

formula motion



Pitch

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Brief introduction to Formula Motion. The 'pitch'

WHAT PROBLEM DOES FORMULA MOTION ADDRESS?

Falls prevention in the elderly.

Ageing and disability lead to poor mobility, a deterioration of balance and weakening of the musculoskeletal system. This can be addressed by screening and assessing a person's risk of falling and then targeted balance training which decreases the risk of accidents and falls.

Every year, 1 in 3 elderly people in the EU and the UK will suffer a fall, resulting in 3.5 million fractures and a £44bn cost of treatment.

33% of those people with a hip fracture will die within a year.

Balance training reduces the rate of falls and hospital admissions by up to 55%, in addition to speeding up recovery times.

Formula Motion could prevent 150,000 falls per year, save the EU €1.8bn and save lives.

THE SOLUTION

Formula Motion, will satisfy an unmet market for a low cost, simple and effective multifunctional falls screening, balance training and rehabilitation machine.

A patented system in UK, USA and Europe, it enables a wide range of beneficial movements.

The benefits have been confirmed by medical and sports professionals after assessing the prototype.

We already have interest from a number of commercial end-users/customers.



EXAMPLES OF NEED AND EVIDENCE OF FALLS IN ELDERLY

Formula Motion answers one of the UK government's 'four grand challenges' Mission statement: Ensure that people can enjoy at least 5 extra healthy, independent years of life by 2035.

Strength and balance training has been identified as an effective intervention to reduce falls by the UK government's National Institute for Health and Care Excellence (NICE).

The annual cost of fragility fractures to the UK £4.4 bn.

NOT JUST FALLS PREVENTION IN THE ELDERLY

Formula Motion also has major uses and benefits in other market places:

Rehabilitation of strokes, Parkinson's, trauma, rheumatoid arthritis, cerebral palsy, spina bifida, muscular dystrophy, multiple sclerosis and other neurological and vestibular conditions.

With the current pandemic, it could be used by people recovering from Covid 19, where their muscles have wasted and strength training for long Covid patients.

It can also be used in:
Elite athlete centres.
Gyms and Health clubs.
Sports injury clinics.
Research establishments.
Physiotherapy clinics.
Virtual reality.

WHAT IS FORMULA MOTION?

New concept multi-functional rehabilitation/exercise machine.

Patented design.

Gives movements with many end user benefits as confirmed by medical and sports professionals.

Used for screening and falls prevention in the elderly, rehabilitation, performance training, general exercise and virtual reality.

Incorporates latest digital technologies to monitor performance and capture data to show progress.



Achieved at a market competitive cost of £ 5,750.

Formula Motion is a truly unique offering and is the only solution capable of fulfilling a multitude of wide-ranging market needs.

For clinical practitioners and patients/users alike, it is simple to use and will significantly aid rehabilitation and training regimes.

Our primary Unique Selling Point is our ability to provide a wide range of different rehabilitation modes within one single, compact, user-friendly and affordable system thanks to our patented motor-driven cam configuration and cam followers. This enables the seamless mode transition from active 'powered' drive to 'free' wobble mode.

OUR VISION

For a world where the catastrophic effects of falls on the elderly, including loss of independence and loss of life are a distant memory. The world, for those in need of rehabilitation and wellbeing, will be an easier place to live.



OUR MISSION

To provide solutions which allow everyone over 65 to have access to a falls assessment 'screening programme' to determine their risk of falling and identify a clear plan for prevention.

Formula Motion proof of concept prototype videos

- 1) Formula Motion brief intro 18.12.18. <https://vimeo.com/307122285>
- 2) Video for grant. <https://vimeo.com/537245532>
- 3) Formula Motion Falls prevention in elderly 25.11.19. <https://vimeo.com/375598860>
- 4) Formula Motion main movements 09.02.19. <https://vimeo.com/316297873>
- 5) Formula Motion engineering 09.02.19. <https://vimeo.com/316306621>
- 6) Formula Motion user screens 09.02.19. <https://vimeo.com/316299216>
- 7) Formula Motion virtual reality use. <https://vimeo.com/295624703>
- 8) Formula Motion wheel chair user. <https://vimeo.com/294515322>

Formula Motion website

<http://formulamotion.com/>