EazyHold

Mellin Works, LLC.

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[www.eazyhold.com](http://www.eazyhold.com)

www.facebook.com/eazyhold

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# Mission Statement

Our mission is to provide products that give individuals with physical disabilities and challenges effective, innovative tools that enable them to hold everyday objects that are required to perform the simple acts of feeding one’s self, grooming, schoolwork, housework and hobbies. From infants to the elderly, every person deserves the chance to do for themselves, to participate fully in life’s activities. Our products will be affordable, comfortable, adaptive, and they will greatly enhance, encourage and enable independent living and learning.

# Our Vision

To provide a way to immediately improve the lives of infants born with the inability to grip a bottle, toy or spoon, and give mothers of children with disabilities an innovative, desperately needed tool to aid in their child’s development, growth and independence.

To give women and caregivers of the elderly the tools to encourage and maintain their aging parents’ and clients’ independence and daily activities in and out of the home.

To provide teachers a tool for their special needs students, when the simple act of holding a writing implement, a musical instrument, or a toy is difficult and often seems impossible.

To provide occupational and physical therapists an effective and long overdue product to add to their toolbox to aid in the rehabilitation process and long-term continued success of their clients.

# Keys to Success

We are three sisters succeeding because our product was an invention of necessity: how to solve the critical problem of loss of grip strength, and ability to use tools. We designed EazyHold because of the arthritis in our own hands, and the intense desire to continue working and playing to the fullest. We want to see everyone with grip issues be able to continue to do the same. Our passion, excitement and belief in our product will be rewarded in direct proportion to the value of our contribution to others. We believe this focus on outward contribution, to our company and our community, is the central requirement and motivation for us to become an ever more valuable business and global resource.

# Inclusion

The philosophy of inclusion holds that people with disabilities, special needs, and those who are adversely affected by the act of aging, should be able to engage in the very same activities at work, home, school and leisure as those without disabilities. All children, regardless of physical challenges, deserve to be provided the tools to learn, create and grow. All adults should have the opportunity to participate in as many of life’s activities as possible, throughout all of life’s stages.

# Company Ownership/Legal Entity

Owners: Kerry Mellin, Wendy Mellin and Merrily Mellin, equal owners of Mellin Works, LLC.

EazyHold is a new business, founded June of 2014.

Our product was co-invented by Kerry, Wendy and Merrily Mellin

Trademark and patent pending. We are licensed and insured.

# Office and Business Location

4212 East Los Angeles Ave. Suite 3653

Simi Valley, California 93063

805-270-5191

http://eazyhold.com

http://facebook.com/eazyhold

# Product Description

EazyHold is a hand mobility assistive grip device for those with limited or no grip strength, missing fingers or limbs. It attaches to a variety of eating and cooking utensils, grooming aids, tooth brushes, tools, toys, wheelchairs, bikes, musical instruments, sporting equipment, garden and household brooms, rakes, hoses, paint brushes and rollers, therapeutic, medical and rehabilitation equipment. The one-piece, soft silicon strap slips over the fingers, hands or limbs to give the added support and grip necessary for repeated motion and use of the tool. EazyHold is nontoxic, latex free, hygienic, easily washed, quick drying, comes in multiple sizes and is adaptable to an endless amount of objects.

# Size of Market

There are 318 million people in the U.S.. An estimated 49 million of them have disabilities and debilitating conditions which require assistive devices. Due to modern lifesaving medical capabilities at birth and significant survival improvements, the number of babies born early and with serious long term disabilities are increasing. The assistive devices market is valued at approximately 15 billion. There is huge growth due to the increased special-needs population and the necessary government support, grants and initiatives to ensure availability of these devices for a much larger consumer population. The 65 to 85 year old population is expected to double, and the population sector over age 85 is expected to more than triple, from 4 million in year 2000 to 14 million by 2040. The aging baby boomer population with their increased desire for independence, will further fuel product purchases to assist with their old age frailties. Conditions and diseases such as arthritis, cerebral palsy, ALS, stroke, Rett Syndrome, paralysis, neuropathy, spinal cord injuries, Guillain-Barre, Huntington's disease, Carpel Tunnel Syndrome will continue to require assistive devices. This rise in the global geriatric and disabled population will therefore provide a sustained continual sales growth.

# Target Retail Market

* Mothers of special needs children, such as Rett Syndrome (a condition which affects only girls) and Cerebral Palsy, are our current primary purchasers.
* Caregivers of elderly parents (estimated 66% to 79% of caregivers are female)
* Occupational and physical therapists (estimated 85% of therapists are female)
* Teachers (estimated 76% female public school teachers, 85% female special education teachers)

# Target Wholesale Market

* Hospitals
* Therapy centers
* Special needs schools
* Home health care services
* Nursing homes
* Assisted living facilities
* Adult day care
* Outpatient and inpatient rehabilitation centers
* Surgical centers
* Red Cross
* Veterans Administration
* U.S. military
* Sports medicine facilities
* Dental offices
* Medical supplies centers

# Advertising and Marketing

We have a large and growing social media presence on Facebook (facebook.com/eazyhold) where on a daily basis we post and receive messages, photos and videos from mothers who are excited and thankful when their child is able to do something they never previously had been able to accomplish. We post often and our followers share our posts and information to a large network of mothers seeking products and solutions for their children’s needs.

Our current advertising budget targets advertising in the largest occupational therapy magazine (OT Practice) in the U.S. We also have secured an EazyHold web button and web link on their website.

We have relationships with several special needs blogs, each of which has a considerable following, and they have devoted articles to our product in the U.S., the U.K., Australia and Finland. We advertise and promote our product at trade shows, expos and conventions. We also advertise and post on Instagram and Pinterest.

# Uniqueness of Product

There are NO assistive devices for infant sized hands or limbs currently available. This makes EazyHold an invaluable resource for special needs children, their mothers and their caregivers. The softness and self-stick properties allow it to be used on the most delicate and tiniest of hands without being tight or uncomfortable. The super hygienic properties of silicone do not harbor or support bacteria. The strap is pretty and colorful and is easily transferable from tool to toy to toothbrush, and on and on. Children love them and respond immediately! Using Eazyholds, they recognize their new abilities with excitement, and no learning curve is needed.

Our product is unlike any other hand mobility assistive device available. Currently the only other available assistive devices are made of materials which are uncomfortable and non-hygienic, and very limited in their ability to adapt to tools. Made of materials such as leather, neoprene, velcro, plastic, they are hard, scratchy, unforgiving, and unattractive and require the device to be strapped tight to the hand for usage. They have a very limited capability to hold anything much beyond small utensils due to their design and material restrictions. They are unsanitary and unable to be easily washed, or rapidly dried and thoroughly disinfected. They are also expensive which prohibits many from purchasing.

Due to the simplicity of design and the material used, the EazyHold is infinitely more affordable to manufacture than other devices for those who need in the U.S., and for a global population as well. And because of its low cost and immediate effectiveness, it is sure to become a standard resource for all.

# Usage and Benefits

* EazyHold gently hugs the back of the hand or limb and supports the tool, relieving the need for grip and encourages full hand, arm and limb movement.
* Latex, BPA and phthalates free
* Dishwasher safe, easy to clean and quick to dry.
* It has non-slip properties so that when placed on the shaft or handle of an object will easily stay in place.
* Highly stretchable, and able to maintain its grip over a wide variety of implements and be adjusted as needed.
* Attaches to the implement, not the hand and can be used by either the right hand, the left hand or a limb.
* Great for people with limited or no grip strength, limited hand or finger mobility, or missing fingers or hands.
* Its non-slip properties allow it to support the tool without the assistive strap being overly snug.
* Versatile, and easily adapts to a variety of multi-purpose tools, utensils and toys.
* Helps to prevent tools dropping from grasp during use.
* While still attached to the implement it can be used to hang the item for storage and organizational purposes.

# Manufacturing

Our manufacturer is All Seals Inc. located in Lake Forest, California. They are providing us with certified non-toxic, silicon products.

Their services have included:

* Materials consultation and engineering assistance
* Material compatibility
* Mold making
* Purchasing assistance
* Vender managed inventory
* Cost reduction
* Global sourcing
* Operations assistance
* Certifications
* Bin stocking
* Shipment consolidation
* Chain of operation and financials.

Our straps are sourced overseas, shipped to All Seals where they are checked for quality and function and mailed directly to our office in Simi Valley where we package and ship domestically and internationally through USPS.

# Sales

We are currently only selling directly to the public from our online store at EazyHold.com. We have 8 different sizes of EazyHold straps. We sell two packs for $14.99 to $19.99.

We also have 3 combo packs:

* Therapist/Teacher Pack: $49.99
* Youth to Adult Pack: $39.99
* Infant to Youth Pack: $34.99

**We have been selling our product for five months, and have grossed approximately $40,000. Our sales are growing steadily. At this monthly rate of growth, and with our advertising in place, we anticipate sales to exceed $100,000 by the end of our first fiscal year May 2015.**

We use Shopify as our Ecommerce platform, which allows us to set up an online store to sell our EazyHolds. It organizes our products, allows us to change and customize our storefront, and accepts credit card payments, tracks sales and referrers, and responds to all orders efficiently in the U.S. and globally.

Our sales have increased after recently attending The American Occupational Therapy Association’s annual meeting in Denver Colorado. Not only did we have every therapist there highly praising and purchasing our product, we also had five distributors of medical, rehabilitation and school supplies come to our booth and speak with us about the possibility of partnering to sell our EazyHolds. We are currently communicating with them to take our sales to the next level.

# Financials

We have each invested $7,000 of our own money, for a total of $21,000 in the last year.

We currently have no debt, and a balance of $9,878 in our company checking account.

We have a business credit card with an available limit of $22,000

We have an inventory of approximately 800 units of each size strap, for a gross retail value of approximately $50,000**.**

# Startup Expenses

* Patent and trademark applications.
* Making prototypes.
* 3D printing.
* Cad files.
* Molds.
* Manufacturing of the first articles.
* Donated product to schools and therapy centers for trialing.
* A booth at a local flea market for market research and development.
* A booth at the Abilities Expo to introduce our prototypes and receive feedback.
* A booth at the Occupational Therapists Convention to provide samples to therapists for trialing.
* A booth at the Hand Therapists convention to introduce and sell our EazyHolds and attract a distributer.

# Raising Capital and Growth Options

To present, we have financed our product purchases with invested capital and retained earnings. This has limited the volume of product we could order, and has resulted in relatively high per-unit costs. However, it has kept our debt ratio low and has minimal risk.

We are currently evaluating the right strategy for our business growth, and are assessing the value of raising capital through investors, or taking out a small business loan, which would allow us to make a larger order of units which would bring our per-unit cost down significantly.

We are also looking into grants available to companies with new products which provide a positive change in the lives of others.

# Diversification

We currently have several patent pending designs for additional assistive grips, and are evaluating the appropriate time and development strategy to bring them to market. This will include extensive market research and a test period with prototypes and trialing the product within a targeted customer base.

# Management/Owners

The success of our company is directly related to the equal partnership and the individual talents of each of its members. As sisters and business partners we are dedicated to each other and the welfare of our company as a family business, and take pride in creating a product that enhances our lives, and the lives of others.

Merrily Mellin, a 30 year Director of Early Childhood Education, retired. She brings with her a wealth of organizational and managerial skills, as well as a keen ability to communicate with parents, successfully fulfill children’s educational requirements, manage staff and teachers effectively and efficiently for a large facility. She is an organizational wizard who is running our day to day operational management and fulfilling orders.

Wendy Mellin, a chef and a fine artist whose creative talents are considerable. She was instrumental in the creation of our first prototypes, our patent drawings, our EazyHold color palate and our packaging. She has a wealth of creative ideas and an amazing talent for networking, communication and the ability to promote, articulate and sell our product at trade shows, expos, hospitals, therapy centers and schools. Afflicted with Rheumatoid Arthritis, her personal experience has greatly aided in the development of our products.

Kerry Mellin, a costume designer and an avid equestrian. As a designer, horseback rider and arthritis sufferer, she had the unique ability to find a silver lining in her painful thumbs, by discovering and designing a better way to hold her rakes and brooms grip free … and subsequently with her sisters Merrily and Wendy’s help, found a way to hold an infinite number of objects more effectively. Kerry handles the social media marketing, advertising and new contacts … because of her passion for spreading the word about EazyHold!