



PRESSURE PRO PAL

Stabilize Your Lifts, Increase Your Performance!

Developer of intra abdominal pressure fit tech

Olivia Olson

Pressure Pro Pal

Executive Summary

Product owner: Olivia Olson

Concept Description

The Pressure Pro Pal team created a product that uses compression sensors to measure intra abdominal pressure created by athletes when weightlifting. Currently there is no technology to analyze the pressure athletes create and maintain for heavy lifts. With the ability to analyze how much pressure athletes maintain throughout lifting, they can improve their stability leading to improved performance and decreased risk of injury.

Opportunity

Whether lifters are beginners or professional athletes they have no tangible way of analyzing their bracing technique. This is a problem for athletes trying to maximize their strength, because without a proper brace they cannot become stable enough to support heavy lifts. This is also an issue for those concerned about their technique in regards to safety, as inefficient bracing leads to stress on the spine and low back. The market size for this product is huge as it caters directly to strength athletes such as Powerlifters, Crossfit, Olympic Weightlifting, or Strong-man. The market also includes athletes in professional organizations such as the NFL, NHL, or NBA who weightlift for increased athletic performance.

Innovative Solution

Pressure Pro Belt buddy utilizes four thin film pressure sensors, a clip on microcontroller and an app to efficiently analyze data during and after a workout. These sensors come with an adhesive backing for easy application to the inside of each lifter's preferred belt. This technology accommodates any lifting belt regardless of length, width, or thickness allowing user preference to install them onto their existing belts. These sensors can pick up approximately 20g to 10 kg of both dynamic and static

pressure to accurately measure the intraabdominal pressure lifters create and maintain during heavy lifts. These sensors provide instant feedback for athletes to analyze throughout their workout. This instant feedback allows for the most efficient collaboration on technique and form. The dimensions of these sensors provide an ultra-compact design measuring 50 mm by 40 mm with a thickness of 0.45 mm. This discrete integration provides a minimalistic look and feel, so lifters can focus on what really matters: lifting heavy weights. The data is transferred through the microcontroller, which is clipped onto the back of the lifters belt, to read data from the pressure sensor. The data is then transmitted via bluetooth to our user friendly app for lifters to analyze their intra-abdominal pressure.

Competitive Advantage

Currently, there is no technology on the market to provide quantifiable intraabdominal pressure analysis at an instantaneous rate. A common technique used involves placing your fingers between your abdomen and the belt before bracing, allowing you to sense the pressure generated by the lifter. Technology to measure intraabdominal pressure is often used in the medical field; However, it is not yet on the market for gym goers. Customers will be excited to incorporate this new technology into their training rituals as it provides valuable feedback to aid lifters in refining their techniques for safer and stronger form.

Entrepreneurial Team

The Pressure Pro team will be initially made up of four essential members. The mechanical engineer will be in charge of overseeing the technical design elements and the engineering of the product and app interface. This position requires strong engineering and product development skills. The software developer will be in charge of building and running the app interface. This includes troubleshooting any technical issues that arise. The marketing and sales member will work to build connections with the public and oversee the success of the company's branding. The last member on the team is the customer service representative. This role is designed to cover any and all

bases when it comes to customer outreach, inquiries and communication. Together these four team members will work to fulfill the innovative vision of Pressure Pro.

Financial Highlights and/or MBV Outcomes

The development of the Pressure Pro Pal requires additional market analysis to determine the cost of production and public interest. With plans to conduct research on these factors the Pressure Pro Pal team plans to move forward if the results are satisfactory. An initial capital investment of undetermined quantity, will be used to produce the sensor technology, app development and a marketing campaign.

Consumer Problem Proof

Pressure Pro Pal

Stabilize Your Lifts, Increase Your Performance!

At Pressure Pro Pal, we know that weightlifting requires as much strength as it does technique. Without good technique even the strongest athletes can become unstable during heavy lifts. To create stability a lifter braces their abdomen against a lifting belt to create intra abdominal pressure. This pressure stabilizes the spine and core muscles enhancing support for the lower back during heavy lifts. Often athletes unknowingly brace against their belt ineffectively which causes instability and unneeded strain on lifters backs. This can lead to decreased performance and increased risk of injury. Currently there is no tool on the market to record and analyze intraabdominal pressure, leaving lifters to guess the effectiveness of their technique.

Meet Pressure Pro Pal, your modern solution for mastering the art of intra abdominal pressure. Our advanced adhesive pads, when placed inside your lifting belt, accurately measure intra abdominal pressure created and maintained during heavy lifts through piezoelectric technology. This innovative tool relays real-time data via a user friendly app, taking the guesswork out of training. Transform your lifting performance and prevent injuries by ensuring you create and maintain optimal pressure during every lift.

Pressure Pro Pal is your guide and lifting companion to help you master the art of strength training by bringing technology to the forefront of your practices.

Unlock the power of personalized feedback! Whether you're new to the gym or a seasoned strength competitor or a professional athlete our Pressure Pro Belt offers invaluable feedback into your lifting technique. Athletes of all levels looking to increase their strength can level up their game with the help from Pressure Pro Pal.

Ready to revolutionize your lifting journey? Check out our website pressurepropal.com for more information! Experience precise intraabdominal pressure analysis like never before. Elevate your performance, prevent injuries, and master the art of lifting. Level up your lifts – order now!

Investing in your safety and improvement has never been more accessible, with packages marked at \$200 and monthly subscriptions of \$19.99/month.

Market Problem Proof

The current market is witnessing a surge in smart fitness technology, but there's still an untapped potential within the intraabdominal pressure metric for weightlifters. Consumers in the fitness market want data-driven training and are optimizing their performance through tracking metrics such as heart health, calories burned, sleep, women's health, stress, activity and recovery. Currently there is no technology readily available for lifters to analyze their intra-abdominal pressure, and if Pressure Pro Pal is successful the economic benefits will have a positive impact on the overall health and wellness industry. This technology can contribute to injury prevention and promote safer and stronger lifting techniques. Existing fitness technology products include fitness trackers (such as fitbit, apple watch, or oura ring), body composition analyzers, smart clothing or gym equipment with biometric integration. Pressure Pro fits into this growing trend of specialized, data-driven solutions that empower users to take their training to

the next level. Pressure Pro Pal stands out by addressing a specific niche within the fitness industry. It's designed for individuals engaged in weightlifting and strength training, providing real-time data on intraabdominal pressure. This targeted approach allows users to refine their lifting techniques, optimize core engagement, and prevent injuries. Pressure Pro Pal stands out by offering a specialized solution for weightlifting enthusiasts, focusing on intraabdominal pressure, providing real-time feedback, and contributing to personalized, injury-prevention training. These distinct features position Pressure Pro Pal as a valuable addition to the fit-tech market, addressing the specific needs of a growing community of strength training athletes. Successful competitors have established brand recognition through effective marketing, quality products and positive user experiences. Their technology is comprehensive and provides a holistic view of consumers' health and fitness progress. They utilize user friendly interfaces for consumers to analyze their data, set goals and track progress with higher retention rates. Highly successful companies take it a step further by fostering a sense of community through social features such as goal tracking or competitions. Pressure Pro Pal's comparative strengths come from having a specialized focus, real-time feedback, and an injury prevention emphasis. The specificity of intra abdominal pressure analysis allows for a niche product within the fitness industry. Ensuring real-time feedback empowers users to make instant adjustments to their lifting techniques, contributing to an interactive and engaging training experience. Pressure Pro Pal's emphasis on injury prevention aligns with a growing awareness of the importance of safe and sustainable fitness practices. This unique selling point can resonate with users seeking a product that goes beyond general fitness tracking. Pressure Pro Pal stands out as a differentiator by specifically addressing intraabdominal pressure during weightlifting, providing a targeted solution for a niche audience. While it may not be a radical disruptor, its unique focus sets it apart from more generalized fitness tracking products. Pressure Pro Pal is designed for individuals engaged in weightlifting and strength training. The total addressable market includes fitness enthusiasts, athletes, and anyone looking to optimize their weightlifting techniques. This includes multiple industries such as strength sports (powerlifting, olympic weightlifting, strongman, crossfit), professional athlete organizations (NFL, NHL, WMBA, ect), rehabilitation

therapy (physical therapy and occupational therapy), or the general fitness community. Initially, the geographical focus might be on regions with a strong fitness culture, a high prevalence of weightlifting activities, and a tech-savvy consumer base. This could include markets in North America, Europe, and certain parts of Asia where fitness trends are prominent. The Pressure Pro Pal team assumes target customers within the serviceable addressable market are predominantly athletes. They are likely to be actively engaged in strength training and have a vested interest in optimizing their workouts, making them potential users of Pressure Pro Pal. Furthermore, the target consumers within the serviceable obtainable market are tech-savvy and comfortable using fitness technology. Consumers who are already familiar with fitness apps and wearable devices are more likely to adopt and benefit from the product. The Pressure Pro team aims to cater marketing campaigns towards these prospective consumers in order to hit the sales goal of 2,275 units within the first year. To access these customers the Pressure Pro Pal team will engage through online platforms and e-commerce channels to access customers worldwide. Additionally, the brand will form partnerships with influencers, athletes and professional fitness organizations to facilitate outreach. This marketing will establish brand credibility and reach potential customers.

Product Problem Proof

Pressure Pro Pal provides lifters with the knowledge to maintain safe pressure levels, reducing the likelihood of strain or injury during intense workouts. Lifters receive instant feedback on intraabdominal pressure, allowing them to adjust their form and breathing patterns during each repetition. This real-time information helps users improve their technique on the spot, reducing the risk of injury and improving overall performance. Standard weightlifting belts lack the ability to monitor intraabdominal pressure, a critical metric for optimizing lifting technique. Pressure Pro Pal fills this gap by providing real-time data on intraabdominal pressure, allowing lifters to refine their form and avoid potential injuries. Pressure Pro Pal is currently in the prototype stage of development. The company strives to create a robust and accurate intraabdominal pressure monitoring system, and recognizes the importance of collaborating with industry experts. Pressure Pro is actively seeking partnerships and expertise to

fine-tune the technology, ensuring it meets the highest standards of precision and reliability. The Pressure Pro team has identified user needs, conducted market research and conceptualized a product that offers a unique solution to bracing issues. Pressure Pro Pal directly addresses the need for a comprehensive tool that monitors lifters intraabdominal pressure. This is a critical metric for optimizing form and preventing injuries during weightlifting.

There are multiple key features that make Pressure Pro Pal a great tool in any lifters training regimen. Mechanical pressure sensors custom-designed to attach to the inside of a weightlifting belt, accurately measure both static and dynamic pressure during heavy lifts such as squats or deadlifts. Compatibility with existing belts allows users to continue using their preferred belts while benefiting from pressure monitoring. The adaptable design allows integration with most standard weightlifting belts. This feature accomates user preference so lifters can add this technology into their belt of choice. Wireless connectivity enables real-time transmission of the pressure data to the dedicated app. Users can monitor their intra abdominal pressure instantly during workouts. That data is uploaded directly to the Pressure Pro app which includes a user-friendly dashboard to display real-time pressure data, historical trends, and personalized insights. These features allow for benefits including optimized training technique, injury prevention and data-driven progress. The visual design of Pressure Pro Pal is still in the early stages and will move forward into prototyping with the assistance of an engineer. With that, here's a glimpse of important attributes the Pressure Pro team insists the product meets. Slim and discrete sensors designed to fit seamlessly on the inside of standard weightlifting belts. The sensors must maintain a low-profile design to minimize interference with the user's range of motion. The sensors must be able to send the data to the app interface effectively and at an almost instantaneous rate. The sensors must have a long battery life and be easy for users to recharge. Lastly, the app interface will be user-friendly and include graphs and charts to provide visual representations of pressure metrics over time.

The consumer experience includes multiple steps starting with the onboarding process. Users download the Pressure Pro Pal app from the App Store or Google Play and create a personalized account. The app guides users through a seamless setup

process, including pairing the intra abdominal pressure sensors with their weightlifting belt. Users then create profiles with personal details, fitness goals, and preferences.

The app utilizes prompts to set personalized fitness goals based on intra abdominal pressure metrics. Once ready to attach the sensors, users will securely attach the slim and discreet pressure sensors to the inside of their weightlifting belts. Using a wireless connection the sensors seamlessly connect to the app, enabling real-time data transmission during workouts. Users take the technology through a workout and Receive immediate feedback on intra abdominal pressure, visualizing the data real-time on their mobile device. The app provides guidance on form adjustments, helping users optimize their lifting technique during each repetition. The app provides performance analytics that contains historical data and identified trends. Users can access historical data and analytics, gaining insights into their lifting patterns and progress over time. Graphical representations help users identify trends, strengths, and areas for

improvement in their weightlifting performance. The app visually tracks progress toward fitness goals, celebrating achievements and motivating users to stay on track. As users approach their goals, the app may suggest adaptive adjustments to training plans.

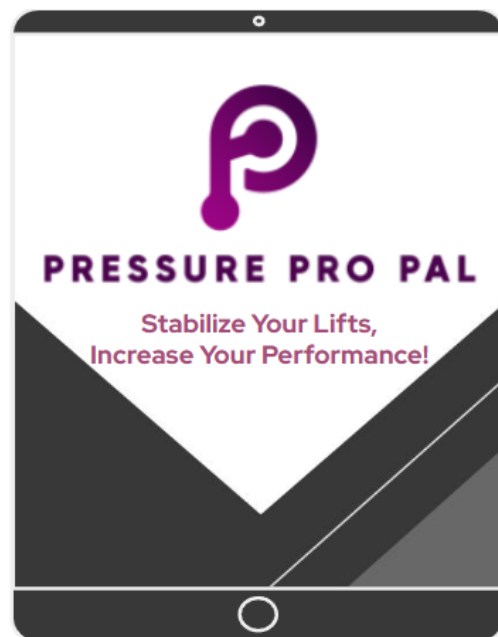
Users can engage with a community feed, sharing achievements, asking for advice, and



in

supporting fellow lifters. The app may host challenges and competitions, fostering friendly competition and motivation within the community.

The integration of pressure sensors directly into the weightlifting belt is a distinctive feature. These sensors measure intra abdominal pressure, a critical but often overlooked metric in weightlifting. The app is tailored specifically for weightlifters, providing a user-friendly interface that focuses on intra abdominal pressure metrics. Existing fitness tracking apps may not offer specialized features for weightlifting form optimization. Pressure Pro Pal goes beyond basic fitness tracking by offering performance analytics that delve into the intricacies of lifting technique and pressure distribution. This level of detail is unique to this concept and is crucial for users looking to refine their form. Pressure Pro Pal places a strong emphasis on injury prevention by monitoring intra abdominal pressure levels. This proactive approach to user safety distinguishes it from traditional weightlifting belts that primarily offer support without dynamic monitoring capabilities. The app's ability to provide adaptive recommendations and modifications to workouts based on real-time pressure data is a unique feature. This ensures that users can make immediate adjustments for optimal results during their lifting sessions. Some possible development risks include technological challenges or consumer adoption. The development of accurate and reliable intraabdominal pressure sensors may encounter technological hurdles, such as calibration issues, signal interference, or accuracy concerns. There may also be difficulties when consumers integrate the technology onto the belt due to user error. To mitigate this the Pressure Pro team will collaborate with sensor technology experts, conduct iterative testing, and prototyping to help identify and address technological challenges early in the development process. Building and sustaining an active and engaged community around intraabdominal pressure analysis may face challenges, such as low user adoption. Due



to the differentiation of Pressure Pro Pal and its originality on the market, there may be hesitation to adopt this new practice. To mitigate this the Pressure Pro team will stay informed about fitness trends, conducting regular market research, and incorporating flexibility into the product's features can help align the product with evolving consumer preferences.

Business Model Problem Proof

Customers can purchase the Pressure Pro Pal kit online which includes the sensors, equipment and a brochure with access to the app. Upon receiving the kit, customers will download the Pressure Pro Pal app from the App Store or Google Play, depending on their device. The app guides users through a simple setup process to connect the sensors in the belt with their smartphone via Bluetooth. This ensures a quick and hassle-free connection. Customers create a user profile within the app, where they can input personal details such as weight, height, and fitness goals. The app may prompt users to perform a quick calibration process, ensuring accurate measurements based on individual characteristics. As users start their workouts, the sensors continuously measure intra abdominal pressure and instantly send the data to the app in real-time. The app provides a user-friendly interface displaying real-time pressure metrics, along with relevant insights and recommendations. Post-workout, users can access a detailed analysis of their performance, reviewing trends, peak pressure points, and overall exertion during specific exercises. The app may offer personalized suggestions for improvement, based on the gathered data. Hitting the target revenue goal starts with a well thought out pricing model. The Pressure Pro team will implement a competitive pricing strategy for the Pressure Pro Pal kit, ensuring it is attractive to fitness enthusiasts while allowing for a reasonable profit margin. There will be a tiered pricing structure, with the basic kit providing essential features and a premium subscription for advanced analytics, personalized coaching insights, and exclusive content. The basic kit, including the sensors and access to essential features in the app is priced at \$200. The app used to run the system costs members \$19.99/month and includes advanced analytics, personalized coaching insights and exclusive content.

Additionally, the Pressure Pro kit will be available for a 15% bulk discount to accommodate for gyms, sports teams and other fitness organizations. The Pressure Pro team will remain flexible and adjust pricing based on market feedback and demand. Regularly reassessing the pricing strategy and user base will help maximize revenue to hit the \$1,000,000 target revenue goal.

Core target customers want data-driven training, goal tracking/progress monitoring, continuous improvement, personalized coaching and a scientific approach to training. Pressure Pro Pal fits these needs seamlessly and is a pivotal tool for serious weightlifters. The main overt benefits include precision performance monitoring which leads to injury prevention and optimization. Pressure Pro Pal provides real-time intra abdominal pressure data, offering lifters unparalleled insights into their form and performance during each repetition. By analyzing intraabdominal pressure, users can identify potential weaknesses, correct form, and reduce the risk of injuries, ultimately optimizing their weightlifting experience. Customers will take interest in Pressure Pro Pal because it is an innovative solution to a common pain point in weightlifting. The design of this sensor system was developed by lifters for lifters. Pressure Pro Pal enhances training through data-driven technique analysis and prevents injuries from the source. The Pressure Pro team is committed to continuous communication with the customer base and partnered athletes. There are no alternative products on the market currently for lifters to measure their intra abdominal pressure. Pressure Pro Pal's transactional model is subscription based. Consumers will buy the sensors to apply to their belt and then subscribe to the app for continuous access to advanced data analytics, personalized technique feedback and community features. The product strategy for Pressure Pro Pal's sensor offering focuses on providing versatility and customization to cater to the diverse preferences of the weightlifting community. Sensor compatibility is an important feature as Pressure Pro Pal sensors are designed to be universally compatible with a variety of weightlifting belts. The sensors can be securely attached to different belt sizes and materials, ensuring adaptability to various user preferences. The most preferred form of Pressure Pro Pal is the starter kit and premium subscription which are offered on the website, pressurepro.com. The brand development strategy for Pressure Pro Pal aims to establish a strong presence in the

fitness technology market, with a focus on innovation, and user-centric experiences. Brand identity sets the tone for consumer adoption, and Pressure Pro will establish a logo that represents the core values of the company. The company will have a strong social media presence and develop partnerships with fitness influencers, professional athletes and gyms. Consumers can purchase the Pressure Pro Pal starter kit through the official website. This package includes the belt sensors, a quick start guide, and a link to download the Pressure Pro app. Onboarding within the app includes a simple setup process to pair the sensor belt with the user's smartphone and a questionnaire to gather information on the lifter. The information is sent to the Pressure Pro app which for only \$19.99 per month includes advanced analytics, personalized coaching insights and exclusive content. Users discover Pressure Pro Pal through social media, online marketing or word of mouth. Potential customers visit the official website, where they find detailed information about the Pressure Pro Pal belt sensors, mobile app, and the science behind intraabdominal pressure monitoring. Customer testimonials and case studies showcase real-world success stories, building credibility and trust. Customers make the purchase decision through the official website which offers a secure and straightforward checkout process, with clear information about pricing, warranties, and return policies. Upon receiving the Pressure Pro Pal package, users find a well-presented box with the sensor belt, a quick start guide, and a link to download the app. The onboarding process within the app is user-friendly, guiding customers through the setup and pairing of the sensor belt with their smartphone. Upon receiving the Pressure Pro Pal package, users find a well-presented box with the sensors, a quick

The Business Model and New Venture Dynamics					
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Module A					
					METRICS
BASELINE 1:	<i>If We Charge This:</i>	\$440.00			Pressure Pro
BASELINE 2:	<i>And Our Costs Are:</i>	\$15.00	LABOR + COMMISSIONS + ROYALTIES		
		\$40.00	MATERIALS + DIRECT MFG COSTS		
		\$55.00	TOTAL DIRECT COSTS		
BASELINE 3:	<i>Gross Profit per unit:</i>	\$385.00	87.5% Gross Contribution Margin		
BASELINE 4:	<i>Monthly Burn Rate is:</i>	\$15,850			
BASELINE 5:	<i>Breakeven at:</i>	494	124	41	10
		Per: YEAR	QTR	MONTH	WEEK
					DAY

start guide, and a link to download the app. The onboarding process within the app is user-friendly, guiding customers through the setup and pairing of the sensors with their smartphone. Users are walked through a set of clear instructions on installing the sensors into their existing weightlifting belt. Once the system is installed and ready to go, lifters can go through a workout normally and the app starts collecting real-time intra abdominal pressure data. The app provides immediate feedback, allowing users to see the impact of their movements on intra abdominal pressure. Post-workout, users explore the app for a detailed analysis of their intra abdominal pressure data. The app's

5 Laws of Opportunity	
Overt Benefit	Improved lifting technique, injury prevention and increased performance.
Real Reason-to-Believe	<ul style="list-style-type: none"> • Professional endorsements • Science backed data • User Testimonials
Dramatic Difference	Pressure Pro Pal stands out by offering advanced and accurate intraabdominal pressure measurement during weightlifting, providing users with real-time insights into their form and technique. This can dramatically enhance users' understanding of their body mechanics, allowing for precise adjustments to optimize performance and reduce the risk of injury.
Adoption Hurdles	<ul style="list-style-type: none"> • Limited awareness of the concept of intraabdominal pressure • Consumers may perceive the product as complex • Cost Concerns
Social Sufficiency	The company has a strong social media presence and partnerships with ambassadors to build a sense of community.

interface makes it easy for users to identify trends, peaks, and areas for improvement, fostering a deeper understanding of their lifting mechanics. Users can set specific goals related to intra abdominal pressure for different exercises or lifts. The app tracks progress over time, celebrating achievements and motivating users to reach new milestones. By focusing on a seamless and engaging customer journey, Pressure Pro Pal aims to not only provide a valuable product but also to support users on their journey to injury prevention and performance excellence. To reach \$1,000,000 in revenue my first MBV assumption is that customers will purchase both the starter kit and premium subscription offer. This allows me to calculate the average revenue per user based on the assumption that users will spend \$440 in the first year. This sets my sales goal at 2,275 units within the first year to achieve over a \$1,000,000 target revenue.

Pricing Table	
Pressure Pro Kit	Premium Subscription
\$200.000	\$19.99 Per Month
Sensor System	Advanced Analytics
Essential App Features	Exclusive Content

Operations/Commercialization Problem Proof

The Pressure Pro team’s strategy to get the product onto the market involves multiple stages. This involves market research, prototype development, testing and feedback, branding, partnerships, and manufacturing. Pressure Pro Pal will be designed by a cross-functional team consisting of industrial designers, engineers (mechanical and electrical), and user experience designers. This team would collaborate to create a sleek and comfortable weightlifting belt with embedded sensors. The development process will include prototyping the hardware of the sensor system and the software of

the app. This rigorous testing and refining will be led by the engineering and software developer Pressure Pro team members. Establishing a reliable supply chain is a crucial step in the manufacturing stage. This includes sourcing quality materials for the belt and sensors as well as negotiating contracts with manufacturers for cost-effective and scalable production. The three aspects of commercialization that the Pressure Pro team will focus on are marketing strategies, sales platform and customer engagement. The manufacturing of the Pressure Pro kit will be outsourced to facilities with experience in technology development. Additionally, a rigorous quality control process will be outsourced to ensure the sensors meet all the specifications. The distribution will be initially run through the Pressure Pro team; However, this could be outsourced in the future if the demand is greater than the capabilities of the company. Currently to get the company off the ground the two main milestones the Pressure Pro team aims to accomplish are the development of prototype and positive results from consumer feedback surveys.

Conducting initial research and feasibility studies to develop a prototype will take up to three months. User testing with weightlifters and industry professionals is important to gather feedback on the comfort, functionality and user experience. This process will take roughly two months. Adjusting the prototype using the initial consumer feedback will take an additional two months. The next two months will be spent obtaining certifications and approvals that comply with safety and quality standards.

Manufacturing setup will take two months to finalize partnerships and establish production processes. This includes an initial small-scale production run for quality control. Leading up to this point marketing and brand building strategies will build awareness for the product release date. Lastly, the company will officially launch Pressure Pro Pal implementing additional marketing campaigns to drive initial sales.

Table of Features and Sources		
Feature	Description	Source
Intraabdominal Pressure Sensor	High-precision mechanical sensors that measure static and dynamic changes in force	Sensor technology supplier
Mobile App	User-centric app for real time data reception, analytics and personalized feedback	Pressure Pro Software Developer
Premium App Subscription	Advanced analytics and exclusive content	Pressure Pro Software Developer

Table of Quality Assurance Standards	
Category	Standards
Sensor Accuracy	Sensors must have a minimum accuracy of $\pm 1\%$ for precise intraabdominal pressure measurements
Durability	Sensors and materials used must be durable and capable of withstanding regular wear and tear
Battery Life	The sensor's battery should have a minimum life of 10 hours to ensure it lasts through extended workout sessions
App Compatibility	Ensure the app is compatible with major smartphone operating systems (iOS and Android) for broad accessibility
Calibration Accuracy	Include a calibration feature to allow users to verify and adjust sensor accuracy periodically
Data Synchronization	Ensure real-time data synchronization between the sensors and the app for instant feedback during workouts
Customer Support	Provide responsive customer support to address user queries, issues, and feedback promptly

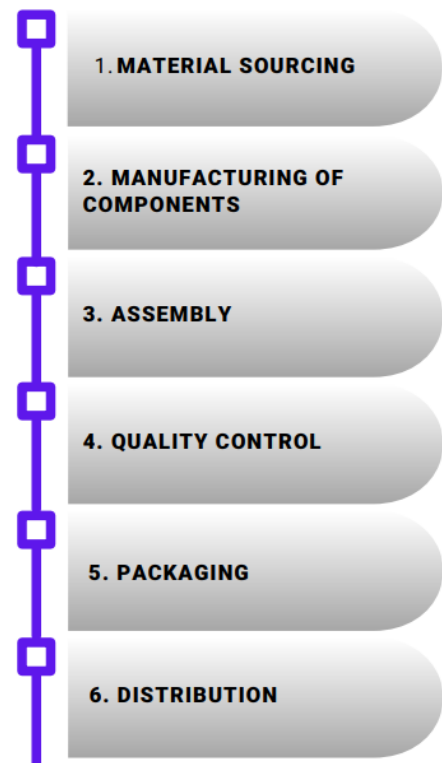
Table of Components and Sources		
Component	Description	Source
Mechanical Sensor	High-precision sensor for measuring intraabdominal pressure	Manufacturing facility
Sensor Integration Kit	Tools to securely embed sensors to a users belt	In-house manufacturing team

Resource Problem Proof

Pressure Pro Pal requires a multitude of resources to kickstart the project into action. These resources fall into categories including people, product, packaging, equipment, infrastructure, logistics and physical assets. The Pressure Pro team will consist of four personnel to start including a product development, app development, marketing/sales and customer support representative. The product development hire will be an engineer with a background in design work, focusing on developing and refine the Pressure Pro Pal sensors and associated technology. The app development position requires a software developer to create and run the mobile app. The marketing and sales hire will be responsible for developing and executing marketing strategies to promote and sell

MANUFACTURING INFOGRAPHIC

Pressure Pro Pal



the product. The customer support representative will handle customer inquiries, troubleshooting and support. Relationships with a supplier and manufacturing facility for producing the Pressure Pro Pal kits are an essential resource needed. The technical intricacies of Pressure Pro Pal require additional expertise before launching the product onto the market. With the help of an engineer, the team will find answers to questions pertaining to sensor technology. These questions include, but are not limited to, the amount of sensors needed, the connection method used to link the sensors and the device used to transmit the data to the app. The Pressure Pro team needs the expertise from both the product development and marketing members to create attractive and functional packaging for the Pressure Pro Pal starter kit. It is important that they source materials that will protect the product during transit. The Pressure Pro team requires knowledge of the engineering members to oversee the production, design and testing of the sensor equipment. This includes managing the equipment used to test the product for accurate and reliable intraabdominal pressure measurements. The Pressure Pro team requires the software developer to oversee the cloud services and IT infrastructure pertaining to the app. This includes developing a secure system for storing and managing the data collected as well as maintenance of the app. The team will need partnerships with shipping companies and distribution channels such as getting the product from the warehouses to consumers. The Pressure Pro team will need access to physical assets including a warehouse for storing inventory and office spaces for the teams to work out of and meet in. The team needs an initial investment of \$500,000 to fund the product development, prototyping and initial production runs. This investment will also cover ongoing expenses such as marketing, staffing, and operational costs until the product generates revenue. Consumer resistance to adoption is one market force that should be monitored carefully. Often there is reluctance among consumers to adopt new fitness technology; However, through targeted marketing campaigns the Pressure Pro team can educate consumers on the benefits of intra abdominal pressure analysis. Currently the window of market opportunity is wide open to the Pressure Pro team because the weightlifting industry has yet to utilize intraabdominal pressure analysis. This gap could narrow as competitors emerge with similar data analysis products. This increase of competitors could cause risks including more advanced solutions with

superior features, an oversaturated market, price wars, exclusive partnerships or aggressive marketing tactics. This can cause financial damage such as price or market share erosion and increased marketing costs.

Recommendation

If a go the Pressure Pro team will need an initial financial investment of \$500,000. This will cover \$100,000 salaries for the engineer and the software developer, \$60,000 for the sales and marketing member as well as the customer relations representative, and \$80,000 for the CEO. This will also cover \$100,000 of initial start up costs for the app development. Lastly, the investment will allocate \$50,000 to marketing and \$50,000 to product development. This initial financial investment will help get Pressure Pro off the ground.