

StairSmart: A Unique and Proprietary Solution To A Common Household Hazard

Team and Contact Information:

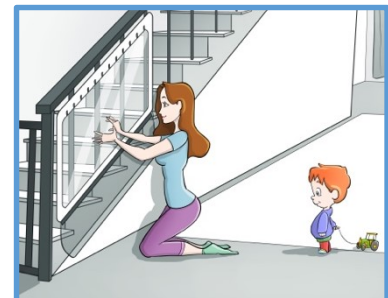
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Summary:

The StairSmart is a product designed to prevent children from scaling the outside of open stairways (i.e., those stairways where the step does not end at a wall) by standing on the exposed end of the step and climbing while holding on to the spindles. StairSmart prevents the child from both stepping on the exposed end of the step as well as gaining a handhold on the spindles. Despite the nearly universal use of baby gates, stairway injuries are still frequent. Over 93,000 children under 5 years old, **one every six minutes**, are sent to the emergency room for stairway related injuries annually in the US alone.* The StairSmart product is a first in class product with a significant market opportunity. Over 3 million children under 3 in the US already live in homes with this hazard and approximately 1.3 million more children are born into homes with this hazard every year. The StairSmart system installs securely in minutes without damage to the stairway, handrail or spindles. The StairSmart system uses a unique clamping system to securely mount the system to the balustrade using cushioned surfaces to prevent marring of painted or varnished surfaces. The StairSmart system adapts to a wide variety of stairway dimensions. StairSmart system is constructed of durable materials to ensure years of use. StairSmart is constructed from non-toxic materials in accordance with regulatory requirements and JPMA guidelines. We have established a significant intellectual property position for the StairSmart system including multiple patent applications, United States trademark applications for the use of the StairSmart name in multiple classes of goods, and registration of the www.stairsmart.com domain. We recently presented the StairSmart system at the ABC Kids Expo, the largest juvenile products show in the Western hemisphere, where the product received excellent reviews from child safety experts and significant commercial interest from major manufacturers in the stairway safety industry. We are seeking assistance in making sure this important improvement in home safety is brought to market as expeditiously as possible.



**Stair-Related Injuries to Young Children Treated in US Emergency Departments, 1999-2008*, Zielinski, et al. (2012) Pediatrics 129(4): 721.