
Redefining the Third Act

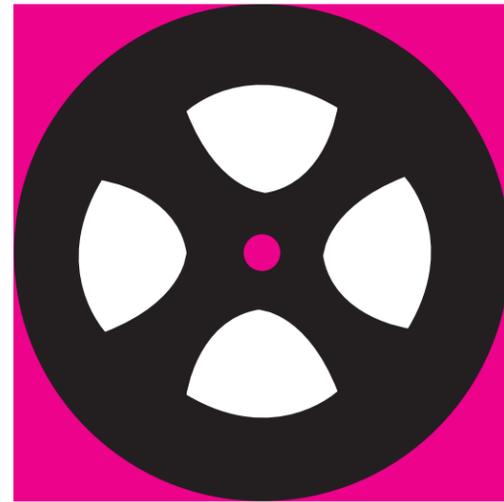
01 MAY 2015

CARLEE BENSON
GERRIT EGNEW
ALAINÉ FIELD

OUR INSPIRATION : MALLWALKERS

User Interviews

SENIOR USERS NEED A FUN WAY TO
EXERCISE SO THEY CAN LEAD **HEALTHY,**
INDEPENDENT, AND **FULFILLING** LIVES.

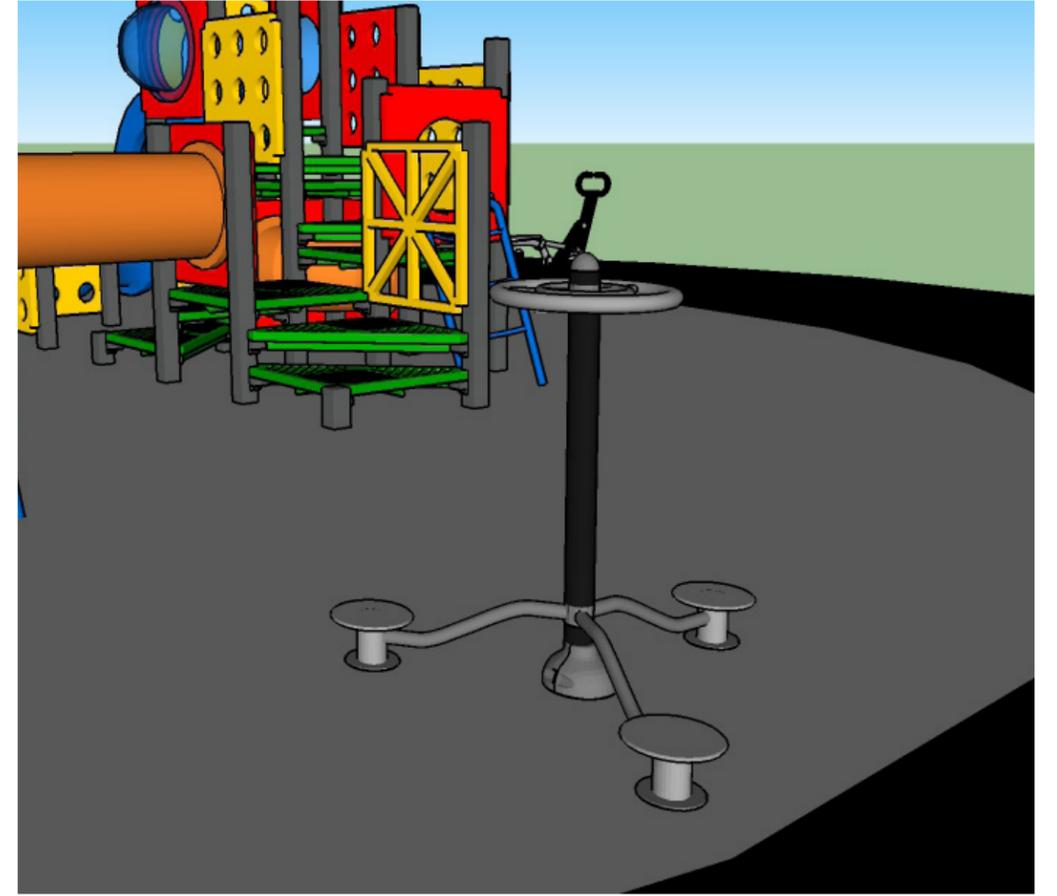


GERIATREX

LONG LIVED DESIGN

INTEGRATED OUTDOOR EXERCISE ZONE

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



VIDEO



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

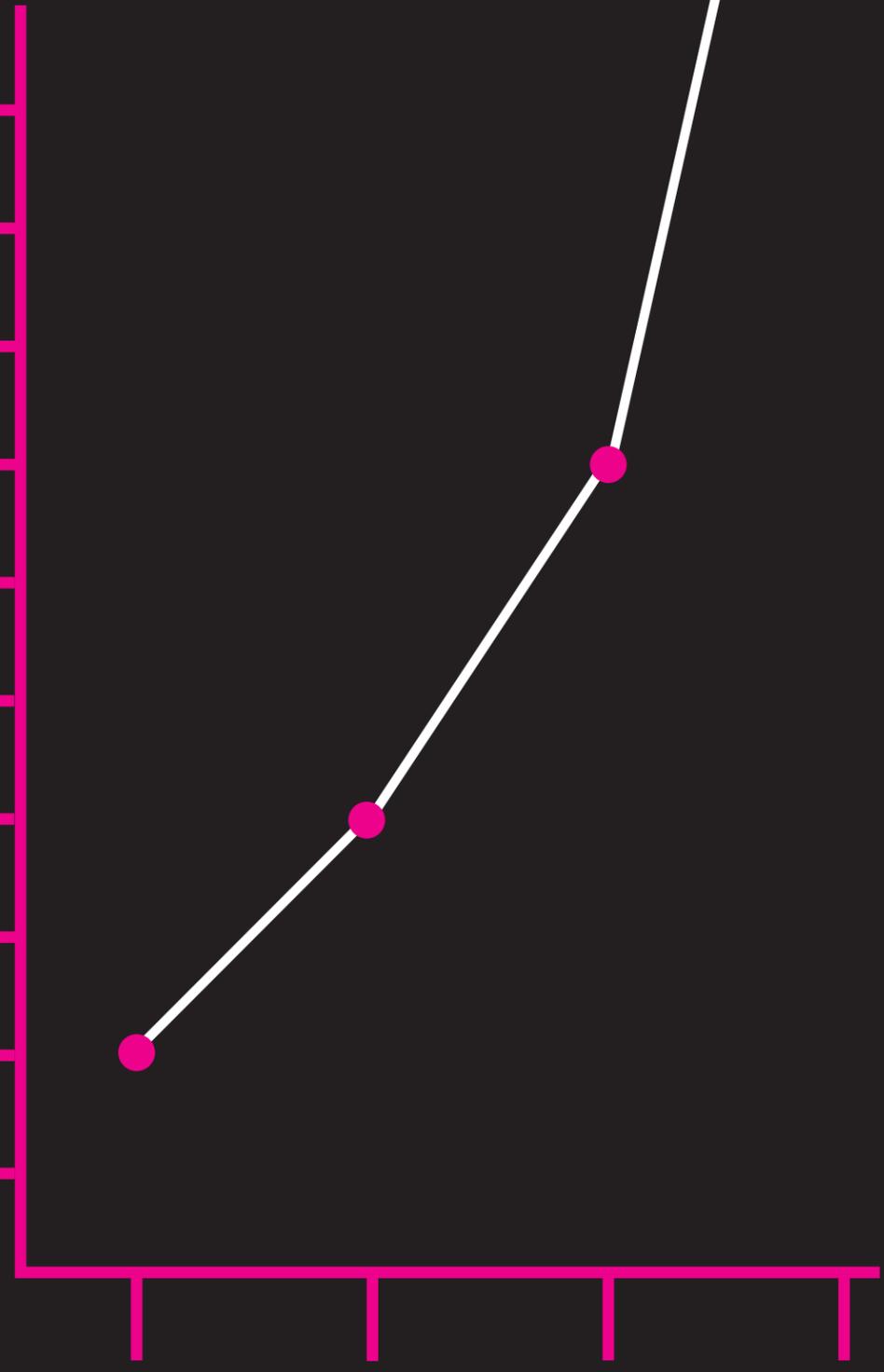
Retail Price : \$30,000

UNITS SOLD (TOTAL)

10
9
8
7
6
5
4
3
2
1

1 2 3 4

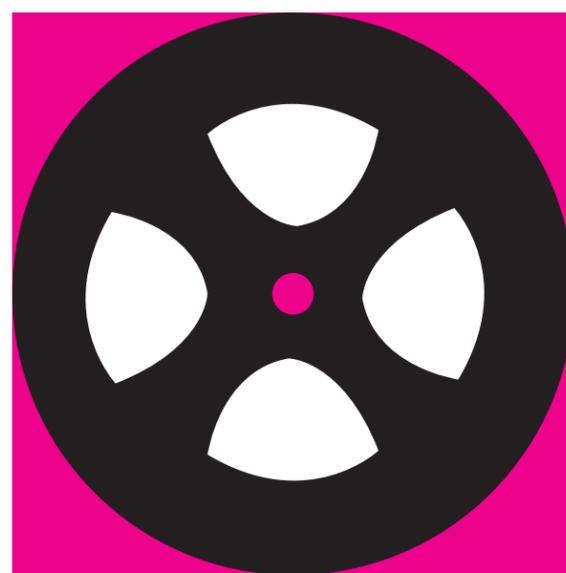
YEAR



FINANCIALS

PROJECTED PROFIT

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



GERIATREX