



Arthesis



50 million





Affordable covers

- Low price – \$170
- Price is within what's covered by all EU NHS for cosmetics
- More affordable even without government help



Awesome designs



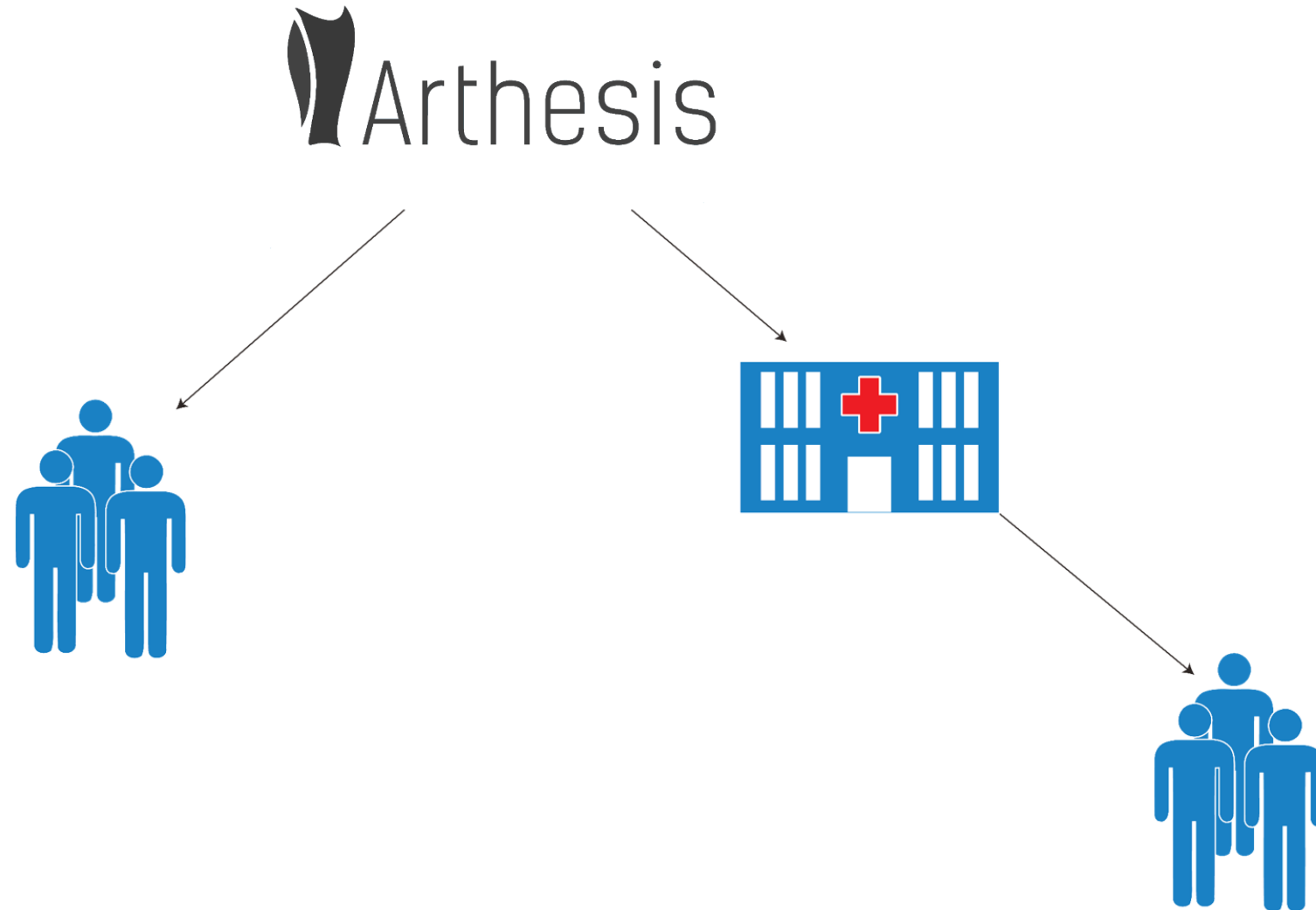
No more phantom pain



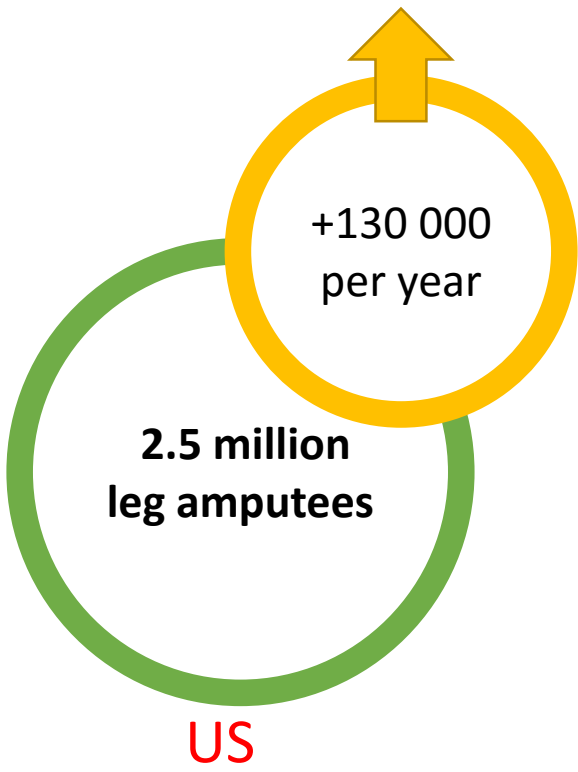
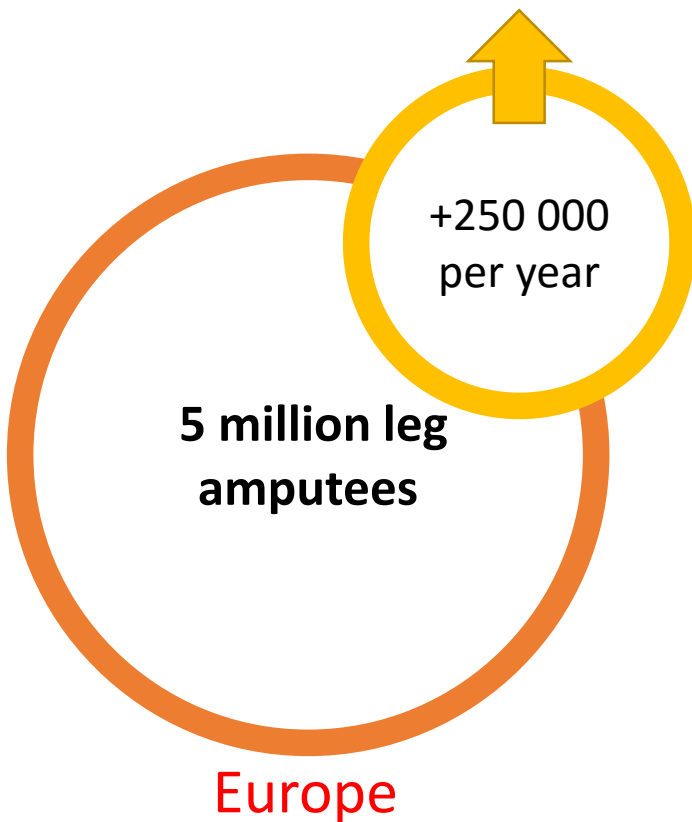
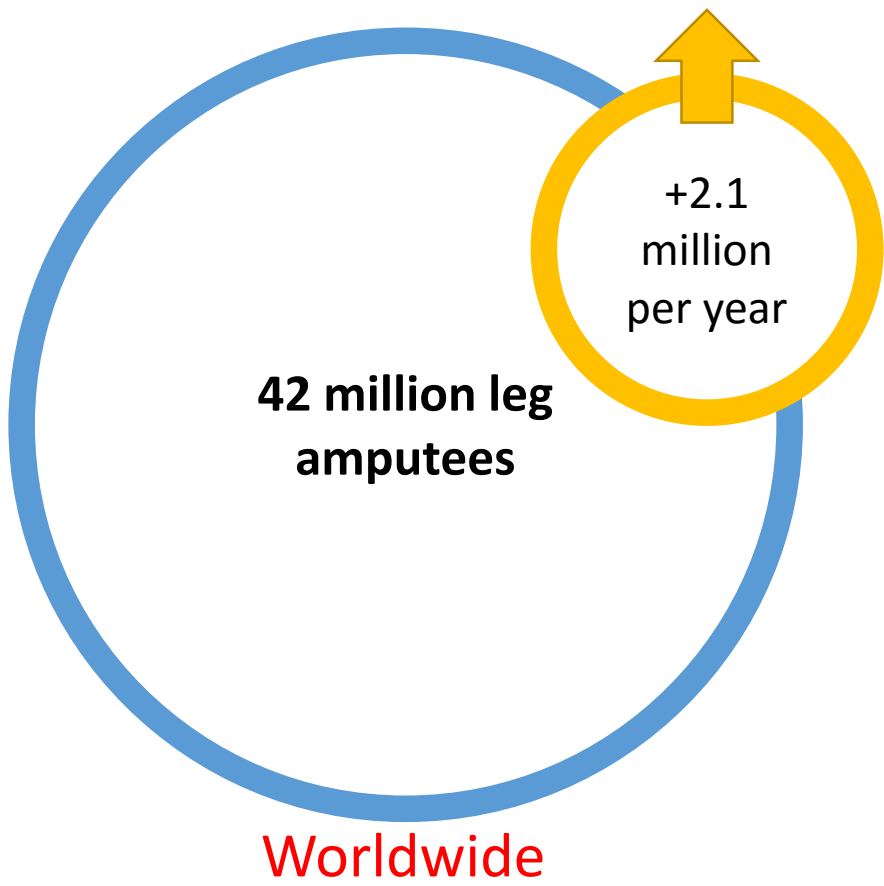
“I have no phantom pain anymore.
It’s such a relief.”



- Spas

Business model







	 Arthesis	UNYQ	
• Easy and reliable measurement process	✓ 1 page instructions	✗ 30 pages instructions	✗
• Reliable and easy strapping mechanism	✓	✗	✗
• Lightweight	✓	✗	✓
• Leg shaped	✓	✓	✗
• Reimbursable	✓ Bulgaria, Canada, Estonia, Germany	✓ Few insurance companies in the US	✗ Partially in Canada
• Changeable design	✓	✗	✗

We have a database with 200 000+ amputees around the world

We ran an **ad campaign** targeting those amputees **between 20 February – 10 March** with € 500 budget.

The results are listed below:

Website:

- 6000 visitors – 317 intention to buy (clicked pre-order) - 79 email inquiries – 40 customers
- Total pre-order revenue – € 4500

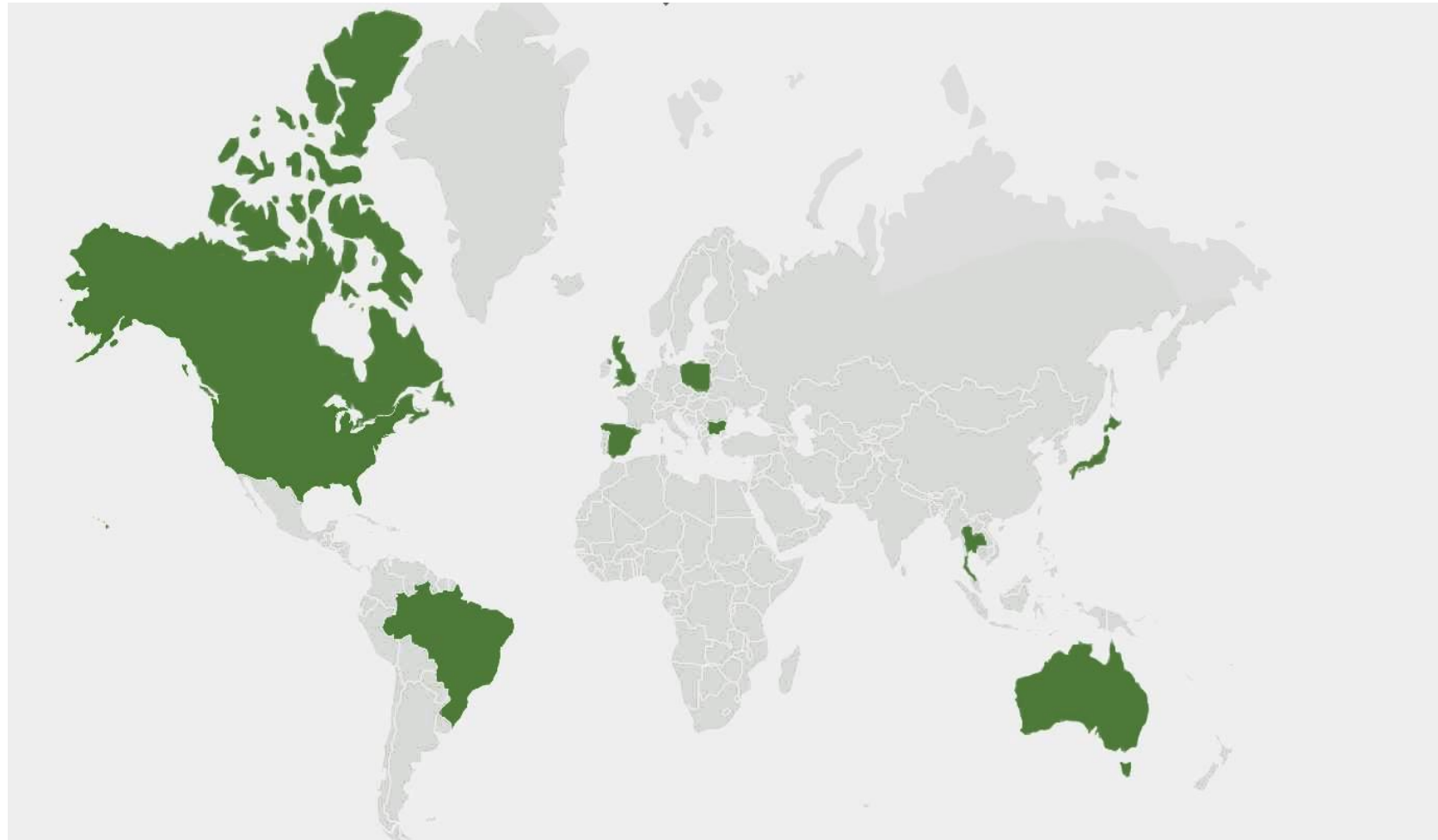
Facebook:

- 4,087 new fans
- Over 500 comments
- Over 300 shares
- Reach: 121,476 unique people
- Unique CTR 6-10%
- CTR 3-5% (according to several sources* average CTR is 0.7-0.9%)
- FB inquires – 550

* <https://www.salesforcemarketingcloud.com/wp-content/uploads/2013/06/The-Facebook-Ads-Benchmark-Report.pdf>
<http://www.quora.com/What-is-the-average-CTR-on-Facebook-Ads>

40 pre-orders from: US, Japan, Thailand, Australia, Brazil, Poland, Spain, Canada, United Kingdom

- 1 Custom Arthesis cover
- 39 mass-produced Arthesis covers
- € 4500 revenue



Nearly 20 prosthetic clinics asked us for samples and catalogs. More than 50 requests and shares from: **US, Singapore, Canada, Australia, Estonia, France, UAE & Oman, Cyprus, Brazil, India, Puerto Rico, Panama, Poland, South Korea, Saudi Arabia, Italy, Colombia, Portugal, Mexico, Taiwan**







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