

NeoMotion

Live life to the fullest...

About

NeoMotion aspires to enhance the quality of life of people with disability and the elderly in a transformative way. NeoMotion will empower them with high-quality devices that set the standard and help engender a shift from plethora of sub-optimal products that aggravate health issues and significantly restrict the scope of a meaningful, active and productive life of dignity.

NeoMotion Problem Solution Fit

NeoMotion's journey began with the Standing Wheelchair project of Indian Institute of Technology Madras that started in April 2015. The team travelled across the country for testing and interacted with over 200 wheelchair users and found that most wheelchair users are confined to four walls with poor health, no employment and no social engagement. The two major problems that caught their attention were.

- a. **Lack of awareness and availability of a good wheelchair:** One-size-fits-all wheelchairs, widely in use, offer incorrect posture and are difficult to propel. There is a lack of awareness of the extent of damage that a bad wheelchair can inflict on health even in a 3-month period, leave alone life time users.
- b. **Challenges in outdoor mobility:** Conventional wheelchairs are unusable outdoors. For outdoor mobility people use alternates as tri-cycles and tri-scooters but these involve transfers from one device to another making the person always dependent. Consequently, many wheelchair users stay within their home.

NeoMotion Products

The focus of NeoMotion is lifestyle altering solutions for wheelchair users. NeoMotion brings three products and a few accessories that will introduce to wheelchair users in India an experience they have never experienced.



NeoFly is a wheelchair designed for individual customization, correct posture, energy conservation, and compactness to enhance accessibility. These health-enhancing features elude 95%-plus users now.



NeoBolt is a motor-powered clip-on which converts NeoFly into a safe, roadworthy vehicle. It eliminates the need to transfer into other vehicles and can be independently attached by the user within seconds. It has a maximum speed of 25 kmph and travels up to 30 km / charge. NeoBolt can be safely used on uneven terrains.



NeoRider is a hand-powered clip-on to NeoFly. It obviates the need for two devices at home, a vital factor for persons with disability from economically challenged backgrounds. NeoRider gives a stylish tricycle on roads that also enhances efficiency.

NeoMotion Team

- a. Dr Sujatha Srinivasan is Professor in the Department of Mechanical Engineering at IIT Madras and has been working in the assistive devices space for over 25 years now, in industry and as an academician, researcher. In 2008 she founded the Rehabilitation Research and Device Development lab at IIT Madras, currently funded by TTK Prestige. And this is the place where our entire journey began.
- b. Vivek Sarda, a mechanical engineer and product designer graduated in 2014 from IIT Madras. A passionate user centric designer, he never left IIT Madras campus and has been working in the disability space for over 5 years now. His cerebral palsy wheelchair has won multiple awards like the Jed-I Challenge and Gandhain Young Technical Innovation Award at Rashtrapati bhavan.
- c. Swostik Sourav Dash, a mechanical engineer and product designer graduated in 2013 from IIT Madras to join a FMCG firm as a project manager. After a two-year stint there, his interest in product design brought him back to his alma matter to continue where he had left.
- d. Samson Daniel is the health expert in NeoMotion. He is an Occupational Therapist with 7+ years of clinical experience with people with disability at Christian Medical College, Vellore. Samson brings a plethora of expertise and insights to NeoMotion, the key ones being skills training, wheelchair fitting, and devices to improve hand functionality.
- e. S Vaidyanathan, an expert on organization, marketing and networking graduated from IIM Bangalore in 1992. A wheelchair user for 28 years, Vaidyanathan is an exemplar of active lifestyle. He has personally mentored over thousands of people with Spinal Cord Injury after the accident, motivating them to get back to society. He is the co-founder of The Ganga Trust (2009) and The Spinal Foundation (2013).

Recognition

- a. Winner at Design: Impact Awards for Social Change by Titan and Tata Trusts (Jul, 2018)
- b. India's fastest wheelchair half-marathon has been done on NeoFly in 1 hour 46 minutes, with a 20% reduction from the previous best time.
- c. Recognized as Innovative Medical Technologies, Festival of Innovations, Rashtrapati Bhavan (Mar, 2017)
- d. Runner-Up in Enable Makeathon organized by the International Committee of the Red Cross (Jan, 2016)

Association and Mentors

- a. NeoMotion has greatly benefited from the IIT Madras eco-system in the form of mentoring, access to knowledge, access to infrastructure, etc. NeoMotion is incubated at IIT Madras Incubation Cell.
- b. The expertise sharing from The Spinal Foundation has provided user-specific insights.
- c. The products have received grant funding under the IMPRINT India program by Indian Council of Medical Research and Ministry of Human Resource Development.

Current Stage: Pilot Sale and Pilot Production

Ambition and Roadmap

- a. With NeoFly, NeoRider and NeoBolt the wish to enable wheelchair users to stay healthy, go out, explore life, get employed and be independent.
- b. Our ambition is to touch 1 Lac lives every year in India by 2023. We will look at markets beyond India.
- c. We are into this space for long-haul. We have a line-up of products which are at proof of concept stage. These span across sectors like products for children, therapy, indoor standing, etc. And as we move in our journey, we will find more opportunities.

Contact

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