

Comforty: Seating Reimagined

Tagline: *"Ergonomic Comfort, Perfectly Tailored for You"*

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Class: Sunday (2 PM – 5 PM)

Overview

Vision: *To redefine how the world sits—because everybody deserves a seat that supports, adapts, and inspires.*

Mission: *Empower individuals and businesses to transform seating from a pain point into a productivity powerhouse through ergonomic innovation and personalized design.*

The Problem: The Pain of Poor Seating

- **Chronic Pain Epidemic:** 120M+ workdays lost annually in the U.S. due to back pain (*NIH*).
- **Style Over Substance:** Mass-market chairs sacrifice ergonomics for trends, while clinical-looking “ergonomic” brands ignore home aesthetics.
- **Hybrid Life, Half-Baked Solutions:** Sofas sag during Zoom calls; stools lack adjustability; office chairs clash with living spaces.

The Problem: The Pain of Poor Seating

- **80% of adults** suffer back pain linked to poor seating (*CDC*).
- Hybrid living demands **one seat for work, relaxation, and connection**—without compromising health.
- Today's "ergonomic" market offers **compromises, not solutions**: rigid designs, bland aesthetics, or sky-high prices.

The Solution: Seating That Works as Hard as You Do

Comforty's Core Offerings:

1. Chairs:

- Dynamic lumbar support, breathable mesh, and modular arms for home offices or gaming
- Stylish, stackable chairs for coworking spaces and cafes—ergonomic without the “office” look

2. Stools

- Tilt-base design promotes core engagement for standing desks or kitchen islands
- Sustainably crafted with memory foam—perfect for artists, chefs, or podcasters

3. Sofas

- Posture-friendly contours with hidden lumbar cushions. Work by day, lounge by night
- Customizable configurations for apartments, dorms, or small offices

Market Opportunity

By the Numbers:

- **\$28B** global ergonomic furniture market (2023) → **45% driven by seating.**
- **67% of remote workers** prioritize seating investments—willing to spend **2.5x more** than on desks.
- **90% of interior designers** demand multifunctional, ergonomic seating for clients (2023 *Interior Design Trends Report*).

Who Needs Us?

- **Remote Workers:** “I need a chair that works for my back *and* my Instagram-worthy home office.”
- **Small Businesses:** Cafes, coworking hubs, and startups seeking durable, branded seating.
- **Wellness-Focused Households:** Families tired of sacrificing posture for movie nights or gaming marathons.

Our Products

Featured Products



Rose Luxe Armchair
\$20.00



Library Stool Chair
\$20.00



Citrus Edge
\$20.00

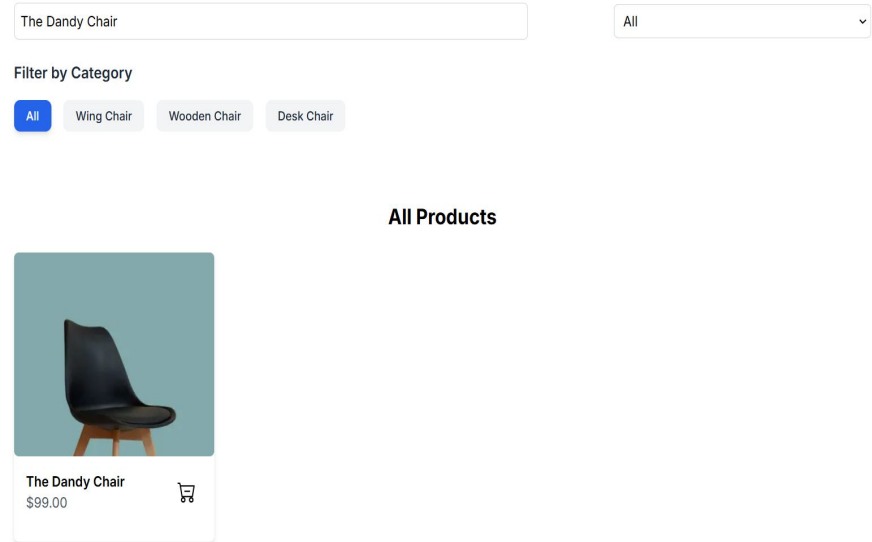


Nordic Spin
\$30.00



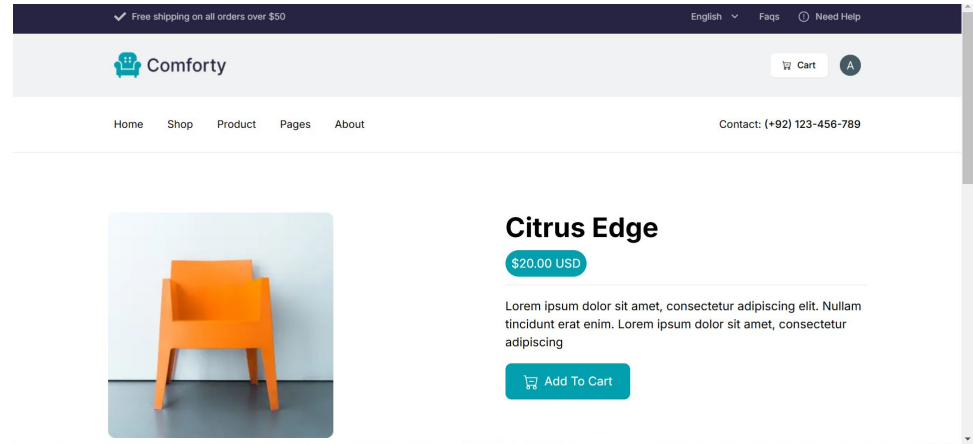
Buyer's Journey

- The user can find the right product by using the search bar or applying different filters



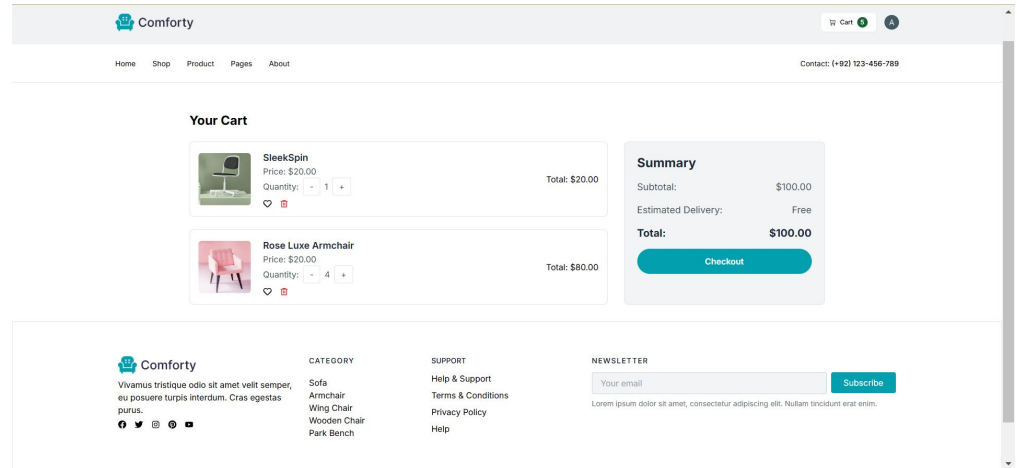
Buyer's Journey

- Clicking on the product will lead to the product page



Buyer's Journey

- Clicking on the “Add To Cart” button will seamlessly add the item
- The user can view the cart by clicking on the “Cart” button
- By reviewing the items the user can proceed to the checkout



Business Model: Streamlined Shopping, Unbeatable Value

The Comforty Difference:

We cut through the clutter of traditional furniture shopping with a frictionless, four-step process that delivers quality and affordability:

1. Explore with Ease
2. Find Your Perfect Fit
3. Checkout in Clicks
4. Track Orders Effortlessly

Call To Action

“Ready to Sit Better? Find your right furniture at Comforty”