

III.c

Unit economics and cohort study

I LOOP economics:

- The device will sell for \$3,000 and when sold to professionals such as physical therapy clinics, there is a 25% discount.
- The smart phone app that controls the device is a subscription service which is charged at \$400 per year or \$40 per month
- Rentals are \$300 per month for the first three months dropping to \$200 thereafter.

The ability to do a cohort is limited by not having a device ready for personnel use. Studies using the clinical device showed clear efficacy but the cost of the clinical device combined with the need for the patient to travel every time they needed a treatment made this business model impractical.

In order to build a sustainable business and also provide the best possible results we concluded a personal device that was also mobile would allow the patient the most convenience thus resulting in more treatments which improves the results.



NMT
NEXXT MEDTECH



Next Medtech Inc
427 Wright Street #205,
Lakewood, Colorado 80228