

## help them rise.

**ELEVAR**

*self operated backrest*



Website: [www.creativiticouncil.org](http://www.creativiticouncil.org)

Founders: James T J & Bobby Issac

TechEx.in Case Manager: Pradnya Aradhye ([pradnya@venturecenter.co.in](mailto:pradnya@venturecenter.co.in))

# About



- Simple and can be operated by the patients themselves.
- Compatible with cots of all sizes.
- Easy maintenance and customization.
- Self reliance & self confidence.

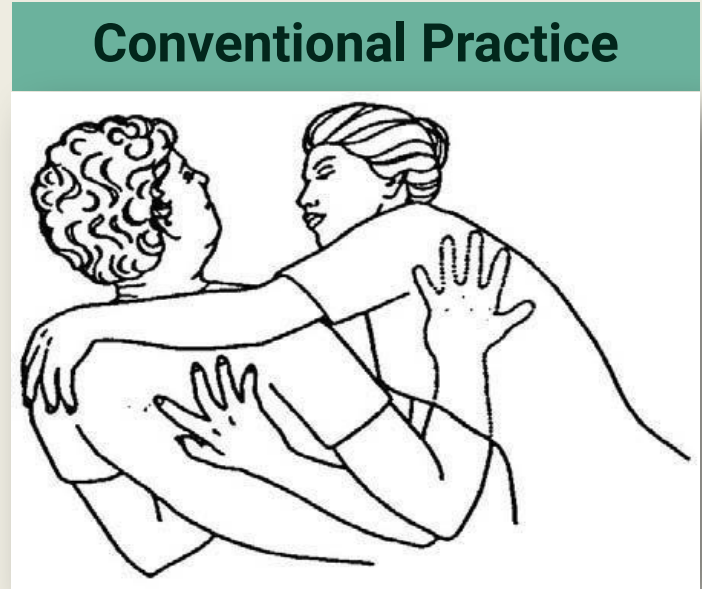


**SELF-OPERATING  
MANUAL BACKREST**  
FOR BEDRIDDEN PATIENTS

# Problems Addressed



- Difficulty for paraplegic / hemiplegic / elderly patients  
*in getting up from the bed.*
- Difficulty for bystanders  
*for supporting / holding the patients.*



# Product Details



Cost	Rs 12,500 per unit
Weight	5 Kg
Dimensions	80cm x 80cm
Patent	Filed  Application Number: 202041030964
In sales	8 Units
No. of Beneficiaries	15



# Recognitions



- **Nidhi Prayas Scheme**





*Incubated at Timed SCTIMST*

- **ATF, UNLTD – Accelerator Programme**

*Selected for the final round*



# Available Products in the Market

Products				
Product Name	ASR -Surgicals	Easy Backrest	Welton	Elevar
Operation	Operation - Manual <b>Bystander required for operation</b>	Manual & could not be operated by the patient <b>Bystander required for operation</b>	Operation – Automatic, Could be operated by patient	<b>Manual and could be operated by the patient</b> <b>No Requirement of Bystander</b>
Affordability	Affordable for low income groups	Affordable for low income groups	<b>Not Affordable</b> for low income groups	<b>Affordable for low income groups</b>
Maneuverability	The angle of inclination of the backrest can be <b>adjusted only on specific angles</b> High rate of abandonment	The angle of inclination of the backrest can be adjusted, <b>but chances of slippage is higher</b>	The angle of inclination of the backrest can be adjusted,	<b>The angle of inclination of the backrest can be adjusted, at any angle</b>
Mechanism	Simple	Simple	Complex	Simple

# Product Novelty



- **Manual, self-operation** of the mechanism by the patients themselves while on bed without the support of bystanders.
- **Affordable** for Low Income Groups.
- Attachable to **any type of cot** (from hospital cot to family cot)
- **Reclining angle** can be adjusted and set safely by the patient at any convenient position between 0° to 80°
- **Portable** and **light weight**
- Creates **employment opportunity** for cottage industry (Webbing of backrest)



**Creativiti Council**

ADDRESS THE NEGLECTED

**DEVELOPING AND DELIVERING  
AFFORDABLE PRODUCTS  
FOR  
BEDRIDDEN /PALLIATIVE CARE/ELDERLY**

**DIPP Recognized Non Profit Startup (Section 8 Company founded in 2017)**

**(DIPP63863, 80G , 12 A Certification)**





# THE TEAM



**TJ James (founder)**

26 years of experience  
in Rural Innovation  
Chevening Scholar  
Senior Fellow KSUM



**Bobby Isaac (founder)**

20 years of experience in  
Business Development  
Founder Lacon Organic  
Certification LTD



**Arun S Chandran  
(Product Development)**

5+ Years of experience,  
Post Graduate in  
Mechanical Engineering



**Bevin Tony (Marketing)**

10+ years of experience in  
the marketing sector in  
African Countries



# MENTORS



**Mr. Shabeer  
Muhammed**

CEO, enCAD  
Technologies Pvt  
Ltd & enProducts  
Pvt Ltd



**Dr. Jippu Jacob**

Expert-Product  
Development, Amaljothi  
College of Engineering,  
Kottayam & Inventor of  
the coconut dehusking  
tool - 'Keramitra'



**Dr. Jose Babu**

Medical Director, Alpha  
Pain & Palliative Care  
Society



**Mr. Pranav Nahar**

Expert - Business  
Development,  
Chevening Scholar &  
Startup Mentor

# Project and Ask

# Project Goals



## HELP THEM RISE:

Deploy ELEVAR to offer a life-altering experience among paraplegic /hemiplegic patients from low income groups (200 Units)

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- ***Design for affordability and usefulness***  
(Gather data to optimize usefulness vs cost)
- ***Understand the different types of users***  
(Gather data from different categories of bed ridden people & their needs - Paraplegic, Hemiplegic, Elderly)
- ***Experiment /test rental model for scaling***



## Questions to be answered in the pilot

Price Point, Demand, Impact data, Case studies

Are you Left handed or right handed? And does it impact your ability to use the backrest if it is placed on the opposite end of your active handedness?

Comments on the size of backrest as compared to the cot? Should it be dimensionally more broad or small?

Any more features required to make operation easier ?

Comments on sturdiness of material. Backrest sturdy enough to provide support to your back?

Are you facing any issues from the product which is hampering your sleep.

Follow up questions on: comfort of bedrest, bulge on bed, back pain? Makes cot uncomfortable while the backrest is raised

Changes in your life after using the backrest : Quality of life, self-reliance , self-confidence



- ***Beneficiaries:***

Paraplegic, hemiplegic patients, elderly patients from low income groups.

- ***Partnerships:***

Alpha Pain & Palliative Care Society, Peermade Development Society, AVARD Bhavan, VSSS, Hope Foundation (Beneficiaries will be selected by these groups )



# Timeline & Budget

Activities	April 2022	May 2022	June 2022	July 2022	Aug 2022	Sep 2022
Social media campaign & Selection of Beneficiaries	Blue	Blue	Light Blue	Light Blue	Light Blue	Light Blue
Deployment	Light Blue	Green	Green	Green	Green	Green
Documentation	Light Blue	Yellow	Yellow	Yellow	Yellow	Yellow

**Budget Request : Rs. 2500000.00 (Rupees Twenty Five Lakhs Only)**

Deployment (200 Units x Rs 12500)

## For more information

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