PROBLEM

- Non-impact injuries such as low back and neck pain are at epidemic levels.
- The American Medical Association states that total expenditures related to back pain have more than doubled since 2004. (Up to 86 billion dollars a year.)
- Medical research says these injuries do not relate back to a severe illness or injury, but to poor posture or movement.

OCCUPATIONAL PAIN

- Typically movement professionals (i.e. Physical Therapists, Chiropractors, Strength & Conditioning Coaches) utilize verbal cues, visual demonstrations, and manual cues to correct poor movement/poverty.
- There is still often a disconnect between how the professional would like the patient/client to move and how they actually move.
- Motor learning research indicates that constant tactile feedback is a very effective strategy to teach and correct posture/movement patterns.*


SOLUTION

- The 3-Point Stik helps facilitate proper posture and abdominal breathing simultaneously, which becomes a very effective tool when training correct posture and movement patterns.
- The 3-Point Stik facilitates proper posture and abdominal breathing by maintaining three contact points with the dowel (Head, Midback, lowback) while breathing into the breathing straps (Breathing straps wrap around the upper & lower abdomen to hold dowel in place against client's spine).

TESTIMONIALS

"I've been using things like verbal cueing, manual and tactile cues, visual feedback etc for years to facilitate proprioceptive awareness and postural awareness to varying degrees of success. With the 3-Point Stick, Ramirez has developed a very easy to use, yet incredibly effective device to cue motor control during functional exercise training. I have found that using the 3-Point system leads to longer lasting changes in body awareness and kinesthesia without excessive reliance on verbal instructions which often confuse patients. Thank you, Ramirez for developing a product that has sharpened my skills as a movement oriented physical therapist!"

- Jacqueline J. Shaker, DPT MS ATC CMT, has over 22 years of teaching and 27 years of clinical experience as a physical therapist.

The 3-Point Stik has helped me teach both patients and gym members to move well in seconds instead of several valuable treatment minutes giving them and myself confidence that they are doing the exercises correctly/effectively.*


"This product has been a life changer for me and has been pivotal in helping me manage my back pain.”

- James Leung, post back surgery patient

SUPPORTING GRAPHICS

Target Market: Potential Market:

<table>
<thead>
<tr>
<th>Resources</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMass Grant</td>
<td>LIC Forman $100, TM. Product Name $325, TM. Co. Name $325, Patent Attorney/App. $10,000, Tooling $6,000, Inventory $3,000, Advertising $5,244, Total $25,000</td>
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</tbody>
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* US Bureau of Labor