



2014-1-HU01-KA203-002367

INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or
name of the social enterprise:** ALLROAD WHEELCHAIR

Keywords (max. 5) describing
your social business idea:

Wheelchair

Immobility

Independance

**Name of the
team representative:**

Aleš Sitár

Team members:

Aleš Sitár

Represented country:

Slovakia



EXECUTIVE SUMMARY OF PROJECT

ALLROAD WHEELCHAIR

My social innovation idea deals with transport of disabled people and people with limited mobility. Current solutions in this field have some points which I would like to improve. From that reason I decide to make design of wheelchair, which would satisfy criteria in field of ergonomic, simple manipulation, possible application in terrain and nice and user friendly design. Possibility of using it in terrain would be solved by using of suspension of wheelchair and by manual handling of wheels. This will offer higher comfort for mobility of disabled people in terrain. So the most important part of my motivation is to help disadvantaged people with their limited mobility. I want to help people after some kind of accident, to help people whose are not able to walk. Around us there is lot of people who had fully functional top part of human body and also like sport activities. By realization of my social innovation project I would like to help these people to get them back to life. For sure they will still have limited mobility, but they do not feel as disadvantaged people any more.

Social need which can be solved by project is to help people with limited mobility to get back to the life, to bring them some fun, adventure and better feelings from life. To became them more active and positive in their sometimes very bad situation. I want to help these people to improve their life and health as it will stimulate nordic walking when you want to move. Some components of presented wheelchair can be produced or assembled by people who are unemployed for long time and this can help to improve life in less developed regions. There are many people who have active approach to life around the world, but have problems with their mobility. This wheelchair should be sold also abroad, but there will be important thing to find reliable distribution channel.

People with limited mobility are quite often excluded from society, I want to help them put back to the life, happy life. It is quite hard to describe social impact of this project. But I strongly believe that it can help a lot of active people with limited mobility. This wheelchair can be used also for light terrain, so it can be used on bike paths. Social impact of the project can be enhanced by fact that simple parts of this wheelchair can be done by unemployed people from less developed regions – for example assembly of some parts, painting etc.

For now I will need some money to build running prototype and testing, I expect I need about 8-9000 €. I have already build one model in 1:2 scale. I will need one colleague who will help me with building of running prototype and also one or two people with disability as testers. I will need also contacts with companies which already produce wheelchair to cooperate with them. Their inputs will be very important for further development of my idea.



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I think that from realization my project will benefit mainly users of this wheelchair, it means people with disability, with limited mobility. They will benefit as customers. Also I would like to help people who are unemployed for longer time. They can be also beneficiary. It is quite hard to talk about stakeholders, as I do not have an. I expect that stakeholder would be my investor or strategic partner and he can benefit from my idea by financial results or fees for licence.

I am planning to contact association of people with limited mobility to present my social innovation idea, as I see it as one of the most important stakeholder. Also very important will be cooperation with health insurance company, through which can be financed purchasing of this wheelchair. I think also about contact with medical universities, as channel who can show disabled people how to use this wheelchair. Also important will be cooperation with ministry of health and employment office. I want to use direct marketing trough association of people with limited mobility.

It is very early to talk about financial sustainability. At the first stage I have to build and test wheelchair, because it is quite important part. As I mention above to build and test prototype I will need some start capital. So I have to find investor or strategic partner with which I can cooperate in development of this wheelchair idea. I am pretty sure that this kind of wheelchair has good potential to be successful on the market, because I did not find such design solution when I conduct my research. Production of one wheelchair takes cca 2 weeks, I will run as contract based production so financial sustainability will depend on number of wheelchair produced. I have small production premises so I would find the way how to use it and keep expenses on the low level.

I need build and test prototypes, so it will be milestone to get in to reality. Also there is a lot of issues open in terms of marketing, building a team, financial sustainability etc., but I believe that after solving these important issues my social enterprise can succeed in reality, because it is very unique well designed wheelchair with good value for users.

This social enterprise has new well designed unique product with social value for people with limited mobility. Short definition of innovation says that "Innovation is new value realized on the market", so from that perspective it meets all these requirements.