

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.



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, Ramez 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, Ramez for developing a device that has sharpened my skills as a movement oriented physical therapist!"

- Jacqueline J. Shakar, DPT MS ATC CMT, has over 22 years of teaching and 27 years of cliniccal 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."

- Michael Roberts, MPT, CSCS (Certified Strength & Conditioning Specialist) Owner of Central Mass Physical Therapy and Wellness. Licensed Physical Therapist.

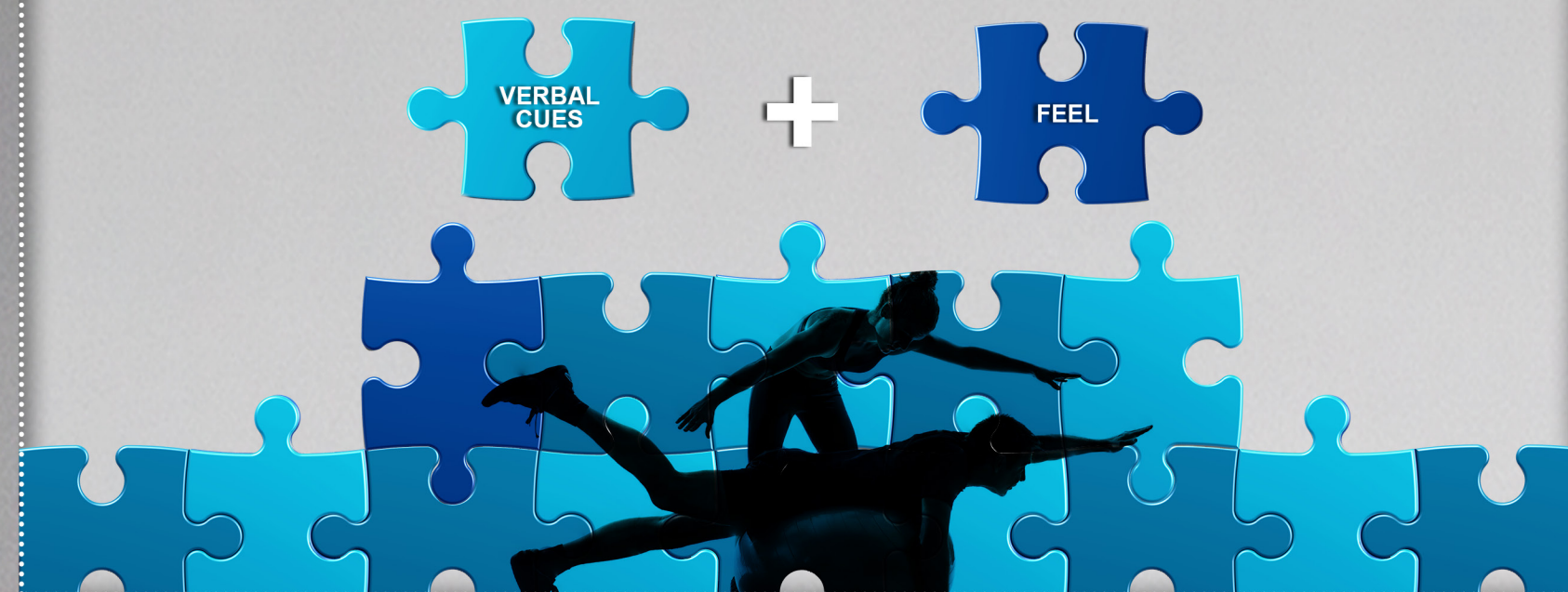
"This product has been a life changer for me and has been pivotal in helping me manage my back pain."

- James Lauring, post back surgery patient

OPPORTUNITY

- Typically movement professionals (i.e Physical Therapists, Chiropractors, Strength & Conditioning Coaches) utilize verbal cues, visual demonstrations, and manual cues to correct poor movement/posture.
- 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.*

* Schmidt RA, Lee TD. Motor Control and Learning: A Behavioral Emphasis. Champaign, IL: Human Kinetics, 2005.



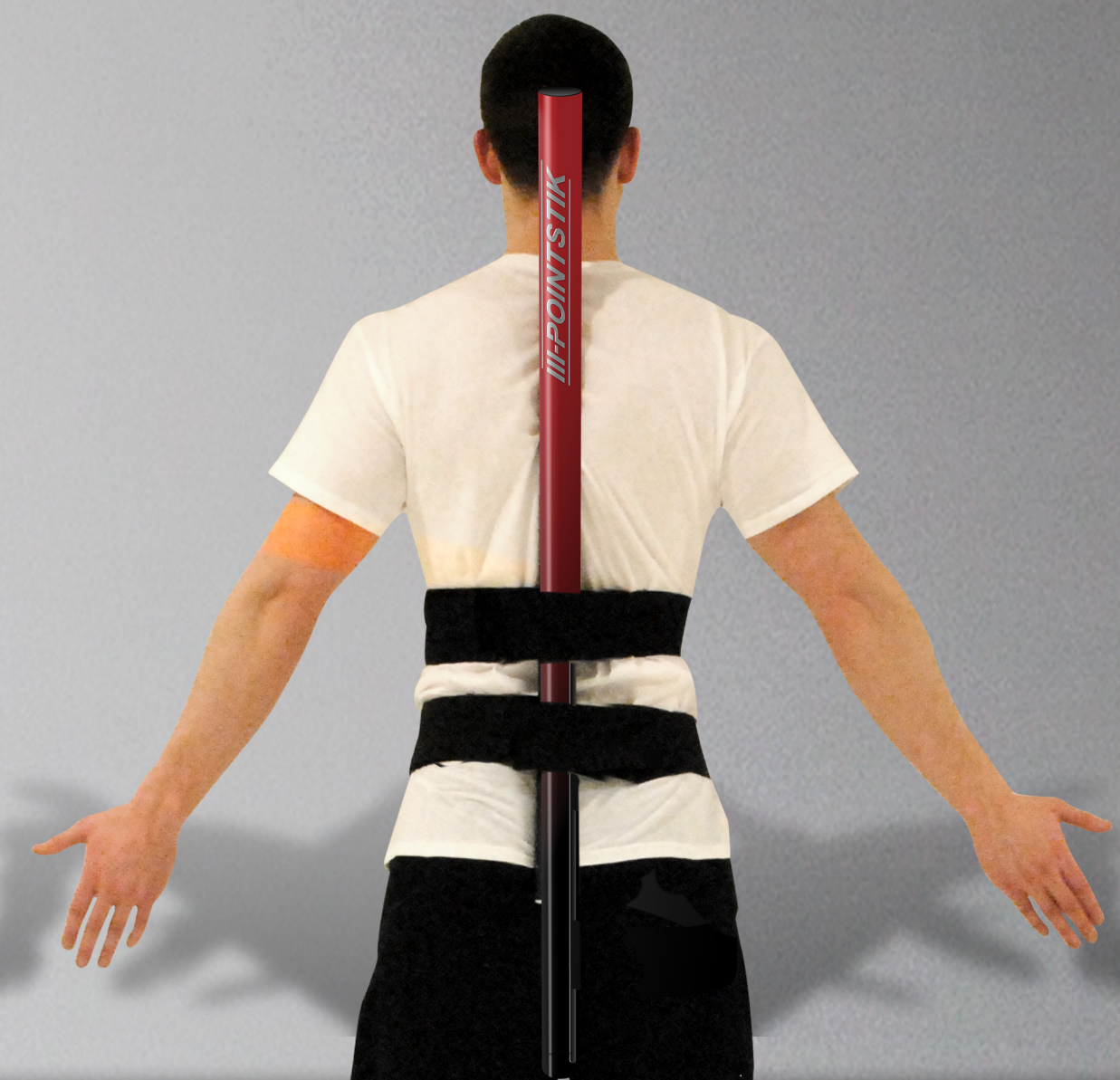
SOLUTION

- **Proper abdominal Breathing + Posture = Movement quality**
- 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)



RESOURCES

- Louis M. Messina MD
Professor of Surgery, Chief of Vascular Surgery,
University of Massachusetts Medical School, UMass
Memorial Medical Center
- Central Mass Physical Therapy and Wellness
354 West Boylston Street - Suite 111
West Boylston, MA 01583
- David M. Driscoll, Patent Attorney
Salter & Michaelson
321 South Main Street
Providence, RI 02903



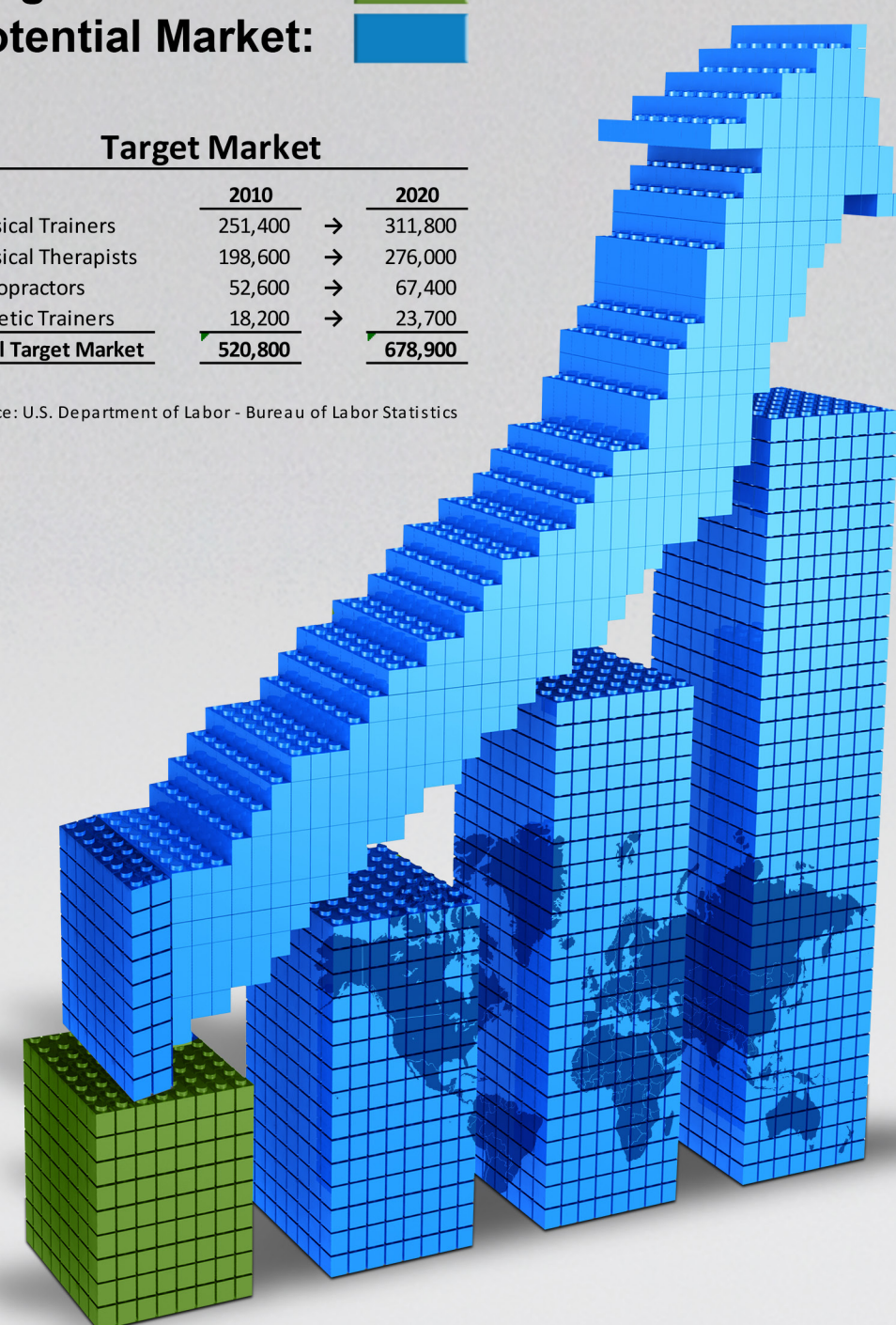
SUPPORTING GRAPHICS

MOVEMENT
PROFESSIONALS:
520,800 AS OF 2010
678,900 BY 2020 *

Target Market: ■
Potential Market: ■

Target Market			
	2010	→	2020
Physical Trainers	251,400	→	311,800
Physical Therapists	198,600	→	276,000
Chiropractors	52,600	→	67,400
Athletic Trainers	18,200	→	23,700
Total Target Market	520,800		678,900

Source: U.S. Department of Labor - Bureau of Labor Statistics



Required Start-Up Costs	
LLC Formation	\$106
TM. Product Name	\$325
TM. Co. Name	\$325
Patent Attorney/App.	\$10,000
Tooling	\$6,000
Inventory	\$3,000
Marketing	\$5,244

TEAM MEMBERS

Ramez Antoun
Chief Executive Officer, Inventor
Umass Lowell 2010
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- May 2013

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