

vertical.

General Info:

This project was created during my first months at UC Berkeley from September–December of 2019.

Overview:

My friends and I wanted to create a product that would help people maintain their postures. We talked to many tech workers, students, and chiropractors to gain insight into both the technology and usage of the product. The following is a collection of our findings and plans for moving forward. This product was pitched to student VCs.

30 min

OF POOR POSTURE INCREASES STRESS LEVELS,
DEPRESSION, FEAR, AND LESSENS CONFIDENCE
[OHIO STATE UNIVERSITY]

80%



OF AMERICAN CHIROPRACTIC DIAGNOSES ARE
POSTURE-RELATED AILMENTS [MAYO CLINIC]

what is vertical.

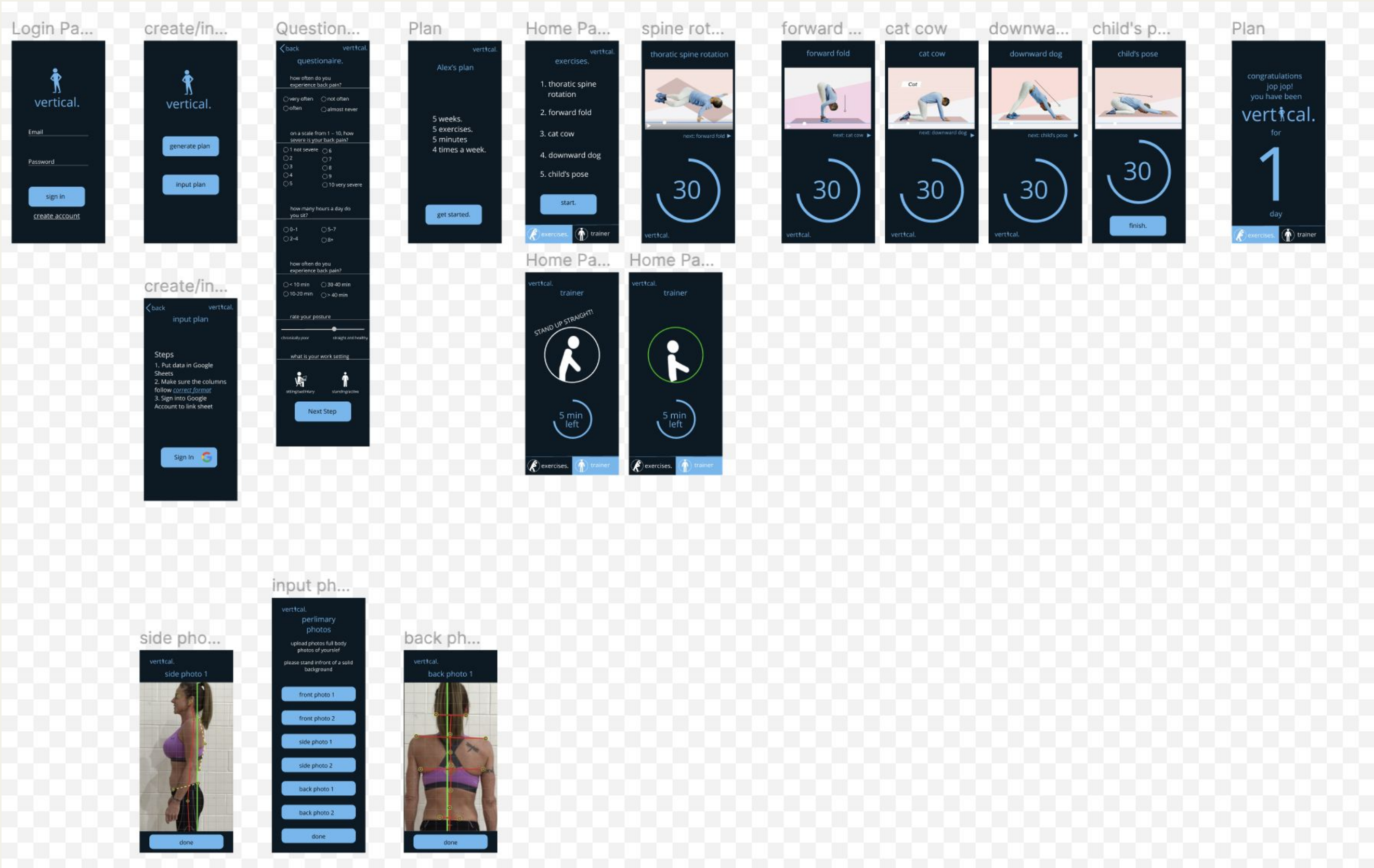
mobile/watch app

generates and tracks
personalized exercises
to improve posture

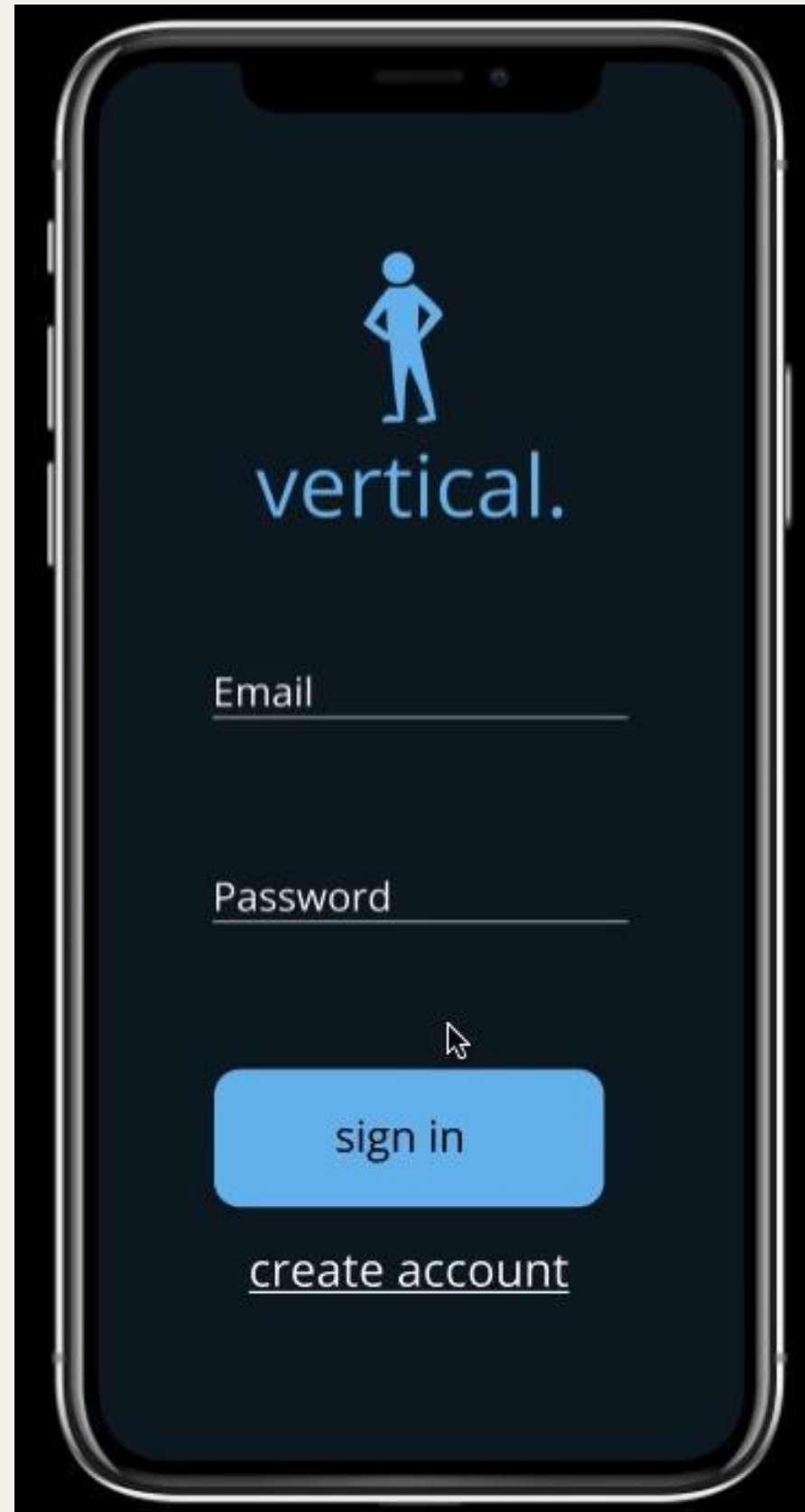
wearable device

tracks posture and does
precision exercise
monitoring

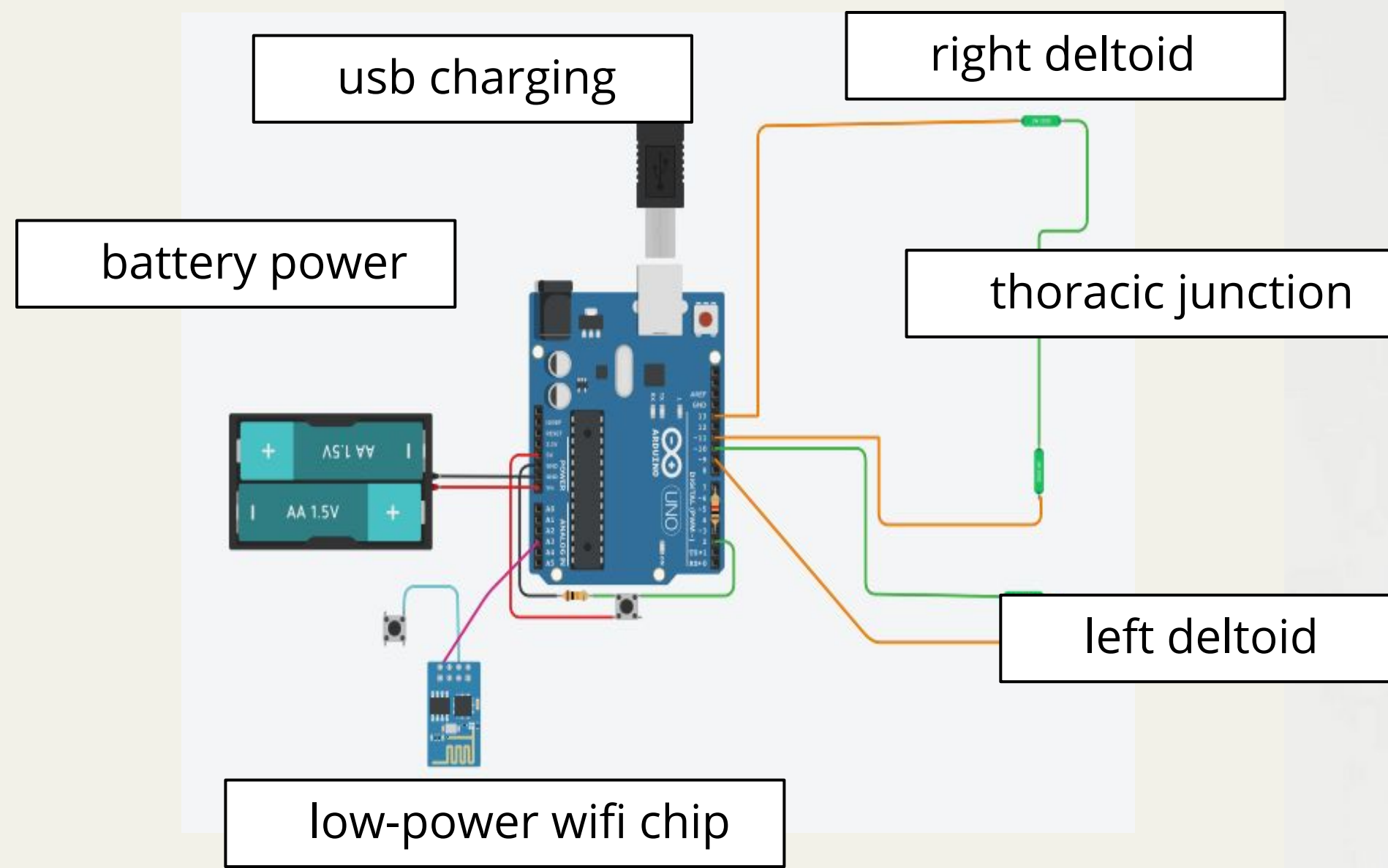
Figma Mockup



demo video



hardware mockup





Pricing

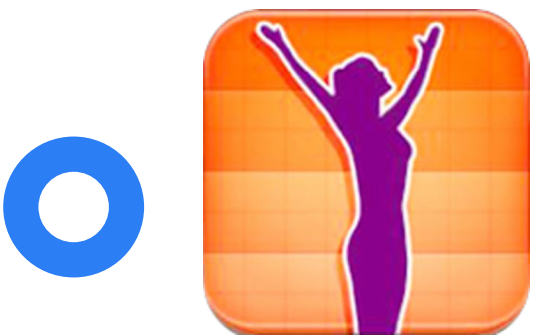
\$60

one time fee for hardware

\$5

monthly fee for app features

Competition



PostureZone



affordability

vertical.

customizability



Go-to market strategy

**Stage 1 -
Working with
Chiropractors
and their
Patients**



**Stage 2 -
Reach more
Chiropractic
Patients**



**Final Stage -
Expand market to people that
desire better posture for
confidence**

customer segment



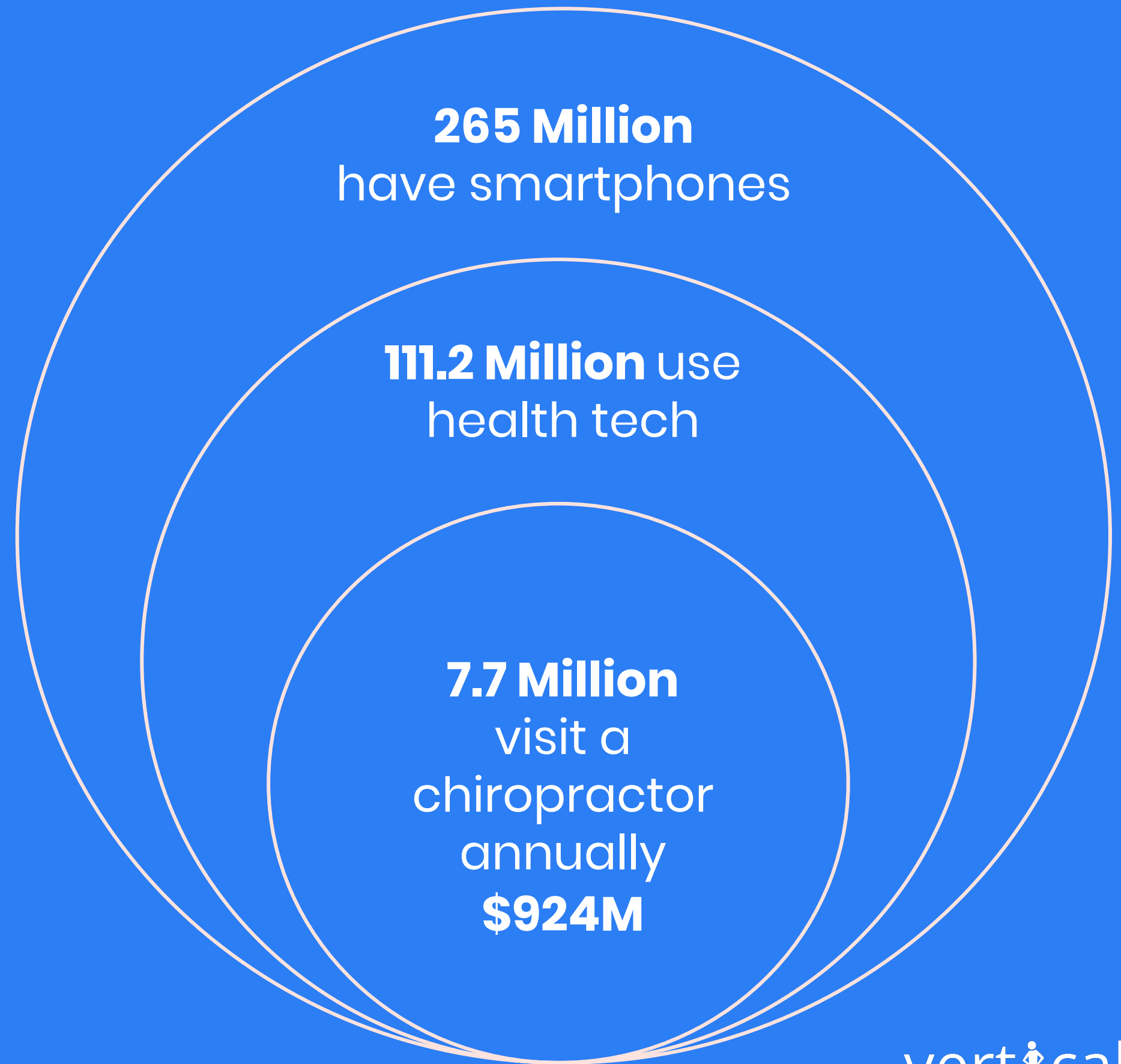
millennials



***chiropractic
patients***

\$31.8B

total market size



vertical.



winter 2019

beta test app

spring 2020

beta test hardware

summer 2020

soft launch

spring 2020

sell 100 units

Roadmap



why us?



prianka



prajna



jojo



alex



vertical.

our ask:

- connections to health tech
hardware companies**
- mentorship for go-to-market
process and strategy**

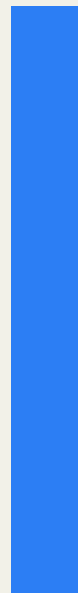
thank you

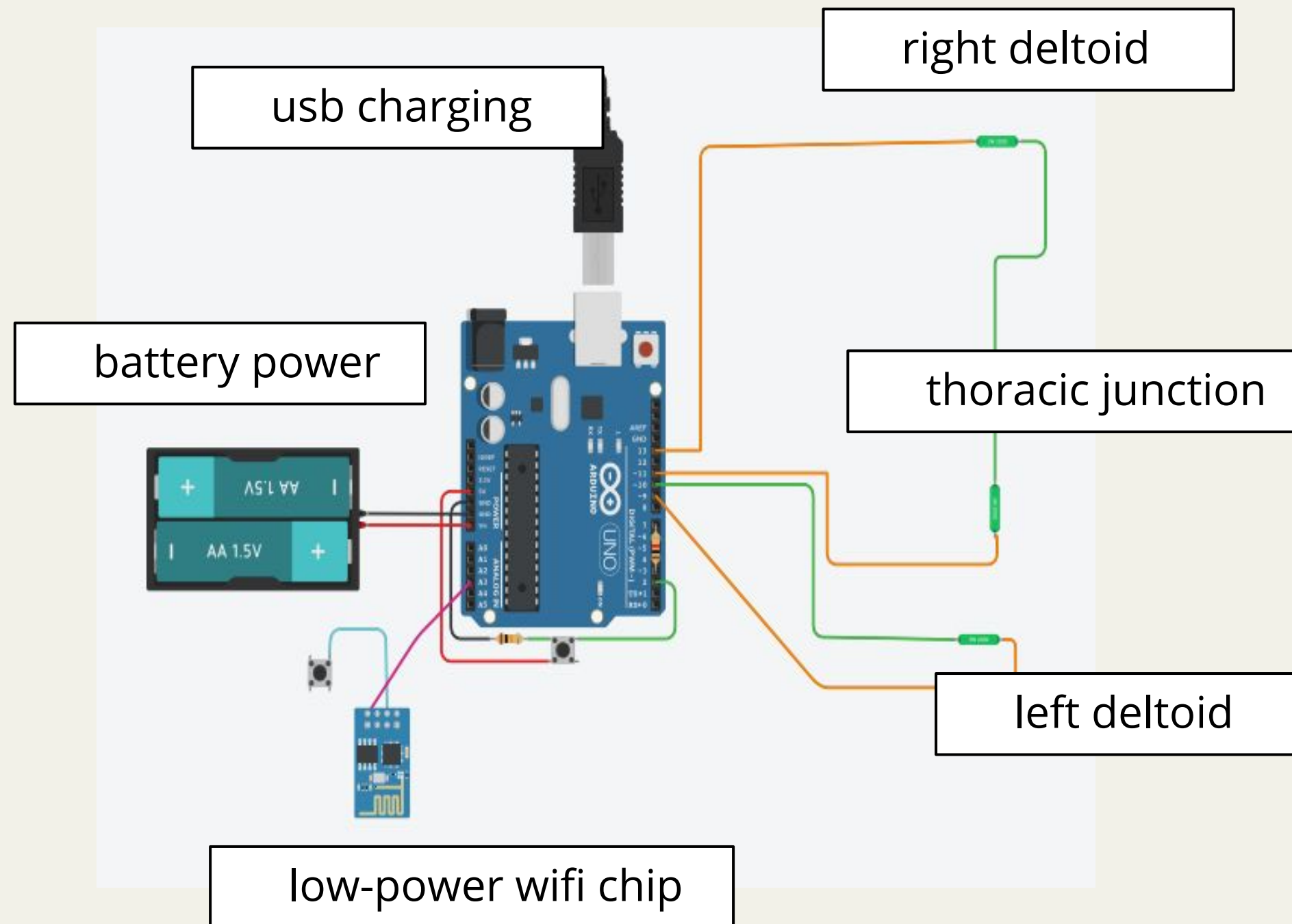
Email us at:

vertical@berkeley.edu

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appendix





circuit diagram

- wifi chip - mouser electronics ATWINC1500
 - \$7.79 single unit, price decreases at scale
 - ~2.5V operating voltage (AA battery)
 - Less than 1cm size, can go into casing easily
 - similar wifi process to apple watch (tethered to phone)
- 3 x tilt sensor - adafruit educational sensor
 - Size of a quarter, \$2 each
- other parts - \$12 approx
 - body-resistant casing, wiring, packaging
- reusable medical grade silicone adhesives - 3M
 - \$3 for pack, no extra parts needed

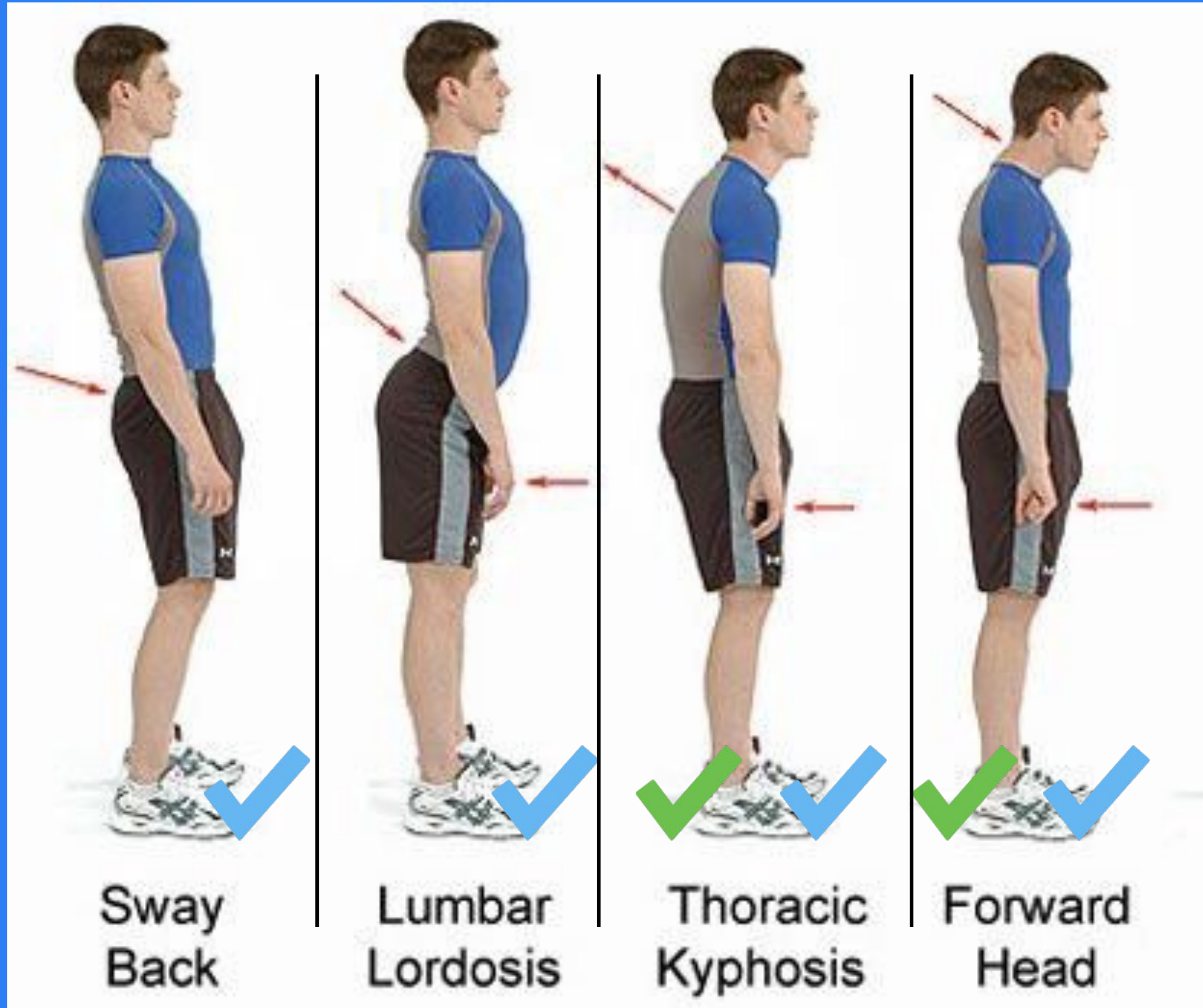
total parts cost: \$30 [not at scale]

hardware costs

Posture Tracking



vertical.

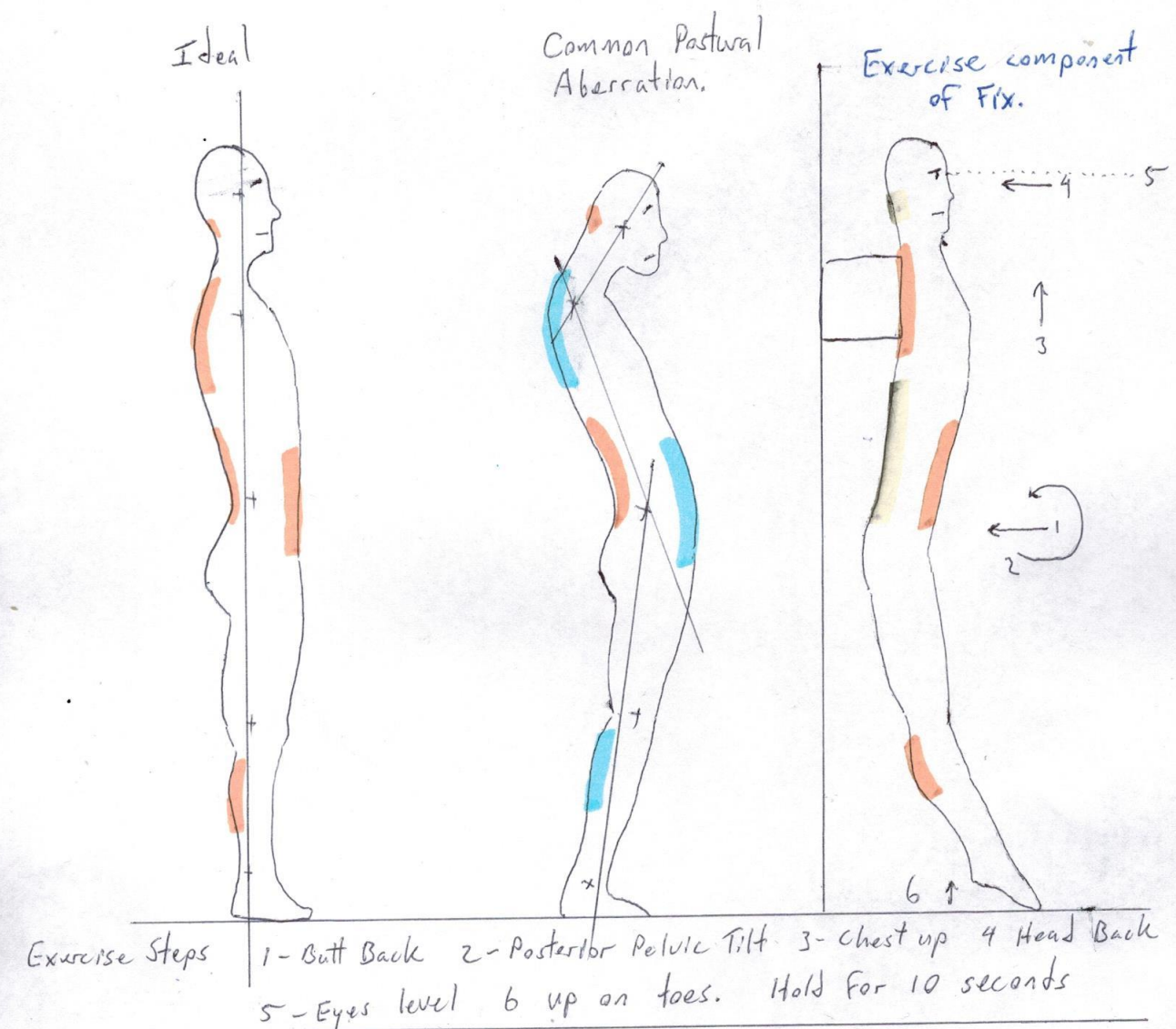


Sway
Back

Lumbar
Lordosis

Thoracic
Kyphosis

Forward
Head



In the First week do 10 10second holds 3 days a week.
 Each week add One set of 10 10 second holds, until at week six
 you are doing 60 10 second holds 3 days a week.

At the two week mark, when you are doing 20 10 second holds,
 we can then add in some home traction, (component two).
 Get adjusted 2 x a week, (component three). *L.C. Mc.*

chiropractic diagram