

- Mobilizer, Inc.
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Management Team

- James L. Bell,
CEO & Co-Founder:
20+ years in the medical device industry at startups through Fortune 500 in multiple functions, including management, operations, and sales. History of consistently turning around poorly performing territories and business areas into top national performers.
- David B. Turner,
President & Co-Founder:
30+ years as a cardiopulmonary biomedical specialist. Was Director of Operations at a regional medical equipment rental company and a national home care company. Solves complex healthcare and medical device problems with simple solutions.
- Ken Woody,
Chairman of the Board:
Led domestic and international sales, marketing, and service organizations at J&J, Smith & Nephew, and GE

Advisors and Key Consultants

- Business Strategy & Finance:
Greg Mitchell, Mitchell Consulting
- Attorney & Regulatory/Compliance:
Tony D. Alexander, JD, Husch Blackwell LLP
- Accountant:
James (Jimmy) S. Dickey, Jr., JD, MBA, CPA, CGMA, COO/Senior Partner, The Marston Group PLC
- Marketing & Communications:
Eric Robinette and Nancy Nokes, The Robinette Group

Business Summary

Mobilizer makes it easy for patients to walk with all of their medical equipment. The company recently graduated from the 2013 ZeroTo510 Medical Device Accelerator and has raised \$300K in funding from Innova Memphis and MB Venture Partners.

Problem

For patients, walking around to keep the limbs moving and blood flowing is vitally important to avoid complications such as blood clots, pressure ulcers, and ventilator-associated pneumonia, among others. This process, called ambulation, results in improved outcomes and shorter hospital stays. However, effective ambulation of critical care patients is complicated by the fact that many of them have to walk around with oxygen tanks, monitors, intravenous drips, ventilators, and more. It takes up to five clinicians to walk patients due to all the medical equipment involved. Even the act of preparing the equipment requires two clinicians and twenty minutes, and it takes twenty minutes to put it all back when finished.

Solution

Mobilizer solves these problems with a single platform that holds all the equipment and easily moves with the patient. Only one clinician is needed to walk the patient, and equipment transfer is eliminated since Mobilizer is left at the bedside. In the average Intensive Care Unit (ICU), use of Mobilizer saves up to 160 person-hours that are otherwise lost every day just dealing with equipment during ambulation. Mobilizer makes ambulation simple: It is already in use at prestigious institutions, including Massachusetts General Hospital, Vanderbilt University Medical Center, and The Cleveland Clinic.

Target Market

There are 6,000 hospitals in the U.S.: 400 of these are long-term acute care hospitals (LTACHs), and the remaining 5,600 are acute care hospitals (ACHs). LTACHs average 41 beds each. These are stand-alone critical care environments. The average ACH has 25 ICU and Cardiac Care beds. These represent our current target market since their patient populations have both the greatest amount of equipment and suffer the greatest amount of complications when they are not ambulated. In total, this current core market represents \$706M of revenue in the U.S. The global market for these patient areas is \$2.1B. Further, Mobilizer is a platform technology for the entire spectrum of healthcare, so the target market is expandable far beyond our current focus.

Competitive Advantage

Our competitors, EVA Walker and Livengood, have very limited room for medical equipment, while Mobilizer provides vast space for all the equipment needed for ambulation. Also, Mobilizer has six wheels instead of four, so it moves easily over uneven surfaces and when fully loaded. Additionally, Mobilizer has a low center of gravity, which gives it the highest stability to prevent overturning when loaded. Finally, Mobilizer may be left fully loaded at the bedside, which eliminates the extra time needed to prepare equipment for the walk.

Marketing Strategy

Our strategy is four-tiered: 1) Awareness Campaign—trade shows and trade journal advertising; 2) Product Partnerships—partnering with other companies that have devices that mount on Mobilizer to make ambulation even simpler; 3) Demo/Trial Program—offering demo for clinicians and other decision makers, plus providing a risk free 14-day trial that includes value-analysis tools so customers may pre-commit and prove to themselves that Mobilizer delivers positive results for their institutions; 4) Acquisition Options—offering multiple product acquisition programs, including outright purchase, leasing, and rental.

Financials (USD)	2013	2014	2015
Revenues	0	980,000	3,600,000
Expenses	323,000	963,000	2,281,000
Operating Profit	(323,000)	17,000	1,319,000