

XPush Up Fact Sheet

XPush Up Benefits

- Unique instability provided by XPush Up helps strengthen abdominal and upper body muscles
- Plastic “Flex Bands” with different levels of flexibility make the exercise challenging for users of all fitness level
- Simple and light weight design helps perform jumping push up
- “Flex Bands” act as a shock absorber – making push up and jumping push up exercises more fun and Safe
- Multiple possible designs of hand grips add to marketability
- Hand grip attachments can be sold separately for increased profit
- Easy to dismantle and store
- Low Retail cost

Manufacturing

- Proof of Concept Prototype completed and tested
- Production unit can be sold with 2 to 4 plastic “Flex Bands” for a full range of stability levels
- Push Up bar can be fabricated from composite materials, Aluminum, or steel
- Hand grips can also be made with circular handle with freely rotating grip
- Resistance can be added to the rotating grip for added benefits

Weight/Packaging/Storage

- Weight: XPush up can be made to weigh under 1 pound
- Approximate package size: 36” x 10” x 3”
- Easily stores in closet, under the bed, or in a travel bag

Cost of Goods / Profit Margin

- Estimated unit cost: \$3 to \$5
- Estimated minimum retail price: \$20 to \$25

Marketing

- Unique balancing push up exercise that strengthens upper body and abdominal muscles
- Multiple flexibility sheets provide fun and safe exercise for all levels of fitness enthusiasts
- The plastic sheet can have a catchy graphics along with the logo
- Fun and engaging exercise
- Easy to understand benefits

Intellectual Property / Objective

- Patent pending
- Objectives: License the exclusive rights of XPush Up

Product Online Demo: <http://oseproductdevelopment.com/products.php>