



PromenAid Handrail: Managing Growth

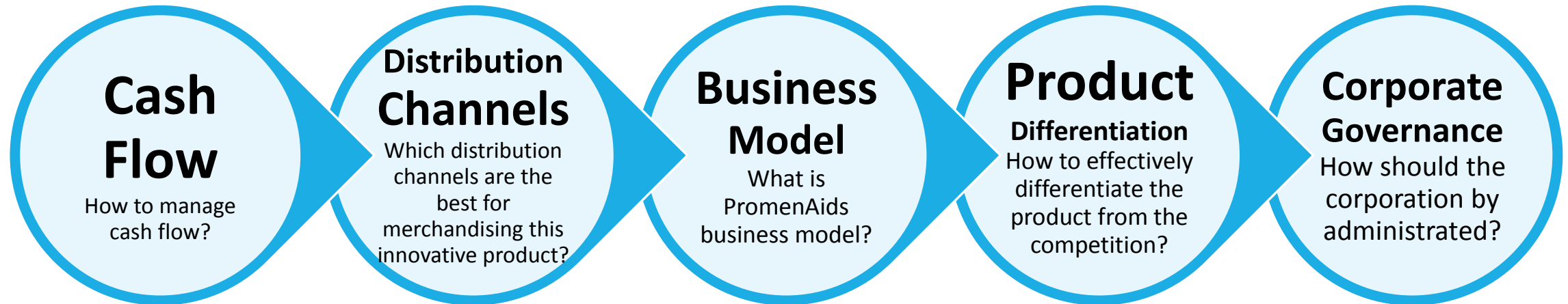
Mandate

HOW TO MANAGE GROWTH AND NOT DIE FROM YOUR OWN SUCCESS?

Overview

**“Growth
burns out
CASH”**

Key Challenges



Alternatives

Invest in
Manufacturing

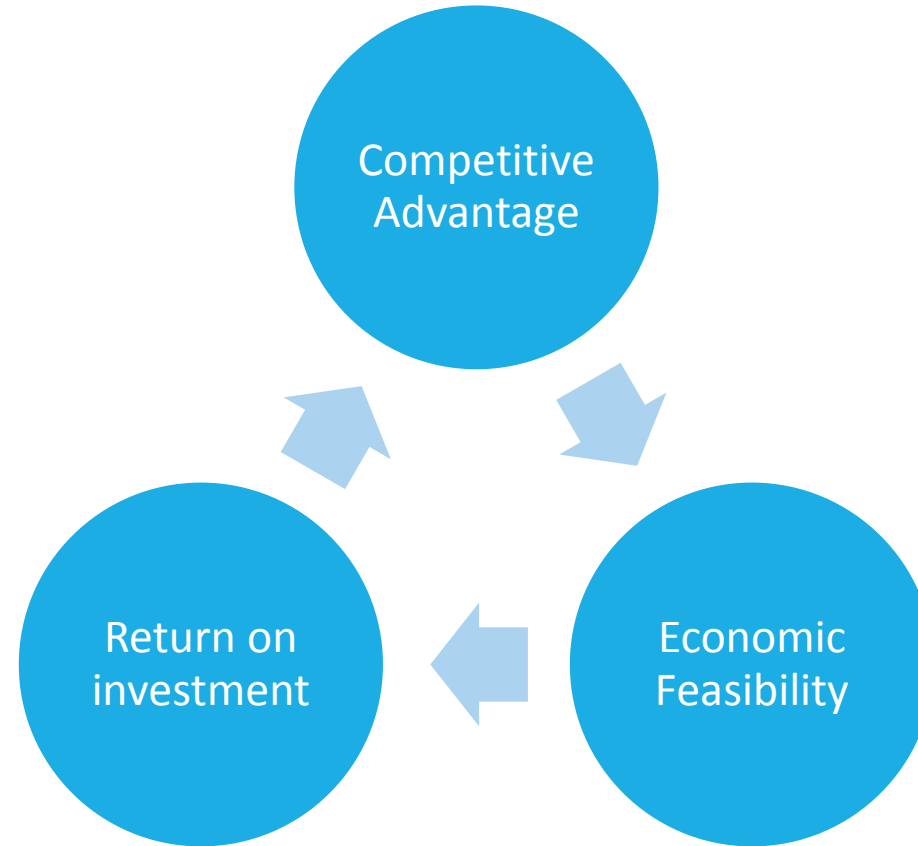
- Design, Produce and Distribute the Handrails.

Invest in Retail/E-
Commerce

- Design, Retail and Marketing of the product: keep outsourcing production.

Status Quo

Criteria



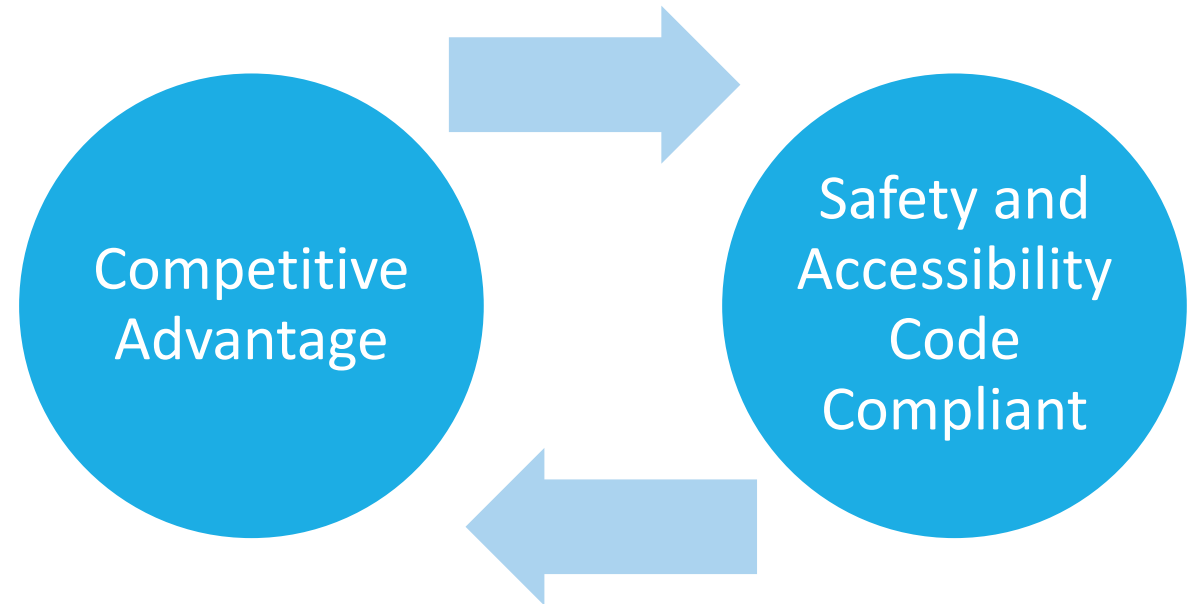
Alternative Analysis

	Competitive Advantage	Economic Feasibility	Return on Investment
Invest in Manufacturing	↑	↓	↑
Invest Retail/E-Commerce	↑	↑	↑
Status Quo	↓	↑	↓

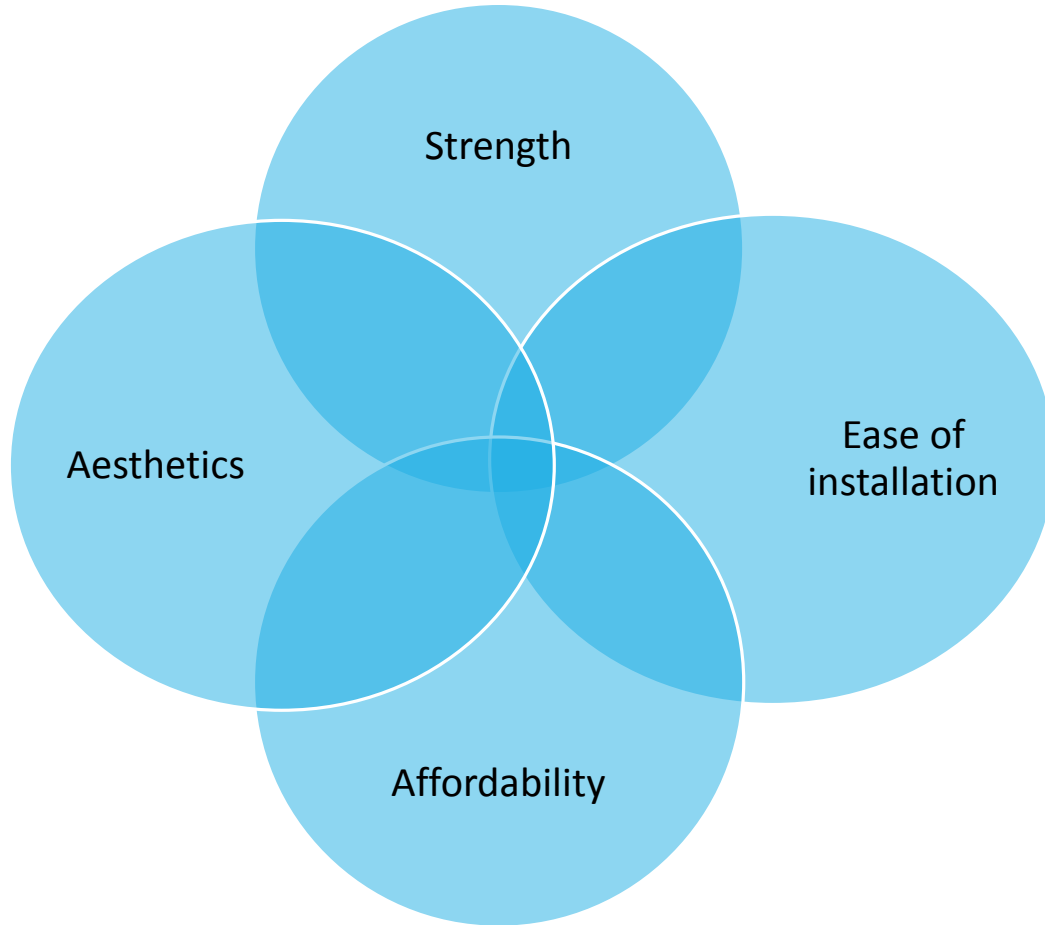
Recommendation: Invest in RETAIL/ ECOMMERCE

Product

FUNCTIONAL HANDRAIL



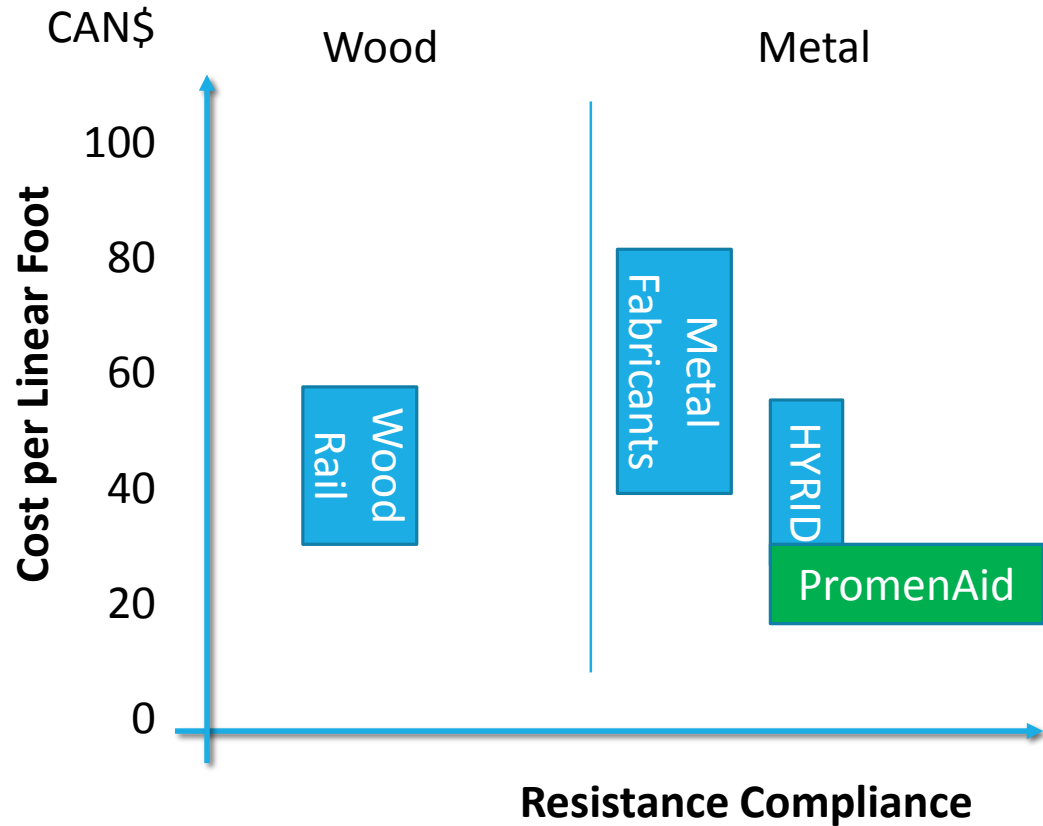
Value Proposition



**100 % Compliance with
Safety and
Accessibility Codes
and Customer
Needs.**

How to **communicate** the Product?

Competition



Wood Rails

Pinch Grip
Indoor Use
Hazardous Install Process

Metal Rails

Special installation required
Additional Kits Required

Wood Rail

No angle changes

**Not Code
Compliant**

Distribution Channels

Lowes-USA

E-Channels

Self-Service Model

Search for a Better Align Store in USA

Home Hardware- Canadian

1,100 Franchise Stores

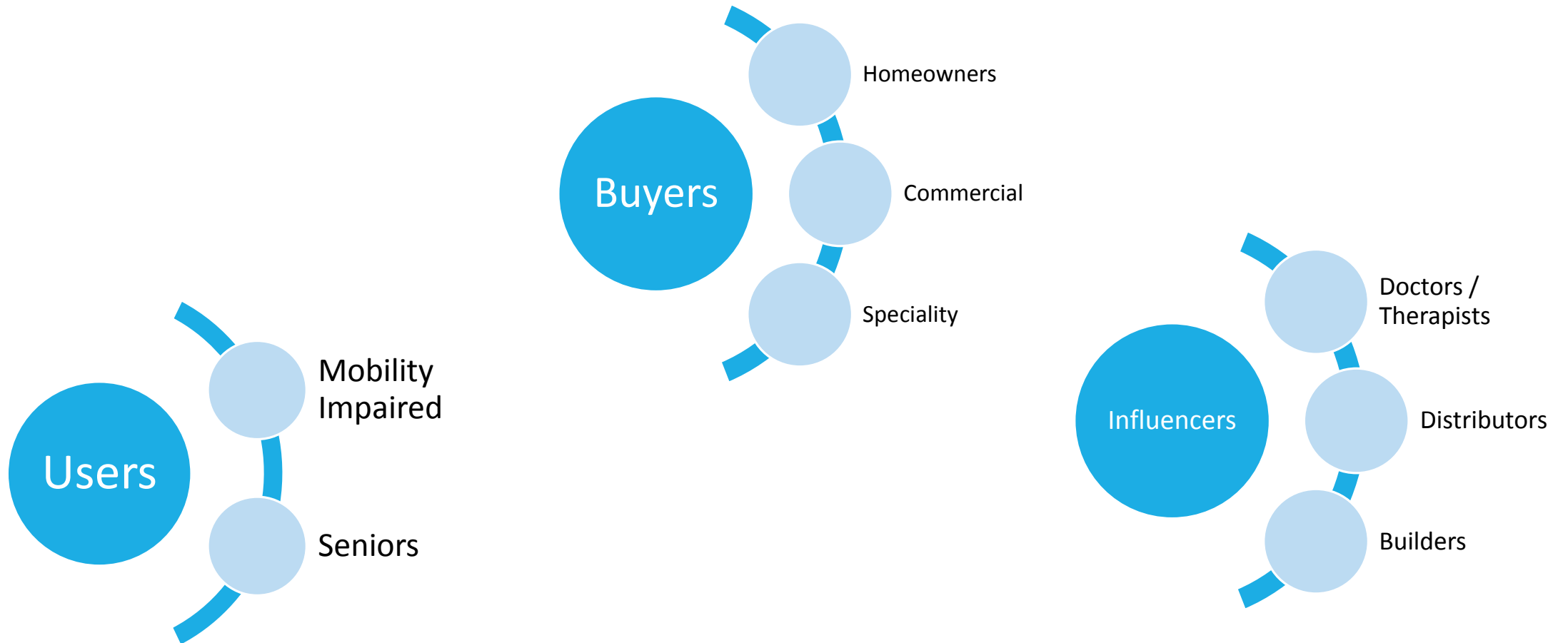
Customer Know-How

Incharge of Logistics/Pricing

Residential Segment

Marketing

Client Mix



PromenAid E-Store

www.promenaid.com

Develop **webpage** that serves as an online **showroom** and **store**.

Showroom

Product Details

Installation Examples

Support

FAQ

How to?

Store

Wholesale

Regular Clients

Media

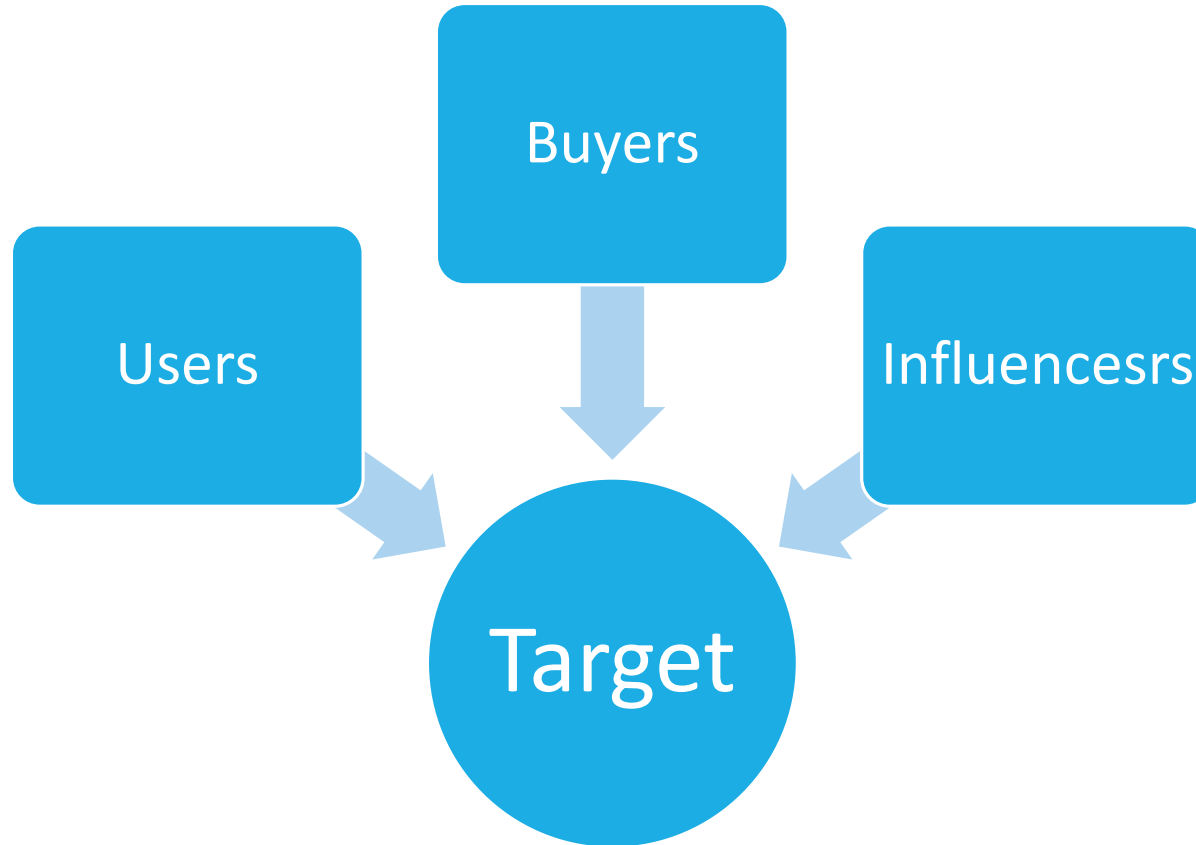
Videos

DYI Installation Step by Step

Outsource Distribution and Logistics

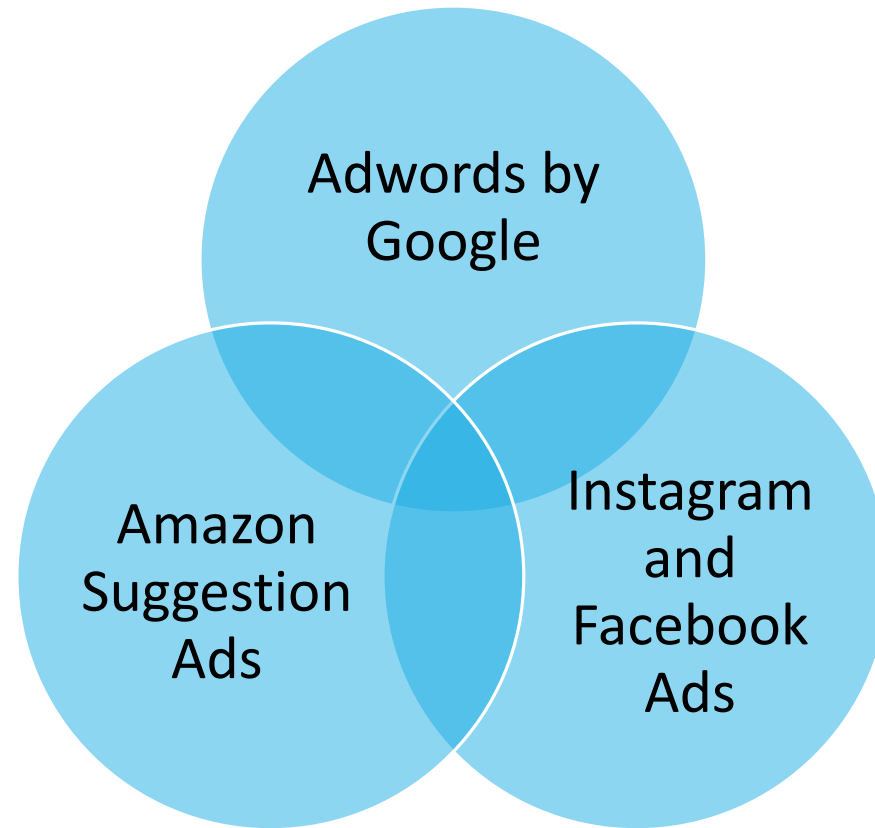
Cost: 15% Online Sales vs. Amazon 15% sales +12% shipping

Social Media Campaign

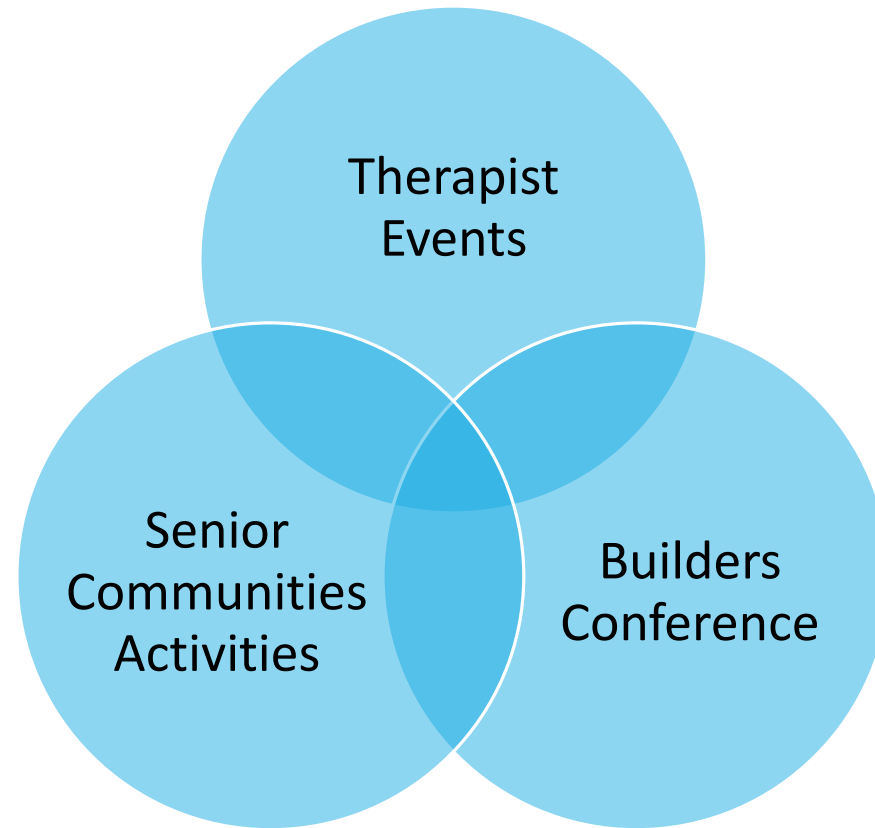


- ❖ **How to Videos**
- ❖ **Users Testimony**
- ❖ **Why PromenAid handrail?**

Online Ads



Sponsorship



Youtube Channels

- ❖ Step by step DIY installations
- ❖ Home Décor Options
- ❖ Clients and users testimony

Residential Specialty Segment

149 Million Households

34 Million or 22.8% holds a senior resident

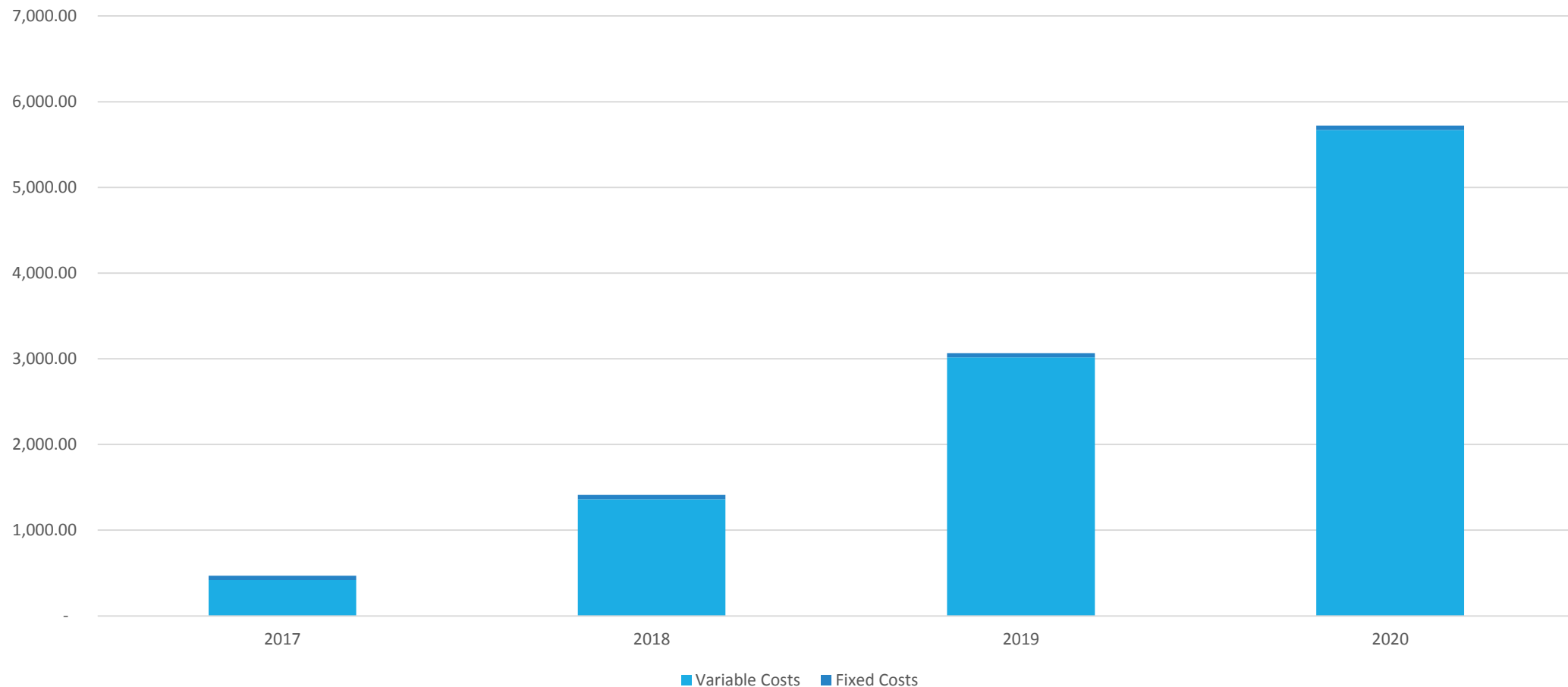
19% Mobility Impairment

10% Senior Mobility Impairment

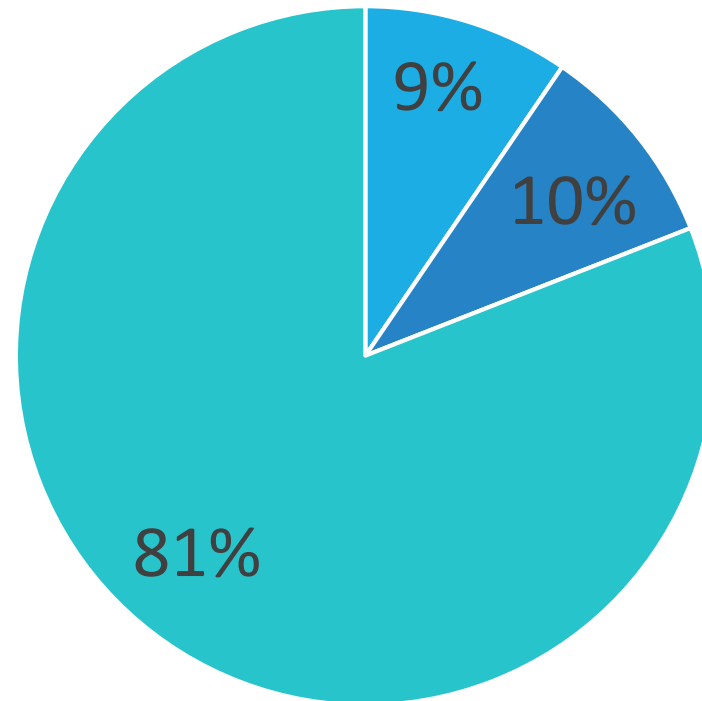
- ❖ Joint Ventures with major construction companies, pre-installation in new homes.
- ❖ Interactives showroom in Home Department Stores.
- ❖ Install PromenAid in model home of Senior Communities.

Financials

Variable Cost vs. Fixed Costs

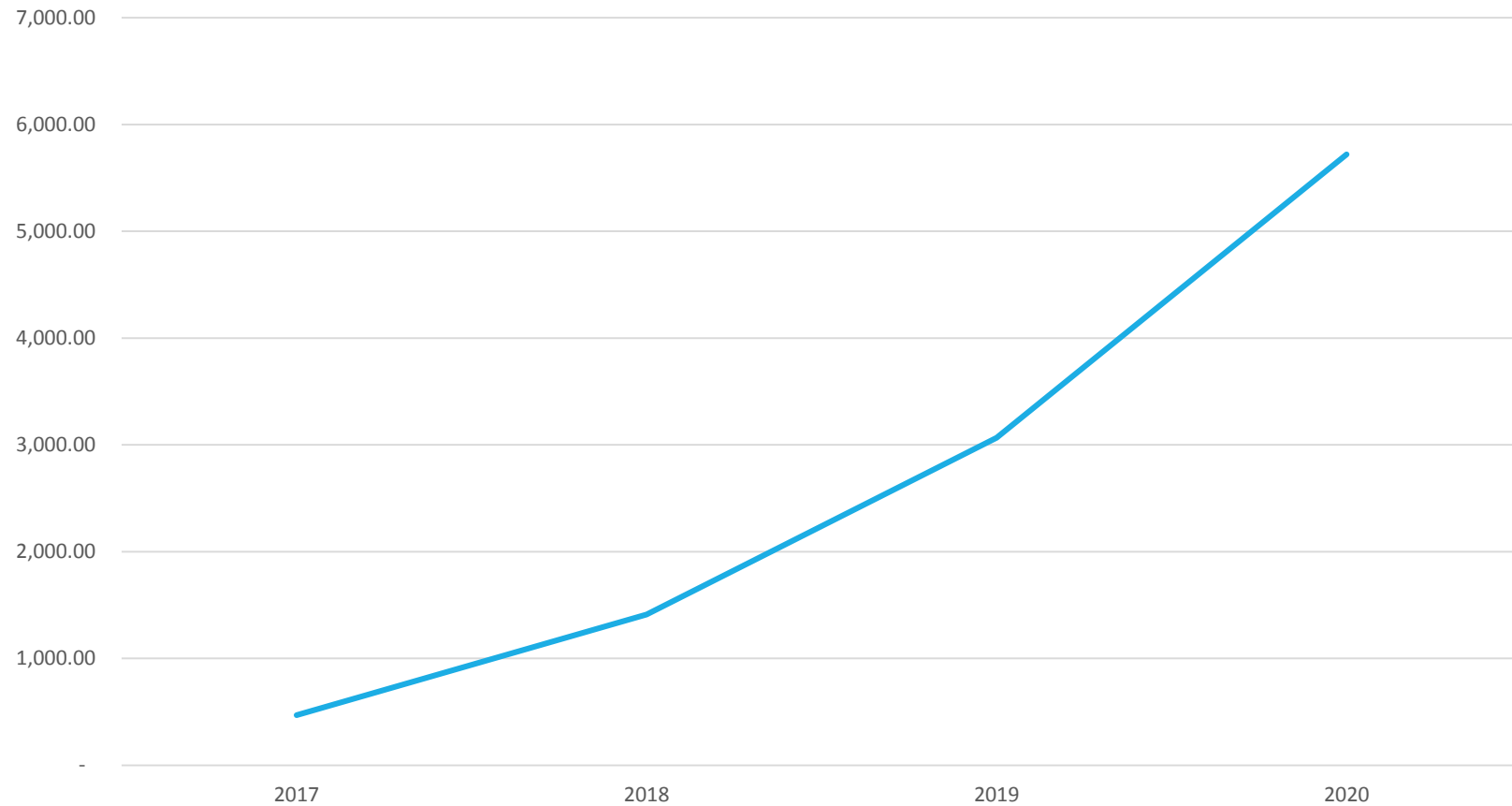


Current Financial Structure

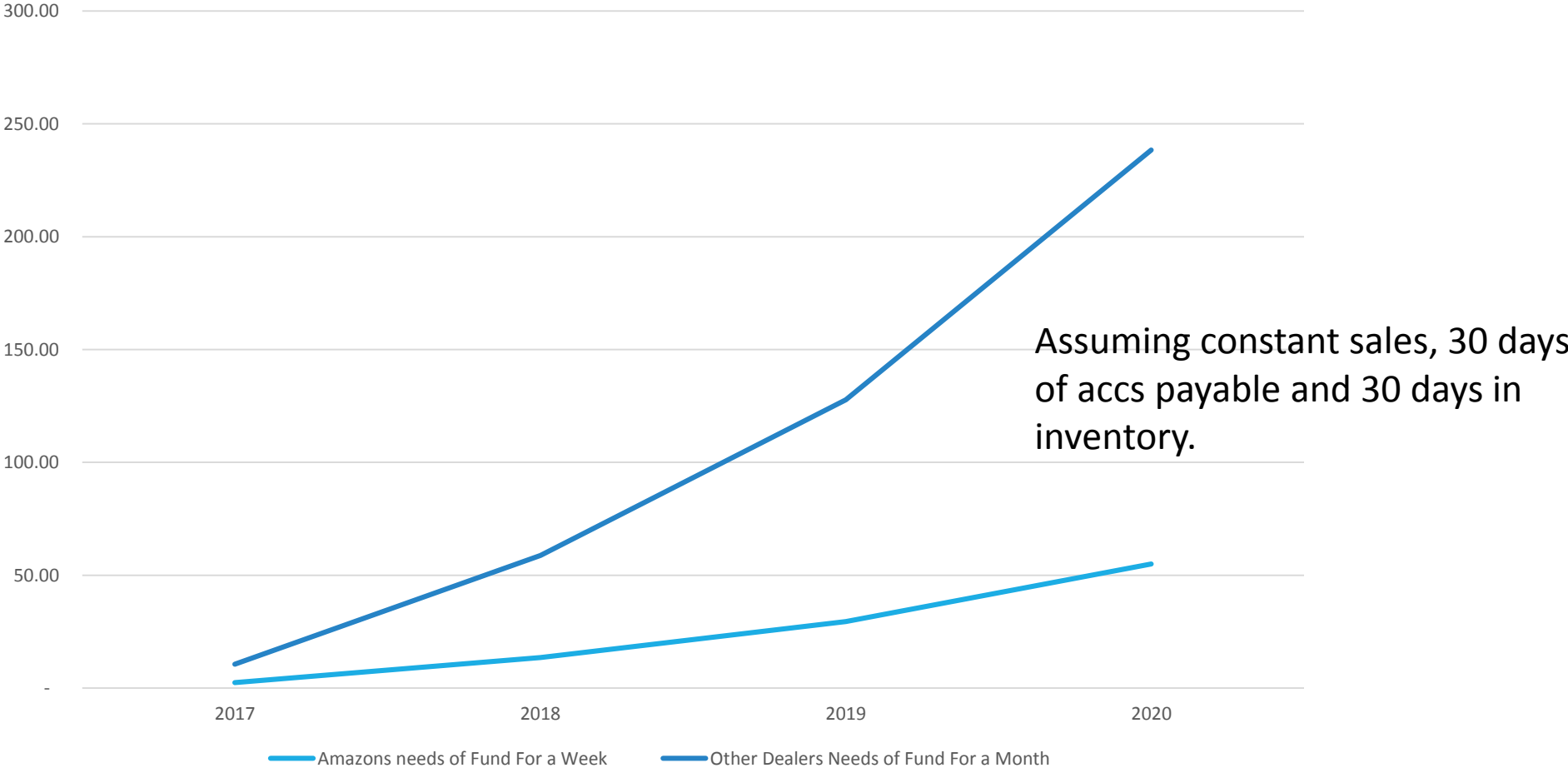


■ CURRENT LIABILITY ■ LONG-TERM LIABILITY ■ EQUITY

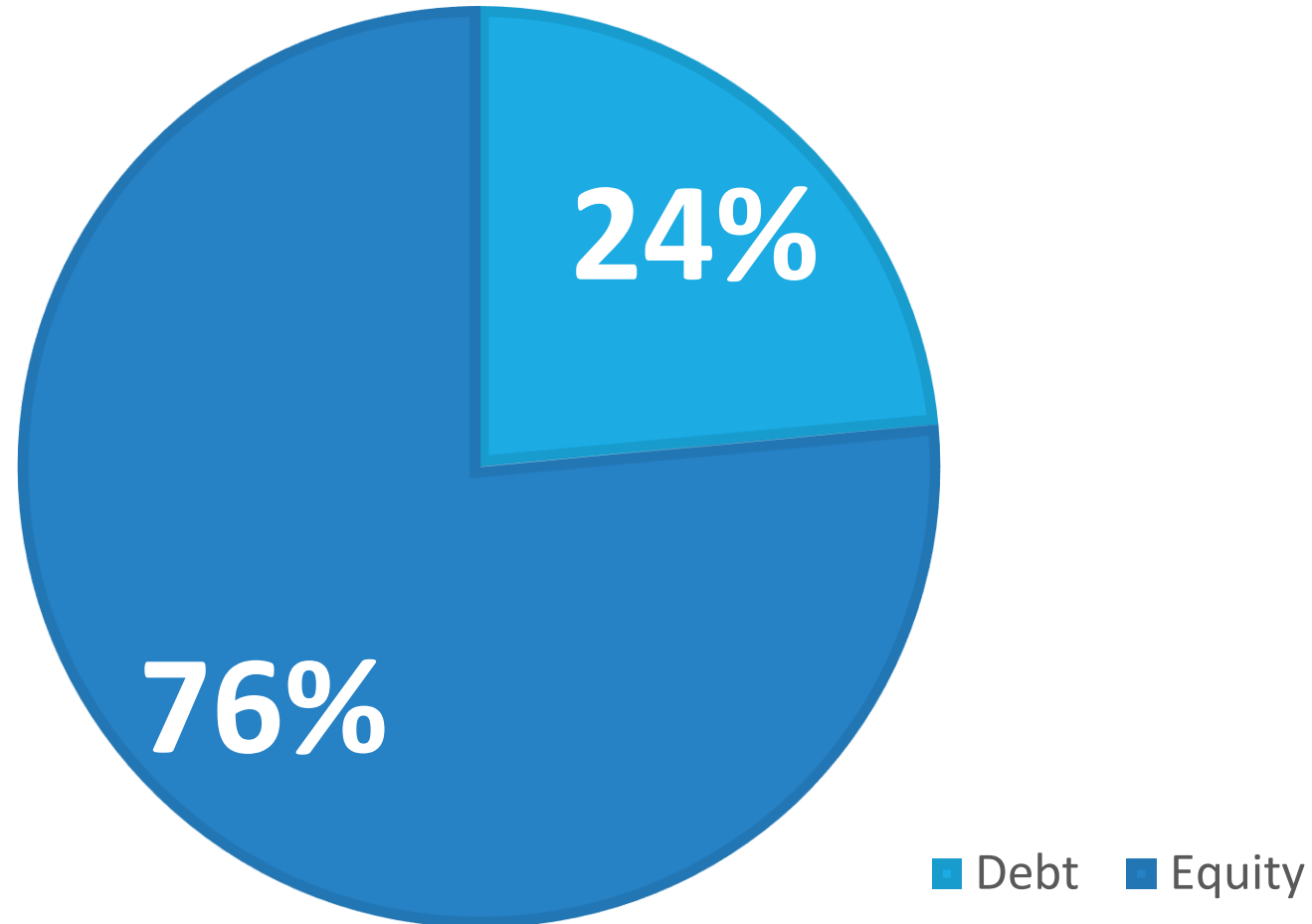
Cost of Goods Sold



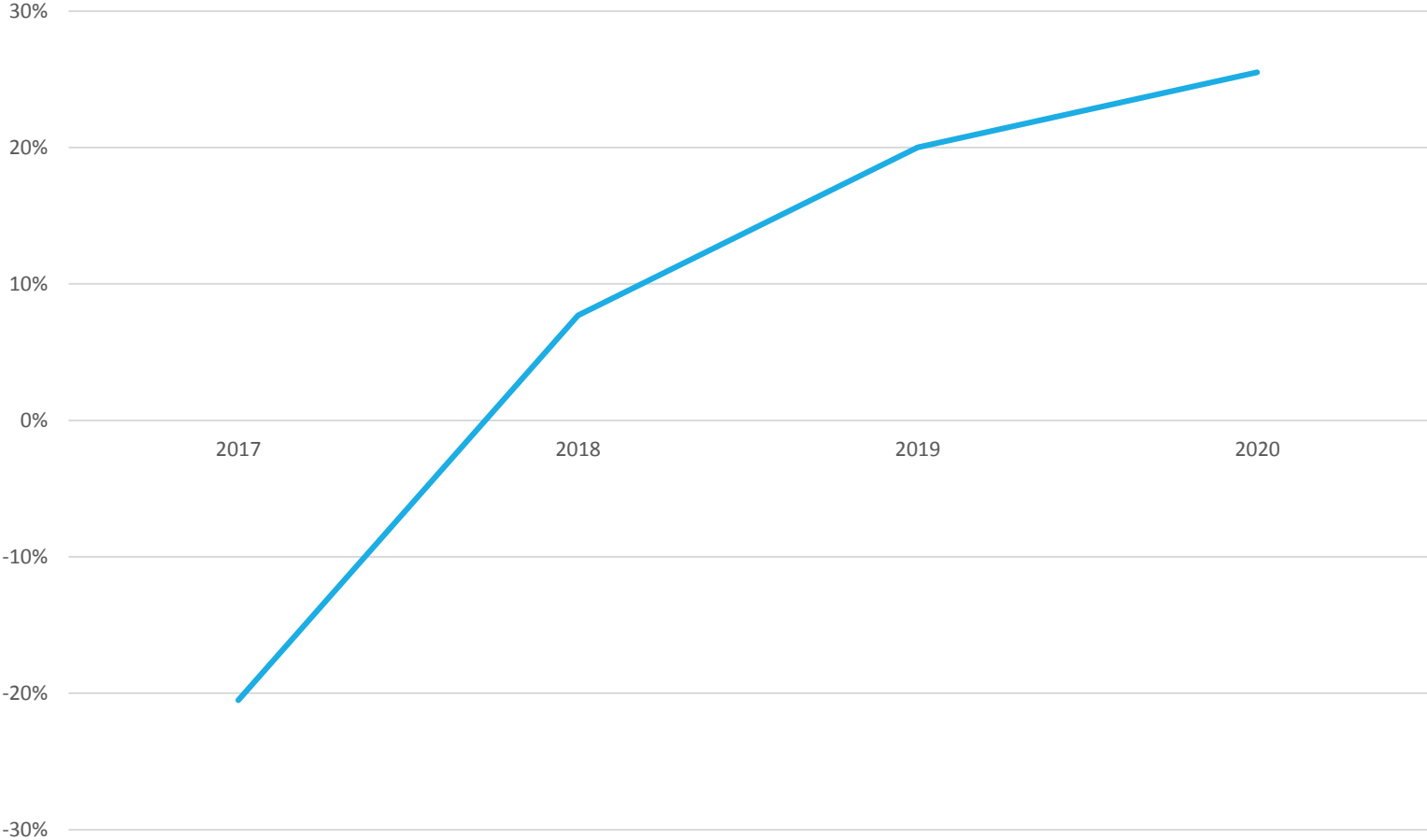
Operation Funds Needed



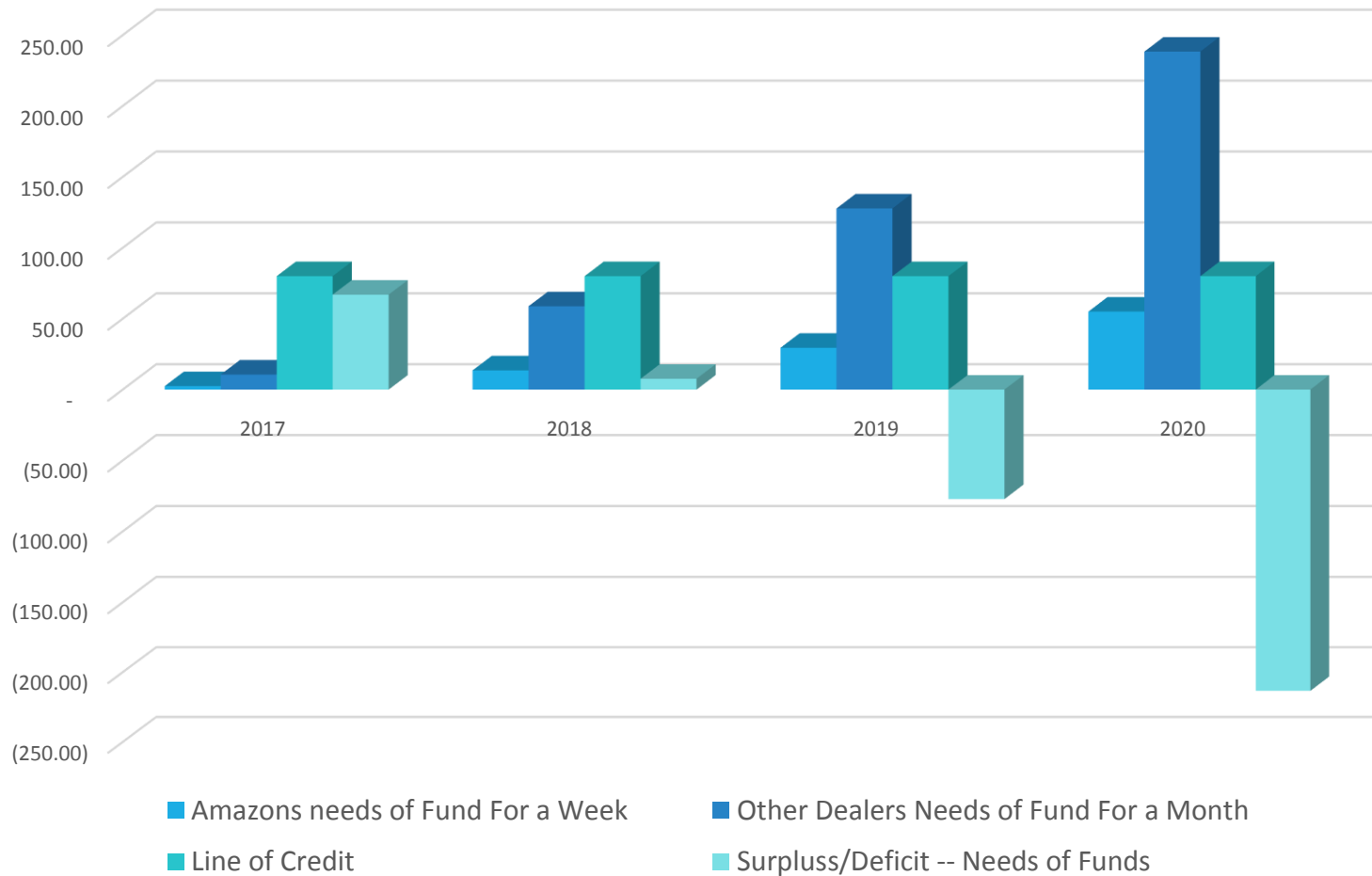
Debt vs. Equity 2017



Return on Sales



Needs for Short-Term Debt Operations



**Increase in
Credit Line**

2019

\$77.23

2020

\$213.38

Contingency Plan

Operating Control

- ERP (Enterprise Resource Planning)
- Sustainable Market Participation Growth
- Define Corporate Governance

Patent Remaining Time

- Search for cheap production to maintain price competition
- Product development investment

Resources

- Credit Line Extension

Corporate Governance

Geller

MBA

Strategic Planning

Managing People

Warshaw

Industrial Design

Manufacturing

High Volume Products

Investors

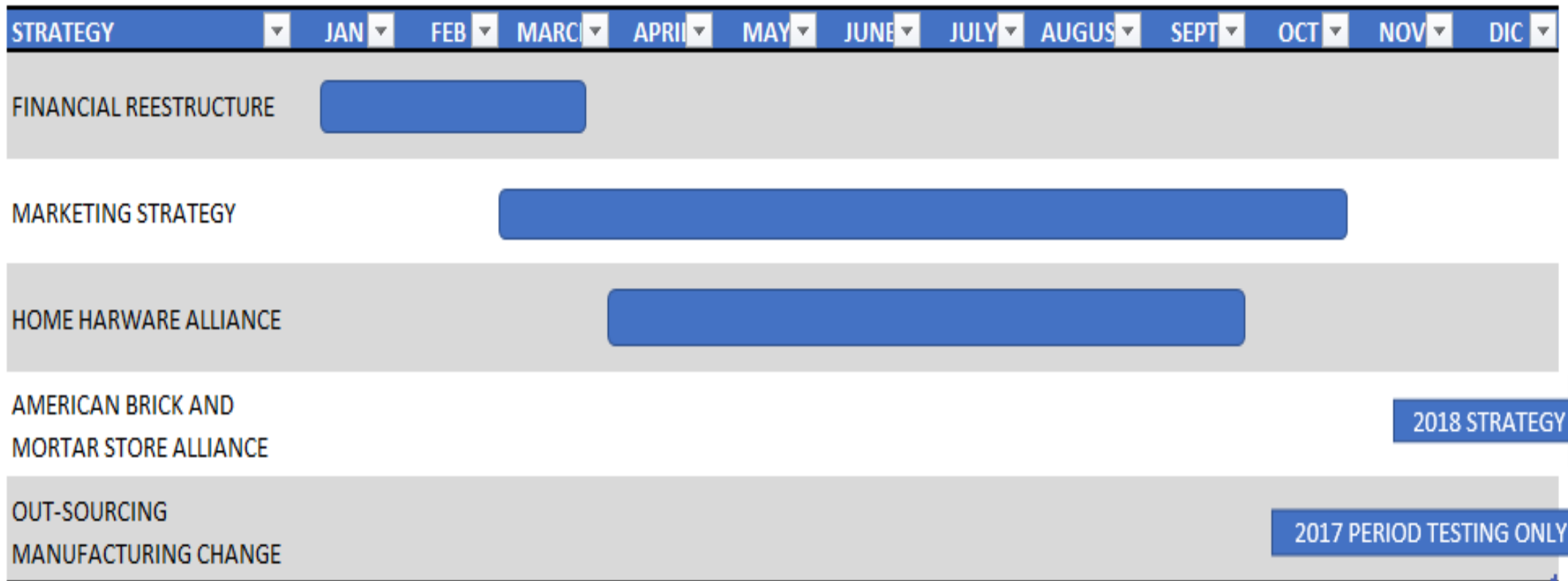
Financial Skills

Product Development

Missing Skillsets of the Board
Sales and Retail Experience

Recommendation: Hire New Board Member

Timeline



Conclusion

Questions?