Adaptability and Independence

Let's Walk and Roll

5 million lower leg injuries per year
325,000 knee scooters used per year

Price
$280

Business Plan

Scooter Mode
Steering column
Telescopes to extend into crutch form

Crutch Mode
Offset wheels
Prevents crutch from interfering with user’s legs

Quick-release locking latch
Locking hinges
Self-aligning mechanism
Magnetic connection guides quick and easy transformation

Ergonomic handlebars
4” height adjustability

Materials
$28

Margin
$232

Labor
$20

Direct online sales
Boston area hospitals and medical suppliers
Expand nationally

Years 1-2
Years 3-4
Year 5

Revenue ($M)
0 1 2 3 4 5

Marginal profit model

Pink Team
AJ Jurko
Ali Badr
Alyanna Villapando
Alyssa Weiss
Amy Fang
Anthony Colangeli
Chris Goul
Chris Mutty
Eric Wong
Hannah Lienhard
John Piotti
Jordan Malone
Kristen Young
Kyra Post
Lily Mueller
Michelle Chen
Richard Hunter
Shannon Miller
Tao Sevigny
Weishan Liao

Thank You
Instructors
Danny Brauerstein
Elke Boche
Jürgen Schaftenaar

Mentors
Lauren Futterman
Lauren Mahony
Mary McLaughlin
Seth Odam

2,009 Staff
Beth Sullivan
Bill Conner
Charlie Hawkins
David McFarlane

Contact Us
2009pink@mit.edu

Instructors

Mentors

Pink Team

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