

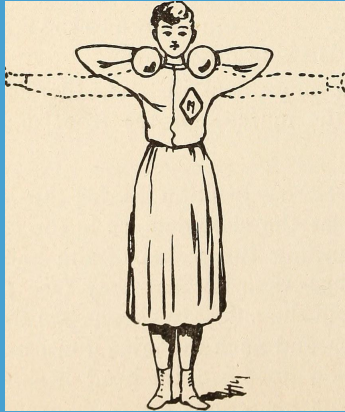
# BACK

B A N D • A I D

Darren, Sanjana, Yi, Emily

# The Problem With Having Bad Posture

Think of all the things you've ever done to fix your posture...



**Tried Straightening your back?**



**Tried a Chiropractor but it was too expensive??**



**Tried working through the pain???**

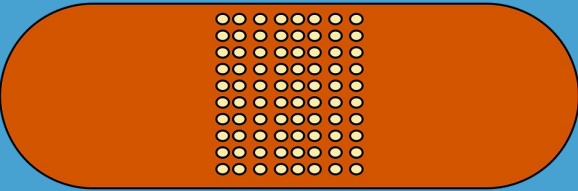


**Or just given up on trying to achieve good posture?**

# The Solution is Easy...

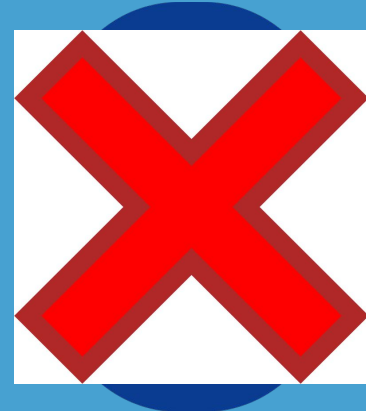
## Introducing **Back Band Aid!**

It is an easy to  
apply adhesive for  
your back



It's Inexpensive and  
allows you to  
replace parts on  
your own terms

And does not require  
any technology or  
battery to do the job



# Market Validation

People who we have interviewed often see the importance of good posture but only wait till the last moment to rectify it:

ex) during an interview

In several cases, they have to rely on more expensive and painful methods to deal with the problem such as chiropractors (spending >\$50 without insurance)

# Market Size

- Existing Market, 20-30 year old white collar workers in the Bay Area
- TAM: Market for back issues

Approx 262 million Americans

- SAM: Market for back issues in Bay Area

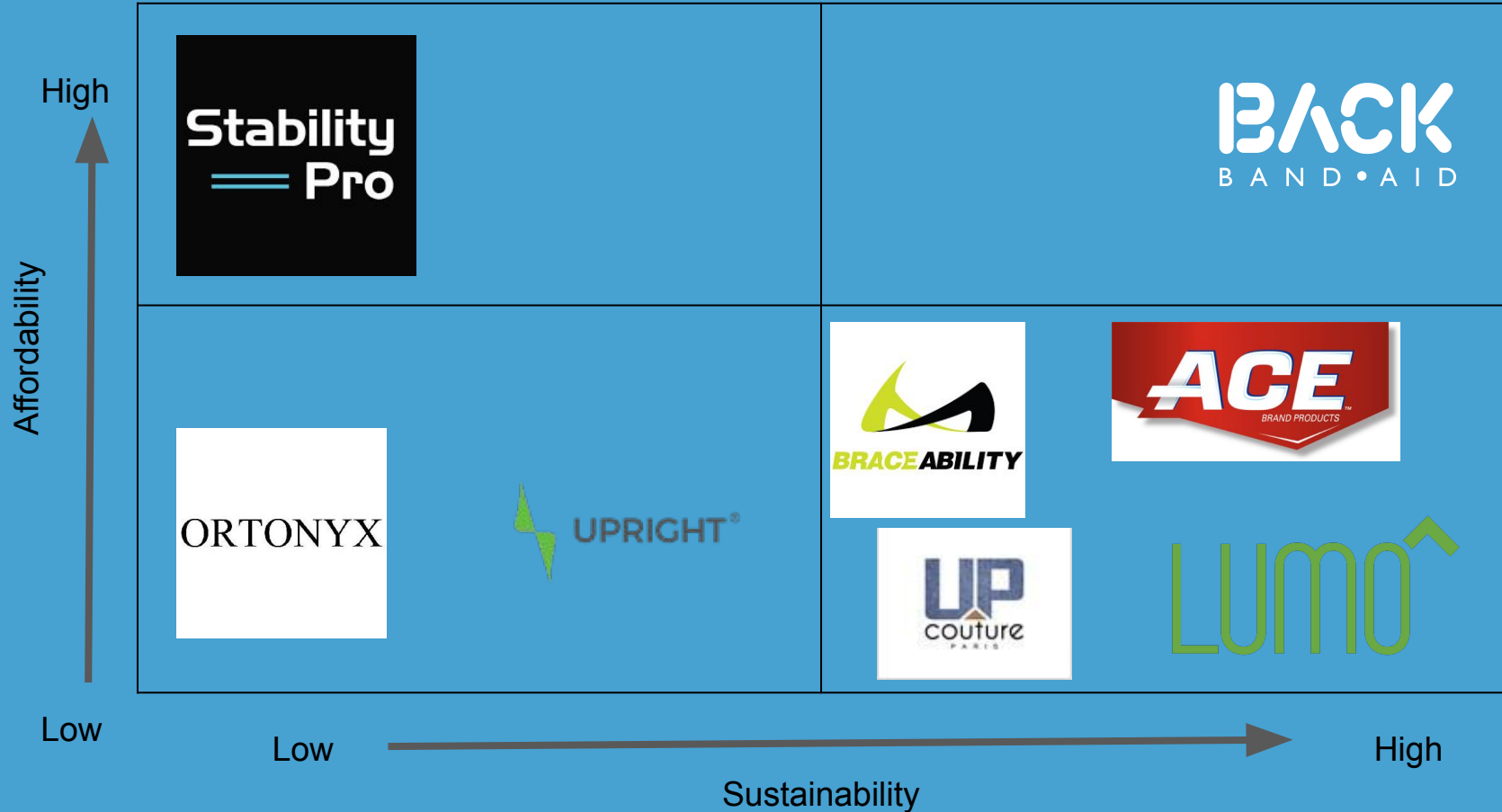
Approx 6.3 million Americans

<https://www.thegoodbody.com/back-pain-statistics/#sitting>

# Underlying Magic

- Simple
- Comfortable
- Adhesive
- Aesthetics

# SANJ Competitors



# SANJ Business Model

We will make our money by selling the adhesive and back piece separately and will price our product by at about \$10 for a 4 pack of replaceable adhesive and \$20 for the back piece itself.

-- We will follow a razor razor blade model ---> where the full set will be expensive however our customers will only really have to buy the cheaper parts of the product.



# SANJ Marketing Plan

We will attract our customers by marketing to those looking to fix their posture and keep them by giving them a great product that over time will help correct their slouching.

Early successes we have had reaching people is through word of mouth.

The costs of acquiring customers is finding a paying user.

We do not have any early press or buzz yet.

Traction

21

37

85



**3M**

# Team



Design  
1 year's experience in  
designing.

Darren Wong



Production:  
4 years' experience  
with CAD and 3D  
milling.

Emily Ferreira



TO-BE-HIRED

A medical  
professional  
specializing in  
human anatomy.



Sales  
2 years' experience  
in marketing and  
business  
development

Sanjana Sivakumar



Production  
3 years' experience  
with website design  
and marketing.

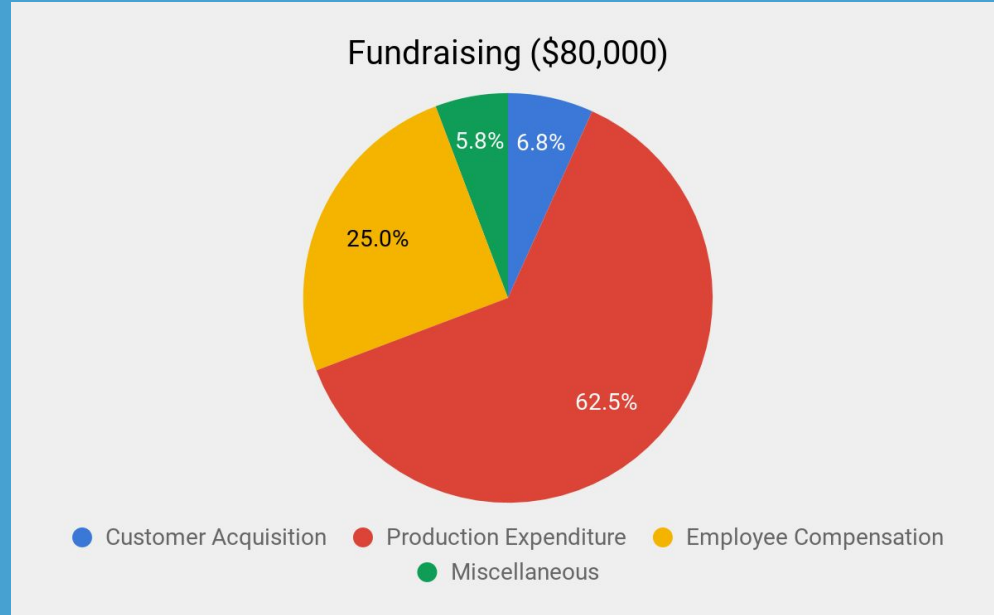
Yi Lyu

# Fundraising (\$80K = \$150K)

We are looking for 1 year's finance (\$80,000) to reach the goal of selling 5,000 back band-aids and making \$150,000 revenue in the first year.

Accomplished:

- ✓ Prototype construction
- ✓ Website Construction
- ✓ Market research



Contact us: [qwerty@backbandaid.com](mailto:qwerty@backbandaid.com)