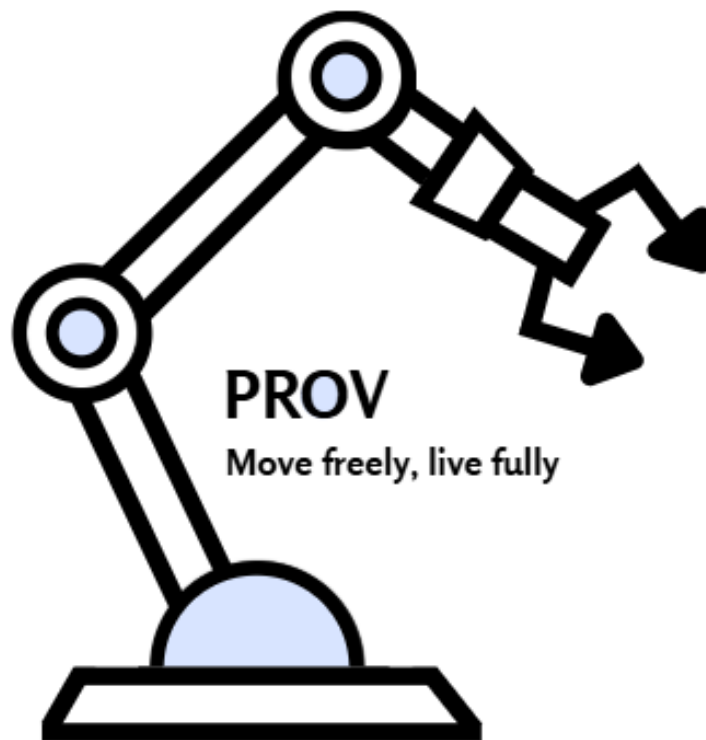


P.R.O.V.

Prosthetic Rehabilitation for Optimized Versatility

Move freely, live fully.



MARK 160 2025

Kahlan Whitt

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Executive Summary

About our Brand

Market Analysis

Market Forecast

P.R.O.V. is utilizing a trend-based forecasting model to project future growth, based on patterns within the prosthetics and orthotics industry. This approach examines current market trends, demographic shifts, and technology adoption to predict demand. With a global market growth rate estimated between 4.5%–5.8% CAGR, and increasing demand for personalized mobility solutions, the outlook is strong for a specialized, quality-driven brand like P.R.O.V.

Year 1 (Launch Phase):

In our first year, P.R.O.V. forecasts around 100 units sold, driven by our targeted promotions, partnerships with clinics and rehabilitation centers, and a strong launch campaign. This number is based on limited regional distribution, allowing us to focus on customer feedback, product refinement, and establishing a reputation for quality and innovation.

Year 2–3 (Growth Phase):

With expanded brand recognition and trusted relationships with healthcare providers, we expect a 30–40% annual increase in sales. By the end of Year 3, we project reaching 400–500 units sold per year. Marketing efforts will focus on continued advertising in healthcare publications, word-of-mouth referrals, and increased community engagement through workshops and events.

Year 4–5 (Expansion Phase):

Assuming consistent demand and a broadened product offering, P.R.O.V. aims to exceed 700 units per year by Year 5. Expansion into additional service areas and adjacent markets, such as pediatric orthotics or wearable support accessories, will help sustain growth. Enhancements to packaging, logistics, and customer support will support our scalability.

This trend-based model supports a stable, strategic approach to market entry and growth. With a clear focus on quality, community, and customer experience, P.R.O.V. is positioned to grow alongside rising industry demand and continue delivering value to both patients and providers.

Competitor Analysis: Microprocessor Knee (MPK)

Ottobock

Brand message:

We help people maintain or regain their freedom of movement.

Specialization:

Orthotics and Prosthetics

Revenue:

1.08 Billion USD

Geographical Range:

Global distribution

Style Name:

Genium X4

Features:



- High durability
- Waterproof / Corrosion resistant
- Carbon material
- Long battery life
- Dynamic backwards movement

ottobock.

Ossur: Pioneering Bionics

Brand Message:

Life without limitations.

Specialization:

Bracing & Supports and Prosthetics

Revenue:

855 Million (USD)

Geographical Range:

Global distribution

Style Name:

Navii

Features:



- High durability
- Waterproof
- High mobility
- Magnetic protective covers
- Mechanical locks



Fillauer

Brand Message:

Inspired by you.

Specialization:

Orthotics and Prosthetics

Revenue:

635 Million (USD)

Geographical Range:

Global distribution

Style Name:

S.A.L.K.

Features:

- Locks in extension
- Patella cover
- Flexion of 135°



Fillauer®

Blatchford

Brand message:

Mobility made possible.

Specialization:

Orthotics and Prosthetics

Revenue:

141 Million (USD)

Geographical Range:

Global distribution

Style Name:

The Orion3

Features:



- Flexion lock
- Water resistant
- Situational awareness
- Enhanced stability support
- Unique pneumatic swing

Blatchford

Steeper

Brand message:

Faster. Stronger. More connected.

Specialization:

Orthotics and Prosthetics

Revenue:

70.5 Million (USD)

Geographical Range:

Global Distribution

Style Name:

Quattro

Features:



- Waterproof
- Low+Med+High Durability
- Stumble recovery
- Field replaceable knee pad
- Microprocessor controlled hydraulics



Potential Segments

Demographic

Prosthetics and orthotics are primarily catered towards middle-aged to elderly individuals (40+), but also includes younger adults and children who require prosthetics due to accidents, congenital conditions, or medical conditions. This is inclusive of all genders, but it is most affordable to middle to high-income individuals, as advanced prosthetic technology can be costly, though insurance may cover some costs.

Geographic

As this company originates in Canada, there is high demand in urban centers (Toronto, Vancouver, Montreal) due to access to healthcare, prosthetic clinics, and rehabilitation centers. Cold weather regions require prosthetics designed for extreme temperatures, whereas more temperate areas may have fewer weather-related durability concerns.

Psychographic

Active users, such as athletes and fitness enthusiasts, seek high-performance prosthetics, while everyday users prioritize comfort and long-term mobility. Tech-savvy individuals are drawn to advanced bionic and myoelectric prosthetics with smart technology integration. Many users value independence, innovation, and high-quality designs, with emotional and psychological adaptation playing a key role in their choices. Aesthetic appeal, functionality, and ease of use influence purchasing decisions, while brand loyalty is driven by durability, comfort, and technological advancements.

Behavioral

Behavioral segmentation for prosthetic users in Canada focuses on usage frequency, brand loyalty, and purchasing motivations. High-frequency users rely on prosthetics for daily mobility, while occasional users need them for specific activities like sports or work. Brand loyalty is driven by comfort, durability, and advanced technology, though some users may switch for cutting-edge features. Key buying motivations include functionality, comfort, aesthetics, and performance, with decisions often influenced by healthcare professionals, insurance coverage, and peer recommendations.

Consumer Survey

The purpose of our consumer survey is to gather valuable insights about our users needs, experiences, expectations, and attitudes toward prosthetics and orthotics.

Demographics & Background

What is your age group?

☐ Under 18 ☐ 18–30 ☐ 31–45 ☐ 46–60 ☐ 60+

Are you currently using a prosthetic or orthotic device?

☐ Yes ☐ No ☐ Not yet, but considering

What is the main reason you use or are considering a prosthetic/orthotic?
(e.g., injury, congenital condition, amputation, support for mobility, etc.)

Product Awareness & Interest

How familiar are you with the P.R.O.V. brand?

Scale: 1 (Not at all) – 5 (Very familiar)

Where did you first hear about P.R.O.V.?

☐ Clinic/Doctor ☐ Event/Workshop ☐ Social Media ☐ Ad/Newsletter
☐ Word of Mouth ☐ Other: _____

Which features are most important to you in a prosthetic/orthotic?
(Select all that apply)

☐ Comfort ☐ Durability ☐ Custom Fit ☐ Appearance ☐ Technology
☐ Price ☐ Brand Reputation

Experience & Satisfaction

If you currently use a prosthetic/orthotic, how satisfied are you with your current device?

Scale: 1 (Very Dissatisfied) – 5 (Very Satisfied)

What challenges have you faced in finding or using prosthetics/orthotics?
(Open-ended)

Branding, Events & Promotions

Does the slogan "Move Freely, Live Fully" resonate with you?

☐ Yes ☐ No ☐ Somewhat

Would you be interested in attending a free workshop or community event?

☐ Yes ☐ No ☐ Maybe – need more info

What type of event would be most helpful or interesting to you? (e.g., product demos, speaker panels, Q&A with users, 1-on-1 consultations, etc.)

Final Thoughts

What would make you more likely to choose P.R.O.V. for your prosthetic/orthotic needs? (Open-ended)

Do you have any additional feedback or suggestions?

SWOT Analysis

Internal:

Strengths	Weaknesses
<ul style="list-style-type: none">● Widely available materials for production● Unique technology used● Strong collaboration amongst a small	<ul style="list-style-type: none">● Narrow product range● Inadequate supply chain● Shortage of staff

External:

Opportunities	Threats
<ul style="list-style-type: none">● Increased remuneration raises production rate and accessibility to consumers● Rapidly increasing medical device industry● Geographical expansion towards developing countries	<ul style="list-style-type: none">● Limited range of brands leading to harsher brand competitions● Narrow field of research● Legal and regulatory issues

Estimated Annual Purchases in Product Category

According to Grand View Research, the global market for orthopedic and prosthetic development was estimated at \$6.6 billion as of 2024. However, in Canada, the prosthetics market was valued at 136.6 million CAD in revenue. The demand for prosthetics and orthopedic assistance is driven by the rising prevalence of osteoarthritis, increasing incidences of sports injuries, and the growing adoption of orthopedic technology (Grand View Research). While these statistics may be concerning, they highlight the need for continued advancements in prosthetics to provide our customers with the best possible quality of life.

Estimated First-Year Sales

Within one year of starting a brand, a company can be estimated to capture 0.5% to 1% of the market.

$$\begin{aligned}\text{Estimated units sold in Canada} &= \text{Market Revenue} / \text{Average Prosthetic Cost} \\ &= 136,600,000 / 15,000 \\ &\approx 9,100 \text{ Prosthetic Units (nationwide)}\end{aligned}$$

Therefore:

$$\begin{aligned}\text{New Company Sales} &= 0.5\% \times 9,100 \text{ to } 1\% \times 9,100 \\ &\approx 45 \text{ to } 91 \text{ Prosthetic Units Sold}\end{aligned}$$

Finding the average of 68 units sold, and an average base of \$7,500 per unit, that gives the company an estimate of \$510,000 in sales. This, however, is subject to change due to shifts in market, production cost, and material costs.

Market Strategy

Target Market

Athletes

- Athletes are more likely to have long-term injuries that last until later in life, requiring orthotic support and occasionally prosthetics, depending on injury.
- There is an increasing number of people who have suffered from injuries and are in need of prosthetics, who then use the opportunity to expand their experiences and take charge of that aspect of their life.

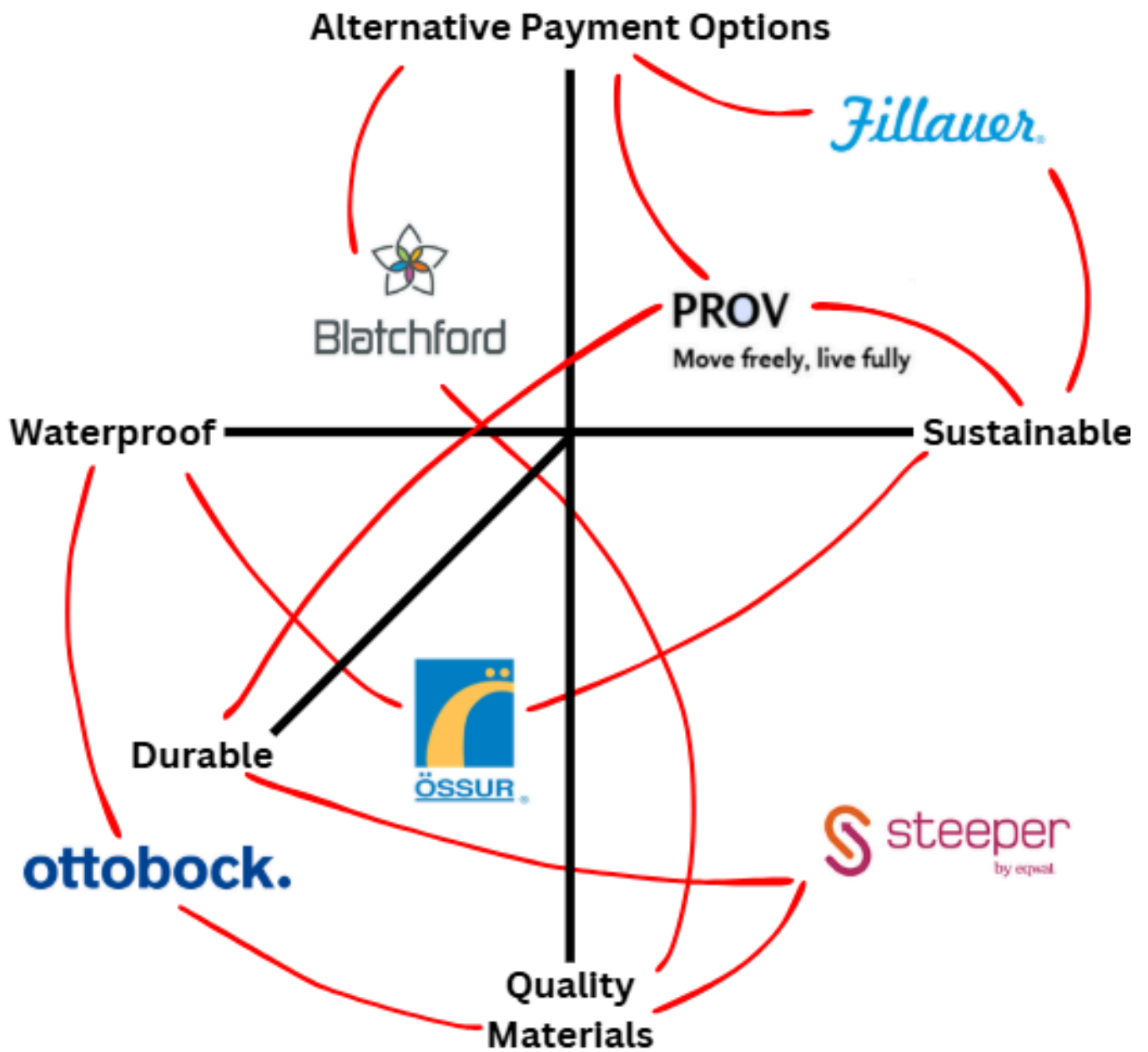
Middle-Aged and Older (40+)

- Orthotics are often used by people later in life, whether it is due to wear on their joints or injuries from their youth that have caused lasting effects on their body.
- Orthotics also are helpful for people in older generations, as it helps support their joints in high intensity environments, where they may be more likely to sustain an injury.

Middle to High Income Homes

- Due to prosthetics and orthotics being an expensive solution for amputations or joint injuries, marketing is mainly directed towards middle to high income homes.
- People in need of prosthetics or orthotics who are in lower to middle income homes are also given opportunities through grants or fundraisers, but would have to have select requirements and thorough applications.

Perceptual Map



Product Life Cycle

The product life cycle has four stages, those being:

1) Birth

Prosthetic and orthotic brands are typically not well-known unless specifically researched, as the average consumer doesn't encounter these products in their daily life. Therefore, P.R.O.V. must establish a strong presence on platforms where our target market is already active and engaged.

2) Growth

In the growth stage, the product is introduced to the target market with a focus on highlighting its benefits. Our promotional strategy includes partnerships with clinics and rehabilitation centers. Winners of the promotion will receive a free consultation and fitting for a prosthetic or orthotic device, along with tickets to a brand-hosted event and workshop. These initiatives aim to increase brand awareness and build a positive reputation within the target market.

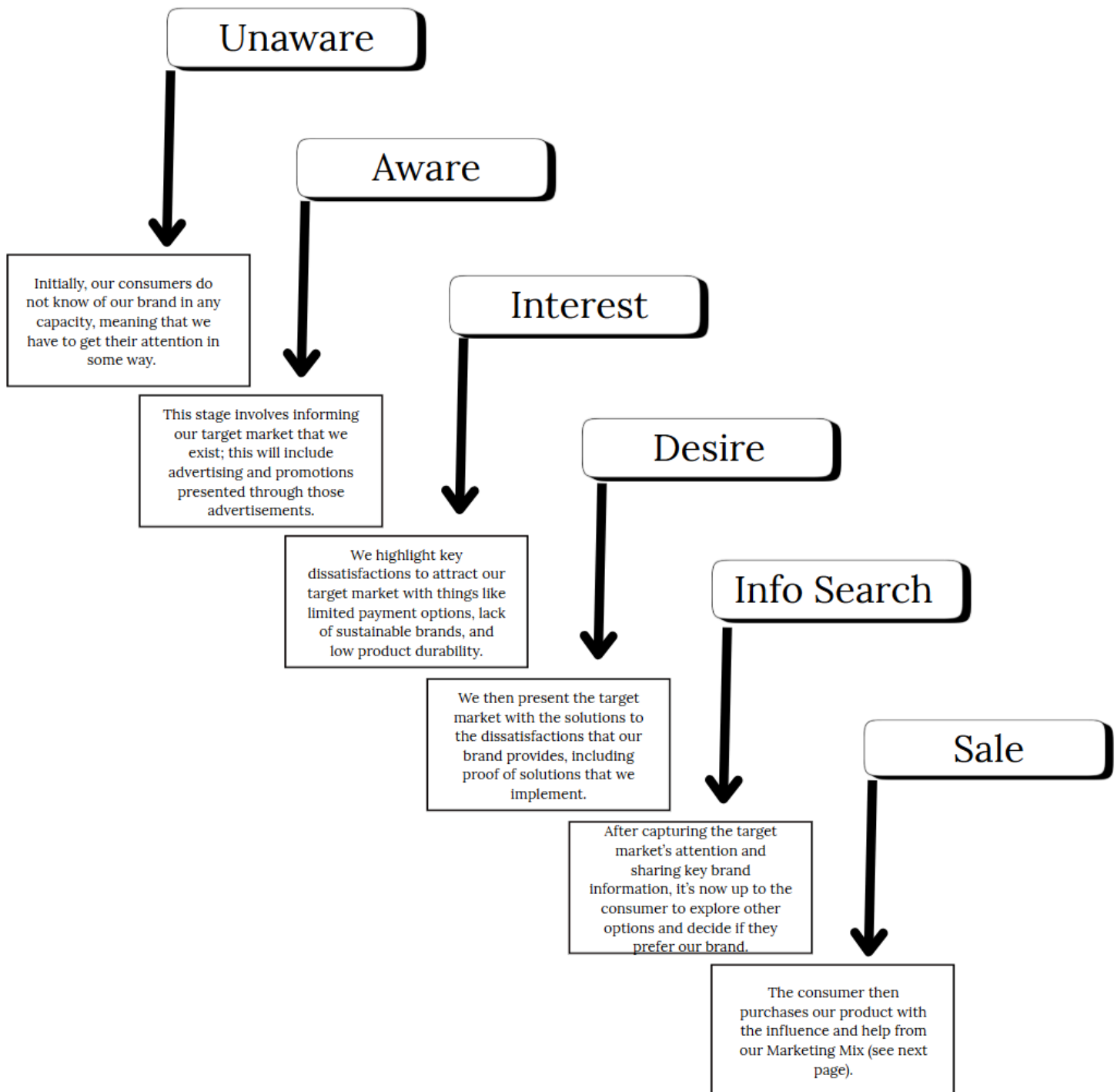
3) Maturity

Once a relationship with the consumer is established, the maturity stage focuses on customer retention and product expansion. Recurring customers may seek to explore additional offerings, while new customers are likely to be referred by satisfied clients. Given the niche nature of the market, word-of-mouth and reputation play a key role in sustaining growth.

4) Obsolescence

Obsolescence may occur if the target market loses interest in our offerings or if our brand no longer aligns with their needs or values. When this happens, we will emphasize the unique benefits of our products over competitors and explore innovative directions to re-engage the market and remain relevant.

Buying Continuum



Marketing Mix

Product

During the introduction stage, P.R.O.V. focuses on delivering high-quality, customizable prosthetic and orthotic devices tailored to individual needs. Key product attributes include comfort, functionality, and innovation. As the brand grows, educational materials and workshops will be introduced to showcase product benefits and build trust. In the maturity stage, the product line will expand to include complementary items such as accessories or maintenance kits. During the decline phase, innovation will be key—potentially exploring next-generation materials or smart prosthetic technology to remain relevant and appealing.

Price

At launch, P.R.O.V. will utilize penetration pricing strategies and introductory offers to encourage early adoption. Free consultations or promotional discounts can help break down cost barriers. As awareness grows, the pricing will shift to a value-based model that reflects the product's quality and benefits, with financing options or partnerships with insurance providers to improve accessibility. In the maturity phase, tiered pricing models will be introduced to appeal to various customer needs and budgets. If obsolescence occurs, the brand can implement discounts, clearance offers, or loyalty programs to retain existing customers and promote product upgrades.

Place

Initially, the brand will prioritize direct distribution channels by partnering with clinics, rehabilitation centers, and hospitals—trusted environments where the target market is already present. During the growth stage, distribution will expand to include specialty medical retailers, online platforms, and additional healthcare providers. In maturity, P.R.O.V. will strengthen its digital presence through e-commerce options and virtual consultations, with potential regional or global expansion. Should interest decline, underperforming channels will be reevaluated, and new digital or remote care solutions will be explored to meet evolving customer needs.

Promotion

To build initial awareness, P.R.O.V. will rely on public relations, digital marketing, and authentic patient testimonials. The promotion strategy in the growth stage includes free product fittings, workshops, and educational events, often held in collaboration with clinical partners. These efforts aim to build community and reputation. During maturity, the focus will shift to customer retention through referral incentives, loyalty programs, and user-generated content. If the brand faces a decline, promotional efforts will concentrate on highlighting unique advantages, rebranding when necessary, and reinforcing product innovation through storytelling and comparative marketing.

Value Chain

Dissatisfaction with Competitor's Brand

- Because this product category uses custom parts and fittings for different consumers as well as requiring complex design and programming components, it can be very costly. However, the majority of the competitors in the field of prosthetic and orthotic manufacturing do not provide accommodations for lower income households.
- While it is becoming more common in the current environmental state of the world, not all brands use sustainable methods when producing their products. Even with the products' lifespan increasing, the impact from producing the materials outweighs the positives.
- With this product category involving high-priced products, there is an expectation for high durability and length of use. While some brands will have high-endurance products, they are specific to activities that require this level of endurance; not all of their products are built to last as long as their athletic-based products.

Product Planning

In order to have the highest output for consumers, P.R.O.V. has taken initiatives to practice sustainability in their production methods. To do this they are using environmentally friendly approaches specifically in the design and assembly process of production. P.R.O.V. has also made multiple different payment plans, including partial payments over a period of time for all products, allowing for consumers in a lower income household to receive the same level of care as other consumers. While production of prosthetics and orthotics is expensive, quality is one of the most important factors to consider. With this in mind, P.R.O.V. is planning to produce high-durability and increased lifespan options for all of their products.

Buying Motives

- More accessible payment plans to provide care in every household.
- Sustainable production methods.
- High durability options for every product.

Explanation of Links

P.R.O.V.'s research team has looked into reviews of dissatisfactions for items in the product category and taken the feedback into account when planning for production. This is in order to expand the target market and increase customer satisfaction.

Branding

Adherence to Criteria

Prosthetic Rehabilitation for Optimized Versatility (P.R.O.V.) was named under multiple criteria for the strongest memorable impact on the target market, while also being an available name in its domain. The slogan “Move freely, live fully.” is also available in this domain.

- Easy to spell
 - Clear, short, and has no “hidden” letters in the pronunciation
- Easy to recognize / remember
 - Being an acronym allows for better remembrance
- Pronounce easily and only one way
 - The name is pronounced phonetically, making it clear and easy to say
- Consistent with image
 - Image and logo matches brand theme and products
- Not generic
 - While it may be short, it is not a common name used in branding
- Available
 - Legally available for use, as a domain name, and with no confusion between it and another brand
- Not offensive, negative, obscene
 - It does not have any negative meaning or translation
- Selling suggestion (here is your promise)
 - Promise shown through “V” for versatility
- Has cachet (has appeal without connection to brand)
 - Can sound and look like “prove” which gives an initial positive influence to the consumer
- Always Timely
 - Will not go out of style as it is not specific to this era of time
- Travels well (other cultures & languages)
 - Only is related to French and Latin descents with the translation of “to prove”

Product Promise

P.R.O.V. has created the promise of providing unique, durable, and affordable prosthetics and orthotics to its customers. It sets a high standard for customer satisfaction by incorporating long-term payment plans for lower income households and prioritising sustainable and long lasting products.

Pricing

For the first year of production, P.R.O.V. plans to manufacture 250 units of its custom prosthetic and orthotic devices. Each unit is produced at an estimated invoice cost of \$650, which includes high-quality materials, personalized fitting, engraved case packaging, and dermatological testing. This results in a total production invoice of \$162,500.

Due to the relatively small production volume, P.R.O.V. secures a modest quantity discount of \$50 per 50 units, which totals a discount of \$250, reducing the adjusted production invoice to \$162,250.

In addition to manufacturing, costs for transportation (\$6,500) and insurance (\$4,000) are added, bringing the total first-year production and logistics cost to \$172,750. The Real Unit Cost (RUC) is calculated to be \$691 per unit.

To ensure sustainable margins, P.R.O.V. applies a 15% markup to this RUC when selling directly to retailers. This results in a Manufacturer-to-Retailer price of \$794.65 per unit.

Retailers are expected to order in batches of 5 to 10 units, and for orders of 10 or more, a bulk discount of \$200 total per order is applied, effectively reducing the per-unit cost slightly for larger orders. In addition, retailers will incur their own shipping (\$2,500) and insurance (\$2,000) costs for receiving and managing product storage and display, totaling \$4,500, which brings the retailer's RUC to around \$812 per unit (after discounts and added expenses).

To maintain profitability and reflect the value-added service provided in-store (e.g., consultation, support, and fitting appointments), retailers will apply a 20% markup to the final product, bringing the Retail Price to Consumers to approximately \$974.40 per unit.

This pricing structure allows P.R.O.V. to maintain product quality and personalized service while ensuring value across the supply chain. Future pricing strategies may include promotional bundles, subscription-based support plans, or discounts for veterans, seniors, and essential service providers to further enhance accessibility.

Packaging

Aspects of Packaging

P.R.O.V.'s packaging is designed with equal focus on functionality, durability, and personalization, ensuring a high-quality unboxing experience that reflects the care behind every product. Each prosthetic is securely housed in a sleek metal case, similar in appearance to a premium poker chip case, offering both style and resilience. The interior of the case features a custom-cut foam insert tailored specifically to the customer's prosthetic, allowing for safe storage and easy transportation. Reinforced metal corners enhance the overall structural integrity of the case, preventing potential damage during handling or transit.

A unique feature of the packaging is the personalized engraving of the customer's name, located on the top left corner of the case lid. This thoughtful detail not only elevates the sense of ownership but also highlights P.R.O.V.'s commitment to user-focused design. Beyond aesthetics, the practicality of the packaging is paramount—the metal case is built to last, offering users a long-term solution for safely storing and transporting their prosthetic when not in use.

For shipping, the metal case is placed inside waterproof cardboard packaging, which adds an additional layer of protection. Between the outer box and the case, Styrofoam inserts provide shock absorption to ensure the prosthetic remains fully protected throughout delivery. The outer packaging includes all required information, such as distributor details, UPC, and safety warnings, printed clearly in both English and French. A multilingual pamphlet with additional translations is enclosed inside the box. The P.R.O.V. logo and brand name are prominently displayed on the top and front of the box, reinforcing brand recognition while maintaining a clean and professional look. Together, these elements demonstrate P.R.O.V.'s dedication to quality, customer experience, and dependable design.

Packaging Design

[insert outer packaging]

[insert inner packaging]

Advantages

1. Enhanced Protection and Durability

The use of a metal case with reinforced corners provides superior protection during shipping, handling, and everyday use. Prosthetic devices are highly personalized and often represent a significant investment—physically, emotionally, and financially. This packaging ensures that the product arrives in pristine condition and remains protected when stored or transported later. The durable foam insert further secures the device, minimizing any internal movement that could lead to scratches, misalignment, or wear over time.

2. Reusability and Practical Value

Unlike traditional packaging that's often discarded, this case is intentionally designed for long-term use. Its custom-fit foam insert and compact, sturdy structure allow users to store or transport their prosthetic safely whenever needed—at home, while traveling, or during rehab sessions. This makes the case more than just packaging—it becomes a functional accessory that adds ongoing value to the customer's daily life.

3. Premium Brand Presentation

High-quality materials and a sleek, professional design immediately communicate that P.R.O.V. is a premium, trustworthy brand. First impressions matter, especially in healthcare and assistive technologies where quality and reliability are critical. The case not only protects the product but elevates the unboxing experience, reinforcing the idea that the customer is receiving a carefully engineered, thoughtfully presented solution—not just a piece of equipment.

Distribution

Decisions for Distribution Channel

The choice of distribution method was determined using the 9-Decision model for distribution.

1. Domestic to Consumer

Because prosthetics and orthotics are specific to the individual buyer and are bought for personal use.

2. Health and Wellness

Prosthetics and orthotics are in the health and wellness product category due to their assistance in daily living for those with health issues or amputations.

3. Manufacturer to Retailer, Retailer to Consumer

Because prosthetics are highly personalized, specifications must be sent to the manufacturer. While some parts can be bought from wholesalers, most are distributed from manufacturers to retailers.

4. Prompt Delivery (if wholesaler was used for parts)

Due to personalized parts, prompt delivery from a wholesaler is crucial, as these components are essential for assembling each order.

5. Merchant

If a wholesaler is used, they would need to take physical possession of the parts in order to assemble the product.

6. Specialty Line

Personalised customer service, high-quality selections, and a reliable supply chain are necessities when dealing with custom orders like prosthetics.

7. Manufacturers' Sales Agent

A manufacturers' sales agent focuses on specific industries or product lines—like prosthetics and orthotics—providing targeted sales strategies.

8. Services and Advice/Expertise

Retailers assisting customers with prosthetics and orthotics must have the skills and market knowledge to serve them effectively.

9. Single line

No two people have the same experience, so while P.R.O.V.'s products may be similar, each will have unique qualities suited to the individual consumer.

Promotion

Theme and Integration into Promotion

P.R.O.V.'s core promotional theme is community and connection, focusing on uniting individuals who share similar experiences and stories. This theme is reflected in our brand's approach to promotions, which center around interactive workshops and events designed to foster support, knowledge-sharing, and awareness.

A key recurring promotion will offer exclusive discounts to veterans, seniors, and essential service workers, honoring their contributions while making our products more accessible.

To generate initial interest and build trust with our target market, P.R.O.V. will launch a flagship workshop event—an educational campaign aimed at informing both patients and healthcare providers about our brand and the innovative technologies behind our prosthetic and orthotic products.

Event Promotion and Communication

To reach our target audience, we will distribute informational flyers in clinics, rehabilitation centers, and other relevant locations. These flyers will clearly communicate:

1. How to enter the promotional competition
2. The date and location of the event
3. When and where contest results will be announced
4. A breakdown of available prizes

Competition Details

Participants will enter through an online platform by either sharing their personal story or explaining their interest in attending the event. All applicants will automatically receive a general admission ticket to the event. The competition will open two months prior to the event, which will be held at a convention center equipped to host product booths, demos, and large crowds.

Notifications and Ticketing


Within 24 hours of applying, each participant will receive an email with a ticket number. A follow-up email sent one month before the event will confirm their contestant status and prize (if applicable), allowing adequate time to arrange transportation and accommodations.

Prize Tiers

- All Applicants: General admission, including access to inspiring talks from individuals using prosthetics, live demonstrations, and product previews.
- 40 VIP Winners: Exclusive access to a Q&A panel featuring the founders of P.R.O.V. and guest speakers.
- 15 Selected Participants: A free, personalized consultation and product demonstration tailored to their needs.
- 3 Grand Prize Winners: A 45% discount on their first purchase of a P.R.O.V. prosthetic or orthotic product.

This campaign not only drives awareness and engagement but also strengthens our community-first mission by creating meaningful connections with our audience.

Promotional Delivery



PROV
Move Freely, Live Fully
Prosthetic Rehabilitation
for Optimized Versatility

Join the Movement!

Attend our **FREE Community Event**
Featuring product demos, inspiring guest speakers, and more!

Enter to Win **Exclusive Prizes!**
Including free consultations, VIP tickets, and up to 45% off your first purchase!

Apply Now at: prostheticrov.ca/events
Limited spots available - Don't miss out!

Event @ Canada Place, Vancouver
12 PM April 9, 2025

About the Event:
A community-focused workshop hosted by P.R.O.V., showcasing our innovative prosthetic and orthotic solutions. Learn directly from users, meet our founders, and preview our latest products.

Date & Location:
📅 Event Date: April 9, 2025
📍 Location: Canada Place, Vancouver

How to Participate:
Enter the competition by sharing your story—or your interest in attending—via our website. Everyone who applies receives a general admission ticket!

Competition Timeline:
📅 Application Opens: February 1, 2025
📅 Winners Announced: March 1, 2025
✉️ Confirmation & Ticket Info Sent via Email

Prize Tiers Include:

- 🔹 General Admission - Live speakers, product demos, and sample displays
- ★ VIP Access - Q&A Panel with founders and speakers (40 winners)
- 💡 Personalized Consultation & Demo (15 winners)
- 🏆 45% Off First Purchase (3 grand prize winners)

For more details or to enter, visit: prostheticrov.ca/events

Advertising

Media Selection with Justification

Selection

Target Market Selectivity: This advertising strategy was chosen specifically for its strong alignment with P.R.O.V.'s target market. Medical journals, healthcare newsletters, and clinic waiting room screens are highly selective and relevant channels that are routinely accessed by both healthcare professionals and patients in need of prosthetic or orthotic solutions. By placing advertisements in these mediums, we are ensuring that our brand reaches individuals who are either making decisions about mobility aids for themselves or advising others on such decisions—such as doctors, rehabilitation specialists, and caregivers. These environments provide a credible and trusted setting, which enhances the perceived authority and legitimacy of our brand.

Furthermore, many patients undergoing treatment or rehabilitation often spend time in clinic waiting areas where their attention is naturally drawn to digital screens or printed materials. This provides an excellent opportunity for P.R.O.V. to introduce its brand, technology, and core values in a calm, informative setting. Compared to mass media, this approach minimizes wasted impressions and maximizes relevance and impact, making it a cost-effective and targeted advertising solution.

Purpose

The primary purpose of advertising through medical and clinical channels is to build brand awareness and trust within a highly qualified audience. These ads will not focus on promotions, but rather on educating the viewer about who P.R.O.V. is, what our products offer, and how our solutions can improve quality of life. The advertisements will highlight P.R.O.V.'s commitment to innovation, personalized care, and community support—resonating with individuals who value medical credibility and long-term mobility solutions.

Additionally, this form of advertising aims to position P.R.O.V. as a trusted partner in the rehabilitation journey, encouraging patients to ask their clinicians about our brand or visit our website for more information. By aligning with credible sources and being present in the spaces where mobility solutions are actively discussed, we increase the likelihood of becoming a top-of-mind option when it matters most—during the decision-making phase of the patient's journey.

Schedule for Advertisements

Month 1	Foundation & Content Preparation	<ul style="list-style-type: none"> • Finalize ad designs (print, digital, video for screens) • Write and approve ad copy (focus: brand story, product innovation) • Build partnerships with clinics, rehabilitation centers, and healthcare publications • Coordinate ad placements with medical journals and newsletters (lead times apply) • Record or design video content for waiting room screens
Month 2	Awareness Launch	<ul style="list-style-type: none"> • Launch digital screen ads in clinic waiting rooms • Begin monthly placements in healthcare newsletters (both print & digital) Publish 1 educational article in a medical journal introducing P.R.O.V. • Add QR codes to all physical materials linking to your website or video • Launch branded social media awareness posts in parallel (optional but powerful)
Month 3	Deepen Engagement	<ul style="list-style-type: none"> • Release second wave of clinic-based video ads (rotate visuals/stories) • Add patient testimonials or user stories to newsletter ads • Launch YouTube or LinkedIn video ad campaigns targeted at healthcare providers • Highlight key brand messages: innovation, mobility, personalized care

Month 4	Pre-Event Momentum	<ul style="list-style-type: none"> • Shift message slightly to build interest in upcoming workshop/event • Include “Ask your provider about P.R.O.V.” call-to-action in all materials • Release another journal article or advertorial featuring new product technology • Begin counting down to competition application deadline (if tied to event)
Month 5	Event Reminder & Conversion Focus	<ul style="list-style-type: none"> • Clinic screen ads now highlight event details and VIP opportunities • Newsletter placements focus on: "Here's how P.R.O.V. is changing lives" • Share clips of product demonstrations or Q&A promos (video content) • Targeted emails to healthcare partners to refer patients
Month 6	Event Follow-Up & Retention	<ul style="list-style-type: none"> • Showcase success stories from the event in all ad channels • Thank clinics and newsletter partners; share results (builds B2B goodwill) • Introduce new referral/loyalty program ads for long-term retention • Begin planning for next cycle with data insights gathered from campaign

Mockup Advertisement

P.R.O.V.

Prosthetic Rehabilitation for Optimized Versatility

prostheticrov.ca/info



OUR GOALS

We believe that mobility is more than movement—it's freedom, independence, and confidence. Our mission is to empower individuals through high-quality, custom-fitted prosthetic and orthotic solutions designed for real life. With a focus on innovation, community, and personalized care, we're here to help you move freely and live fully—every step of the way.



MOVE FREELY, LIVE FULLY

Discover advanced prosthetics designed for comfort, confidence, and community.

PRECISION FIT:

Each device tailored to your needs with advanced materials and tech.

DURABLE PACKAGING:

Comes in a personalized, travel-ready case for long-term use.

TRUSTED BY PROFESSIONALS:

Endorsed by healthcare providers and mobility experts.

SPECIAL DISCOUNTS:

Available for veterans, seniors, and essential service workers.



WHERE TO FIND US

Website:
prostheticrov.ca/info

Contact us:
info@prostheticrov.ca

Performance Evaluation

When and Sources

- <https://pmc.ncbi.nlm.nih.gov/articles/PMC10443472/#:~:text=INDUSTRY%20OVERVIEW,billion%20in%20the%20United%20States.>
- <https://www.ossur.com/an-as/our-business>
- <https://corporate.ottobock.com/en/home>
- <https://www.blatchfordmobility.com/en-us/products/knees/orion3/>
- https://growjo.com/company/Blatchford#google_vignette
- <https://growjo.com/company/Steeper>
- <https://www.steepergroup.com/>
- https://livingwithamplitude.com/article/why-prosthetics-cost-so-much-amputees/?utm_source=chatgpt.com
- https://brainly.com/question/43069638?utm_source=chatgpt.com
- https://www.einpresswire.com/article/780608172/prosthetics-and-orthotics-market-expected-to-reach-us-12-6-billion-by-2033-orthotics-segment-accounting-54-3-share?utm_source=chatgpt.com
- <https://www.grandviewresearch.com/industry-analysis/prosthetics-orthotics-market>
- https://groupenroll.ca/prosthetic-arm-costs-guide/?utm_source=chatgpt.com
- <https://www.ossur.com/global/about-ossur/newsroom/ossur-climate-targets-validated-by-the-science-based>
- <https://fillauer.com/the-worlds-first-bio-attributed-prosthetic-foot-shell/>
- <https://www.blatchfordmobility.com/en-us/about-blatchford/>

Notes:

Prosthetic Limbs

- Warnings:
 - Operation, Toxicity, Fragility, Disposal

**“The growth rate of the prosthetics market is estimated to be 3-5%.”
(ossur.com)**

Left to do: 29/31

Executive Summary 0/1

- ☐ About our Brand

Market Analysis 7/7

- ☒ ~~Market Forecast~~
- ☒ ~~Competitor Analysis~~
- ☒ ~~Potential Segments~~
- ☒ ~~Consumer Survey~~
- ☒ ~~SWOT Analysis~~
- ☒ ~~Estimated Annual Purchase~~
- ☒ ~~Estimated First Year Sales~~

Market Strategy 10/10

- ☒ ~~Target Market~~
- ☒ ~~Perceptual Map~~
- ☒ ~~Product Life Cycle~~
- ☒ ~~Buying Continuum~~
- ☒ ~~Marketing Mixes~~
- ☒ ~~Value Chain~~
- ☒ ~~Dissatisfaction with Competitor's Brand~~
- ☒ ~~Product Planning~~

- ☒ ~~Buying Motives~~
- ☒ ~~Explanation of Links~~

Branding 2/2

- ☒ ~~Adherence to Criteria~~
- ☒ ~~Product Promise~~

Pricing 1/1

- ☒ ~~[Manufacturer to Wholesaler, Wholesaler to Retailer]~~

Packaging 3/3

- ☒ ~~Aspects of Packaging~~
- ☒ ~~Packaging Design~~
- ☒ ~~Advantages~~

Distribution 1/1

- ☒ ~~Decisions for Distribution Channel~~

Promotion 2/2

- ☒ ~~Theme and its Integration into Promotion~~
- ☒ ~~Promotional Delivery~~

Advertising 3/3

- ☒ ~~Media Selection with Justification~~
- ☒ ~~Schedule for Advertisements~~
- ☒ ~~Mockup Advertisement~~

Performance Evaluation 0/1

- ☐ ~~When and Sources~~