Ice & Stride

Sketch Model Review Team Blue B
Survey Results

- **180** Respondents
- **50.6%** of respondents told to ice their injury *did not ice* as often as instructed
- **76.7%** said it was a hassle to find time/space to ice
- **90.8%** said they would have *found an icing boot useful*
Modular Design

- Replaces traditional, uncomfortable interior air bladders with **removable foam pads**
- Foam pads can be replaced with custom ice packs for **easy, clean, and localized icing**
- Interior material designed to **reduce condensation** from melting ice packs to keep the leg dry
Modular Design

- Side doors allow ice packs and foam pads to be interchanged \textit{without removal of the boot}
- Large velcro straps replaced with easy-to-use \textit{ski boot straps}
Market Dynamics

- **$40B** Orthopedic Devices Market
- Projected to grow to **$53B by 2024**
- Orthopedic walking boots **<$5B market share** of Orthopedic Devices industry
- U.S. orthopedic devices market covered **90% of the North America’s industry share**
References
