

**HLPR Chair (Home Lift, Position and Rehabilitation Chair)**  
*Scalable Mobile/ Lift/ Rehab Wheelchair for patients and nurses*

Allows a patient to: remain independent at home; transfer onto/ from a toilet, chair, or bed; stand/ walk on the floor for rehabilitation; move throughout the home/ medical facility.

Annual Sales Forecast for USA * 				Innovation Status		Idea
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling	Development Status	Proprietary Protection Status	Concept Score
Ultra Low	\$0	\$26,000	\$210,000	<b>2 of 5</b> Successful Prototypes	<b>4 of 5</b> Major Trade Secrets	<b>46</b> <small>29 is Average</small>
Low Support	\$330,000	\$980,000	\$2.4 M			
Medium Support	\$2.6 M	\$6.8 M	\$14.9 M			
High Support	\$7.3 M	\$18.7 M	\$40.3 M	Remaining Time & Cost to First Sale		
Ultra High	\$14.1 M	\$35.1 M	\$73.5 M	< 6 months	\$10k-\$100k	

**HLPR Chair (Home Lift, Position and Rehabilitation Chair) - Scalable Mobile/ Lift/ Rehab Wheelchair for patients and nurses**

*Final Decision Maker: Nurses, Medical Purchasers, Physical Therapists, Rehabilitation Specialists, Wheelchair Dependents and their Doctors, Medical Device Rentals*

**Allows a patient: to remain independent at home; to transfer onto/ from a toilet, chair, or bed; to stand and walk on the floor for rehabilitation; to be mobile and at eye level to walking persons.**

The Home Lift, Position and Rehabilitation (HLPR) Chair is a powered wheelchair with lift and transfer capability that could be used in hospitals, rehabilitation centers, physical therapy, nursing homes, and private home care. No other medical device provides multiple functions like the HLPR Chair with basic mobility similar to a typical powered chair. However, HLPR also provides lift to reach from the floor to tall shelves. It allows patients to stand and walk on the floor while being supported for rehabilitation so the patient does not need to leave the home or hospital room locality to exercise or be rehabilitated. And with a unique chair rotation capability, HLPR can transfer a patient independently onto a toilet or bed or chair with no or minimal help from caregivers. **This design can dramatically reduce the more than 200,000 nurse and caregiver injuries costing approximately \$1 billion per year in the US while maintaining patient dignity and independence.**

With a simple joystick and switches the patient controls their own mobility, lift and/ or positioning. A duplicate joystick set is provided for a nurse or caregiver in cases where patients are not independent. Even initial autonomous HLPR Chair mobility has been successfully tested to allow one button commands to dock with a toilet. Sip and puff, voice, and other input types could be used with the HLPR Chair. A unique sling has been developed and tested or off-the-shelf slings can be used with HLPR to support and/ or help transfer the patient. HLPR can enter through most home doorways depending upon patient size as its design **scales easily to support a small patients through very large bariatric patients.**

Two full-scale, 'looks-like, works-like' units have been built and tested in the NIST Manufacturing Engineering Laboratory. Static and dynamic stability tests have been completed. Designs for improving HLPR as an elevator for multi-story homes, patient removal from cars at emergency rooms, and lifting patients who have fallen to the floor are conceptualized and ready to build and test.

\$25,000 for one HLPR Chair

**Seeking: Research, Purchase, Investment, Distribution, Manufacturing/ R&D**

Email Inventor(s)    
  [Link to Website With More Info](#)    
  [Link to YouTube Video](#)    
  Inventor(s) Open to Consulting Requests    
  Agree to use Fair Contract    
  Invention can be exported

\* Consumption sales forecast. Does not include "Random" events or  Inventory Fill . Forecast is for Year 1 for Large or Year 2 for Small Companies. Forecast should be read as ... With Low marketing support there is an 80% odds of achieving sales of at least...



**Report Assumptions and Inventor(s) Commentary**

Inventor(s) Assumptions	"Most Likely" Estimate	Confidence	Inventor(s) Commentary Data Source or Basis for Assumptions
# of Possible Final Decision Makers	<b>9,431</b>	<b>60%</b>	Used supplied Reference Data x potential multiple units per facility. Pessimistic = half of net, Most Likely = # net, Optimistic = # enterprises
Revenue per First Purchase	<b>\$25,000.00</b>	<b>60%</b>	Estimated buyers x unit cost.
% that will Repeat	<b>30%</b>	<b>50%</b>	Reaction from potential users and experts from prototypes that HLPR will provide multiple patient support needs and save nurse back injuries drives confidence.
Number of Annual Repeats	<b>1.0</b>	<b>50%</b>	Pessimistic would only purchase for a few facilities, most likely would agree HLPR is very useful, Optimistic agrees HLPR is extremely useful in all facilities.
Revenue per Repeat Purchase	<b>\$50,000.00</b>	<b>60%</b>	Once tested and seeing benefit, Pessimistic will buy 1 out of 2 HLPRs, Most likely will buy 2 and Optimistic 10 HLPRs will be purchased for medical facilities.
Reseller (Trade) Margin	<b>17%</b>	<b>60%</b>	From reference data of medical devices: 21.0% , 12.7% and average of high and low.
Producer Profit (EBITD)	<b>60%</b>	<b>60%</b>	Actual cost of prototype parts and manufacturing costs versus potential unit sales cost of \$25K.

Innovation Status			
<b>Development Status</b>	<b>2 of 5 Successful Prototypes</b>		Two successful prototypes have been design, built and tested in the lab. Static and dynmaic stability tests have been completed. One HLPR is also being tested at a University.
Cost to First Sale (remaining)	<b>\$10k-\$100k</b>	<b>60%</b>	two prototypes have been built and tested. Remaining is to make the unit medical grade (stainless steel) and more aesthetically appealing.
Time to First Sale (remaining)	<b>&lt; 6 months</b>	<b>60%</b>	two prototypes have been built and tested. Remaining is to make the unit medical grade (stainless steel) and more aesthetically appealing. For research use, HLPR is complete today
Confidence in Concept Claims made in description		<b>60%</b>	Two functional prototypes have been built and tested.
<b>Proprietary Protection Status</b>	<b>4 of 5 Major Trade Secrets</b>		A patent was filed January 2009 for the HLPR Chair and it's modifications from the first prototype design.

**Concept Score & Diagnostics**

Merwyn Concept Score With Confidence Bands				Concept Diagnostics	Red	Yellow	Green
				Percentile Group	Bottom 40%	Middle 40%	Top 20%
<b>Pessimistic</b> 80% odds of at Least	<b>Most Likely</b> 50% odds of at Least	<b>Optimistic</b> 20% odds of at Least		<b>Overt Benefit</b>			
				<b>Reason to Believe</b>			
<b>41%</b>	<b>46%</b>	<b>50%</b>		<b>Dramatic Difference</b>			

**Inventor Commentary & Alternative Development Scenarios**

Inventor(s) Sales Goals			
Minimum Goal	\$0.6 M	Current GOAL	\$2.5 M



**HLPR Chair prototype showing (left) patient getting ready to be transferred to another chair and (right) walking while being supported by HLPR.**

**Inventor(s) Commentary:**  
 To begin this research toward HLPR Chair innovation, we first did a published survey of patient lift and mobility devices. Through this research, there were no devices like HLPR Chair and yet, polling hospitals on 'what if it existed' returned positive results. Just after the first HLPR Chair was built, over 10,000 Google 'HLPR Chair' hits were observed, many global patients requested HLPR and now several universities are initially interested in getting HLPR Chairs for their research.

CURRENT SALES FORECAST			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$26,000	\$210,000
Low Support	\$330,000	\$980,000	\$2.4 M
Medium Support	\$2.6 M	\$6.8 M	\$14.9 M
High Support	\$7.3 M	\$18.7 M	\$40.3 M
Ultra High	\$14.1 M	\$35.1 M	\$73.5 M

If MARKETING CONCEPT Improved (Increase Concept Score by +20 Points)			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$37,000	\$310,000
Low Support	\$470,000	\$1.4 M	\$3.4 M
Medium Support	\$3.7 M	\$9.7 M	\$21.4 M
High Support	\$10.6 M	\$26.8 M	\$57.4 M
Ultra High	\$20.3 M	\$49.7 M	\$105.3 M

If PRODUCT/ SERVICE Improved (Increase Repeat Rate & Number of Repeats by 30% and Revenue Per Purchase 20%)			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$35,000	\$300,000
Low Support	\$440,000	\$1.4 M	\$3.9 M
Medium Support	\$3.5 M	\$9.4 M	\$22.9 M
High Support	\$9.8 M	\$26.5 M	\$63.4 M
Ultra High	\$18.9 M	\$49.2 M	\$119.4 M

If MARKETING CONCEPT and PRODUCT/ SERVICE Improved (Increase Concept +20 Points, Repeat Rate & Number of repeats by 30% and Revenue per purchase 20%)			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$1	\$51,000	\$450,000
Low Support	\$630,000	\$2.0 M	\$5.6 M
Medium Support	\$5.1 M	\$13.9 M	\$33.8 M
High Support	\$14.2 M	\$37.2 M	\$90.6 M
Ultra High	\$27.9 M	\$70.9 M	\$171.3 M

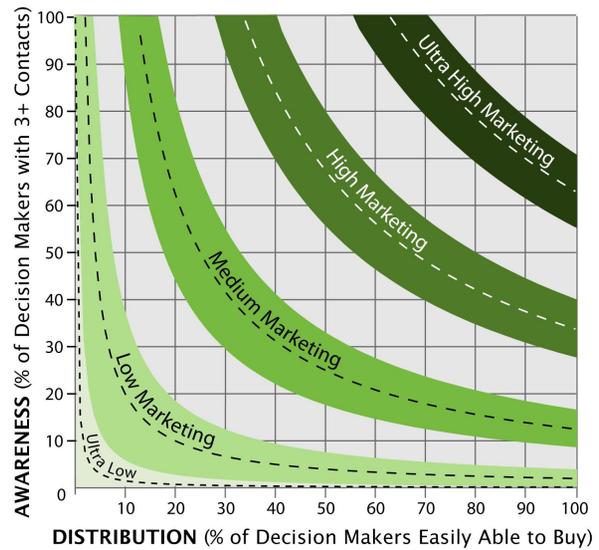


**Additional Details**

Fair Market Royalty (%)				
	Conservative - 80% Odds Royalty Percentage	Most Likely - 50% Odds Royalty Percentage	Aggressive - 20% Odds Royalty Percentage	
<b>At CURRENT State &amp; Status</b>	6.7%	8.7%	11%	
Sales & Marketing Support Level	Annual Inventor Royalty Revenue			3 Year Value to Inventor If 50% Odds
	80% Odds	50% Odds	20% Odds	
Ultra Low Support	\$2,100	\$5,300	\$10,000	\$16,000
Low Support	\$34,000	\$79,000	\$140,000	\$240,000
Medium Support	\$240,000	\$520,000	\$880,000	\$1.6 M
High Support	\$650,000	\$1.4 M	\$2.4 M	\$4.3 M
Ultra High Support	\$1.2 M	\$2.6 M	\$4.4 M	\$7.9 M

Sales & Marketing Support Level Assumptions				
Sales & Marketing Support Level	Sample Numbers		% Aware x % Distribution (Aware & Able)	Inventor Estimate of Odds
	% Distribution	% Awareness		
Ultra Low Support (Word of Mouth)	5%	3%	0.2%	20%
Low Support (Small Company)	20%	10%	2%	30%
Medium Support (Medium Sized Company)	50%	25%	13%	40%
High Support (Large Company)	75%	45%	34%	50%
Ultra High Support (Mega or Niche)	90%	70%	63%	60%

**Graph of EQUIVALENT (Awareness x Distribution) Combinations**



NAICS Industry Codes For This Invention
62161 - Home Health Care Services

Patent Numbers that apply to this Product/ Service

Inventor(s) PEDIGREE	
Years EXPERIENCE in related industry	5
GRANTED Patents	5
Licensing Deals SIGNED	0
Innovations that have SHIPPED	0

For USA Patents: Utility Patent = 7 digit number, Design Patent starts with D, Planet Patent starts with PP. Provisional Application "61/ xxx,xxx", Non provisional application "12/ xxx,xxx", Design patent application "29/ xxx,xxx"

**CAUTION:** This Merwyn Business Simulation Research Report includes no warranty or guarantee. Results and opinions should be considered rough and directional in nature. This is because the report is based upon inventor-supplied data and simplified modeling methods. If you are looking to invest, distribute, purchase or become involved with this innovation, in any way, we strongly urge you to validate the inventor data and sales forecasts BEFORE committing yourself or your resources. Merwyn Research, Inc. shall not be responsible for any liability or damages arising out of the failure to perform such investigation and validation. Changes in the concept description, product, pricing, or input assumptions will almost certainly change results.



**Additional Forecasts for Other Countries**

Annual Sales - Probability Forecast - for Canada 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$2,900	\$24,000
Low Support	\$36,000	\$110,000	\$270,000
Medium Support	\$290,000	\$750,000	\$1.7 M
High Support	\$810,000	\$2.1 M	\$4.5 M
Ultra High	\$1.6 M	\$3.9 M	\$8.1 M

Assumptions: exchange rate of \$1.00 US = \$1.01083 CAN; population of 33,390,141

Annual Sales - Probability Forecast - for United Kingdom 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	£0	£2,600	£21,000
Low Support	£33,000	£98,000	£240,000
Medium Support	£260,000	£680,000	£1.5 M
High Support	£740,000	£1.9 M	£4.1 M
Ultra High	£1.4 M	£3.5 M	£7.4 M

Assumptions: exchange rate of \$1.00 US = £0.50458 UK; population of 60,776,238

**Listing #:** USA.75.032309.002

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