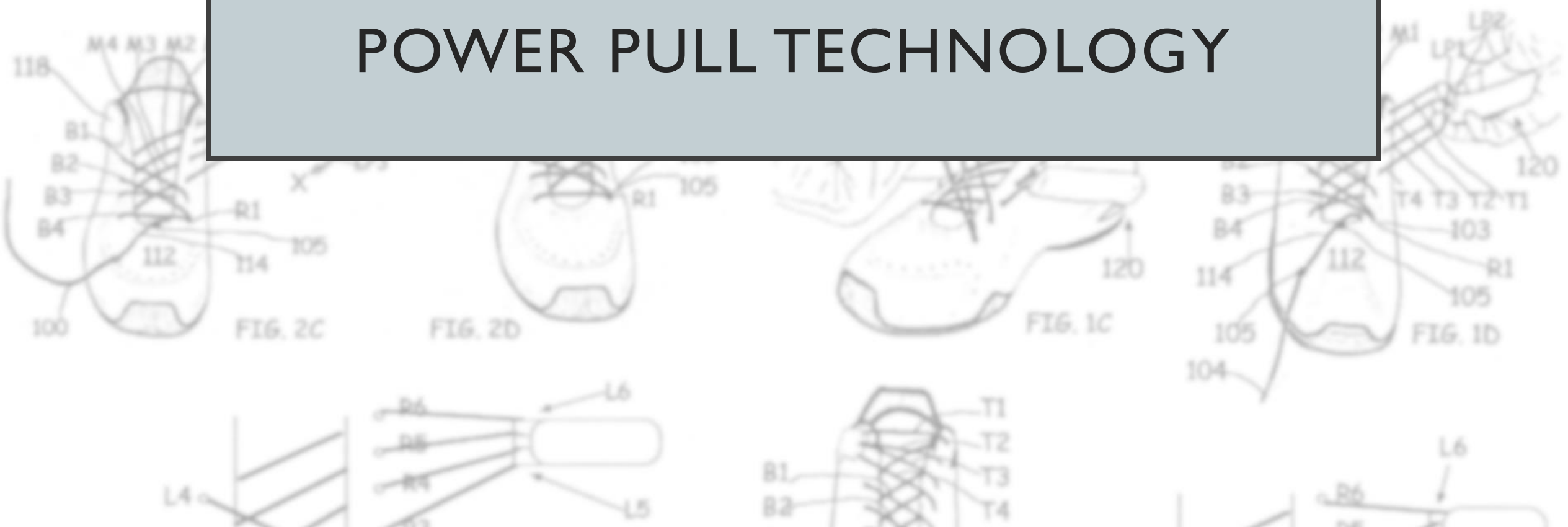


POWER PULL TECHNOLOGY



POWER PULL: A GAME-CHANGING SOLUTION FOR SAFER, SMARTER LACING

- Discovered through a chance encounter with Anna Krengel, retired engineering consultant in financial services and avid recreational tennis player.
- Invented Power Pull, a patented shoelace-securing gadget that fastens and tightens laces evenly with a compact metal clip.
- Designed to help a wide range of users — from athletes to those with mobility challenges or medical needs — move safely and easily.
- Anna's vision: Bring Power Pull to market through B2B partnerships, making secure and simplified lacing the gold standard lace-up wearables.



EXTERNAL ANALYSIS: THE GLOBAL FOOTWEAR MARKET

Economic & Trade Shifts

- U.S. tariff environment on Asian imports driving supply chain shifts (India, Brazil emerging).
- Manufacturers adapting via sustainability and digital transformation.

Consumer & Market Trends

- Surging casual/athletic demand (fitness culture, casual workwear).
- Income impacts spend: higher income = more shoe purchases, lower income = budget options
- Global sentiment matters: optimism boosts premium/luxury sales.

EXTERNAL ANALYSIS: THE GLOBAL FOOTWEAR MARKET (CONT.)

Technology Advancements

- AI, 3D printing, virtual try-ons → greater precision, efficiency, customization in manufacturing.

Competitive Landscape

- No identical competitors with patented shoelace-locking.
- Indirect/substitutes: Velcro, BOA Fit System



INTERNAL ANALYSIS

Internal Challenges & Innovation Readiness

- **Solo Founder** – No team in HR, sales, or operations.
- **No Digital Presence** – No branding, website, or outreach materials.
- **No Financial Backing** – No seed funds or prototype production capability.
- **Unclear Target Focus** – Belief that “everyone is a customer” → lack of market clarity.

Readiness Enablers:

- **Patent-Protected Innovation** – Ergonomic lace-locking system (US9730492B2).
- **Lean Product Design** – Low-cost prototyping and broad product-market fit.
- **First-Mover Advantage:** No direct embedded ergonomic lacing competitors.
- **Openness to Partnerships** – Flexible approach to licensing and freelancers.

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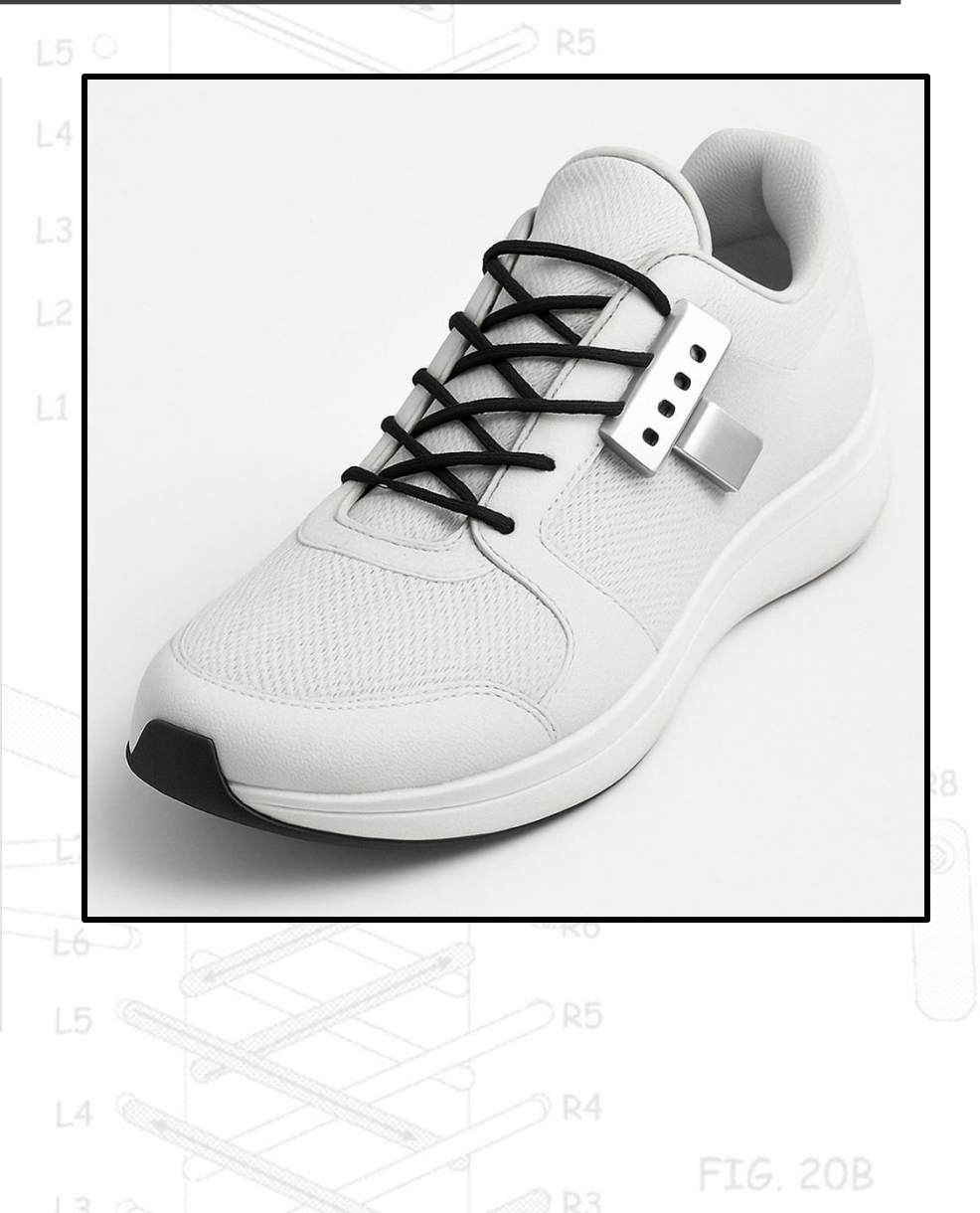
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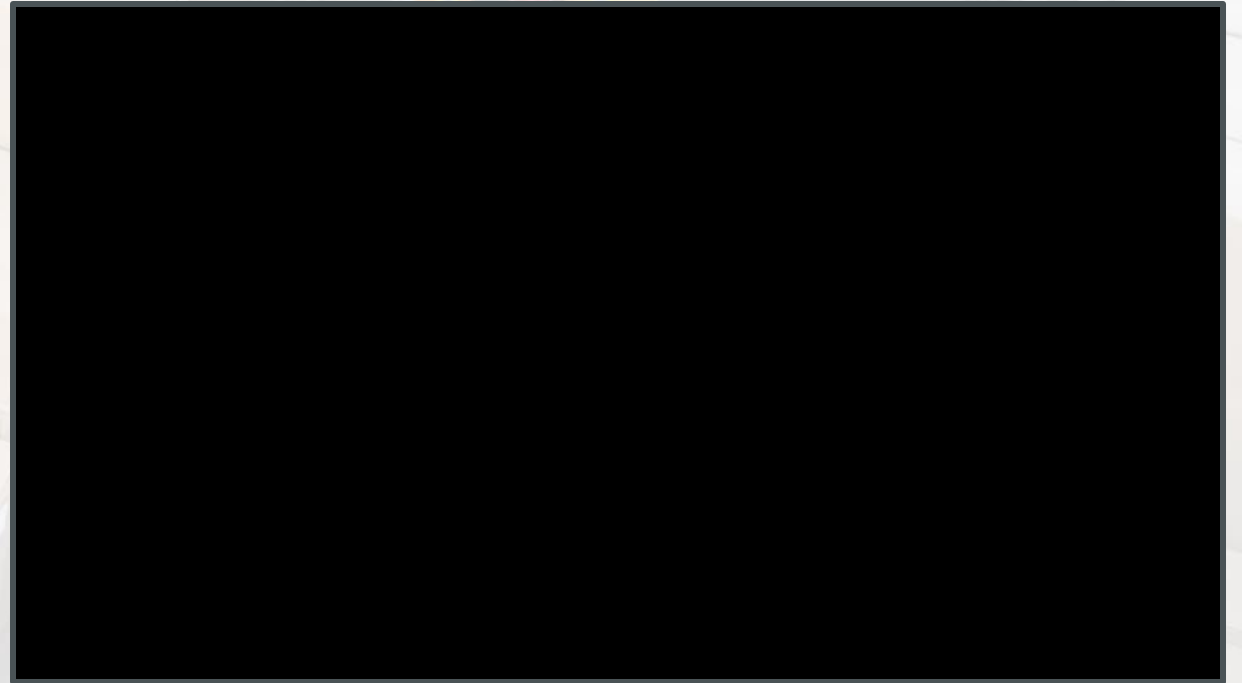
INTERNAL ANALYSIS

Strategy & Process Gaps

- No structured licensing sales process.
- No system for onboarding or prototype refinement.
- No roadmap for manufacturing, packaging, or legal deal templates.
- No investor pitch materials or forecasting

Culture & Mindset

- Simplicity-focused, innovation-friendly.
- Risk-averse toward direct sales or team expansion.
- Big opportunity to shape a partner-led innovation culture.



STRATEGIC RECOMMENDATIONS

Internal - Building an Identity

- **Create a logo, tagline, and impactful story**
- **Online presence:** website, LinkedIn page
- On-hand prototypes
- AI for drafts, meeting summaries, & feedback

External - Market Positioning & Growth

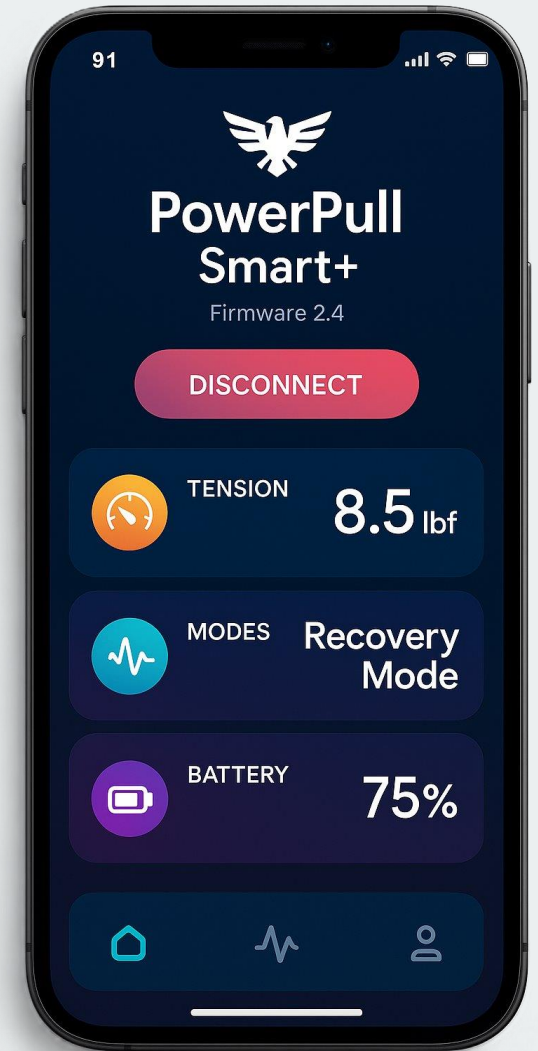
- **Expand into Niche Markets:** Footwear, orthopedics, medical equipment, recovery device
- **Lead with IP, not inventory**
- Build a pitch kit
- Integrate with the tech Giants

OVER ARCHING GOAL:

Scaling without manufacturing or selling directly

FUTURE INNOVATION PORTFOLIO: POWER PULL SMART+

- Power Pull Smart+ is an advanced AI-enhanced lacing and fastening system that offers freedom and control at your fingertips.
- **Real time tension monitoring** for the optimal comfort and fit
- **Haptic feedback** to alert the user if adjustments are needed
- **Bluetooth connectivity** for seamless integration with the companion app
- **GPS tracking** to monitor location and movement. Use cases include sports and/or medical use
- **Advanced AI analytics** to provide personalized performance data in physical activities such as running
- **Versatility of applications** across footwear, orthopedic braces, outdoor gear, fashion, and others
- Aligns with trends like longevity economy, smart wearables, and immersive product design



FUTURE EXPANSION POTENTIAL



Medical Wear

Integration into hospital gowns, orthopedic braces, and compression wear



Fashion and Adaptive Clothing

Lace-tension assist in corset dresses and other fashion products



Athleisure and Outdoor Gear

Hiking boots, running shoes, adaptive backpacks using Power Pull technology



OEM Hardware Licensing

Supply Power Pull modules (clip + receiver) to third-party apparel OEMs

ACTION PLAN

12-18 Month Timeline for Power Pull Growth

- | | |
|---------------------------------|---|
| Months 0–3
(Immediate Start) | <ul style="list-style-type: none">- Build lightweight operational team (hire freelance sales + branding consultants)- Develop proprietary prototype (via rapid prototyping) |
| Months 3–6 | <ul style="list-style-type: none">- Launch basic B2B digital presence (mini website, LinkedIn profile)- Initiate outbound B2B licensing outreach |
| Months 6–9 | <ul style="list-style-type: none">- Pilot B2B licensing discussions with 2–3 footwear/medical brands- Apply for small grants (startup innovation contests) |
| Months 9–12 | <ul style="list-style-type: none">- Finalize 1–2 licensing agreements- Beta-test Smart+ prototype internally (functionality + design feedback) |
| Months 12–18 | <ul style="list-style-type: none">- Launch Smart+ version licensing pitches- Explore secondary verticals (adaptive clothing, hospital gowns)- Begin raising small seed round if needed (based on signed LOIs) |

APPENDIX

Power Pull: Strategic Innovation Analysis and Recommendations

STARTUP OVERVIEW: POWER PULL

- **Founder:** Anna Krengel, retired engineering consultant in financial services and recreational athlete.
- **Core Innovation:** A patented shoelace-securing system using a compact metal clip and a locking mechanism.
- **Key Benefit:** Evenly distributes tension across shoelaces, preventing loosening, improving comfort and safety.
- **Functional Prototype:** Built by reverse-engineering components (e.g., Nike shoes, buckles) to demonstrate usability.
- **Target Audience (per founder):** Broad — believes Power Pull can benefit everyone who wears lace-up footwear.
- **Business Model:** B2B licensing to established footwear, medical, and apparel brands.
- **Current Stage:** Patent secured; functional prototype developed; no formal brand, manufacturing, or sales channels yet.
- **Mission:** To create a reliable, assistive, and ergonomic shoelace-securing system that enhances comfort, safety, and independence for individuals of all ages.
- **Vision:** To become the go-to embedded solution for lace-up footwear and apparel, empowering people to move freely without the worry of loose laces.

Research Sources:

Primary: Founder Interview (Anna Krengel, April 2025)

Secondary: US Patent US9730492B2 review

STARTUP UNIQUENESS AND MARKET SIGNIFICANCE

Patent-Backed Innovation:

Power Pull secures a unique, protected method of tensioning and locking shoelaces (US Patent US9730492B2).

Ergonomic Focus:

Designed for balanced tension across all lace holes, improving comfort, safety, and performance.

Assistive + Mainstream Appeal:

Power Pull bridges everyday users (athletes, kids) and specialized users (elderly, rehab patients) — making it versatile.

Current Market Gap:

Few direct competitors offering an embedded ergonomic lace-securing solution; opportunity to be a first-mover partner for major brands.



USE OF CHATGPT TO PROTOTYPE

- I integrated ChatGPT to bring the patent to create a prototype.
- Initial review of patent: dually adjustable, anchored, parallel lacing system using fasteners, lace anchors, and a side buckle that secures laces evenly.
- After multiple attempts, I arrived at a design similar to Anna's mock up.

COMPREHENSIVE ANALYSIS-EXTERNAL ANALYSIS

Footwear and Wearable Accessories Market:

- Global athletic footwear market projected to reach **\$196.1 billion by 2030** (Grand View Research, 2024).
- Growth fueled by aging population, rising fitness awareness, demand for ergonomic products.

Assistive Wearables Segment:

- Longevity economy: By 2030, people aged 60+ will outnumber children under 10 (UN, 2023).
- Strong need for functional, ergonomic, and assistive footwear solutions.

Consumer Behavior Trends:

- Consumers increasingly prefer low-maintenance, ergonomic footwear solutions.
- "Ease-of-use" features driving purchase decisions among seniors and parents.

Licensing Opportunities:

- B2B licensing model ideal for lean startups — reduces manufacturing risk.
- Brands are actively seeking differentiated, patented technologies to integrate.

Research Sources:

Primary: Founder Interview (Anna Krengel, April 2025)

Secondary: Grand View Research(Athletic Footwear Market 2024), United Nations World Population Prospects (2023).

EXTERNAL ANALYSIS

Economic & Trade Pressures

- Global manufacturers face **inflation and energy crises**.

U.S. tariffs on China, Vietnam, Indonesia → potential shift to India/Brazil → affects timelines and capital.

Consumer Trends & Preferences

- **Casual and athletic footwear rising globally**, driven by fitness culture and relaxed workwear norms.
- Leading brands (**Nike, Adidas, Puma, New Balance**) reporting strong sneaker sales.

Income-sensitive spending:

- High income → more frequent, higher spend.
- Lower income → shift to resale, rental, affordable alternatives.

Global consumer sentiment drives behavior: optimism → higher-margin/luxury purchases; pessimism → value-conscious choices.

Technology Opportunities

- Advancements in **AI, 3D printing, and virtual try-ons** expected to revolutionize footwear manufacturing with **precision, efficiency, and customization** capabilities.

Research Source:

Secondary: IBISWorld Global Footwear Manufacturing Report 2024)

COMPETITIVE LANDSCAPE

Direct Competitors:

- **No identical direct competitor** offering a patented embedded shoelace-locking system.
- Some **adjacent products** (e.g., quick lacing systems like Lock Laces, Hickies, BOA Fit System) focus on no-tie lacing but **lack ergonomic tension redistribution**.

Indirect Competitors/Substitutes:

- Velcro closure shoes (especially for children and seniors).
- Elastic shoelaces with toggle systems (e.g., Xpand Laces)
- Hands-free shoe designs (e.g., Nike Go FlyEase).

Competitive Gaps Identified:

- Most alternatives are **after-market add-ons** or **specialized niche shoes**.
- **No mainstream product offers built-in, tension-balanced lacing** system targeting both safety and ergonomic performance.
- Power Pull's **patent protection** uniquely positions it for B2B integration rather than aftermarket sales.

Research Sources:

Primary: Founder Interview (Anna Krengel, April 2025)

Secondary: Amazon Bestsellers – Elastic Shoelaces (accessed April 2025), Statista, "Footwear Market Outlook" (2025), IBISWorld, "Global Footwear Manufacturing Market Size 2005-2030" (2025)

AI synthesis: ChatGPT-assisted competitor mapping (verified with manual checks)

TARGET CUSTOMER SEGMENTS AND DEMOGRAPHICS

Primary B2B Customers (Licensing Targets):

- **Athletic Footwear Brands** (e.g., Nike, Adidas, New Balance): To enhance athlete safety, performance, and comfort.
- **Senior Mobility Footwear Companies** (e.g., orthopedic shoe brands): Addressing ergonomic and fall-prevention needs for elderly users.
- **Pediatric Orthopedic Device Makers**: Solutions for children with mobility/dexterity challenges.
- **Medical Recovery Apparel and Footwear**: Post-surgery shoes, hospital gowns needing adjustable tension closure.
- **Fashion Designers** (corset dresses, performance wear): Offering adjustable ergonomic fit.

End-User Profiles (Demographic Focus):

- **Seniors (60+)**: Projected to represent 22% of global population by 2050 (World Bank, 2024).
- **Athletes (High-School to Professional)**: Over 20 million athletes in the U.S. alone (Statista 2025).
- **Children (3–12 years)**: About 5–6% have significant motor coordination challenges (DCD) (CDC, 2024).
- **Patients recovering from foot/leg injuries**: Orthopedic footwear market expected to grow 5.4% CAGR (IBISWorld, 2025).

Strategic Insight:

- Target **organizations and manufacturers**, not individual consumers.
- Focus on **ergonomic needs, safety, and ease of use** as key B2B value drivers.

Research Sources:

Primary: Founder Interview (Anna Krengel, April 2025)

Secondary: World Bank Aging Reports (2024), Statista Sports Participation Data (2025), IBISWorld Orthopedic Footwear Report (2025), CDC Motor Skills Data (2024)

AI Tools: ChatGPT-4o (used for preliminary demographic trend identification)

TRENDS SHAPING MARKET DEMAND

Aging Population and the Longevity Economy

- By 2030, 1 in 6 people globally will be aged 60+ (World Health Organization, 2024).
- Strong demand for assistive ergonomic innovations for mobility, safety, and independence.

AI-Powered Personalization

- Footwear brands increasingly leveraging AI to customize fit and performance (e.g., Nike Fit, Adidas Futurecraft).
- Ergonomic lace systems like Power Pull can integrate with smart customization platforms (future potential).

Rise of Immersive Product Design (Spatial Computing)

- Platforms like Apple Vision Pro are revolutionizing product prototyping and integration visualization.
- B2B brands prefer working with solutions that can be immersively *demonstrated* before physical production.

Health and Wellness Prioritization

- Global consumers increasingly prioritize health, safety, and comfort in daily wearables (McKinsey Wellness Report, 2024).
- Power Pull's ergonomic benefits align with this shift.

Strategic Implication:

- Power Pull is ideally positioned as a *backend ergonomic enabler* for brands focused on safety, wellness, and smart customization.

Research Sources:

Primary: Industry trend extrapolation via Crunchbase/CB Insights trend sections.

Secondary: WHO Aging Report (2024), McKinsey Wellness Trends Report (2024), World Economic Forum Reports (2025).

AI Tools: ChatGPT-4o + Trend Analysis (April 2025)

ECOSYSTEM MAPPING

Direct Competitors:

- **None with an identical patented embedded clip system.**
- Nearest substitutes:
 - **Lock Laces®:** Elastic no-tie shoelace system (D2C focus).
 - **Boa Fit System®:** Advanced dial-based closure for performance footwear (high-end niche, snowboarding, cycling).

Indirect Competitors:

- **Velcro shoes:** Simplify fastening but target a different market segment (mostly elderly and children).
- **Elastic Lace Systems (Generic Brands on Amazon):** Low-cost DIY lace alternatives without embedded integration.

Collaborators (Future Ecosystem Partners):

- **Footwear Manufacturers:** Nike, Adidas, New Balance, medical shoe brands.
- **Medical Footwear Companies:** Orthopedic, diabetic footwear manufacturers (e.g., Orthofeet).
- **Senior Care and Rehabilitation Equipment Suppliers:** Gowns, footwear, mobility aid apparel.

Suppliers Needed:

- **Specialty Fastener Manufacturers** (for durable clip and buckle components).
- **OEM Apparel Integrators** (for hospital gowns, corset garments with embedded lace systems).

Customer Targets (Licensing Partners): B2B partnerships with sports, medical, wellness, and senior care brands.

Research Sources:

Primary: Direct interviews with founder + market validation (April 2025)

Secondary: IBISWorld Athletic Footwear 2025 Reports; Amazon product scans (Lock Laces®, elastic lace systems); Crunchbase competitor/company data

AI Tools: ChatGPT-4o Comparative Analysis, Market Structure Mapping

COMPREHENSIVE ANALYSIS-INTERNAL ANALYSIS

Internal Strengths & Challenges

Strengths:

- **Patent Secured** (US9730492B2): Exclusive embedded shoelace-locking system.
- **Prototype Demonstrated:** Reverse-engineered model validates core mechanism.
- **Founder Flexibility:** Open to strategic advice, licensing, and partnerships.
- **First-Mover Advantage:** No direct embedded ergonomic lacing competitors.

Challenges:

- **No Team:** Solo founder; lacks HR, sales, and operations personnel.
- **No Digital Presence:** No website, branding, or outreach materials.
- **No Financial Backing:** No seed funds to build proprietary prototypes or support small-batch production for licensing demos.
- **Unclear Target Focus:** Founder views “everyone” as the target user.

Research Sources:

All internal insights are based on founder interviews and firsthand evaluation of Power Pull's business materials (April 2025).

INTERNAL ANALYSIS

Strategy, Processes & Culture Gaps

Process & Strategy Gaps:

- No structured licensing acquisition process.
- No system for prototyping, onboarding.
- Undefined roadmap for manufacturing, packaging, or deal finalization.

Culture & Mindset:

- Open to new markets and innovation use cases.
- Strong preference for simplicity and utility.
- Risk-averse about direct selling or hiring.
- Opportunity to build a partnership-led innovation culture.

Research Sources:

All internal insights are based on founder interviews and firsthand evaluation of Power Pull's business materials (April 2025).

INTERNAL ANALYSIS

Readiness Snapshot

Operational Gaps:

- No R&D, no manufacturing or sales infrastructure.
- No legal documents or templates for B2B deals (e.g., NDAs, MOUs).
- No financial forecasting or pitch-ready material for investors.

Innovation Enablers:

- Patent + simple product = low friction to commercialize.
- Founder is highly open to freelancers and strategic partners.
- Clear product-market fit for seniors, athletes, and medical markets.
- Ideal for lean manufacturing and low-cost prototyping.

Research Sources:

All internal insights are based on founder interviews and firsthand evaluation of Power Pull's business materials (April 2025).

INTERNAL BUSINESS MODEL CANVAS

Key Partners None yet (seeking footwear/apparel brands for licensing)	Key Activities Patent management, prototype development (basic level)	Value Proposition Secure, ergonomic, assistive shoelace system (patented)	Customer Relationships Planned B2B licensing agreements; no direct consumer interaction	Customer Segments Footwear brands, medical footwear manufacturers, orthopedic suppliers
	Key Resources Patent (US9730492B2), basic prototype, founder’s expertise		Channels Future B2B licensing negotiations (no current sales channels)	
Cost Structure Minimal — founder-driven; no operational team or marketing spend yet			Revenue Streams Future licensing fees from brands (no current revenue)	

Note: This BMC was developed using primary insights from founder interviews and secondary patent research (US9730492B2)

SWOT ANALYSIS

Strengths:

- Patent secured (US9730492B2) – strong IP protection.
- Functional prototype validated through reverse-engineered testing.
- First-mover advantage in embedded ergonomic shoelace systems.
- Founder is open to strategic advice and B2B partnership models.

Weaknesses:

- No formal operational team (HR, sales, marketing unestablished).
- No brand identity, website, or digital presence.
- Limited funding for commercialization and scaling.
- Founder-defined audience is overly broad, lacking focused market strategy.

Opportunities:

- License to major footwear and adaptive apparel brands.
- Expand into senior mobility, rehab care, children's orthopedic markets.
- Align with Longevity Economy and assistive technology trends.
- Build brand value via strategic IP partnerships and co-branded innovation.

Threats:

- Risk of market irrelevance without proper positioning or visibility.
- Larger brands could develop similar in-house ergonomic solutions.
- Limited commercialization experience may hinder growth.
- Solo founder model risks burnout and executional delays.

STRATEGIC RECOMMENDATIONS

- Based on internal strengths and gaps, and external market opportunities, Power Pull must take focused strategic actions.
- Recommendations are prioritized across two categories:
 - **Internal Operations Strengthening**
 - **External Market Positioning and Growth**
- Goal: Build a scalable foundation, establish credibility, and leverage IP-driven B2B opportunities.

INTERNAL STRATEGY I: BUILD A LIGHTWEIGHT OPERATIONAL BACKBONE

Challenge Identified:

- No formal team structure (HR, sales, and marketing missing).
- Founder handling all operations alone — scalability risk.

Strategic Recommendation:

Set up a **lightweight operational backbone** focused only on critical functions.

Action Steps:

Short-Term

1. Build out a story, tagline, and logo to share to on a one-page website and *professional* LinkedIn (instead of her personal account)
2. Implement simple project management tools (e.g., Trello, Slack, ChatGPT, Otter.Ai) for communication, meeting summarizes, task tracking, & feedback
3. Hire 1–2 fractional consultants (freelance basis) for:
 - B2B Partnership Sales (licensing specialist).
 - Digital Branding & Communication.
4. Formalize basic partner contracts and NDAs (use low-cost legal services).

Mid-Term

1. Outsource marketing content (e.g. for website, pitch decks, social medias)
2. Outsource prototype improvement (no full-time hires yet).

Benefits:

- Enables scalable outreach without building a large team.
- Keeps overhead low — perfect for a lean licensing model.
- Significantly and immediately reduces the risk of solo-founder dependency.

INTERNAL STRATEGY 2: DEVELOP A PROPRIETARY PROTOTYPE FOR LICENSING

Challenge Identified:

- No independent, finalized prototype to present to potential B2B partners.
- Current demos rely on reverse-engineered examples (Nike shoes, buckles).

Strategic Recommendation:

Create a **minimal viable proprietary prototype** branded under Power Pull's IP.

Action Steps

1. Hire freelance industrial designer (short-term contract) to design a working model based on the patent.
2. 3D print or manufacture basic versions using rapid prototyping services (e.g., Fictiv, Xometry).
3. Prepare 2–3 functional samples to showcase at B2B meetings and licensing pitches.
4. Apply for small innovation grants or startup funding contests to cover prototype costs.

Benefits:

- Builds credibility when pitching to footwear brands.
- Protects Power Pull's IP by showing real, independent application.
- Strengthens licensing negotiation position significantly.

EXTERNAL STRATEGY I: NARROW TARGET MARKET FOCUS

Challenge Identified:

- Founder's broad "everyone is the customer" approach dilutes strategic focus and partner appeal.

Strategic Recommendation:

- Sharpen B2B focus toward clearly defined high-potential customer segments.

Action Steps:

Prioritize licensing outreach to:

1. Senior care footwear and medical recovery apparel manufacturers. (easiest)
 - Smaller scale, making them easier to work with. High alignment with assistive use care. High potential for long-term contracts
 2. Pediatric orthopedic footwear companies. (medium)
 - Fulfills the needs of a niche market. Potentially offers easier access and scalability opportunities through B2B healthcare networks.
 3. Athletic footwear brands (Nike, Adidas, New Balance).
 - Offers brand protection, great for long-term outreach after establishing credibility. One challenge: more "red tape" around IP vetting process
- Develop tailored demo pitches and benefit statements for each segment.
 - Exclude low-fit segments (e.g., casual fashion brands without ergonomic focus).

Benefits:

- Stronger brand identity, builds on licensing narrative.
- Higher probability of B2B deal success.
- Accelerates brand adoption through focused, need-based partnerships.

EXTERNAL STRATEGY 2: B2B LICENSING PLAYBOOK

Challenge Identified:

- No formal structure to approach and close B2B licensing deals.
- Founder currently relies on informal outreach (unscalable).

Strategic Recommendation: Build a structured, repeatable B2B licensing acquisition playbook.

Action Steps:

- Create a Licensing Partner Target List: – Use Crunchbase, LinkedIn Sales Navigator to identify footwear brands, medical shoe companies.
- Standardize a Pitch Kit: – 2-page brochure (IP story + ergonomic benefits). – Short demo video showcasing prototype functionality.
- Build a 3-Step Licensing Funnel:
 1. Outreach: Intro email + LinkedIn message with IP credibility.
 2. Demo Presentation: Customized for target brand needs.
 1. For High Stake & Innovation-focused partners:
 3. Licensing Proposal: Royalty/licensing terms outlined professionally.

Benefits:

- Converts founder's informal approach into a formal, scalable system.
- Builds a professional image for Power Pull.
- Increases chances of closing licensing deals faster.

EXTERNAL STRATEGY 3: DIGITAL PRESENCE FOR B2B TRUST

Challenge Identified:

- Power Pull currently has zero digital footprint — no website, no brand page, no product visibility.
- B2B decision-makers validate new tech via online presence before engaging.

Strategic Recommendation: Launch a minimal but highly professional digital presence focused on B2B credibility, not consumer sales.

Action Steps:

- Develop a Simple 1-Page Website: – Explain Power Pull’s patented technology. – Show the benefits for footwear, medical, and assistive markets. – Include contact information + licensing inquiry form.
- Set up a Professional LinkedIn Company Page: – Post thought leadership snippets about innovation in footwear ergonomics and safety.
- Publish a 1-Minute Product Demo Video: – Showcase the Power Pull functionality + prototype simulation.
- (Optional) File a basic IP Showcase at platforms like IAM Market (for serious licensing interest).

Benefits:

- Provides validation touchpoints for prospective partners.
- Enhances perceived legitimacy and professionalism.
- Supports founder's outreach and licensing negotiations with real assets.

EXTERNAL STRATEGY 4: PARTNER-FIRST GROWTH MODEL

Challenge Identified:

- Solo founder with **limited capacity** for direct large-scale commercialization.
- Need to **scale smartly** without internal manufacturing, sales, or marketing teams.

Strategic Recommendation: Focus on **partner-first scaling** — use strategic B2B partners (brands, OEMs, manufacturers) as the engines of growth.

Action Steps:

- Build a **targeted B2B Partner Pipeline**: – Identify ~20 footwear, orthopedic, and recovery apparel brands that actively invest in innovation.
- Develop a **Partnership Proposal Deck**: – Highlight IP uniqueness, user safety benefits, assistive design, and branding opportunity.
- Offer **exclusive licensing pilots**: – Allow early adopter brands to launch “Powered by Power Pull” versions in selected markets.
- Establish **Revenue-Share Licensing Models**: – Flexible options based on manufacturing scale and product category (e.g., shoes, gowns, corsets).

Benefits:

- Rapidly scales Power Pull’s adoption without heavy operational burden.
- Positions Power Pull as a “**silent enabler**” behind major brands' ergonomic innovation.
- De-risks founder’s exposure by transferring scaling efforts to partners.

STRATEGIC PRIORITIZATION ROADMAP

Phase	Timeframe	Priority Moves	Description
Phase 1: Immediate	0-3 months	<ul style="list-style-type: none">• Finalize proprietary prototype• Set up lightweight operational backbone• Build basic digital B2B presence	<ul style="list-style-type: none">• Hire freelance industrial designer to create branded functional prototype for licensing demos.• Onboard 1–2 consultants for B2B sales and branding.• Launch a simple one-page website and LinkedIn profile to build credibility with brands.
Phase 2: Short-term	3-6 months	<ul style="list-style-type: none">• Formalize licensing playbook• Target priority B2B segments	<ul style="list-style-type: none">• Develop sample contracts, case decks, and onboarding tools for licensing partners.• Narrow focus to 3–4 primary B2B segments (athletic, senior, orthopedic, medical recovery). Begin targeted outreach.
Phase 3: Mid term	6-12 months	<ul style="list-style-type: none">• Secure initial brand partners• Explore IP-backed funding or grants	<ul style="list-style-type: none">• Attend innovation expos, demo meetings, and secure licensing MOUs/LOIs.• Leverage IP to apply for small business grants, innovation competitions, or seed capital.

FUTURE INNOVATION PORTFOLIO: POWER PULL SMART+

Core Idea:

Develop "**Power Pull Smart+**" — a next-generation, AI-enhanced version of Power Pull with embedded sensors, real-time feedback, and app connectivity for future licensing.





Key Features:

- **Real-Time Tension Sensors:** Detects slackness and pressure imbalance during wear.
- **Haptic Alerts:** Vibrations notify users if shoe fit loosens (ideal for seniors, athletes, kids).
- **Bluetooth Connectivity + Mobile App:** Allows users to customize settings, monitor fit stats, and receive maintenance reminders.
- **GPS Tracking:** The location and movement data can be used in medical and/or sports scenarios. For example, tracking patients with dementia in a non-invasive way, or using the GPS tracking in hiking.
- **AI Integration:** to provide personalized performance data in physical activities such as running. This can be data such as gait analysis, running efficiency, or pressure distribution.
- **Multi-Form Adaptation and Versatility:** Supports sneakers, orthopedic shoes, hospital gowns, corset garments.

TREND ALIGNMENT

- **Strategic Fit:**
- Aligns with Longevity Economy, Smart Wearables, and Immersive Product Design trends (Apple Vision Pro).
- Longevity economy: enhanced safety and ease of use for older adults
- Smart wearables: aligns with market demands for data driven wearable devices
- Immersive product design: taps into the demand for personalization and adaptation beyond just function
- Strengthens Power Pull's IP value beyond mechanical devices.
- Enhances brand positioning when pitching to top B2B brands.
- **AI Integration Highlight:**
- **AI-Enabled CAD Tools** (e.g., Autodesk Fusion AI) simulate tension, material behavior, and usability across different wearable types — speeding up safe prototyping.

FUTURE EXPANSION PATHWAYS FOR POWER PULL

Expansion Category		Description	Strategic Value
Medical Recovery Wear		Integration into hospital gowns, orthopedic braces, and compression wear	Tap into \$30B+ medical assistive device market (Grand View Research, 2025)
Fashion and Adaptive Clothing		Lace-tension assist in corset dresses, adaptive apparel for limited mobility	Capture ergonomic fashion and adaptive design trends
Athleisure and Outdoor Gear		Hiking boots, sport sandals, adaptive backpacks using Power Pull closures	Expand into sportswear and wellness-driven outdoor gear
OEM Hardware Licensing		Supply Power Pull modules (clip + receiver) to third-party apparel OEMs	Scalable revenue without manufacturing burden

"Power Pull is not just a shoelace solution — it's an adaptable ergonomic closure system for a multi-sector future."

ACTION PLAN TIMELINE: 12–18 MONTHS FOR POWER PULL GROWTH

Timeline	Key Actions
Months 0–3 (Immediate Start)	<ul style="list-style-type: none">- Build lightweight operational team (hire freelance sales + branding consultants)- Develop functional prototype (via rapid prototyping)
Months 3–6	<ul style="list-style-type: none">- Launch basic B2B digital presence (mini website, LinkedIn profile)- Initiate proactive outreach to potential licensing partners
Months 6–9	<ul style="list-style-type: none">- Pilot B2B licensing discussions with 2–3 footwear/medical brands- Apply for small grants/compete in innovation contests for initial funding
Months 9–12	<ul style="list-style-type: none">- Finalize 1–2 licensing agreements- Internally test Smart+ prototype for functionality + design feedback
Months 12–18	<ul style="list-style-type: none">- Launch Smart+ version licensing pitches- Explore secondary verticals (adaptive clothing, hospital gowns, expand market)- Consider raising small seed round if needed

TEAM ROLES AND RESOURCE REQUIREMENTS – POWER PULL EXECUTION PLAN

Key Roles (Freelance/Part-Time Recommended):

- **B2B Licensing Outreach:** Responsible for identifying potential B2B partner, creating proposals, and managing licensing.
- **Digital & Brand Consultant:** Builds internet presence through a website, LinkedIn profile, and pitch materials.
- **Industrial Designer:** Short-term hire to develop functional prototype based on patent.
- **AI/CAD Specialist (Later Phase):** Supports development of Smart+ features through simulation tools and digital design.

Tools & Technology Needs:

- **Prototyping Vendors:** Xometry, Fictiv (for CAD + physical prototyping).
- **CRM & Pipeline Tools:** HubSpot Starter, Airtable (for partner tracking).
- **Project Management:** Trello or Notion (low-cost, ideal for lean startups).
- **Legal Support:** UpCounsel / Clerky (for NDA's, licensing agreements).

Financial Resources (Lean Estimate):

- ~\$5K for prototyping + CAD services
- ~\$3K for initial legal fees + branding setup
- Optional: Seek \$10–15K innovation grant / pitch competition funding

TRACKING SUCCESS: KPIS FOR STRATEGIC EXECUTION

Internal Operations KPIs

- **Prototype Development:** Deliver a working, proprietary prototype within the first 3 months
- **Brand Launch:** Get the website + LinkedIn profile live within 45 days
- **Freelancer Onboarding:** Bring on licensing & digital consultants within 30–60 days

B2B Licensing KPIs

- **Outreach Volume:** Reach out to 10–15 qualified brands every month
- **Response Rate:** Aim for at least 30% of contacted brands to engage within 2 follow-up rounds
- **Partnership Conversion:** Secure at least 2 pilot licensing discussions within 6–9 months

Innovation Development KPIs

- **Smart+ Concept Validation:** Design and scope out AI-enhanced design (Smart+) prototype by Month 6
- **AI CRM Assistant (optional):** Depending on initial traction, build out feature list by Month 9
- **Overall Milestone Tracking:** All KPIs tracked via a shared Trello/Notion dashboard + monthly progress log.

MITIGATING RISK: CONTINGENCY PLANNING FOR POWER PULL

Risk #1: Low Engagement from Potential Licensing Partners

- *Contingency:*
 - Experiment with different test pitch decks and outreach templates
 - Offer limited-time trial licensing or revenue-sharing incentives to reduce commitment

Risk #2: Delays in Prototype Development

- *Contingency:*
 - Use 3D-printed mockups for initial presentations if prototype is not ready
 - Partner with local university labs/startups to speed up prototyping and lower costs

Risk #3: Limited Founder Capacity

- *Contingency:*
 - Delegate operational and routine tasks to hired freelancers
 - Leverage use of automation tools for CRM, email, calendar integration to streamline operations

Risk #4: Threat of IP Competition

- *Contingency:*
 - Submit additional design patents after developing Smart+
 - Emphasize Power Pull's "first-mover" status when pitching to partners

Risk #5: No Initial Funding

- *Contingency:*
 - Apply to early-stage innovation-focused grant programs
 - Compete in pitch competitions to secure prototyping capital

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