipment needed from start of business is as follows. This will change as we grow.

T. Rost Corporation Office:

- Desks- 3
- Phone system- 4 phones
- Computers- 3
- Software- as needed
- Printers- 3
- File cabinets- 3
- Book Cases-3
- Tables- 3
- Refrigerator- 1
- Lunch table- 1
- Water cooler; 1

T. Rost Corporation Warehouse:

- Pallet racks 120'-3 high Pallet jack- 1
- Lift truck- 1
- Lockable cabinets- 2
- Work and packing tables- 2
- Shrink wrap machine- 1
- Package scales- 1

5.3 Suppliers and Vendors

T. Rost is now interviewing vendors and seeking product quotes from several industry specialist vendors.

5.4 Personnel Plan

T. Rost Corporation will utilize the skills in place to start operations. Mrs. Rost is a skilled sales and marketing executive. We will hire a shipping and warehouse person with prior experience and accounting functions will be hired on a part time basis until full time is necessary. Employees will be added as necessary to fulfill customer satisfaction.

5.5 General Operations

T. Rost Corp. will operate one shift of 8 hours, 5 days a week until business requires change. We will comply with all Federal, State, and Local labor and safety laws and regulations.

6. Management, Organization and Ownership

T. Rost Corporation is an Alabama C Corporation. Mrs. Harriette Rost is President and major stock holder. Mrs. Rost will manage sales and marketing functions, and sit on the board of directors.

Mrs. Rost has 25 years of sales and marketing experience, as well as well-honed organizational skills and public service. She has worked very closely with home health services and the medical community for some time now while being the primary healthcare giver in the 24-hour care of her husband Tom. Harriette has seen first-hand the needs and short comings of the home health services. Through this intense period of learning and studying, she has realized several ways to improve the care of bed bound home health patients.

We will have people in place to call on with Human resource, accounting, warehouse, shipping and maintenance skills at any time for insertion into the company or for consulting purposes.

6.1 Organizational Structure

T. Rost Corporation organizational structure:

President: Harriette Rost

6.2 Professional Consultants

T. Rost Corp. contracts it's council to insure the most accurate and positive startup information possible:

Mr. Jim Moffat

Latham, Moffat, and Wise, Attorneys at Law

Athens, Alabama 35611

Mr. William Frederick Pepper CPA

Athens, Alabama 35611

6.3 Ownership and Boards

Currently Mrs. Rost is the sole owner, and president of the company. Mrs. Rost is Chairman, Jaime Hasting is the Vice President, and Jana Brazell is the secretary and treasurer of the company.

Mrs. Rost owns 100 percent of the stock.

No director's fees or other compensation are anticipated at this time for the board members.



HEALTHCARE PROFESSIONALS AND CAREGIVERS RAVE OVER TOMI TURNS!

"The Tomi Turn is great for use in Intensive Care and after surgery, especially when patients are very sick and fragile. Nurses and Patient Care Techs love this product!"

~ Director of Nurses

"I wouldn't be able to keep my husband at home without the Tomi Turn! My knuckles were raw from turning and pulling the drawsheets every 2-3 hours"

~ Caregiver

"We use the Tomi Turn on the Oncology floor. It is a much more gentle, kinder way to handle our patients."

~ Nurse Manager

Patent Pending

Shipping orders

**Phone 256-206-7017 or
www.TRostCorporation.com**

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INNOVATIVE PATIENT CARE PRODUCTS
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Tomi Turn

A TURN FOR THE BETTER



Turning your patient is now
gentle, safe, and easy
on the caregiver
and the patient!



WHO USES TOMI TURN?

Hospitals, Nursing Homes, Hospices, and Caregivers for In-Home Care Patients are finding the Tomi Turn to be a very effective, safe and gentle way to turn patients. Tomi Turns are widely used for caring for patients who are unable to move in bed, or when moving causes pain or trauma. One caregiver can turn a patient in bed, or pull them up without damage to skin. Caregivers are able to use their lower body strength to turn and pull rather than damaging knuckles and hands on draw sheets or injuring wrists, backs, shoulders, and arms.

TURN FOR THE BETTER WITH TOMI TURN!

PREVENT BEDSORES AND PNEUMONIA!

Patients who are unable to turn or move in bed must be physically turned every 2-3 hours to prevent bed sores caused from constant pressure to the skin and tissue. Moving the patient is essential to help prevent pneumonia as the lungs can fill with fluid from inactivity.

EASY ON THE PATIENT! EASY ON THE CAREGIVER!

The Tomi Turn is designed to enable one caregiver to turn a patient easily and gently, from side to side and up in bed without injury to the patient or caregiver!

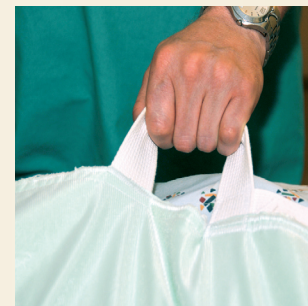
HOW DOES THIS WORK?

The Tomi Turn is positioned under the patient with side handles at the shoulder and hip. Lift the leg of the patient on the side opposite the caregiver. To turn your patient, reach over the patient, grab the side handles, and pull the patient gently towards you, using legs, hips, and thighs. Hold the top handle to steady the patient on their side while you place pillows or wedges behind the patient in a 90 degree position.

PULLING UP IN BED

To pull the patient up in bed, simply raise the bed to lift the legs. Pull the bed away from the wall, grab the top straps and gently pull patient towards the head of the bed.

WASHABLE AND REUSABLE THE TOMI TURN IS DESIGNED FOR DURABILITY!



The Strapping System is ergonomically designed with reinforced handles at the top, sides, and bottom.

The Tomi Turn is Constructed of the best quilted 100% cotton fabric on the top layer with a cotton soaker pad inside. The 100% webbed cotton straps are easy on the hands. The polyester backed moisture barrier prevents leakage protecting sheets and mattresses.

