

Our Vision - Stickup aims to ease the lives of people who need a walking cane and also reduce their dependency on others.

The Problem - Most walking canes limit the movement of their users, especially when crouching or getting up. This limitation may increase the risk of falling for people who are already at high risk, increasing the chance of getting injured.

Our Solution

Stickup is a smart walking cane with the ability to adjust its height according to the user's needs, providing better support for sitting, crouching or getting up.



Product Definition

Stickup is an innovative walking cane that increases the movement freedom of people who experience limited mobility and allows them to enjoy an independent lifestyle by reducing their dependency on other people.

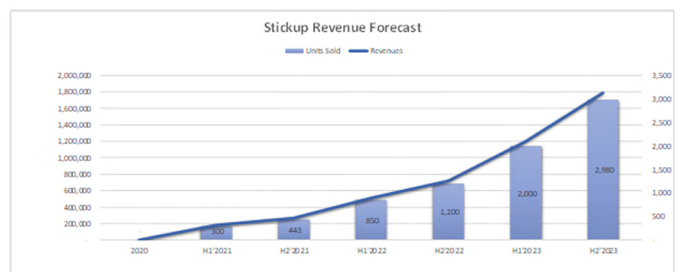
Market Potential

Currently in the United States, roughly 2% of the population that is not hospitalized uses walking canes. In terms of volume, there are around a million canes sold each year which gives a market potential of ~\$200M.

Our Competition

As stated above, the existing walking canes in the market are major part of the problem, as shown below in the comparison chart.

	StickUP Cane	Wooden Cane	Telescopic Cane	EZ-Up Cane	Seat Cane
Wide Supporting Base	V	X	V	X	X
Initial Adjusting Ability	V	X	V	X	X
Seat	X	X	X	X	V
Strong Materials	V	X	V	X	V
Electronic Adjusting Ability	V	X	X	X	X



Main Milestones

Stickup is currently in the stages of development. We've managed to create a mock-up product, and we started discussions with Moona to determine the best materials and technology to deliver our promise.

Business Model & Financial Summary

Direct to consumer sale mainly via designated ecommerce website. 2nd possible channel is selling through designated retailers, selling to 3rd party retailers (such as E-Pharma). Stickup is expected to reach 1500 units sold within 18 months of our initial launch, and we also expect to reach a company valuation of over a million dollars within 3 years of launch.

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