

We Can Do It Consulting

Business Plan

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Created on September 18, 2024



Executive Summary

Product

Flexi-Fit provides advanced prosthetic solutions for individuals seeking greater mobility and independence. Our prosthetic limbs are designed for durability, flexibility, and comfort, incorporating innovative technology to prevent skin irritation and enhance user safety. In addition to our high-quality prosthetics, we offer support services through a mobile app, connecting users with health professionals, tutorials, and at-home care, ensuring a holistic approach to improving users' quality of life.

Customers

The target audience for Flexi-Fit includes individuals who have undergone amputation and are seeking a high-quality, reliable prosthetic limb for daily use. Our product is designed for those who value comfort, durability, and mobility. Additionally, Flexi-Fit caters to healthcare professionals, clinics, and rehabilitation centers that support amputees in regaining independence. We focus on providing solutions for those who experience skin irritation or discomfort with traditional prosthetics and are looking for advanced, affordable technology to improve their quality of life. Our app-based support services further appeal to users who seek guidance, professional help, and personalized care.

Future of the Company

The prosthetics industry is rapidly advancing, and Flexi-Fit is committed to staying at the forefront of innovation. In response to this evolving landscape, we plan to expand our offerings in the future to include personalized customization options, advanced mobility solutions, and integrated health monitoring features. Additionally, Flexi-Fit aims to introduce new support services such as virtual rehabilitation assistance and ongoing care management, ensuring that users receive comprehensive, future-proof solutions for their prosthetic needs. Also, our models 9E25 and 9E36 are built with a focus for the future of the company.

Company Description

Mission Statement

To provide quality products and services to our patients that will help them in day-to-day activities.

Principal Members

Soumyadeep Chowdhury — Owner, CEO, Product Manager, Chief Designer

Ojas Raghav — Business Manager/Sales, R&D (Research and Development)

Yatharth Kohli — Account Manager, Clinical Specialist

Ayantika Kaur – Finance Manager, Human Resources (HR)

Legal Structure

Flexi-Fit operates as a startup, currently in the early stages of development, focusing on innovative prosthetic solutions for improved mobility.

Market Research

Industry

The global prosthetics industry is valued at over \$7 billion in 2023 and is expected to grow at a CAGR of 4.5% through 2030. This growth is driven by rising amputation rates, improved healthcare access, and technological advancements. Innovations like robotic limbs, 3D printing, and smart sensors are transforming the market. Lower-limb prosthetics account for 60% of demand, with upper-limb prosthetics and pediatric prosthetics gaining attention. Over 57.7 million people worldwide are estimated to be living with limb loss, highlighting the increasing need for more affordable, durable, and adaptive prosthetic solutions that enhance mobility and quality of life.

Detailed Description of Customers

The target customers for Flexi-Fit are individuals who have undergone amputations, seeking durable, flexible, and affordable prosthetic solutions. We also serve healthcare professionals, rehabilitation centers, and clinics that support amputees. Flexi-Fit focuses on delivering comfort, mobility, and innovative technology to enhance the quality of life for prosthetic users.

Company Advantages

- 📌 **Advanced Technology:** Utilizes cutting-edge materials and smart systems to enhance comfort, durability, and functionality in prosthetics.
- 📌 **Customized Solutions:** Offers tailored prosthetic designs to meet individual needs and preferences, ensuring a perfect fit.
- 📌 **Innovative App Support:** Provides a comprehensive app for accessing health professionals, tutorials, and at-home care services.
- 📌 **Affordable Pricing:** Strives to make high-quality prosthetics accessible with competitive pricing and cost-effective solutions.
- 📌 **User-Centric Design:** Focuses on preventing common issues like skin irritation and improving overall user comfort with ergonomic design.
- 📌 **Expert Team:** Composed of experienced professionals dedicated to continuous improvement and user support.

Regulations

Flexi-Fit complies with all relevant health and safety regulations, including industry standards and local laws, ensuring product quality and user safety.

Service Line

Product/Service

Flexi-Fit offers:

- Advanced prosthetic limb solutions
- Custom fitting and design
- Smart technology integration for comfort
- App-based support and health monitoring
- Skin irritation prevention
- Rehabilitation and support services
- Ergonomic enhancements for mobility
- Ongoing product updates and improvements

Pricing Structure

Flexi-Fit will offer prosthetic limbs with the following pricing model:

- **Standard Prosthetic Limb:** Rs. 1,500
- **Custom Fitting and Design:** Rs. 300
- **Smart Technology Integration:** Rs. 200
- **App-Based Support and Health Monitoring:** Rs. 100
- **Skin Irritation Prevention:** Rs. 150
- **Rehabilitation and Support Services:** Rs. 250

Prices may vary based on customization and additional features and these are future assumptions.

Product Lifecycle

Flexi-Fit products are ready for launch, pending final approvals.

Intellectual Property Rights

Flexi-Fit holds trademarks for its name and logo, with patents pending for proprietary technology. Domain and social media accounts are secured to prevent misuse.

Research and Development

Flexi-Fit is committed to advancing prosthetic technology and services through ongoing research and development. Our goals include:

- **Innovative Prosthetic Technology:** Develop smart features and customization options to enhance user comfort and functionality.
- **User Feedback Integration:** Analyse user data and feedback to continuously improve product design and performance.

- **Market Trends Analysis:** Explore emerging trends in prosthetics and related technologies to stay ahead of industry advancements.
- **Cost Reduction Strategies:** Research methods to reduce manufacturing costs while maintaining high-quality standards, ensuring affordability and accessibility for users.

These initiatives aim to keep Flexi-Fit at the forefront of prosthetic innovation and user satisfaction.

Marketing & Sales

Growth Strategy

To expand Flexi-Fit, we will:

- **Attend Key Conferences:** Network at prosthetics, healthcare, and rehabilitation industry events to build connections and showcase our innovations.
- **Launch a Comprehensive Website:** Create a dynamic online platform with engaging multimedia content to highlight our products and services.
- **Targeted Advertising:** As we grow, invest in ads in industry-specific publications to reach our target audience and increase visibility.

Communicate with the Customer

Flexi-Fit will engage with customers through:

- **Direct Meetings:** Connect with prosthetic users, healthcare providers, and clinics through local consultations.
- **Social media:** Utilize platforms like Twitter, YouTube, Facebook, and LinkedIn to share updates and interact with users.
- **Website:** Offer clear contact details and support options on our website for easy communication and assistance.

How to Sell

At Flexi-Fit, sales will initially be managed by our business manager. As we grow, we plan to hire additional staff for account management and online marketing. We will increase visibility through targeted online advertising, proactive public relations campaigns, and participation in industry tradeshows. This approach ensures we effectively reach and engage with potential customers, driving sales and expanding our market presence.