



SHAIRON INT'L. TRADE CO. SM

• GAMES • TRADE • INVENTIONS

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U.S. PATENT PENDING

## **BUSINESS OPPORTUNITY**

**PrideR™; PrideWay™;**

**Super Scooter & Best Physically Challenged Transporter**  
[And Segway Alternative] Patent Pending

**World's Newest, Revolutionary Scooter**

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Stand 'N Walk Proudly™



**REVOLUTIONARY PERSONAL TRANSPORTER**

**Stand 'N 'Walk' Proudly™**

watch video: copy & paste <http://www.youtube.com/watch?v=JX1lqengdNg>

## PRODUCT PRESENTATION



1. OBJECTIVE: Joint Venture between Shairon Int'l. Trade and a company or investor(s) to manufacture and market the PrideR™; PrideWay™; Capital needed: \$200,000.
2. TERMS: Will be discussed; In general, it is suggested that: Depending on the amount of investment, anywhere between 25% to 35%.
3. INTRODUCTION: **PrideR™, PrideWay™**. Please see below.
4. MARKETING:
  - A. Upon making the first batch, we should launch a national P.R. with T.V. (free) attention upon demonstration (like the Segway). This will followed by professional marketing, hiring dealers and, if possible, TV advertisement.
5. EXCITEMENT:

EXAMPLES: (None scientific; just people's expressions).  
(*"Hear the people"* as Brutus was told in **Julius Caesar**)  
(See potential number of users in the attached summary)

  - A. My personal orthopedic Surgeon: Was so impressed, that he asked me "stop wasting time; "go manufacture it and make millions".
  - B. Peoples reaction at hospitals, trade shows, anywhere: People just walk to me and ask where they can buy it.
  - C. we will change the world in a way Segway failed. we will bring relief to millions.
6. BUSINESS PLAN: See Attached. (when it is Applicable)

Intellectual property note: PrideR™, PrideWay™ & Stand 'N 'Walk' Proudly™ are trademarks of Shairon.

# **PrideR™; PrideWay™; Stand 'N 'Walk' Proudly™**

## **INTRODUCTION**

1. **PRODUCT NAME:** **PrideR™, PrideWay™: A REVOLUTIONARY SCOOTER**  
(Patent Pending)

2. **BRIEF DESCRIPTION:**

An improvement of existing personal transporters (scooters), such as the Segway, for the purpose of transporting people from one point to another. The new scooter provides advantages over any and all existing scooters for the following reasons:

- A. It is extremely lightweight.
- B. Portable: Can be disassembled down to a few parts, each one extremely lightweight, enabling the user to easily and quickly load it onto a car trunk, or for storage of the scooter, such as in a house or garage.
- C. There is no scooter currently on the market which can be assembled and disassembled as easily and quickly, and with such lightweight parts.
- D. The **PrideR™, PrideWay™** makes many other scooters obsolete for purposes other than mobility for people who must use a wheelchair. Therefore, this scooter is excellent for any person who may not be able to walk far, but who can stand for a period of time to drive the scooter to a destination.
- E. The **PrideR™, PrideWay™** can be used instead of any wheelchair (for people who can stand), getting from one place to another, no matter what the distance is.
- F. The **PrideR™, PrideWay™** makes any movement extremely easy and comfortable, including moving from the car to another location.
- G. People with mobility limitations many times feel shame having to use a wheelchair. For that reason, the **PrideR™, PrideWay™** resolves the issue of pride, since the user can ***Stand 'N 'Walk' Proudly™***.
- H. It can be used for many purposes; It is fun to ride, for leisure, for work, for professional personnel such as security guards, police officers, patrols, messengers, beach lifeguards, employees of apartment complexes and commercial facilities, just to name some.

- I. The small size and design enables using it in narrow places such as inside homes, hallways, kitchen, etc.
- J. Since it has a simple design and is very lightweight, this new scooter will be inexpensive, and affordable for many people.
- k. LICENSES – PERMITS:  
U.S. TSA and airlines have approved – IN WIRTING – the use of this scooter in airport and airplanes. The inventor personally had used it in flights in the United States.

3. COMPETITION: There are two known 3-wheel scooters which do not cause any affective competition:

Segway

and

SNR

OTHERS



- A. Segway: Weights about 160 Lbs; speed up to 15-20 MPH; one piece; too heavy; cannot be put in a vehicle. Extremely expensive: \$5,000.
- B. SNR: Weights about 130 Lbs; speed up to 15 MPH; 203 parts heavy, e.g. battery: 40 lbs. difficulties to take out with a vehicle. Unpopular.

OTHERS: Other scooters usually have 2 wheels, and the speed is high, and they are dangerous, have doubted stability, hard to control, are for leisure, and cannot be used for the purpose of our Prider.

Any other 3-wheel scooter not listed has speed up to 15 or 20 MPH, and are not portable. Almost all are for leisure, heavy, and hard to transport with vehicles.

- 4. POTENTIAL USERS: Obviously, a large number form the list below:
  - A. ARTHRITIS; 70 MILLION ADULTS  
(Dr. Craig H. Weinstein, Republic, January, 2010. (See [www.evblog.azcentral.com](http://www.evblog.azcentral.com)) [ask@sosportsmed.com](mailto:ask@sosportsmed.com))
  - B. DIABETEC: 27 MILLION

C. HEART DISEASE: 27 MILLION (635,000 CARE-RESIDENTS)  
D. HYPERTENSION: 35 MILLION  
E. ASTHMA: 8 MILLION  
F. PULMONARY: 15 MILLION  
G. PERSONAL USE: ADULTS  
H. BUSINESS USE: ADULTS  
I. PROFESSIONAL USE: ADULTS  
TOTAL: MORE THAN **120 MILLION** (Any guess is a good guess).

5. POTENTIAL REVENUE:

For real success: the American market is the answer before any other country. Here is the place when “people go crazy” to see a new product.

Therefore, the plan is to begin with a press release calling for media presentation showing the advantages of the new scooter.

The beginning will be for people who have difficulties for prolong walk. the American society is sensitive to disability and rights, and such scooter may be well received, and proper attention. A demonstration may result in huge publicity,

Soon as the **PrideR™** has been put on the market, the attention will proceed to all other people who may use the scooter, including for personal and business purposes.

With good marketing, exposure, and some luck, the scooter may result in revenue no other scooter had ever provided. The success may be extremely high, and the small operation may turn into a huge production line, and huge revenue.

