



WALK WITH PATH

One line pitch:

Walk With Path is a healthcare company focused on injury prevention and improved mobility to increase peoples independence and quality of life.

Market Analysis:

Every minute 6 people over the age of 65 suffer a fall and 424,000 people die from falls globally every year. This is a huge financial burden worldwide, the NHS is estimated to spend £2.3 billion and the US \$31 billion on falls annually and it also means a reduced quality of life for sufferers and their carers. As the life expectancy continues to increase so does the falls risk. Our products are aimed at people with mobility issue such as Parkinson's disease (PD), multiple sclerosis (MS) and general old age which leads to falls. Globally, there are an estimated 10 million people with PD and 45 million with balance issues due to ageing, MS and diabetic neuropathy.

Value proposition:

Path Finder is unlike others e.g. canes that project visual cues however these are 'on demand' cueing. This means the patient must already be experiencing the symptom of Freezing of Gait and then project the cue. Our product is fully automatic and hands free so less worries about coordination problems and switching on and off. Our insole is discreet unlike a walker and unlike physiotherapy which is costly, requires a lot time spent carrying it out and has a low compliance level, our insole can be used as part of everyday life. Current insoles have sensors used for clinical and sports research but this doesn't provide real time feedback to the user.

Business Model:

Path Finder is currently CE-marked as a class 1 medical device with Path Feel expected to follow. We will subsequently seek approval from the FDA in the US. We engage with patient charities such as Parkinson's UK who direct their users to our site as well as with key influencers, such as neurologists, . Other press and social media facilitates this further. Direct sales of Path Finder started in June 2017 retailing at £400 via e-commerce. Path Feel will launch in 2018 with a retail price of £700. We will enter retail and distribution relationships and then with public and private healthcare providers in the next few years.

IP and Regulatory situation:

All IP is owned by Walk With Path Ltd. Within the European Economic Area. Path Finder is CE marked as a class 1 medical device which we will seek for Path Feel as well as are seeking FDA approval for the USA. Path Finder and Path Feel have been granted patents in the UK. International patent applications are pending for both products.



Walk With Path

COMPANY PROFILE

- **Website:**
walkwithpath.com
- **Field:**
- **Contact:**
Puech Florian
florian@walkwithpath.com
- **Location:**
54 Sun Street Waltham Abbey
EN9 1EJ Essex
United Kingdom
- **Founded in:** //07/2014
- **Employees:** 4
- **Financial information (€):**
 - **Company stage:**
Pilot Phase
 - **Capital raised to date:**
269,005
 - **Monthly burn rate:**
11, 213
 - **Capital seeking and date:**
560,600 01/2018
- **Investors:**
George Kazakov , Louise
Lecanda , Luke Staniczek ,
Stepan Karpukhin