



TAG Foot Shower

ben arwine
allyson casey
emma gallagher
raphael gobidas
devin gresky
matthew rieger

industry focus

- 
- A close-up photograph of a shiny blue showerhead mounted on a wall. It is spraying a powerful stream of clear water against a dark, textured background. The lighting highlights the metallic surface and the spray.
- | position as medical hydrotherapy device
 - | hydrotherapy spans many markets
 - athletic programs
 - podiatrists
 - hospitals
 - | \$133 billion U.S. market
 - | mature and stable industry

industry insights

main barriers to entry are credibility and connections

“all of my purchases come from Henry Shein, MedCo, School Health, and NATA because they are vendors I know and trust” – Amy, Head Athletic Trainer

industry faces a lot of skepticism

branding image

| build credibility and develop brand voice, tone, and image

| consistency is key

| brand should convey characteristics of sleek, clean, relaxing, and technologically savvy



TAG SHOWER

84%

TAG™

16%

the strategy

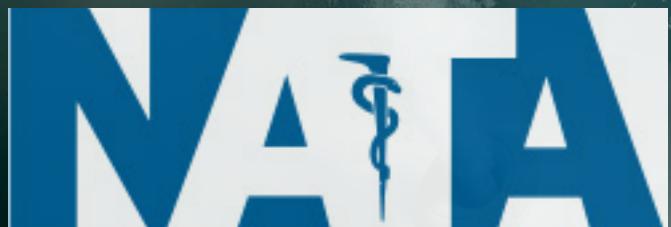
| short-term: build credibility & sales

- branding
- beta testing period
- initial sales period

| long-term: leverage existing
industry connections

- industry wholesalers

target market



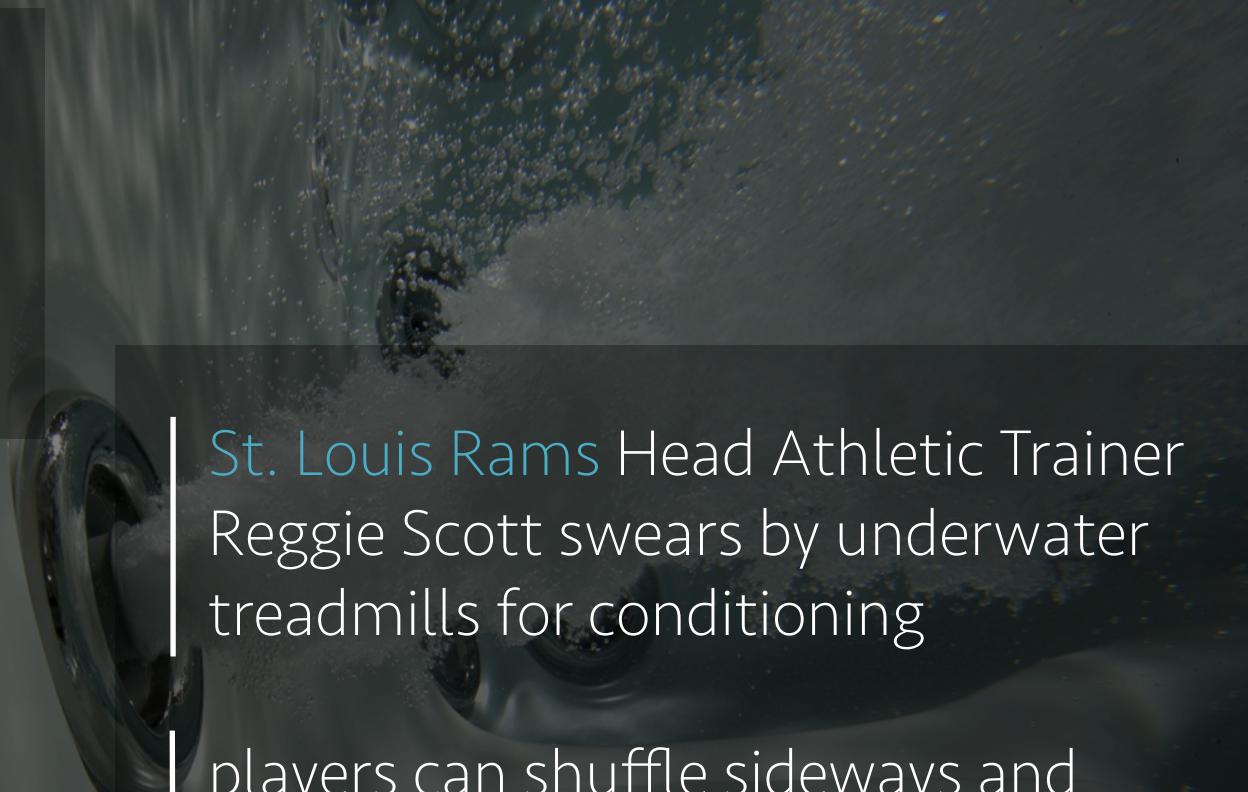
testing with athletics provides validation to sell to medical wholesalers

8,100 athletic trainers attend the NATA Athletic Trainer Expo annually

90% purchase or recommend purchase from these expos

“discovering new products” is a top three reason for attendance

case study

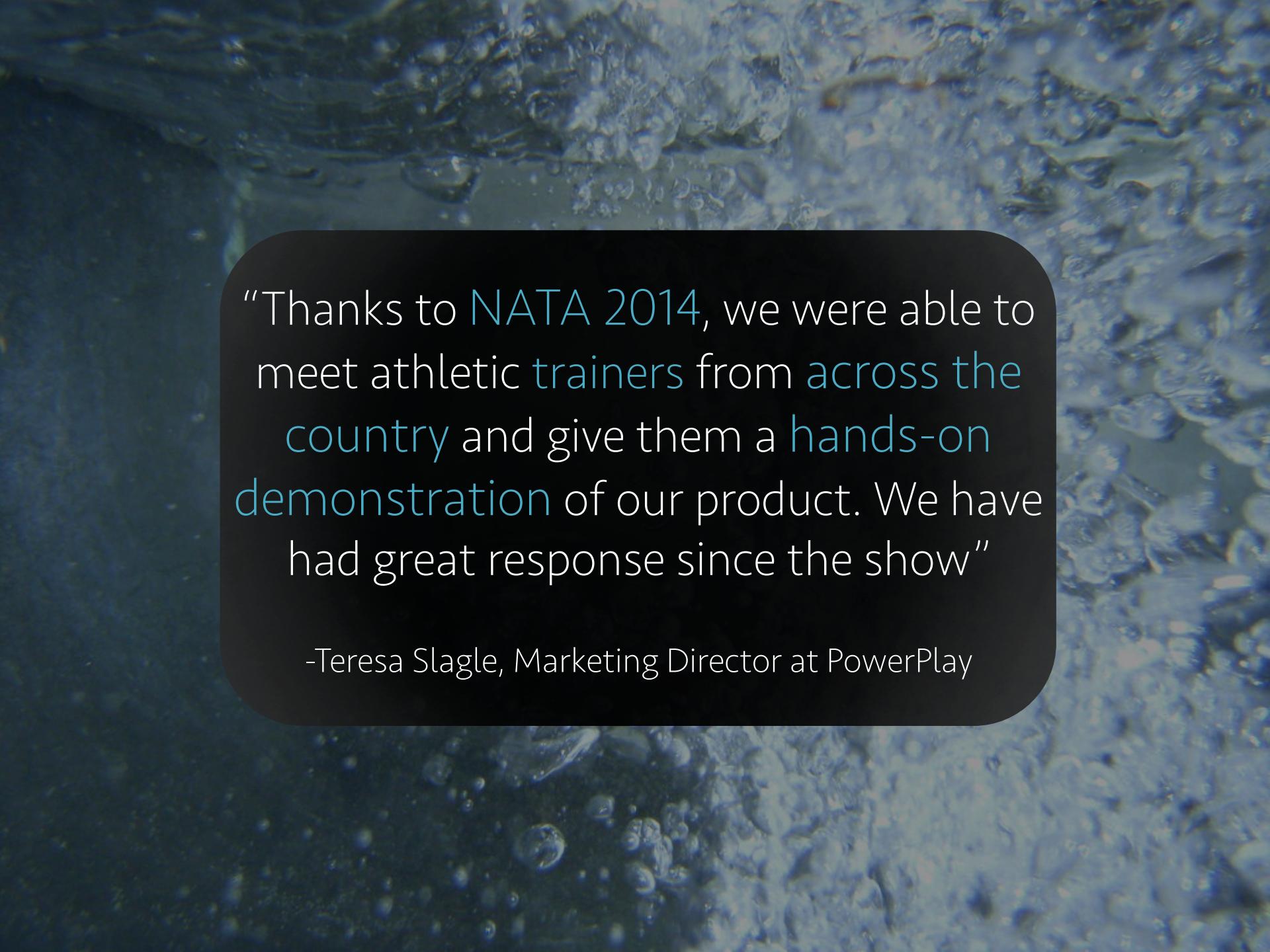


St. Louis Rams Head Athletic Trainer Reggie Scott swears by underwater treadmills for conditioning

players can shuffle sideways and backpedal without joint strain

useful for surgery recovery

"a tool that is heavily needed... a big tool that will help get guys back"



“Thanks to NATA 2014, we were able to meet athletic trainers from across the country and give them a hands-on demonstration of our product. We have had great response since the show”

-Teresa Slagle, Marketing Director at PowerPlay

three-step plan

beta

testing

initial

sales

industry

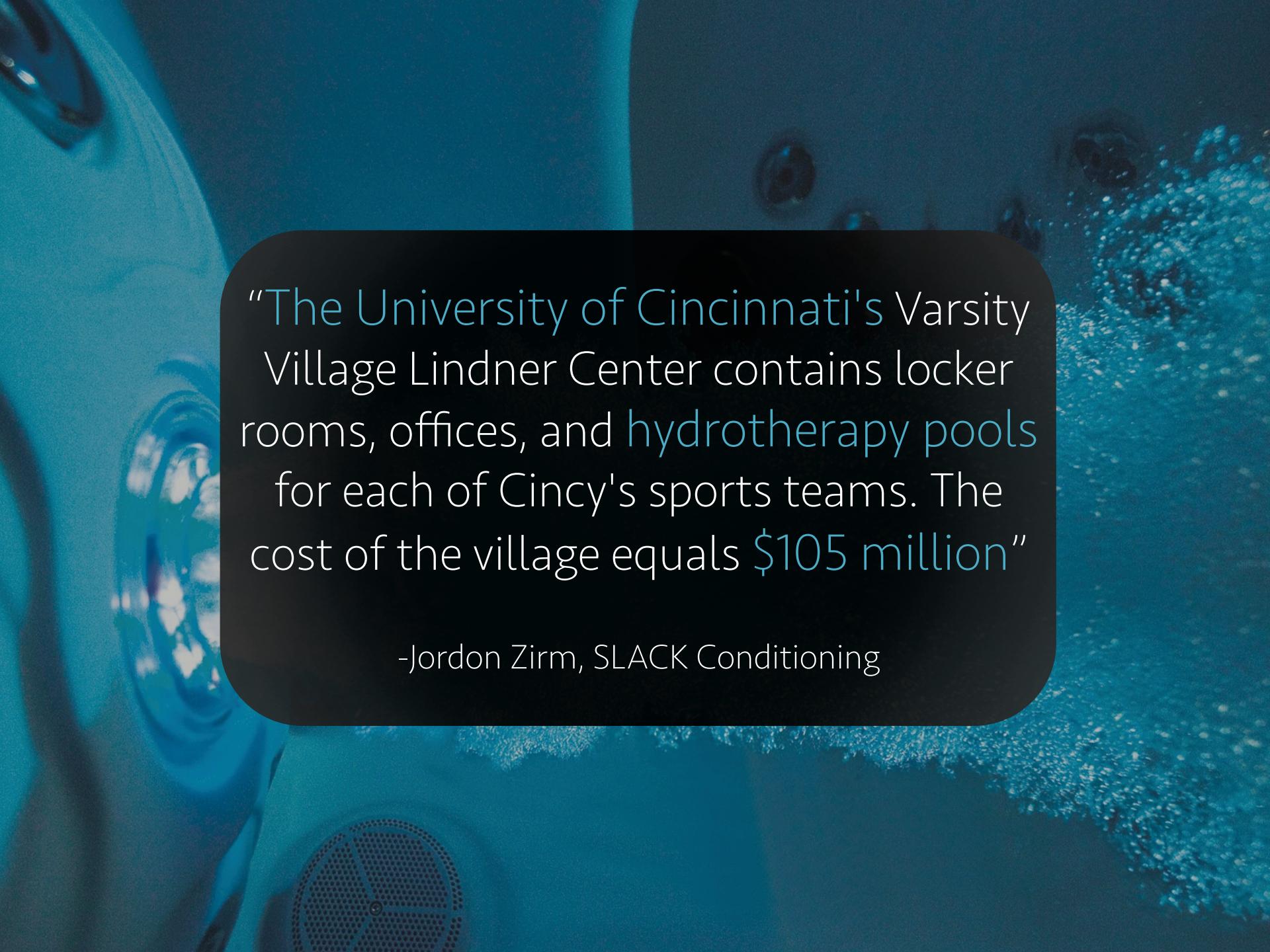
wholesalers



phase one

beta testing

- | goal: learning about and developing the product
- | sell 2-4 foot showers at cost
- | gather testimonials, referrals, and data
- | make incremental product improvements
- | start small to avoid large, costly mistakes
- | better understand target market before initial sales phase



"The University of Cincinnati's Varsity Village Lindner Center contains locker rooms, offices, and hydrotherapy pools for each of Cincy's sports teams. The cost of the village equals \$105 million"

-Jordon Zirm, SLACK Conditioning

phase two

initial sales

- | goal: establish credibility through sales of final product
- | develop financing strategy for athletic programs
- | 85% of athletic departments invest significantly in facility improvement
- | 20% of athletic departments look to invest over \$50 million in the next five years
- | prepare for manufacturing

phase three

industry wholesalers

| goal: leverage sales force and distribution networks

| expand target market to include podiatrists and hospitals

| 5.3% industry average markup



conclusion

beta
testing

initial
sales

industry
wholesalers