



MARIOWAY SRL

Bio & Health (Biotech - Medtech - e/m-Health - Pharma)

One line pitch:

Advanced manufacturing of a unique ergonomic, verticalising, hands-free and electric-propelled wheelchair with researched design for disabled and able-bodied persons.

Market Analysis:

The global powered wheelchair market it is expected to grow at a CAGR of 21.5 % over the period 2013-2018, it was valued at \$1.1 billion in 2011, is expected to reach \$3.9 billion by 2018.

Marioway is targeting people with walking impairments (especially those left with physical disabilities after a vehicle accident), but also able-bodied, i.e. people suffering from temporary disabilities. Marioway drew its origins from the Custom-made motorcycle industry. Motorbikes are one of the main causes for road fatalities. To make it more adapt to a mass-market usage, we will move to a more affordable, gender-neutral standard design. In the short-medium term, market segment will be represented by medical use. In the long run, alongside a more medical use, Marioway can be used by able-bodied.

Business Proposition:

Marioway business proposition is to create a revolutionary mobility device with the following unique features: hands-free, two-wheeled, self-balancing, ergonomic, verticalizing, electric-propelled wheelchair with a unique design and smartphone integration. Marioway can be adapted to the users' physical characteristics and body asymmetries thanks to an accommodating and adjustable kneepad, seat and back position. In order to reach a wider range of customers, we will produce two different wheelchairs: the first one will have a Segway base and the second one will have a X-robot base, the retail price will be in the region of € 14/17 thousands.

Competitive Advantage:

There is not on the market a wheelchair that allows a paraplegic user to: - Ride an electric, - 100% hands-free mobility device through a combination of upper body movements; - Interact with the external world from a natural upright body height gaining psychological (symmetrical relationship) and physical benefits (avoiding architectural barriers); - Customize the device to the body's measures; - Ergonomic seat; - Moving easier and safer thanks to a social and rehabilitation app that creates community and integration with other Marioway users while tracking health indicators; - A solar-powered charging station with USB connection. Marioway can be used by ordinary people and by people with disabilities without seeing the difference between the users while riding it.

Investment Attractiveness:

We forecast to double our sales between 2016 (2,3M€) and 2017 (4,5M€). The turnover will then grow by 70% each year. We will product on order as this business model improve our cash flow. Financial analysis of the project shows an EBITDA stable for 2017 (+290 K€) and positive of 4,2M€ (+32%) in 2019. We plan a net profit in 2019 of 2,7M€. In addition to the pure financial analysis, we tried to figure out what could be the social, environmental and economic value of Marioway: through the Social Return On Investment principles (SROI) we can demonstrate a numerical value on the social impact of 318%, which means that for every € invested in the Marioway project, more than 3€ of social return are gained.

IP Situation:

Intellectual Property and Open Innovation: Marioway has two Italian national phase deposits for patents, an International PCT patent request and Marioway's logo deposit. The company has been and will be involved in the Open Innovation Portal of the Lombardy Region, participating to an environment where to exchange knowledge in order to create innovative solutions open to the community, focusing in sourcing and acquiring; also, customer immersion, ideas competition and innovative networks may be explored.



COMPANY PROFILE

• Website:

www.marioway.com

• Contact:

POMPEI Lorenzo
lorenzo@marioway.it

• Location:

Via Tiziano 32
20145 Milano
Italy

• Founded in: 15/04/2013

• Employees: 5

• Management:

• Financial information (€):

- Company stage:

Startup

- Capital raised to date:

345.189

- Monthly burn rate:

30.400

- Capital seeking and date:

1.300.000 by the end of 2015

• Investors:

Vigentini Mario 22,89% ,
Ghidelli Massimo 22,89%,
Pompei Lorenzo 19,07%,
Consulcesi SA 10%

• Referred by:

Lorenzo Pompei