

Our Idea:

Customers in need of physical therapy will turn to Rapid Recovery for a "box" of recovery.

We focus on rehabilitation of the knee as it is the most complex and common injury to heal. The healing process of the knee requires active movement and strengthening through stretching repair.

Cost:

- Therapist compensation for video creation
- Cost of inventory
- Shipping and Handling
- Warehouse staff and chief salaries

Recovery Box Kit:

- 8 Professionally Recorded PT Videos
 - Bicycle Pedals
 - Exercise Bands
 - Massage Guns
 - Icepacks

Marketing:

- Doctor Referrals
- E-mail Campaigns
- Website Advertisements
- Athlete Partnerships

Revenue:

- Bike and massage gun rentals
- Selling bands and ice packs
- Selling ads on websites



Target Audience:

- Athletes with minor injuries
- The elderly
- Those who can not afford average physical therapy costs

Forward Thinking:

Rapid Recovery will partner with The American Physical Therapy Association, or APTA, to impact the veteran community in the US. This organization is the current partner that associates with Veterans according to the U.S. Department of Veteran Affairs. The APTA, being an in person physical therapy partner, will utilize our mobile capabilities to aid their veteran population through recovery. Rapid Recovery sees this partnership as a way to repay veterans for their service to our country. We also plan on extending our service to other injuries.

Risks:

- A large portion of our target audience, the elderly, is not comfortable using the internet.
- In our beginning years, we will only be able to create Recovery Boxes for a limited number of injuries.
- Extra costs will be incurred if the machines are not properly taken care of and returned in good condition.
 - Shipping will increase for heavier items.
 - Insurance costs may be high.



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