Ice and Stride
[
 a
]

Common User Complaints
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Difficult to Ice
Specific Areas
Common User Complaints

- Difficult to Ice Specific Areas
- Inconvenience of Getting Ice
Common User Complaints

- Difficult to Ice Specific Areas
- Inconvenience of Getting Ice
- Ice Leakage
51%

Did Not Ice
51% Did Not Ice

91% Want Icing Boot
## Product Contract

<table>
<thead>
<tr>
<th>Customer Need</th>
<th>Product Attribute</th>
<th>Engineering Specification</th>
</tr>
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<td>Temperature</td>
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<td>Power</td>
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Product Vision

Thermoelectric Cooling (TEC)

Cooling side ices the injury

No leakage
Critical Risk

Temperature

Key Finding: The TEC can get to an adequate cold temperature
Critical Risk
Heat Dissipation

Key Finding: Requires heat sink and forced convection
Critical Risk

Power

Key Finding: Current system runs at 14V and 3A
Market Definition

User  Individuals with acute foot/lower leg injuries

Customer  Insurance companies, distributed by hospitals

Target Selling Price  $180-300
Next Steps

- Reducing size and weight
- Localized cooling
- Maintaining the icing temperature with human contact
- Market Entrance Strategy
- User Testing
Sources

- Ice vs. Heat: [https://www.scoi.com/patient-resources/education/articles/should-you-ice-or-heat-injury](https://www.scoi.com/patient-resources/education/articles/should-you-ice-or-heat-injury)