



PromenAid Handrails

Supporting you – one step at a time

Smurfit Consulting

Gearoid O' Briain – Maria Barry – Ruth Lalor – Andrew Gebelin

The Challenge

- ▶ Who should you target, and through what channel, to attain your desired growth?

Recommendations

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Nursing
Homes

Architects

Builders

Retirement
Villages

Architects

Builders

Residential
Homes

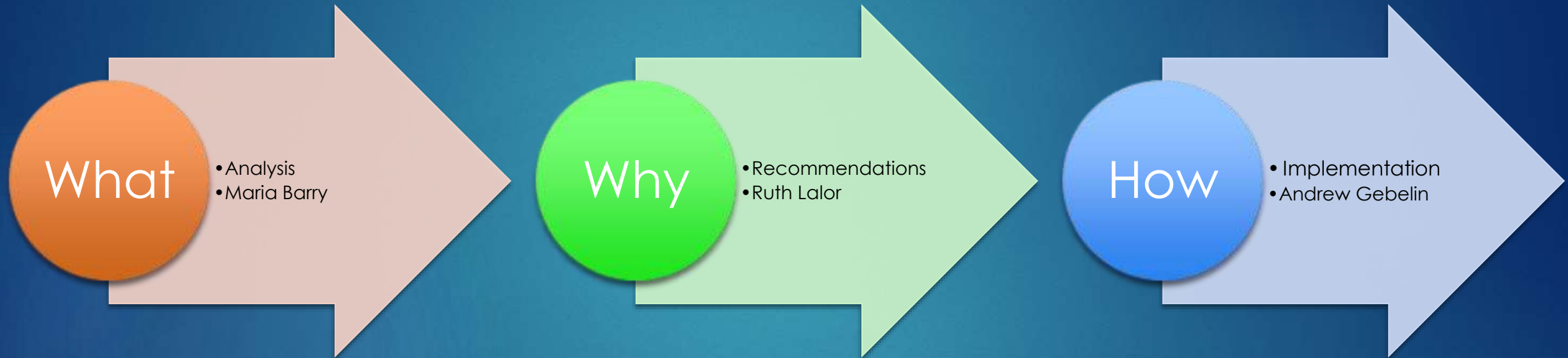
Occupational
Therapists

Insurers

Low cost of customer acquisition – High lifetime value – B2B

Agenda

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Analysis

MARIA BARRY

EXTERNAL ANALYSIS

Senior older than 64 years: 32- 42% fell each year

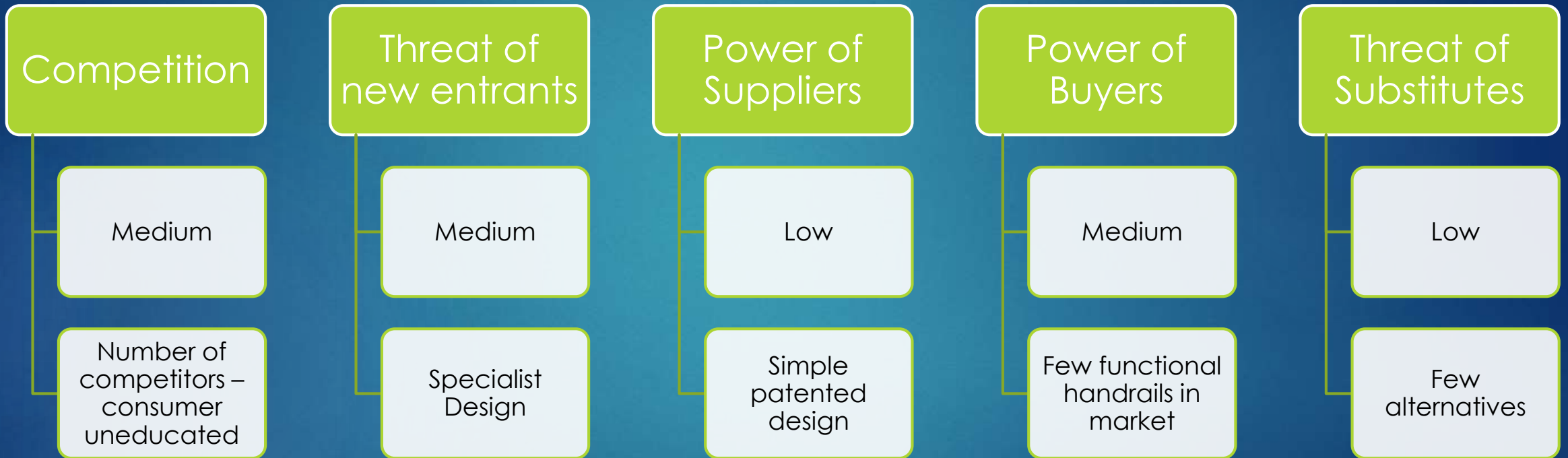
Older people living in nursing homes fell more frequently

Handrails frequently recommended by public health agencies and HCPs

14.9M residents over 65yrs in North America with mobility impairment

Attractive market

EXTERNAL ANALYSIS



Attractive market – PromenAid well positioned and differentiated

EXTERNAL ANALYSIS - COMPETITORS

	PromenAid	Wooden Railings	Metal fabricators	Hybrid Type	Stair lifts
Indoor + Outdoor	√	Indoor	Outdoor	Outdoor	Outdoor
Time to fabricate	√	√	Timely to fabricate	?	?
Code compliant	√	x	x	x	x
Weight-bearing requirement	√	x	?	?	?
Ease of installation	√	x	?	?	?
Corners	√	Difficult to install	x	x	?
Cost per installed feet	\$25 per foot handrail	\$30 - 60	\$40 - 80	\$30 - 50	?

Superior Product

INTERNAL ANALYSIS - COMPETENCIES

Healthcare Marketing & Health Industry

Industrial Design

Financial and Product Development Skills

You are a healthcare company

INTERNAL ANALYSIS – VALUE CHAIN

- ▶ Inbound Logistics
 - ▶ Subcontractors: Extruder and Anodizer
- ▶ Outbound Logistics
 - ▶ Brick and Mortar (Home Hardware stores) – 55%
 - ▶ Online (Amazon)
 - ▶ Trade shows
- ▶ Sales and Marketing
 - ▶ Marketing function to be developed

Value chain requires refinement



Recommendation & alternatives

RUTH LALOR

Strategic Options

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	General Commercial	Nursing Homes	Retirement Villages	General Residential	Immobile/ Ageing residential
Product Awareness	Red	Green	Yellow	Red	Yellow
Cost of customer Acquisition	Yellow	Green	Yellow	Red	Yellow
Competition	Red	Yellow	Yellow	Red	Green
Value of lifetime customer	Green	Green	Green	Red	Red

Nursing homes – Retirement Villages – Specialty Residential

Route to market

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Targeted marketing and sales opportunity

Implementation

ANDREW GEBELIN

Implementation – General

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2017

- Continue outsourcing manufacturing
- Negotiate accounts payable
- Develop marketing campaign

2018

- Hire inventory manager
- Hire CFO

Implementation – Residential Market

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2017

- Hire medical service liaisons
 - Commission based
 - 2 US, 1 Canada
- Target American Association of OTs
- Commission study
- Revamp website

2018

- Target health insurers
- Expand distribution channels

2019

- Expand bricks and mortar presence
- Hire two sales managers

Expanding current target market

Implementation – Commercial Market

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2017

- Hire 2 MSLS
- Tradeshows

2018

- Increase distribution channels

2019

- Hire two sales managers

Develop new target market

Implementation Costs

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Costs (\$ '000)	2017	2018	2019	2020
Website	15	1	1	1
MSLs (less commission)	150	150	150	150
Marketing	800	500	500	500
CFO	0	150	150	150
Sales managers (less commission)	0	0	120	120

Risk & Mitigations

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Risks

Too many
markets

Pivoting
rapidly to
B2B



Mitigation

Narrow
value
chain

Low risk –
Low cost
approach

The way forward

GEAROID O BRIAIN

Recommendations

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Questions

SMURFIT CONSULTING