

<b>Problem Statement/ Market Opportunity</b>	There are 50 million people in the U.S. with various physical or cognitive challenges that greatly limit their ability to don and doff their own footwear. Using traditional footwear causes these wearers undue pain and suffering, or at the very least, are very inconvenient. Those shoe wearers that are limited to the point of being completely unable to put on their own shoes must rely on others to do so for them, negatively impacting their independence and self-esteem. In either case, their quality-of-life suffers. These people are also at much greater risk of having a slip & fall injury.																													
<b>Company Description/ Mission</b>	Developed by a Dad whose son was in a scoliosis brace that prevented him from putting his own shoes on, Hands-Free, LLC was originally established in 2010 as a NYC-based privately held company. Our mission, as the developer and distributor of <b>QuiKiks</b> , the world's first securely fastening hands-free footwear, is to provide people of limited physical or cognitive ability more independence, a better quality-of-life and increased safety.																													
<b>Solution/ Competitive advantages</b>	With over 6 years in development, <b>QuiKiks</b> are a revolutionary advance in footwear that allow the wearer to step easily into the shoes and in the same motion effortlessly and securely lock their feet comfortably in place without the need to bend over or use their hands. Using our <b>Step-in-Go</b> Technology, <b>QuiKiks</b> provide totally <i>hands-free</i> operation for people lacking the ability to use traditional shoe fasteners such as laces, buckles or Velcro straps. Unlike slippers, flip-flops, or clog-like shoes, footwear with <b>Step-in-Go</b> technology will not slip off of the feet, plus they provide the wearer with exceptional heel and foot support. Our new QuiKiks v2.0 will be Diabetic compliant and insurance reimbursable.																													
<b>Revenue Model</b>	<b>QuiKiks</b> will be sold direct-to-consumers online and through specialty shoe retailers. We will also sell the new insurance reimbursable Diabetic version wholesale through healthcare practitioners' offices, such as orthotists and podiatrists.																													
<b>Target Market</b>	There are many robust target markets for shoes with <b>Step-in-Go</b> Technology. We consider the "low-hanging fruit" amongst these markets to include the physically impaired 82%, the severely obese 11% and pregnant women 7%. Market research puts the addressable market at over 50 million people in the United States and it is expected to increase with the aging of the baby boomers. QuiKiks v2.0 are also targeted to the 8 million people in the U.S. who are eligible for one free pair of Diabetic footwear per year through health insurance.																													
<b>Key Milestones Achieved to Date</b>	<ul style="list-style-type: none"> <li>✓ Raised over \$395K in seed funding to-date through self-funding, angel investors, crowdfunding and multiple cash prizes for business plan and pitch competitions</li> <li>✓ Patents granted in U.S., Canada &amp; Europe</li> <li>✓ Beyond development phase -<i>product is in-market</i></li> <li>✓ Initial production tooling completed</li> <li>✓ Supply chain already in place</li> <li>✓ Assembled an excellent advisory board</li> <li>✓ Recently won FuzeHub Commercialization Grant</li> </ul>																													
<b>Key Team Members/ Experience</b>	<p><b>Steven Kaufman, Inventor/Founder &amp; CEO, Hands-Free, LLC</b></p> <ul style="list-style-type: none"> <li>✦ BE Electrical Engineering Cooper Union , BS Computer Science New York University</li> <li>✦ Co-Founder FoodWorks Gourmet Store/Café/Catering, Did &gt;\$3MM sales with 50 employees</li> <li>✦ 2014 alumni of the Entrepreneurship Lab NYC Bio and Health Tech Business Incubator</li> <li>✦ 2019 alumni of The Startup Leadership Program</li> </ul> <p><b>Martin Sokoloff, Founder/Investor/Advisor, Hands-Free, LLC</b></p> <ul style="list-style-type: none"> <li>✦ Founded Good Groceries in 1983 -named one of inc5000's "Best Small Companies"</li> </ul> <p><b>David Ulan, Advisor -Anatomical and orthopedic shoe function and construction</b></p> <ul style="list-style-type: none"> <li>✦ Certified Pedorthist. President The Cobler &amp; Cordwainer. Adjunct professor of footwear at FIT.</li> </ul> <p><b>David Siskin, Advisor -Shoe design, construction and production</b></p> <ul style="list-style-type: none"> <li>✦ Lifelong footwear industry veteran</li> </ul> <p><b>Dr. Paul Kesselman, Advisor -Regulatory</b></p> <ul style="list-style-type: none"> <li>✦ Practicing podiatrist and recognized DME regulatory expert</li> </ul>																													
<b>Pilot Sales Efforts</b>	<p><b>Beta Online sales @ QuiKiks.com.</b> ~500 pairs sold with prices ranging from \$125-\$249</p> <p><b>Distributors.</b> Signed-on 4 medical supply re-sellers and sold 15 pair including 3 pair to a re-seller in South Africa</p> <p><b>firstSTREET Direct Mail Opportunity.</b> Planning to put QuiKiks v2.0 in 400,000 catalogs per month to seniors</p> <p><b>"Innovation Nation" Television Show.</b> In 2020, QuiKiks were featured nationally on this CBS show resulting in ~\$60K in orders.</p>																													
<b>Financial Outlook</b>	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="text-align: left;">(in 000's)</th> <th>&lt;2021</th> <th>2021</th> <th>2022</th> <th>2023</th> <th>2024</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;"># Pairs*</td> <td>0.5</td> <td>10</td> <td>100</td> <td>300</td> <td>600</td> </tr> <tr> <td style="text-align: left;">Revenues*</td> <td>82</td> <td>1,250</td> <td>12,500</td> <td>37,500</td> <td>75,000</td> </tr> <tr> <td style="text-align: left;">Net*</td> <td>(60)</td> <td>112</td> <td>4,028</td> <td>12,224</td> <td>24,812</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">*Estimated</p>						(in 000's)	<2021	2021	2022	2023	2024	# Pairs*	0.5	10	100	300	600	Revenues*	82	1,250	12,500	37,500	75,000	Net*	(60)	112	4,028	12,224	24,812
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<b>Capitalization Requirement/ Use of Funds</b>	Initial rounds of funding have been used for the pilot design, prototyping, legal services, production tooling and inventory. We are currently seeking \$500K in capital to fund production of our insurance reimbursable QuiKiks v2.0, for on-boarding talent and operating expenses in order to fully realize the commercialization of <b>QuiKiks</b> Footwear.																													