



HIGHER HEIGHTS

Executive Summary

Millions of people around the world have experienced moments when they are unable to reach items stored in high places, especially in their homes. The common solution – traditional step stools – often requires users to manually store, assemble and disassemble the step stool. This process can cause physical strain and may not be practical for individuals with mobility challenges due to age or physical limitations.

Higher Heights has addressed this issue with a device called the Easy Step, an automatic step stool designed to eliminate inconvenience and discomfort associated with traditional step stools. The Easy Step is stored underneath cabinets and extends by linear actuators with a push of a button; a built-in scissor lift will then lift the second step. Our mission is to develop innovative technological solutions to improve the lives of people with physical limitations.

The vision is to empower people with mobility or strength limitations to make everyday tasks easier and safer. While the Easy Step is not essential for survival, the device significantly improves convenience and quality of life. Higher Heights is also exploring the potential for the Easy Step to be classified as a medical device, which could make the device eligible for coverage under select health insurance policies. This option would expand access to individuals who need assistive equipment but may be financially limited.

The Easy Step will be priced accordingly with the features that will be included and marketed as a lifestyle-enhancing product. Higher Heights is striving to achieve profitability within the first two years by online marketing, in-store demonstrations and community reaches such as with retirement communities.