

“Enable visually impaired people to exercise independently”

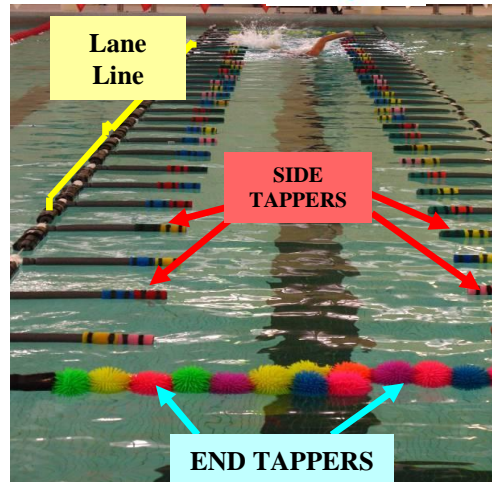
The problem:

There are approximately 15 million visually impaired and 1.5 million completely blind individuals in North America. As a result to their visual impairment, many of these individuals feel unsafe while exercising which it estimated that only a mere 1% have participated or are actively participating in any physical activity. The World Heart Federation warned that physical inactivity doubles the chances of developing heart disease and increased the risk of diabetes and high blood pressure.

Business Model:

- Attract an entrepreneur
- Enter into a partnership with an assistive devices and/or swimming pool company
- Focus on R&D
- Utilize marketing channels available to us through IIT
- Outsource manufacturing
- Generate initial start-up capital by applying for grants

Solution:



eyeSwim is an assistive device that enables visually impaired individuals to swim independently. The side tappers alert the swimmer when he/she veers off center while the end tappers alert the swimmer when they approach the end of the pool for improved safety.

Advantages of eyeSwim:

- ✓ Alerts - swimmer to pool sides and end
- ✓ Swimmer Independence - no Tappers required
- ✓ Safe - made of soft flexible materials
- ✓ Affordable - cheaper than hiring Tappers
- ✓ Orients - minimizes zigzagging along lane

Business Opportunity:

-There are 86,000 large swimming pools in the United States in areas of more than 10,000 people.

-450 M is spent in the Assistive Devices market per year

-2.6 Billion is spent in the Swimming pool industry per year

Competition:

To date, there are no direct competitors.

Potential competitors:

Assistive Devices Industry:

- LS&S,
- Independent Living Aids,
- MaxiAids

Swimming Pool Industry:

- Kiefer Swim2000
- Speedo
- Notre Dame, Rose
- Hulman, John M. Komer

Intellectual Property:

-Scpuring pads

-“icicles”

-T-Connector

-End of Lane Tapper

-Infinity Foam

-The Dual Line Stabilization System

There are 15 million blind and visually impaired people in North America and 1.5 million are legally blind.

99%+ of blind people do not participate in any kind of athletic activity because they do not feel safe or secure when exercising.

Our mission:

Enable blind and visually impaired people to engage in safe, effective and independent exercise activities.

Since Spring 2007, the IPRO 310 team has focused its efforts on aiding blind swimmers.



Spring 2008 Team Members

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National Federation for the Blind
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eyeCAN

ENPRO 357

“I feel safer in the
water with
eyeSwim”

Tim Spencer

Blind Swimmer



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