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Sketch Model Review
Orange A
1 in 5 elderly adults who fall suffer serious injury

20 million elderly Americans fear falling
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Sketch Model: Washing Head

Key tests:
- Cleaning effectiveness
- Water removal
- Washing head size
Can clean effectively

Suction can remove over 90% of water

Washing head should be under 7” diameter
$4.7 billion market:

*bathroom and toilet assist devices*
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Secure, easy, clean.