Redefining the Third Act

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OUR INSPIRATION : MALLWALKERS

User Interviews
SENIOR USERS NEED A FUN WAY TO EXERCISE SO THEY CAN LEAD HEALTHY, INDEPENDENT, AND FULFILLING LIVES.
A variety of fun, low-impact outdoor exercise equipment as well as rubberized walkways.
THE BENEFITS OF GERIATREX

This equipment brings generations together

Promotes well-being, active lifestyles, and fun

Designed specifically for senior users but will benefit the whole community
WHAT GERIATREX CAN DO FOR YOU

Social and demographic analysis
Funding guidance
Full implementation / construction
Maintenance plans
Design of instructions
Anti-graffiti vinyl wrap
Life warranty
Technology integration (Fitbit)
GERIATREX BUSINESS PLAN

Target Market: Parks & Recreation and community organizations

Manufacturer: GameTime

Cycle: 5 - 7 months

Equipment Cost: $15,000

Retail Price: $30,000
FINANCIALS

PROJECTED PROFIT

YEAR ONE : - $31,000
YEAR TWO : $6,000
YEAR THREE : $66,000
GERIATREX