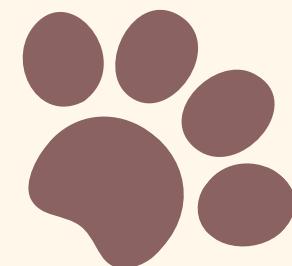
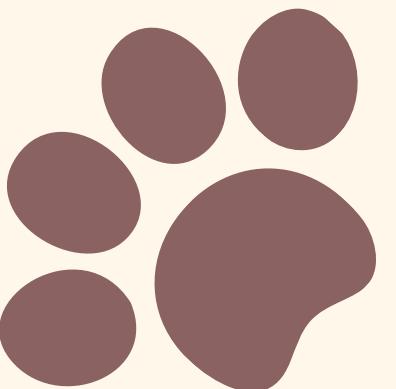
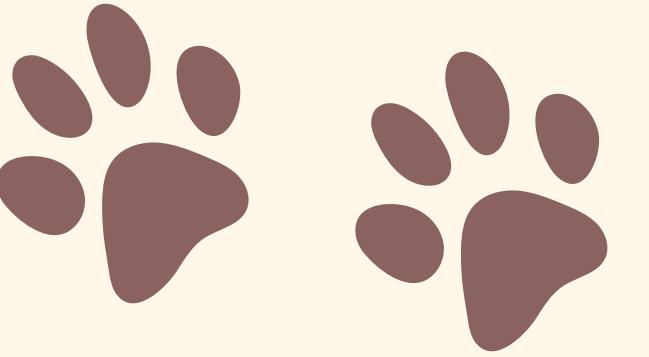




uplift

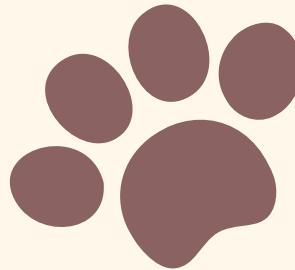
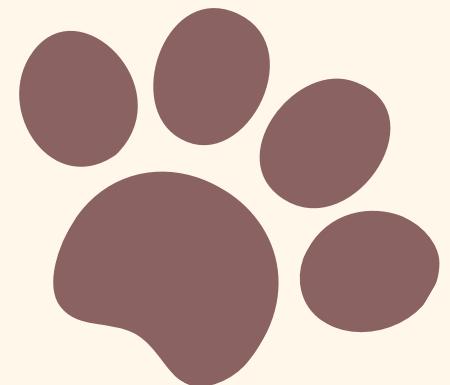
Group #: Ben Loong, George Maidhof, Jordan Owens-Hall, Samruddhi Shinde, Jordan Small, and Eunice Yi

IMAGINE THIS...





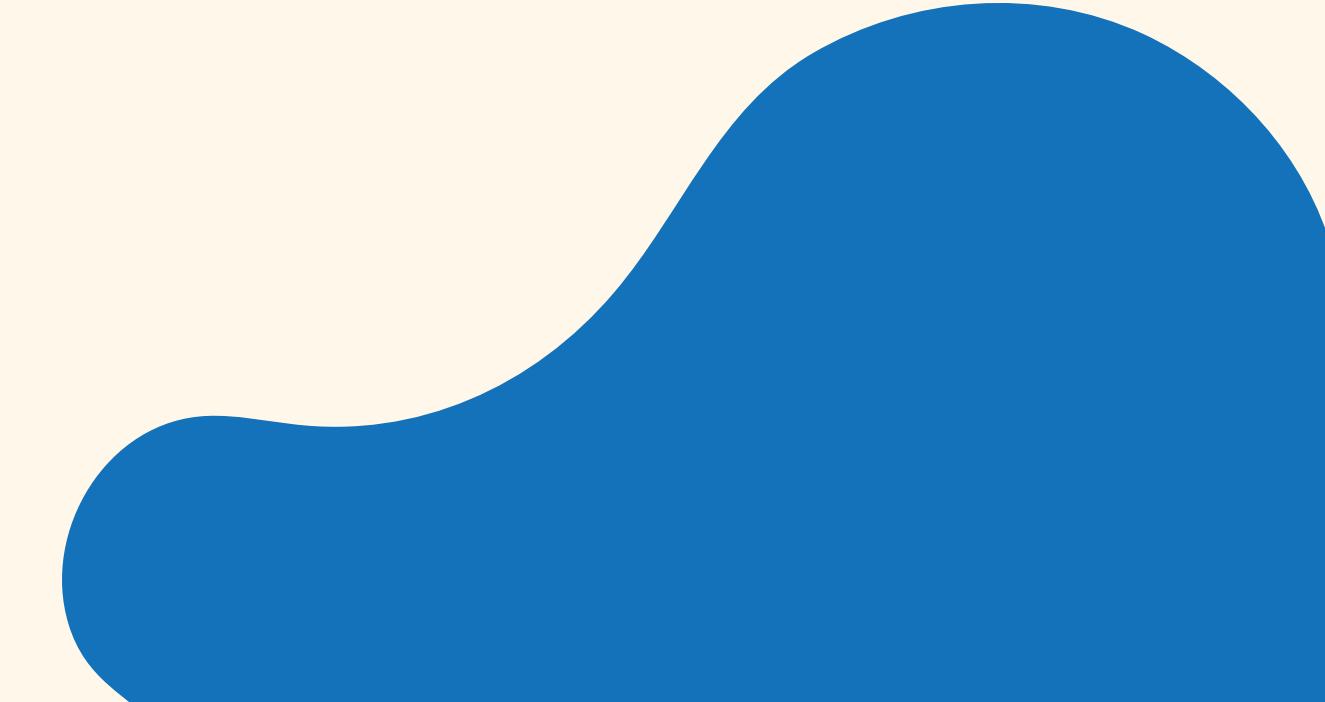
IMAGINE THIS...



4 COMMON SPECIALTY SURGERIES →

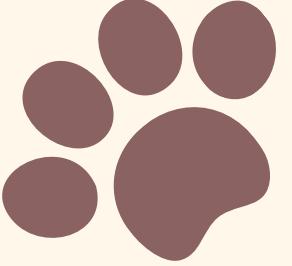
MOBILITY RELATED

- TPLO SURGERY
- FRACTURES + DISLOCATIONS
- KNEECAP DISLOCATIONS
- AMPUTATIONS



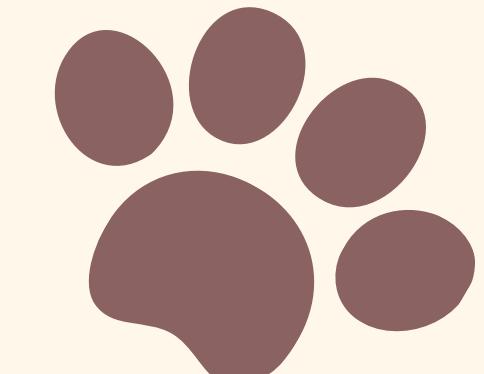
HOW DO WE MOVE THESE DOGS SAFELY,
EFFICIENTLY, AND COMFORTABLY, FOR BOTH
THE DOGS AND THEIR CARETAKERS?

UP LIFT IS...

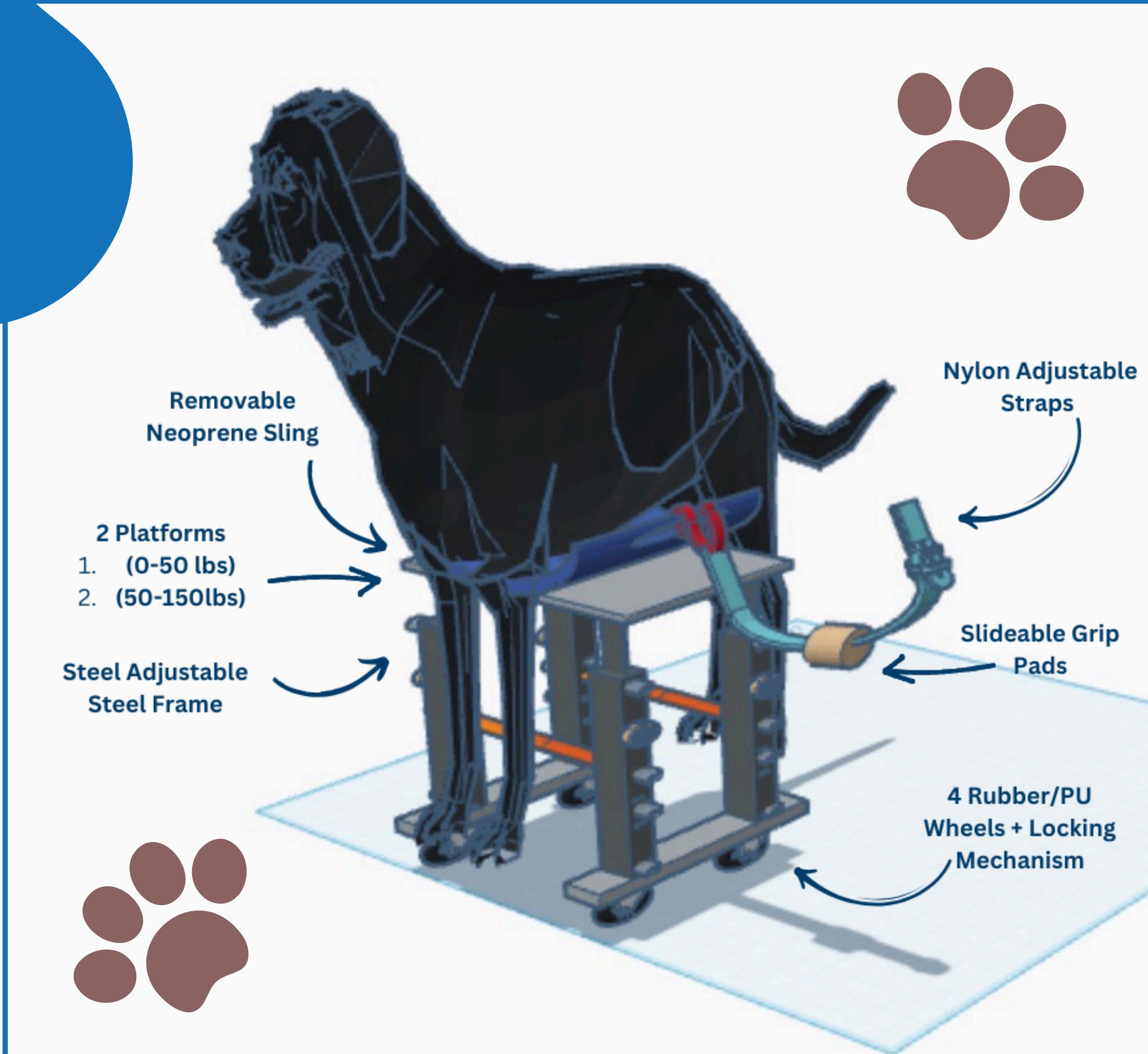


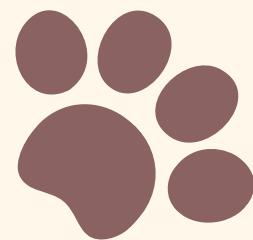
- Ergonomically designed
- Easily Sanitized
- Safe and Comfortable

Pneumatic lift designed to assist dogs
recover from mobility issues.



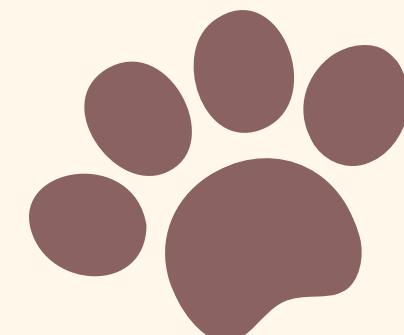
PRODUCT BREAKDOWN



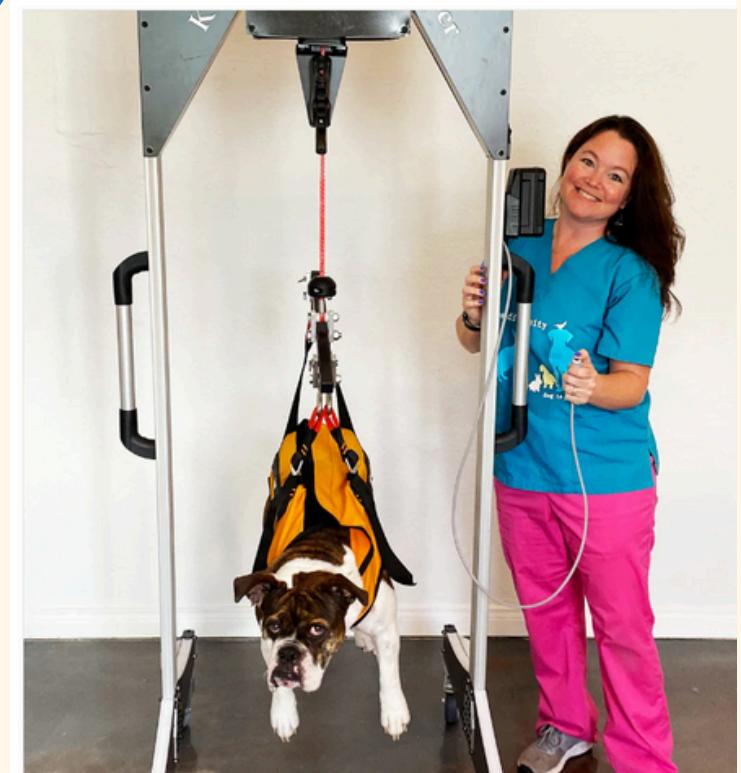


UP LIFT IS FOR...

- General Practice
- Orthopedic Surgery
- Sports Medicine / Rehab
- Physical Therapy
- Intensive Care Units
- Emergency Rooms
- Pet Owners



COMPETITORS



COMPETITOR ANALYSIS

PRODUCTS	TYPE	COST	USAGE	DOG'S MOBILITY
 UpLift	DETACHABLE SLING-LIFT	\$350	MECHANICAL LIFT & TRANSPORTATION	HIGH
 K9CARTS <small>The Original Pet Wheelchair Est 1961</small>	HOYER-LIFT	\$4,495	MECHANICAL LIFT	LOW
 WALKIN' PETS	WHEEL CHAIR	\$219-\$499	NO LIFTING MECHANISM	LIMITED
 HELP 'EM UP®	HARNESS	\$80	PHYSICAL LIFT	LOW
 PFL PICK FOR LIFE	SLING	\$20-\$40	PHYSICAL LIFT	LOW

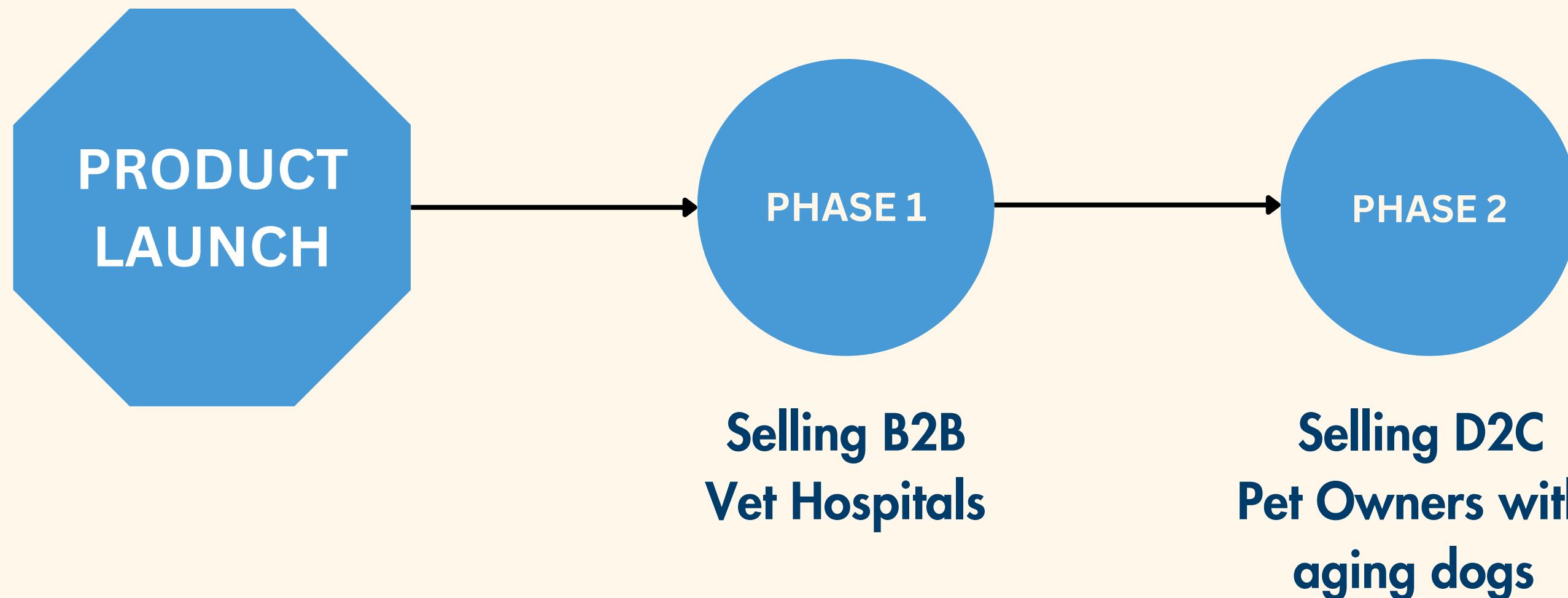
PRICING & PROFITS

Steel Frame	\$70
Ball Bearing Wheels	\$40
Neoprene Sling & Straps	\$30
Fasteners	\$10
Adjustable Support System	\$20
Labor / Assembly Cost	\$30
Total Cost Estimate	\$200

Commercial Price: \$350



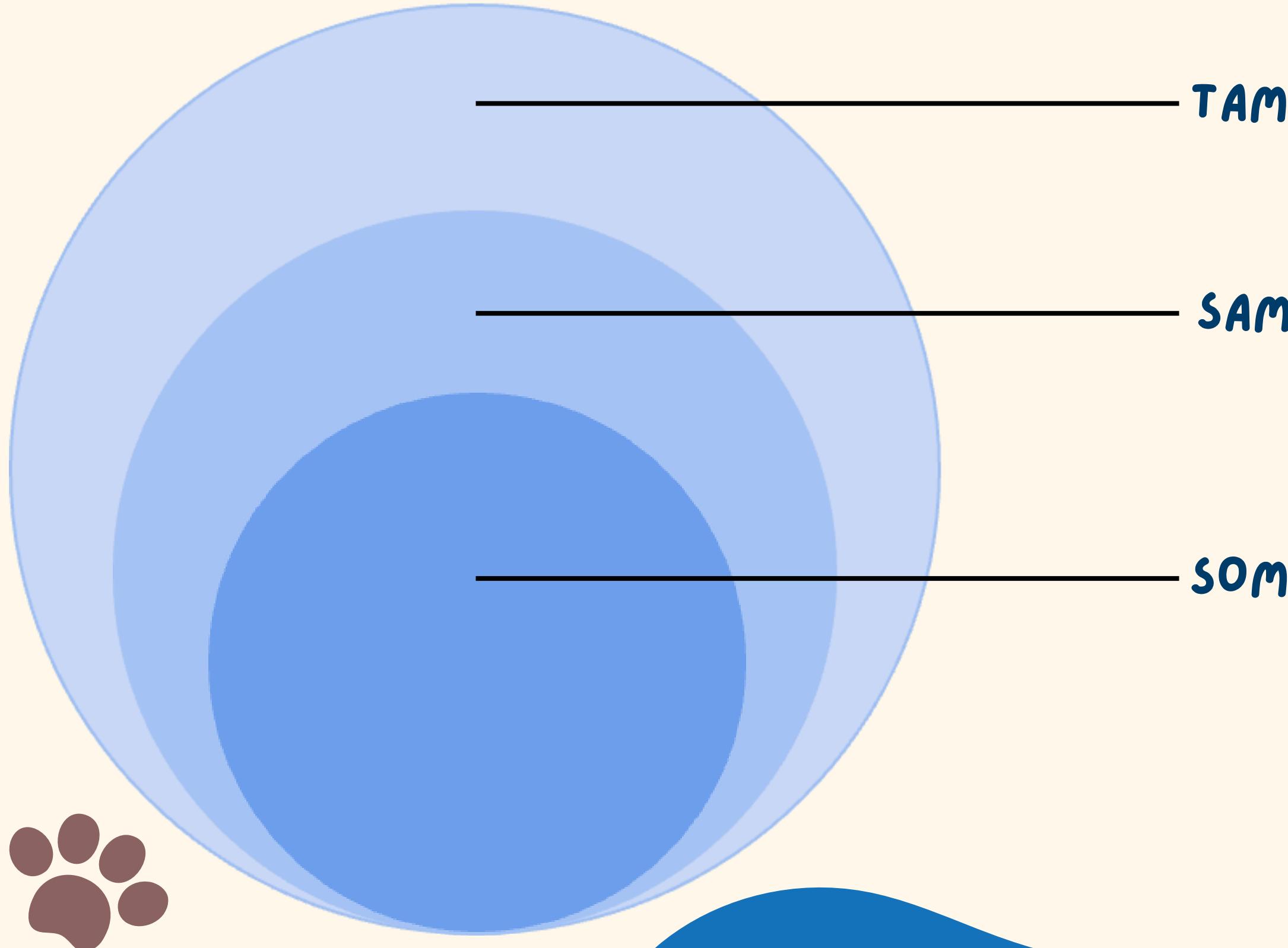
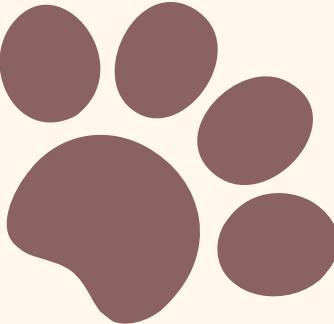
GO TO MARKET STRATEGY



FUTURE IMPLEMENTATIONS

- Heating/Cooling System
- Expand to Consumer Base

B2B POTENTIAL BUYERS -51,600



TOTAL AVAILABLE MARKET

\$20.16 MILLION

SERVICEABLE AVAILABLE MARKET

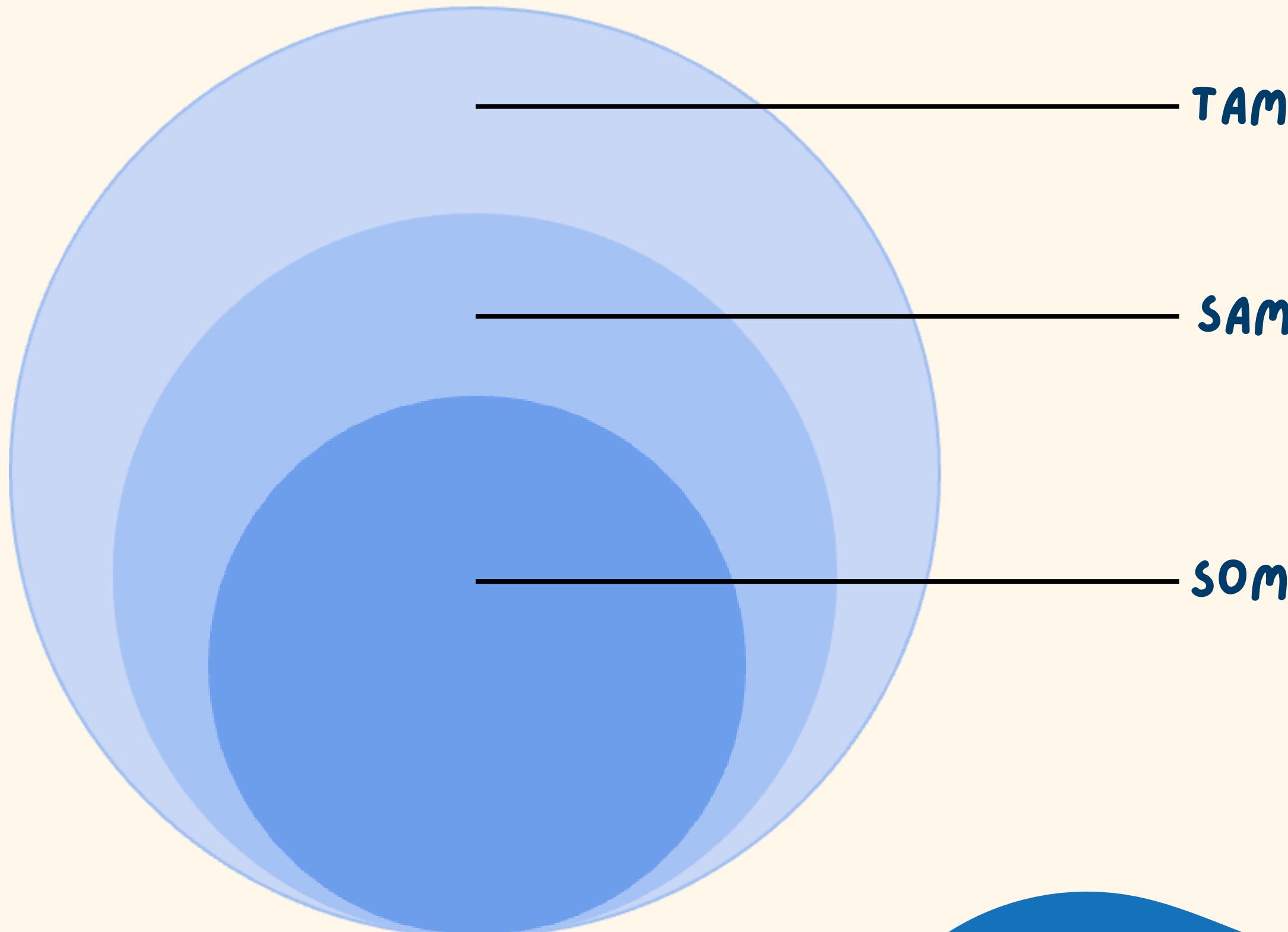
\$10.08 MILLION

SERVICEABLE OBTAINABLE MARKET

\$2.52 MILLION



D2C
POTENTIAL BUYERS - 936,000



TOTAL AVAILABLE MARKET

\$327.6 MILLION

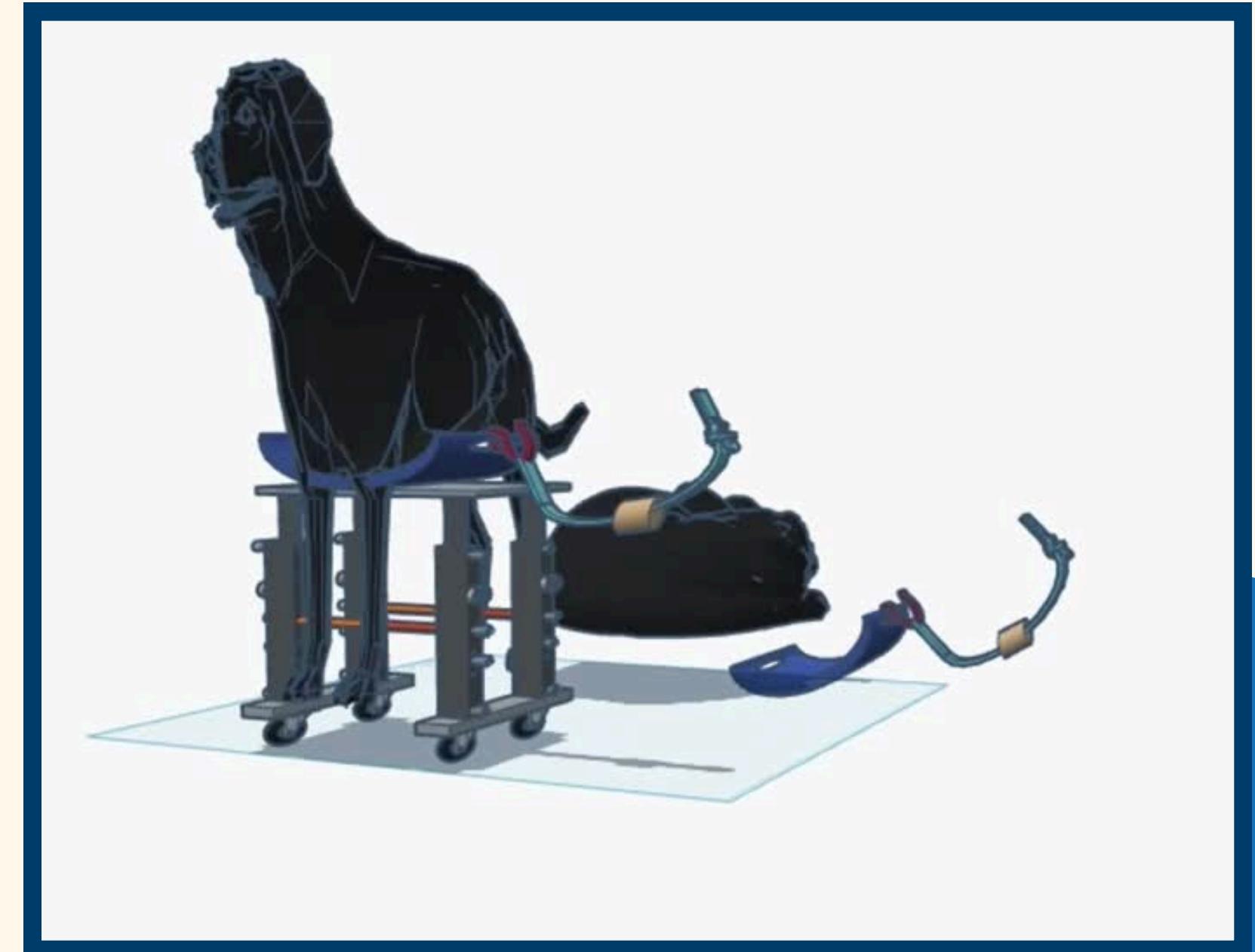
SERVICEABLE AVAILABLE MARKET

\$163.8 MILLION

SERVICEABLE OBTAINABLE MARKET

\$40.95 MILLION

THANK you!



<https://georgem58.github.io/Uplift/index.html>

APPENDIX

B2B=
32,000 veterinary hospitals in the U.S.
We classify them based on size:

Small facilities (50%) → 16,000 hospitals (each buys 1 product)

Medium facilities (35%) → 11,200 hospitals (each buys 2 products)

Large facilities (15%) → 4,800 hospitals (each buys 4 products)

Adoption Segment	Adoption Rate (%)	Small Hospitals	Medium Hospitals	Large Hospitals	Total Units Sold	Market Size (\$350 per unit)
Innovators (2.5%)	2.5	400	280	120	1440	504000.0
Early Adopters (13.5%)	13.5	2160	1512	648	7776	2721600.0
Early Majority (34%)	34.0	5440	3808	1632	19584	6854400.0
Late Majority (34%)	34.0	5440	3808	1632	19584	6854400.0
Laggards (16%)	16.0	2560	1792	768	9216	3225600.0

APPENDIX

D2C

Total Dog Population in the U.S.= 78 million dogs

the Senior Dog Population

- 20% = 15.6 M

The Prevalence of Mobility Issues

- 20% of = 3.12 M

30% of owners of senior dogs with mobility issues face significant challenges that might lead them to consider euthanasia: -30% = 936,000 potential customers

Adoption Segment	Adoption Rate (%)	Total Customers	Market Size (\$350 per unit)
Innovators	2.5	23400	8190000
Early Adopters	13.5	126360	44226000
Early Majority	34.0	318240	111384000
Late Majority	34.0	318240	111384000
Laggards	16.0	149760	52416000

TECHNOLOGY ADOPTION CURVE

Year	Projected Revenue (\$)
1	\$ 504,000.00
2	\$ 2,721,600.00
3	\$ 6,854,400.00
4	\$ 6,854,400.00
5	\$ 3,225,600.00

