



INNOCENS
INNOVATION & ENTREPRENEURSHIP

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WORLD ON THE MOVEMENT "WOM"

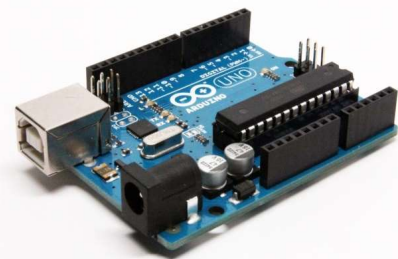
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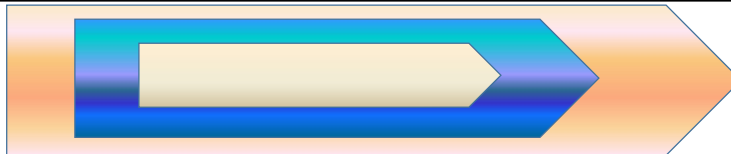
**WORLD ON THE
MOVEMENT
"WOM"**

Modernization of mechanically-powered wheelchairs by installing the WOM robotic system.

The base of the WOM control module is the Arduino microcontroller.



A wheelchair with a WOM robotic system provides comfortable movement of people indoors and out with minimal energy costs for the driver and the battery.



Market

Our customers:

- People with impaired musculoskeletal system
- Old people with limited ability to move

Beach head market:

People who currently used manual wheelchairs – 5 500

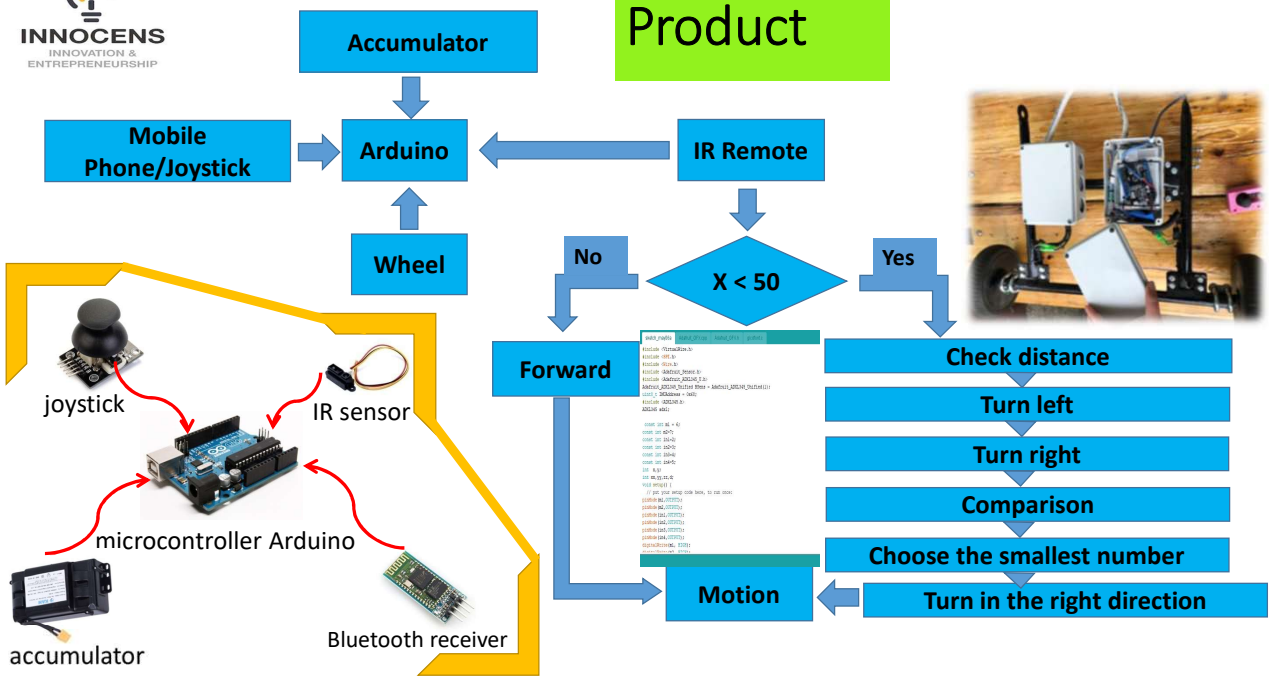


Value proposition

Competitor name	Strengths	Weaknesses
Power/ Electric wheelchair	<ul style="list-style-type: none"> •Aesthetics •Easy to use – effort on working organs •Convenience in use •Battery capacity is large •High permeability 	<ul style="list-style-type: none"> •High price •Difficult to transport •Large size and heavy weight •Low access to market •Seat selection according to users parameters: weight, diagnosis •User assignment: street, home, gym.

Competitor name	Strengths	Weaknesses
Manual/Mechanical wheelchair	<ul style="list-style-type: none"> •Compact size •Light weight •High passability 	<ul style="list-style-type: none"> •Easy to use – effort on working organs •Difficulty of using in bad weather •Dependence on the accompany person •No stunner accessories •The necessity of customer’s body strength •Low level of maneuverability

Product



Financials

If we sell 40 units per month, profit will be 98.400 €

Total cost includes
 material costs - 127€
 labour costs - 26€
 overhead - 25€
 total cost 178€
 price= 178€ + 35€ = 213€

	July	August	September	October	November	December
Sales	8200	8200	8200	8200	8200	8200
Total expenses	6580	6580	6580	6580	6580	6580
NET PROFIT	1620	1620	1620	1620	1620	1620

Impact

About 477 000 people with disabilities gets

- the opportunity to move around without assistance
- gains freedom
- there is a chance of full interaction with others, which improves the quality of life in Kazakhstan.

Advantage

Easy to install and use

Equipped with a system that allows you to bend around various obstacles automatically, without additional difficulties.

The presence of an application for the phone with which you can control a wheelchair. This application is written in Java.

Wheelchair equipped with a system is easy to carry in trains, airplanes and in the trunks of cars.

The WOM system weighs about 7 kg, the weight of a simple manual wheelchair is about 13 kg. The total weight is about 20 kg, while the weight of an electric wheelchair is about 60 kg

Maintaining the advantages of a mechanical wheelchair. If the charge is low, you can use to manual control

Team



Krakhmaleva Adel – embodiment of a business idea, the main developer of the system «WOM»

Titov Igor – Designer, developer of the system «WOM»

