Back2Sleep by Curative Orthopaedics
Bridging the gap between clinical and comfortable

Samantha Simmons
Founder and CEO
#MITSloanHi
WEIGHT

Relax your back

Compression belt

Quilted material with sand sewn into each square, simulating the effects of acupuncture

Curative Orthopaedics, inc.
Relieve your back

Elastic compression belt

Neoprene fabric
ICE & HEAT

Revive your back

Pouch for Hot/Cold pack

**Ice:** Reduces inflammation

**Heat:** Promotes blood flow
Relax
Relieve
Revive
50% of chronic low back pain sufferers experience poor sleep¹

SPIRAL: Back Pain and Lack of Sleep

Chronic Back Pain

 Trouble Sleeping

Curative Orthopaedics, inc.
Today, more than 19 million people in the US receive treatment for back pain\textsuperscript{1}

50% have trouble sleeping at night

Total addressable market: 9.5 million

\textsuperscript{1} Soni, Anita. Back Problems: Use and Expenditures for the U.S. Adult Population, 2007
MARKET RESEARCH: Interviews

"I can't afford to take downtime for the recovery… not while I’m finding a job, and looking after my family."

“Pain was more in the morning or night… my shoulders have the same pain and it's hard to sleep.”

“I’ve been diagnosed with ankylosing spondylitis since two years now... The pain is definitely worse at night or early in the morning.”

“The pain came first, then it became depression… I felt disabled because all I could do for two weeks was to sit in the house.”

“It hurts more at night… that’s when I am the most tired and inactive, and I’m too tired to deal with it.”
People spend a lot!

Average sale price per unit:

- **$2000** on back support mattresses
- **$2500** on zero gravity recliners
- **$150** on posture support pillows
- **$50** on heating pads
## COMPETITIVE LANDSCAPE

<table>
<thead>
<tr>
<th>Feature</th>
<th>BraceAbility</th>
<th>Cyberspine TLSO</th>
<th>Charleston</th>
<th>Boston</th>
<th>Back2Sleep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specifically built for sleep</td>
<td>✔️</td>
<td>❌</td>
<td>✔️</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td>Acupressure</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td>Can be used for multiple conditions</td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td>Comfortable/wearable</td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td>Direct to consumer (no prescription needed)</td>
<td>✔️</td>
<td>✔️</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td>Different colors/designs/sizes</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Robust, allows return if customer not satisfied</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>❌</td>
<td>✔️</td>
</tr>
<tr>
<td>Price Point</td>
<td>$30</td>
<td>$300</td>
<td>$2000</td>
<td>$2000</td>
<td>$400</td>
</tr>
</tbody>
</table>

![BraceAbility](image1.png)  ![Cyberspine](image2.png)  ![Charleston](image3.png)  ![Boston](image4.png)  ![Back2Sleep](image5.png)
MANUFACTURING

Production Order Cost

Materials
Neoprene, Elastic, Sand
47%

Processes
cut, sew
32%

Logistics
pack, hold, ship
13%

Allowances
8%

Single-piece Production Order Cost
$50

Sales Forecast Production Volume

Curative Orthopaedics, inc.
GO-TO-MARKET STRATEGY

Direct to Customer (B2C)

- 60% of the US population are digital shoppers.
- Class 1 Medical Device, no need for FDA approval

B2C Avenues:

1. Via our website: curepedic.com
2. Advertising on well-known chronic pain websites and blogs, directing to our site
3. Television Infomercials: e.g. QVC, Comcast Sports Net

Curative Orthopaedics, inc.
Notes:

500 customers in Q1 of Y1 (0.005% of market)

Ramp up by 10% of unit sales each quarter

Based on sale price of $400

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units Sold</td>
<td>2,321</td>
<td>3,397</td>
<td>5,655</td>
<td>8,742</td>
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<tr>
<td>Sales</td>
<td>$928,200</td>
<td>$1,358,978</td>
<td>$2,261,962</td>
<td>$3,496,752</td>
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<tr>
<td>COGS</td>
<td>$422,713</td>
<td>$410,496</td>
<td>$763,494</td>
<td>$1,300,792</td>
</tr>
<tr>
<td>Net Profit</td>
<td>$505,488</td>
<td>$948,481</td>
<td>$1,498,468</td>
<td>$2,195,960</td>
</tr>
</tbody>
</table>
THANK YOU