

Transforming A Small Medical Business Into A Global Powerhouse

CASE STUDY • MEDICAL E-COMMERCE

SERVICES

Brand Building

Retail

Expansion

We Love a Good Challenge.

CarpalAID, the only solution for instant relief of Carpal Tunnel Syndrome in the world, initially valued at \$4 million, had a promising product but needed a strategic push to fully realize its potential.

The company sought to expand its reach, enhance its online presence, and solidify its position in both national and international markets.

The key challenge was to scale the company's operations and market presence without compromising on product quality or customer satisfaction. The company needed to break into major retail channels, increase online sales, and expand its footprint beyond the domestic market to achieve sustainable growth.

Within 5 years, we achieved:

Valuation skyrocket from \$4 million to \$63 million in just five years.

Secured partnerships with major big-box retail stores such as Walmart and CVS.

Partnership was formed with McKesson, a leading healthcare company with \$300 billion in sales last year.

Increased online sales to over \$50,000 per month

Expanded distribution network in regions like Dubai, Qatar, Australia



How We Achieved Success

To overcome these challenges and achieve our ambitious goals, we implemented a comprehensive growth strategy focused on these key areas:

1 Increased Valuation

We raised CarpalAID's valuation by strategically increasing sales across all channels, enhancing the email list, and collaborating with doctors who had influential audiences. By showcasing compelling case studies and forging key partnerships, we significantly boosted the company's market presence and credibility. This comprehensive approach not only expanded CarpalAID's reach but also reinforced its position in both national and international markets, driving sustainable growth and elevating its overall valuation.

2 Global Distribution

We expanded CarpalAID's reach internationally by targeting audiences in key markets struggling with carpal tunnel syndrome, including Australia, Dubai, and other global powerhouses. This strategic move allowed us to tap into new customer bases and establish CarpalAID as a leading solution on a global scale, addressing the needs of those seeking effective relief and significantly boosting the company's international presence.

3 Retail Partnerships

We significantly enhanced CarpalAID's market presence by securing major retail partnerships with Walmart and expanding from 120 to 1,000 stores. We also achieved placement in 1,000 CVS locations and forged a substantial partnership with McKesson. These strategic moves not only amplified CarpalAID's distribution network but also solidified its position as a leading solution for carpal tunnel syndrome, driving substantial growth and visibility in the market.

Our Results

CarpalAID's transformation from a small business into a global powerhouse is a testament to the power of strategic planning, innovative partnerships, and relentless execution. By focusing on retail expansion, digital optimization, and global outreach, CarpalAID not only increased its market valuation but also made a lasting impact in the healthcare industry.

This case study serves as an inspiration for businesses aiming to scale their operations, enter new markets, and achieve sustainable growth. CarpalAID's journey exemplifies how a clear vision, coupled with strategic actions, can lead to extraordinary success.

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Setting Records



CarpalAid Team – please see attached for Weekly Insights and let me know if you have any questions!

Results

- TOTAL Sales LW is \$5,761.
- YTD Sales are \$136,981.
- GMROI is 2.58.
- Store Weeks On Hand is averaging 6 Wks.
- Unit Turns averaging 4.4 overall.
- Instocks are 84.1%

CarpalAid Weekly Insights

Reporting Walmart Week 202339

Business Overview

- Last week, Total Sales were \$4.56K, up 10.5% vs. prior week and up 369.8% vs. last
 - WM Fiscal YTD Sales are \$112.13K, up 2536.8% vs. YTDLY.
- Total Unit Sales were 474; up 11.3% vs. prior week and up 388.7% vs. last year.
 - Units WM FYTD were 12.03K, up 2710.0% vs. YTDLY.
- 39.9% of traited PODs were scanning last week.
- Overall WM Replenishable Instock was 84.1% last week vs. 87.1% prior week and
- Markdown dollars totaled \$16 last week, which was 0.3% of total sales.

Sales Snapshot taken at 8/22/2024, 10:28:58 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
9,307	9,850	\$269,492.25	1.06	\$28.96

Online store sessions	Total sales	Total orders	Conversion rate
115,186 ↗ 34%	\$74,231.23 ↗ 49%	1,649 ↗ 54%	1.09% ↗ 44%

