

Match Maker/ Rehabilitation/ 2 March 2022



Product: NeoFly and NeoBolt

Project : NeoFLEET – Livelihood through Mobility !

Website of the company: <https://www.neomotion.in>

Founder: Siddarth Daga

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



 **NEOMOTION**
LIVE LIFE TO THE FULLEST

Problem



Indoor Mobility

1. 4,00,000 wheelchairs sold annually in India
2. 95% are of “One-Size-Fits-All”
3. Health damaging – poor posture – back / shoulder pain
4. Restricted mobility – difficult to propel
5. Low self-confidence



Outdoor Mobility

1. Need help for transferring from wheelchair to scooter
2. Need help for carrying wheelchair along
3. Unsafe with no back / upper body support
4. Three back-wheels gets stuck on potholes; no reverse
5. Retrofit solution – crude looks

[Video Link](#)



Solution



NeoFly

Personalized Wheelchair - Enhances Health, Lifestyle!

1. 18 Customizations
2. Correct posture – no back / shoulder / neck pain
3. Easy to push – fastest marathons in India
4. 30% compact – narrow lifts, bathrooms, doors accessible
5. Sleek, Stylish – improves self-confidence



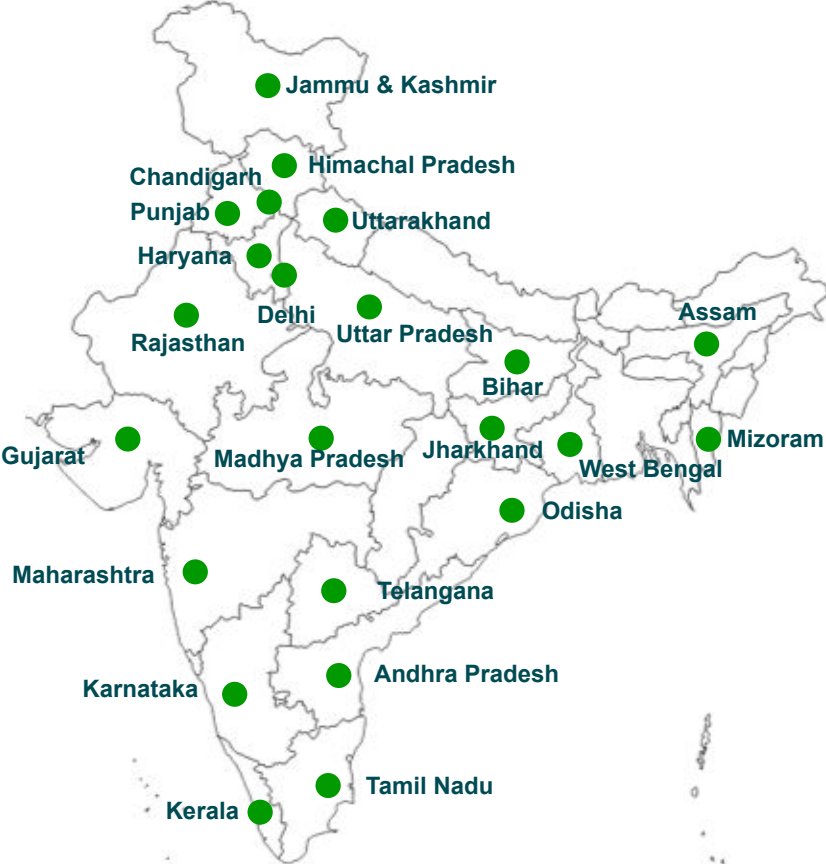
NeoFly & NeoBolt

Motorized Add-On - Go Anywhere, Anytime !

1. No need to transfer into scooter, auto-rickshaw, car
2. User attaches independently
3. Tailored for Indian Terrain – rugged built, suspension
4. Li-Ion battery, 25 km per Charge
5. Low-Cost Outdoor Mobility

Complete Set - Rs 95,000

User Base: 750 Users, 31 States



NEOFIT

Remote User Assessment

NEOCARE

Service & Spares

NeoMotion User Stories



Sumit Thakur, Manali
Student, Under Graduate



Suresh, Sangli,
Ex-Serviceman, Saplings Business



Laxmipriya, Puducherry
Hotel – Cashier & Accounts



Parthiban, Vellore
Country Chicken Farming



Trivendra Singh & Raj Aravind
Para-Athletics



Indrajeet Singh, Sambhal
Auto-Spares Business



Rajkumar Patil, Pune
Principal at School



Sapna Kumari,
Noida
Class 10th Student










Solaimani, Chennai
IT Professional



Prachi Yadav &
Dr Deepa Malik

Comparison – NeoMotion’s Present Products

	Direct Competition				Substitute Products		
Model	NeoFly + NeoBolt	Freedom Wheels <i>China / India</i>	Rio Mobility <i>USA</i>	Batec <i>Spain</i>	Modified Two-Wheeler	Motorized Wheelchair	Tri-Cycle
Image							
Price (Rs)	95k <i>Clip On + WC</i>	54k <i>Clip On</i>	160k <i>Clip On</i>	200k <i>Clip On</i>	50k – 80k	65k +	10k

Independent Outdoor Mobility	Yes	Yes	Yes	Yes	No	No	No
Distance Per Charge / Fill, km	35	35	24	35	250	15	10
Top Speed, kmph	25	15	19	15	50	6	10

Compatible with Indian WCs	-	< 1%	< 1%	< 1%	-	-	-
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Mobility on Uneven Terrain	Excellent	Poor	Poor	Poor	Good	Poor	Excellent
Obstacle Clearance	5 Inch	2 Inch	2 inch	2 inch	8 inch	5 inch	8 inch
No. of Ground Contacts	3	3	3	3	4	4	3
Suspension	Yes	No	No	No	Yes	No	No
Safety While Turning	Excellent (Side Anti Tipper)	Poor	Poor	Poor	Poor	Excellent (Slow Speed)	Poor

Team

27 Members

Design, Engineering, Clinician, Supply Chain, Quality,
Sales, Marketing, After Sales, Assembly, Fabrication, Accounts



User-Centric Design, Engineering, Rehabilitation Expertise



Dr Sujatha Srinivasan
Co-Founder & Advisor

Professor, Dept. of Mechanical Engineering, IIT Madras



Swostik Sourav Dash
Co-Founder & CEO

Dual Degree, Product Design, IIT Madras



Siddarth Daga

Sales & Customer Success

Dual Degree, Mechanical Engineering, IIT Madras



Ashish Mohan Sharma

Manufacturing & Supply Chain

Dual Degree, Mechanical Engineering, IIT Madras

Recognition - Eminent Personalities

Shri Narendra Modi, Prime Minister, India



Dr Frank Steinmeier, President, Germany



Anand Mahindra, Mahindra Group



Mr Kroger, Global President, BOSCH



TT Jagannathan, TTK Group



MM Murugappan, Murugappa Group



Recognition - Awards

International Committee of Red Cross



DIA – Tata Trusts & The Titan Company



SICA - PROSUS



TANSEED - Tamil Nadu Government



IAI - NASSCOM Foundation



Confederation of Indian Industries





POTENTIAL

E-Commerce Deliveries as a Source of Livelihood

ZOMATO

4 Lakh+ Delivery Agents

AVERAGE PAY

Rs 18,000 Per month

Scope for **SCALE!**



CSR PROJECT



NeoFLEET

Livelihood through Mobility!

One Batch at a time!



NeoFLEET
Mobility + UpSkill





PROJECT PILOT

30 Deliveries

No Accessibility Issues

MARCH 2022

Wheelchair User Trails



Beneficiaries Enrolment
10

Batch Running Cost
20 Lakhs (80/20 CAP/OPex)

Course Duration
One Month

Enable Independent Mobility!
10

Beneficiary Earnings
Rs 13,000 Per Beneficiary

UpSkill
E-Commerce Delivery



NeoFLEET - GOAL

**100 Batches of NeoFleet
10 Cities**

1000 Lives Upskilled & Mobile !

Timeline – Single NeoFleet Batch

Week	1	2	3	4	5	6	7	8	9	10	11	12	13
Project Approval	█												
Kick-Off Meeting with NeoFleet Partner Organization	█												
Building & Hostel Identification		█	█										
Project Staff Recruitment		█	█										
Kick-Off Meeting with Mobility Equipment Supplier - NeoMotion		█											
Release PO for Mobility Equipment - NeoFly & NeoBolt		█											
Delivery of Mobility Equipment				█				█					
BATCH 1													
Beneficiary Identification			█										
Beneficiary Relocation to NeoFleet Hostel				█									
Beneficiary Delivery Agent onboarding				█									
E-Commerce Deliveries					█	█	█	█					
Graduation from NeoFleet									█				
BATCH 2													
Beneficiary Identification						█							
Beneficiary Relocation							█						
Beneficiary Delivery Agent onboarding								█					
Commence Deliveries									█	█	█	█	
Graduation from MLU												█	

One Time – 3 Weeks

- Building & Hostel
- Project Staff

Per Batch – 7 Weeks

- Admission to Graduation

Budget – Single NeoFleet Batch

Equipment for Delivery - Mobility & IT		79%	₹1,474,200
Outdoor Mobility Device	94900	Each Beneficiary	₹949,000
Additional Battery & Charger	35000	Two Batteries	₹350,000
Mobile Phone Power Banks	500	Each Beneficiary	₹5,000
Smart Phones	10000	Each Location	₹100,000
Post Sale Service Camp, Spare Parts	5%		₹70,200
Project Execution		9%	₹165,000
Beneficiary Identification - Baseline Survey	1000	Rs	₹10,000
Clinical Assessment	1000	Rs	₹10,000
Delivery Platform Onboarding Charges	2000	Rs	₹20,000
Location Project Manager Salary	25000	Rs	₹25,000
Project Documentation - Video / Batch	40000	Rs	₹40,000
Volunteer Renumeration / Day	200	Rs	₹60,000
Accomodation & Travel		12%	₹230,000
Hostel (Training Centre) Rental (Monthly)	30000	Rs	₹30,000
Daily Food Allowance	500	Rs	₹150,000
Hostel Caretaker	15000	Rs	₹15,000
Travel to Project Location	1500	Rs	₹15,000
One-Time Re-location allowance	2000	Rs	₹20,000
TOTAL COST			₹1,869,200

Expense – INR 20 Lakhs

Beneficiaries - 10

Total Earnings – INR 1.30 Lakhs

Capital Exp – 80%

- Mobility Equipment
- Additional Battery
- IT Equipment

Operational Exp – 20%

- Accommodation
- Project Staff
- Beneficiary Relocation

For more information

Case Manager:

Ms Pradnya Aradhye

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Start-up:

NeoMotion Assistive Solutions Pvt Ltd

Mr Siddarth Daga

sdaga@neomotion.co.in

+91-9445383599

NeoMotion Present Financing

Type	Funding By	Rs Crore
Grant	Design Impact Awards	0.50
	IITM Incubation Cell	0.44
	NASSCOM	0.03
	Prosus SICA	0.18
	TANSEED	0.05
	Villgro	0.15
Grant (Sales Linked)	IITM Incubation Cell	0.47
	Nilekni Philanthropies	0.10
Loan	IITM Incubation Cell	0.40
Loan - Directors	Sujatha Srinivasan	0.10
	Swostik Sourav Dash	0.21
Paid Up / Reserves		0.21
Grand Total		2.84

NGO Partners

	Organization	State
1	The Ganga Foundation	Tamil Nadu
2	Swabhiman	Odisha
3	SoulFree	Tamil Nadu
4	Mobility India	Karnataka
5	Enable India	Karnataka
6	Association for People with Disability	Karnataka
7	Seva Dhama	Karnataka
8	Disability Rights Alliance	Karnataka
9	St John's Medical College	Karnataka
10	Vindhya E Infotech	Karnataka
11	Sahay, Coimbatore	Tamil Nadu
12	Amar Seva Sangam	Tamil Nadu
13	SVNIRTAR	Odisha
14	Mitti Cafe	Karnataka
15	NINA Foundation	Maharashtra
16	Helpers of the Handicapped	Maharashtra

Focus Areas

- Education
- Skill & Vocational Training
- Employment

Financials

(Rs Crore)	2019-20	2020-21	2021-22 (February)	2021-22 (Projection)	2022-23 (Projection)	2023-24 (Projection)
Revenue	0.6	1.3	2.8	3.5	12	20
Net Profit	0.05	0.2	0.2	0.4	1.4	2.4
Profit %	8 %	12 %	8%	11%	12%	12%

Order Book Position

Status	Account	Number of Units	Total Order Value (Rs Crore)	Advance Received (Rs Crore)
Advance Received	Individuals	181	1.6	0.7
Awaiting PO Release	Tamil Nadu Govt.	217	2.4	-
Awaiting PO Release	CSR	150	1.4	-
			Rs. 5.4 Crore	

Examples – Last Mile Delivery

S'porean GrabFood personnel who makes deliveries on wheelchair shares her story

She explains the difficulties she faces and requests for customers to be more understanding with her.

Belmont Lay | April 05, 2019, 01:27 AM



It has been only four months since I worked for Grab.

SINGAPORE
Electric Wheelchairs

Swiggy delivery man delivers orders in a wheelchair cycle

#Uplifting



INDIA
Manual Tri-Cycles
Limited Deliveries, Distance

1. Beneficiary Selection



IDEAL

Spinal Cord Injured: C6 – L1

Age Group: 15-40

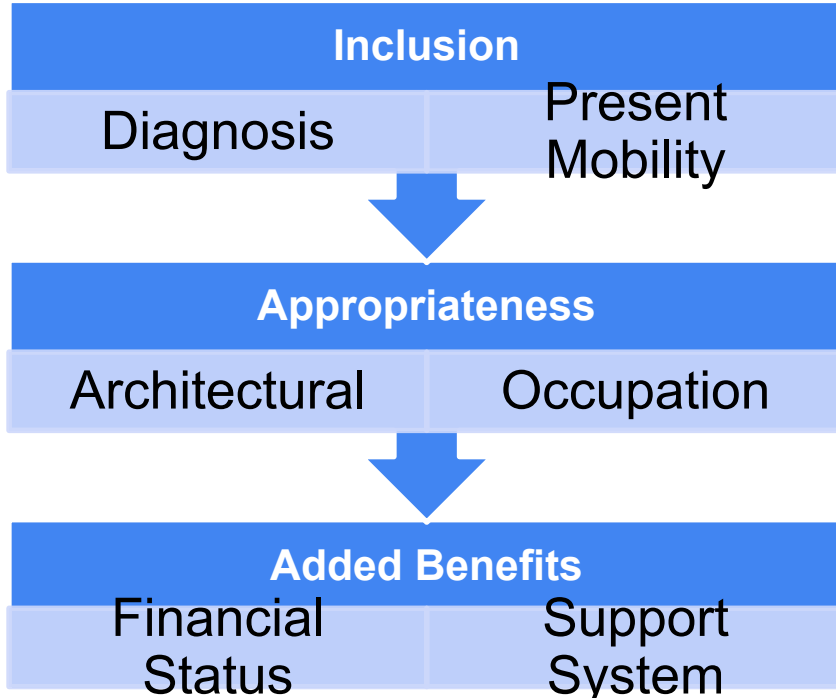
Rural, Rough Terrain

Dependants: More than One

Motivation Level: High

Type of Floor in house – Mud

Occupation – Student, Self



NOT IDEAL

Spinal Cord Injured: C1-C5

Age Group: <15, >40

Urban, Smooth Terrain

Dependants: None

Motivation Level: Low

Type of Floor in house – Cement

Occupation – Private, Government

2. Baseline Survey

PRODUCTIVITY



Household activities | School | Workplace

MOBILITY



Shifting | Ramps | Transfers

COMMUNITY INTERACTION



Friends | Family

PHYSICAL CAPACITY



Transfers | Balance

ACCESSIBILITY



Cramped Spaces | Uneven Roads

LEISURE



Places of Entertainment | Activities

3. Fulfilment - NeoFit, NeoFly, NeoBolt

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NeoFly Customization

Measeurements		Inch
1	Hip Width	15
2a	Left Backrest Height	18
2b	Right Backrest Height	18
3a	Left Arm Rest Height	9
3b	Right Arm Rest Height	9
4a	Left Leg Length	17.5
4b	Right Leg Length	17.5
5a	Left Thigh Length	18
5b	Right Thigh Length	18

Present Wheelchair		Inch
1	Seat Width	18
2	Seat Depth	16

Present Posture



4. Impact Assessment

PRODUCTIVITY



Household activities | School | Workplace

MOBILITY



Shifting | Ramps | Transfers

COMMUNITY INTERACTION



Friends | Family

PHYSICAL CAPACITY



Transfers | Balance

ACCESSIBILITY



Cramped Spaces | Uneven Roads

LEISURE



Places of Entertainment | Activities



Salim

Selling Lottery Tickets

Earnings – Rs 9,000 / month

Thrissur, Kerala



Yogesh Yadav
Flying Officer, Indian Air Force

New Delhi
Air Force Academy, Hyderabad



Suresh Laxman Sutar
Ex-Army, Injured during Service

Sapling Farming
Sangli, Maharashtra



Anil Kumar Amaravat
Yogesh Kumar
Paraplegic, Spinal Cord Injury
Common Service Centre (CSC)

Aligarh, Uttar Pradesh



Parthiban

Country Chicken Farming

Paraplegic – Spinal Cord Injury

Vellore, Tamil Nadu

NEOCARE

Spare Parts & Support

Tool Kit
Training & Maintenance Videos
Spare Parts Courier
WhatsApp Video Calls

Language Independent

