



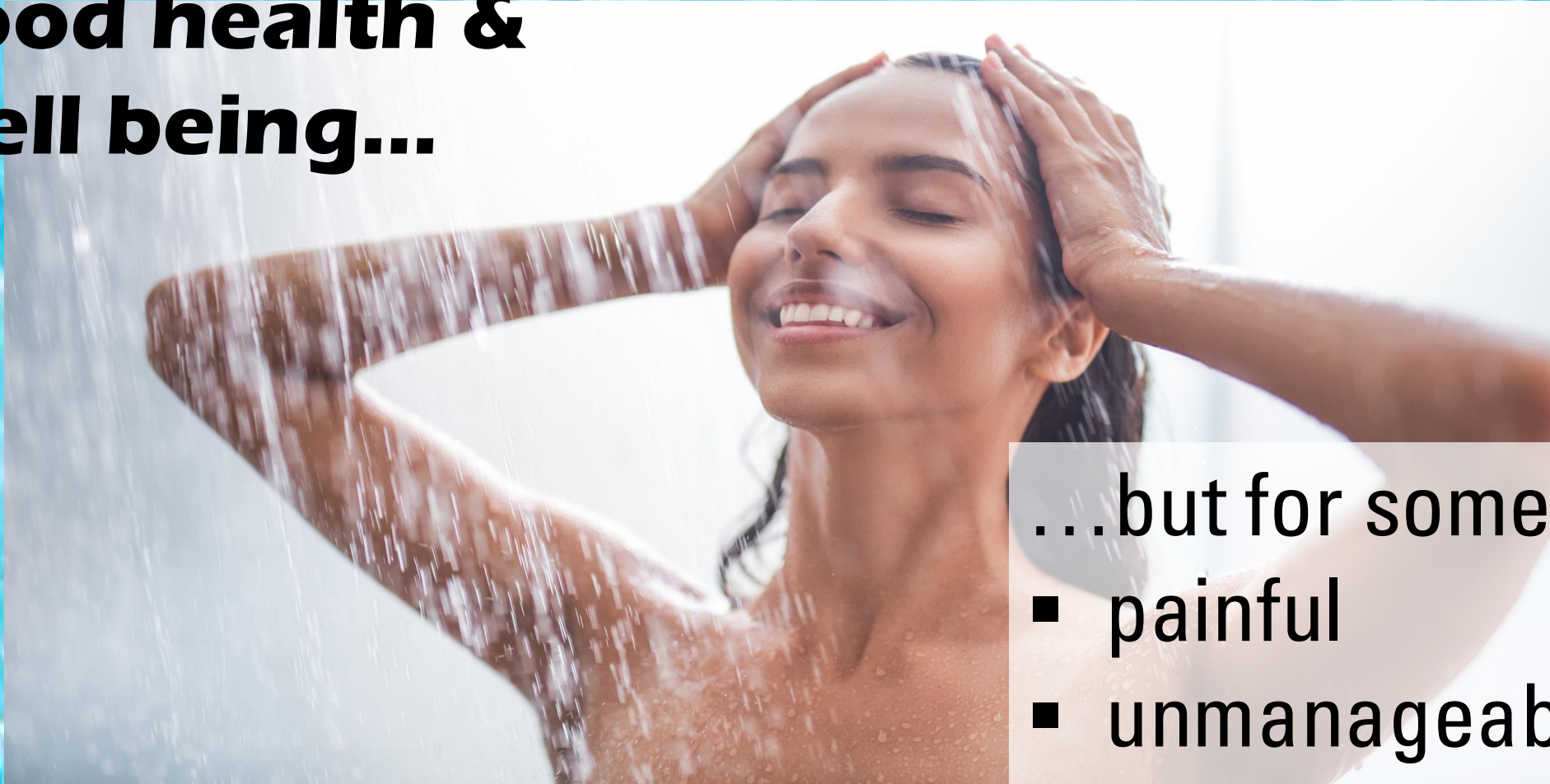
AssisTech SmartShower

Empowering Independence and
Enhancing Safety in Every Shower

2025 PDMA Global Student Innovation Challenge

Presented By:
Sasha Ovalle
Founder & CEO
AssisTech SmartShower

**Showering is essential for
good health &
well being...**



...but for some it is:

- painful
- unmanageable
- unsafe

The Problem

Those who are:

- Elderly
- Disabled
- Afflicted w/arthritis
- Mobility impaired

**ARE IN NEED OF
A SHOWER
SOLUTION**

To address:

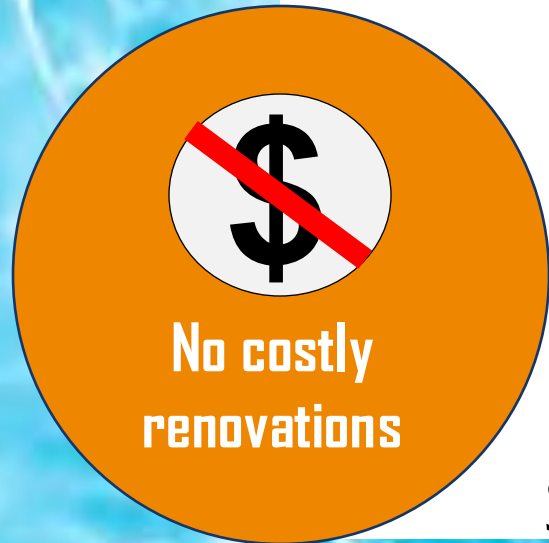
- Inability to reach shower knobs
- Severe joint pain
- Slip and fall risk

Personal Motivation



- My uncle was born w/ spina bifida and is mobility impaired
- Searching for a solution to improve his quality of life led me to create SmartShower

The Solution



Standard Shower Arm



CONNECTION



AssisTech
SmartShower v1.2



CONNECTION



Standard Showerhead



Minimum Viable Product completed August 2024



SmartShower is a patent pending product

Safety Benefits

Eliminates reaching or stretching to operate shower controls

Reduces slip and fall risk, the leading cause of senior injuries & hospitalizations



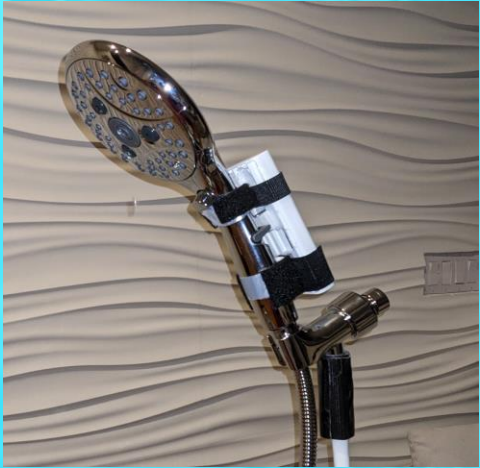
“For seniors, the bathroom is the most dangerous room in the house.”
-AARP

83,000 EMERGENCY ROOM VISITS EACH YEAR DUE TO BATHROOM INJURIES AMONG SENIORS

Product Development

From Proof of Concept to MVP

**2023 Proof
Of Concept**



**2024 Minimum
Viable Product**

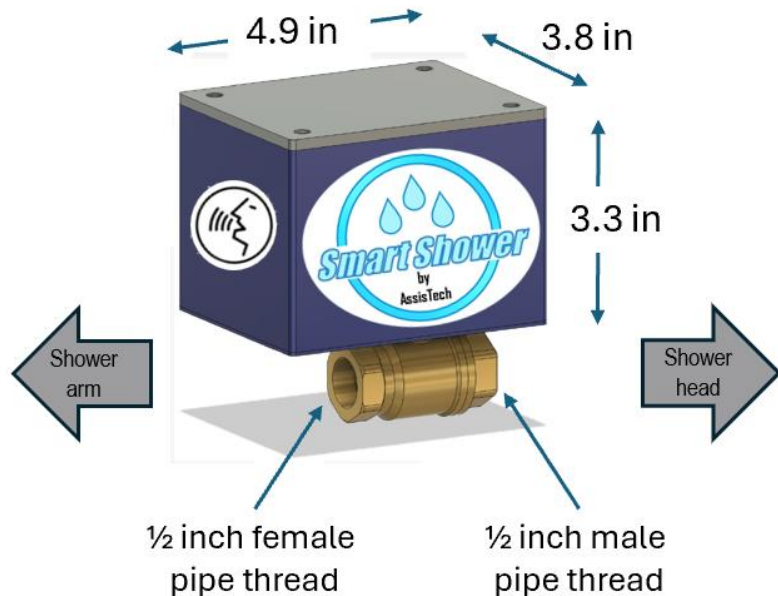
**Interior View
(PCBs & Battery Supply)**



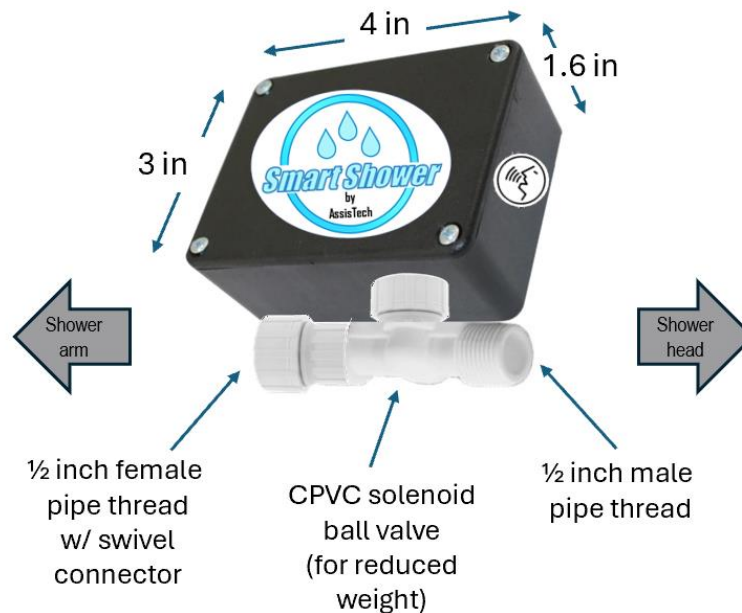
Product Development

A Marketable Prototype

SmartShower v1.2 Minimum Viable Product



SmartShower v1.3 Marketable Prototype



SmartShower
marketable
prototype to be
70% smaller
than the
current MVP

Specialty Showerhead Competition



AssisTech
SmartShower



Hai Bluetooth
Showerhead



Oasense
Showerhead

Primary Feature	Voice Control	Bluetooth	Motion Sensor
Retail Price	\$87	\$149	\$210
SmartHome Tech	✓	—	—
Saves Temp Setting	✓	—	—
Enhances Safety	✓	—	—
Promotes Inclusivity	✓	—	—

Customer Demand Surveys

Family Members

Age 30-55, buying for a loved one

57%

79%

**PRIMARY
AUDIENCE**

Conducted by Pollfish
2 surveys, 250 respondents each

☒ think SmartShower
could be extremely helpful

☒ likely to buy SmartShower
at a retail price of \$90

← **CONCLUSION** →

Seniors

Age 65+, user/buyer

27%

36%

**SECONDARY
AUDIENCE**

Marketing Personas

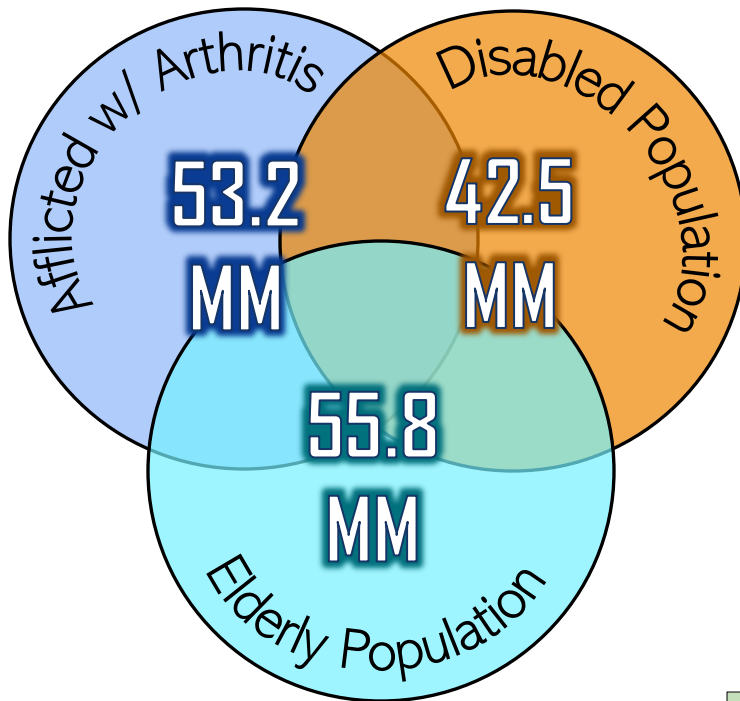
Adaptive Alex	Elderly Ellen	Caregiver Casey
Male, 40-55 Wheelchair-bound	Female, 60+ Suffers from arthritis	Male, 30-55 Has an elderly parent
- Values independence - Interested in assistive devices	- Retired - Experiences pain turning shower knobs	- Feels responsible for loved one - Concerned about loved one's safety
Needs assistance to shower	Worries about showering alone	Seeks a solution that provides peace of mind

Elderly & Disabled Assistive Devices Market



- 2024 US Revenues = \$7 Billion
- There are no shower control products in the Bathroom Safety Devices category

Total Addressable Market (TAM)



40MM Target Customers
after adj. for population overlap

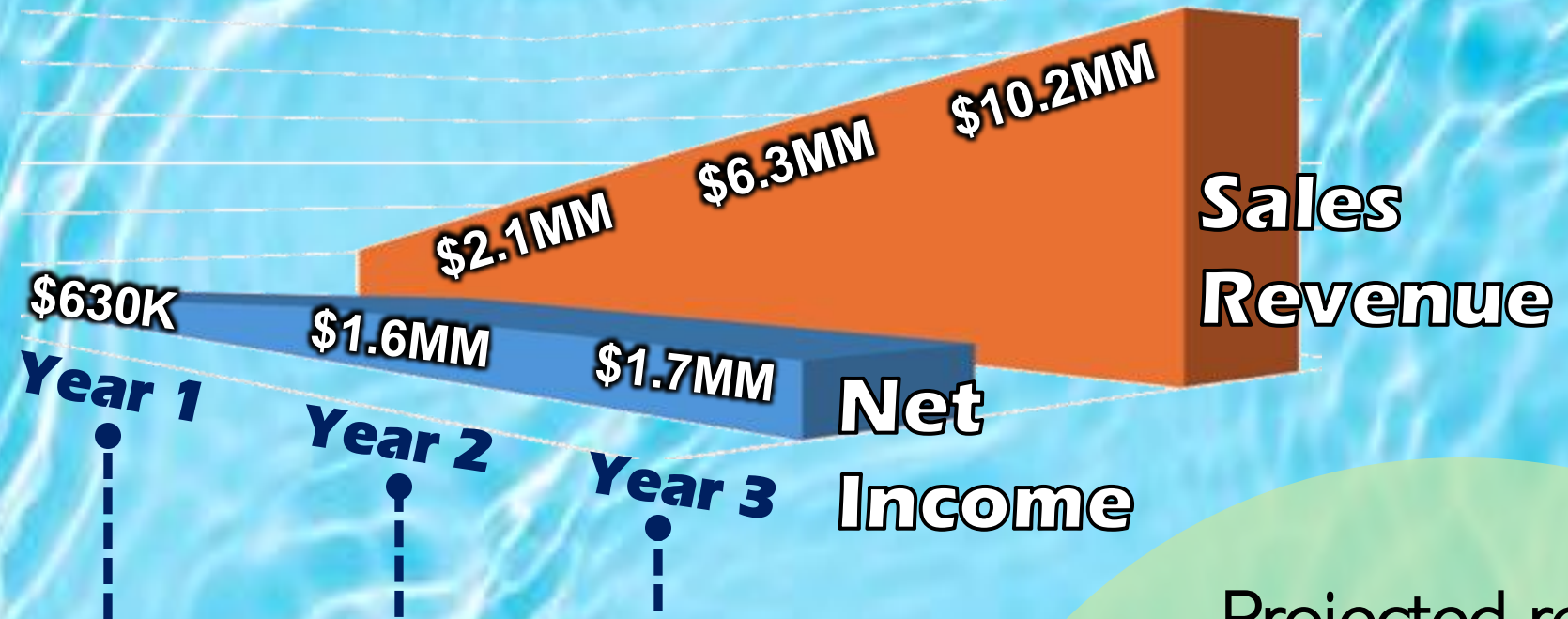


TAM = \$3.6 Billion
40MM customers x \$90 price

**Senior population
could reach
82 million by
2050, a 47%
increase.**

- Population
Reference
Bureau

Financial Projections



Market Capture

0.06%

0.2%

0.3%

Unit Sales

25,000

73,440

116,525

Unit Price

\$84

\$86

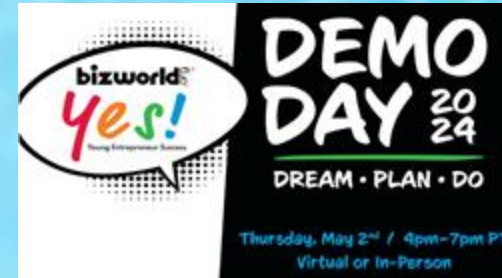
\$87

Projected revenue of \$10.2 million with corresponding net income of \$1.7 million by Year 3

Awards/Recognition



**National Award
Winner (\$10k grant)**



**National Award
Winner (\$5k grant)**



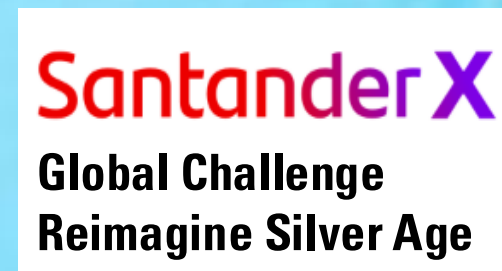
**International
Winner of the
YoungStar
Award**



**National Award
Winner (\$2k grant)**

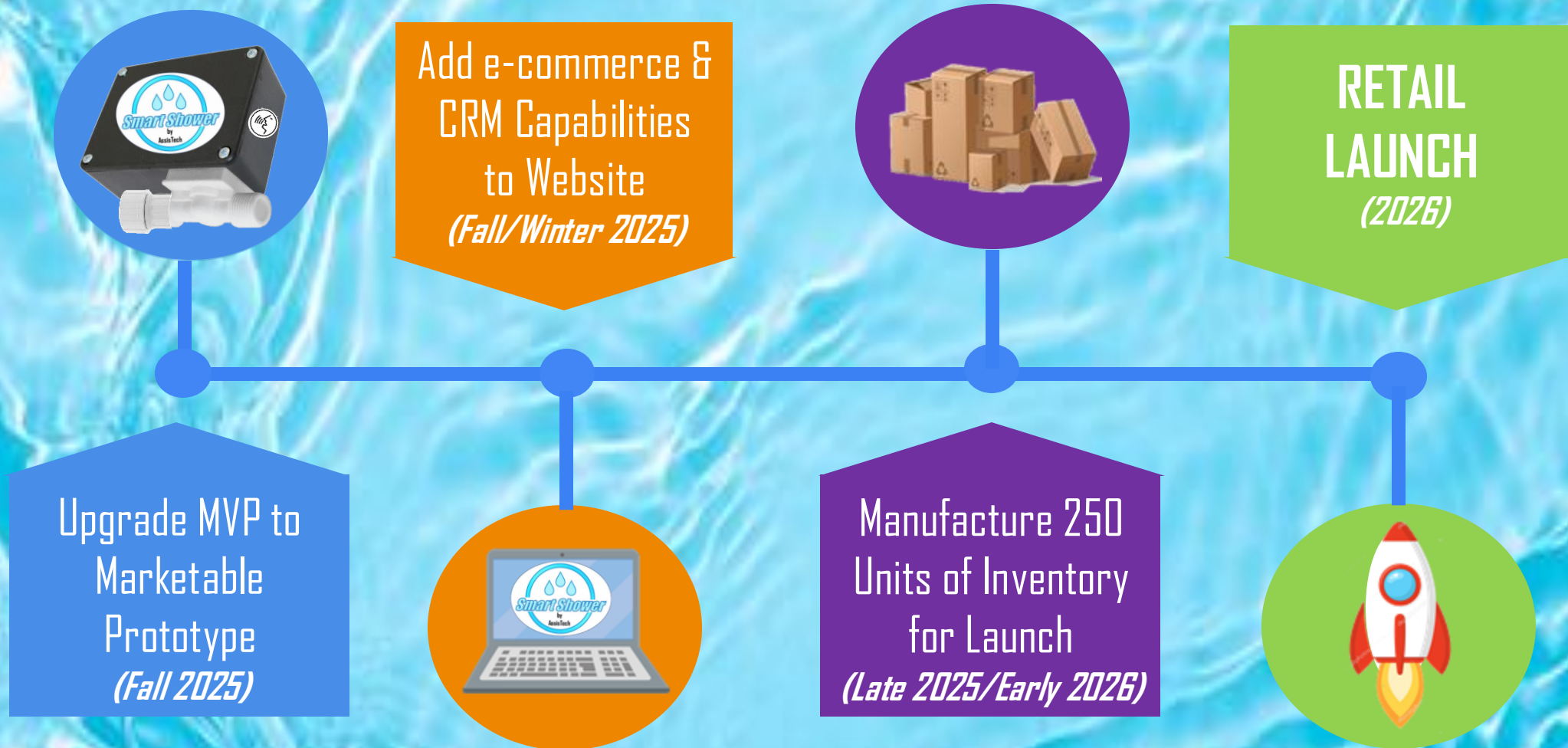


**Top 10 in the world
out of 9,800
participants from
161 countries**



**Currently
a finalist**

Near Term Goals



Distribution Channels



- 3rd party retailers
- Subject to a retailer fee



- Endorsement/Recommendation
- Co-branding
- Member Discounts



- Potential reimbursement as an assistive device

Retail Channels
& Partnerships

Future Enhancements



Add Google and Apple smart speaker compatibility through software updates



A SmartShower showerhead with built-in smart speaker



Add emergency medical alert monitoring as a subscription service