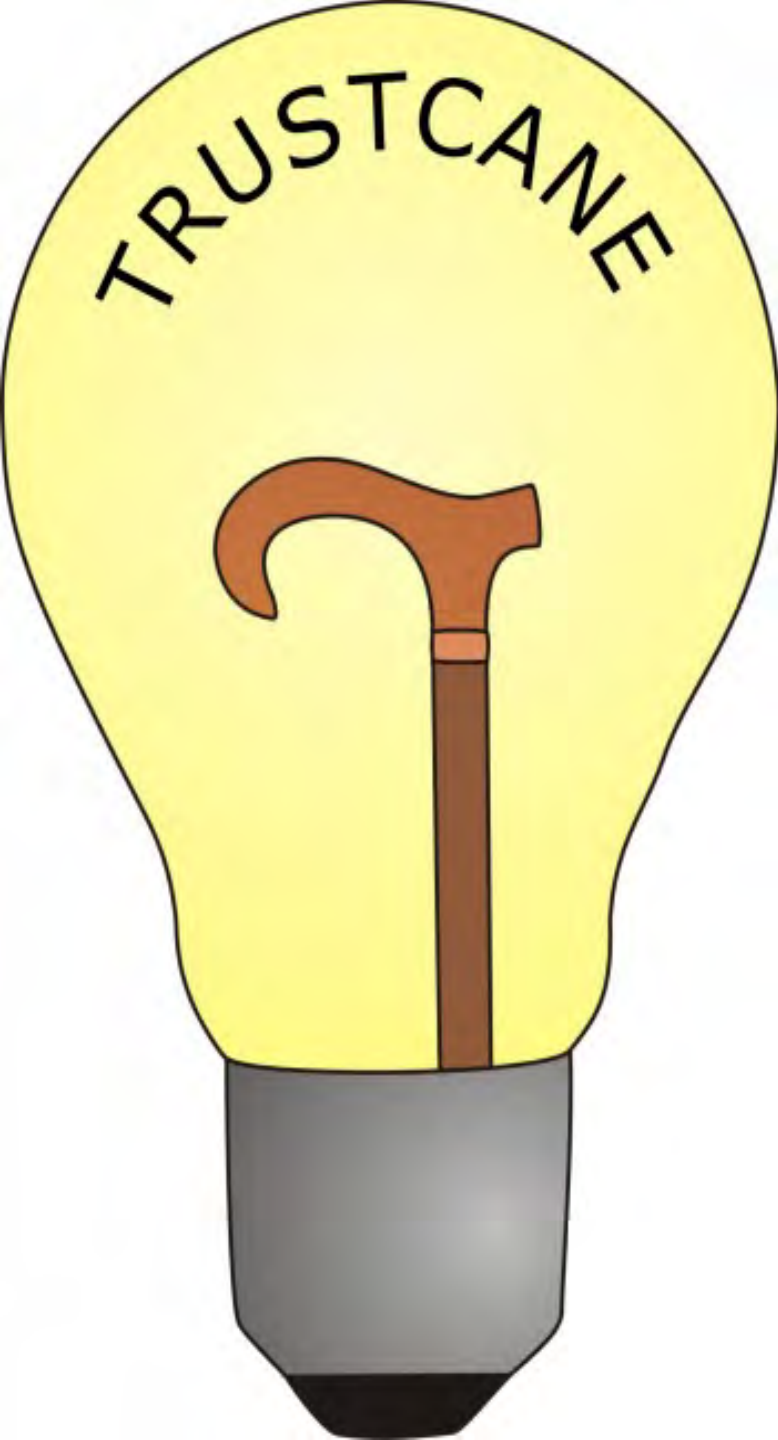


Just trust us!



Student Company
TrustCane

Russia, Vologda

-2012-

Our company



Natalia Lezinova -
Vice-president of
Production



Anastasiia Tcareva
- the President of
the Student
Company
"TrustCane"



Fisuk Olesya -
Vice-president of
Finance



Akatova Ekaterina -
Vice-president of IT
and Marketing



Shukalov Artem -
Vice-president of
HR

Just trust us!

We set real goals

Our goal – to provide a comfortable way of movement to people with disabilities opportunities, injured and elderly people

TRUST CAN

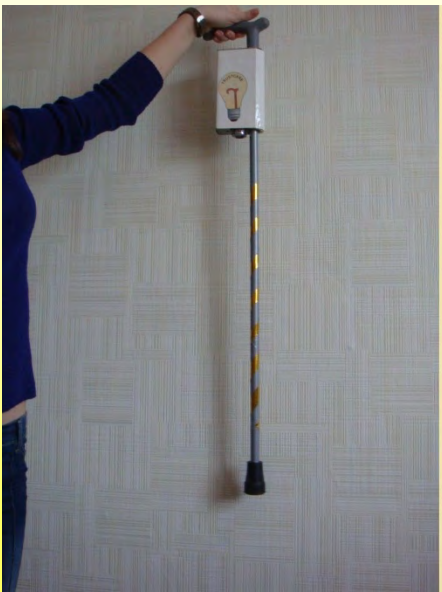
Just trust us!

Our project

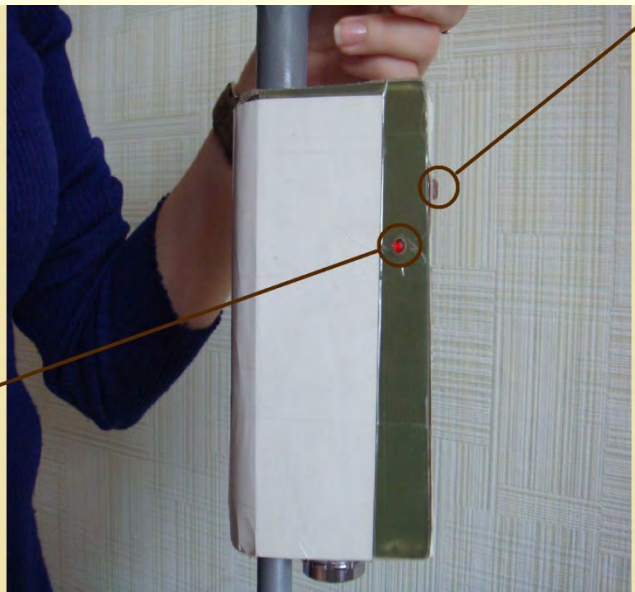
We want to make a way of movement of elderly, injured and disabled people more comfortable and safely. For this purpose we have developed a special cane. This is an innovative cane with a unique design, equipped with lantern and sound signal, which inform the public about the provision of emergency medical help to the cane's owner.

**T
R
U
S
T
C
A
N
E**

Our product



F
L
A
R
E



S
O
U
N
D
S
I
G
N
A
L



L
A
N
T
E
R
N



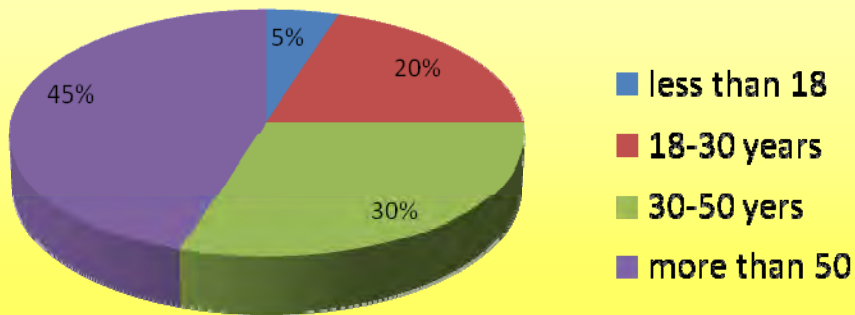
We analyze the demand

- Market research has shown that our canes will be needed for older people (veterans pensioners, people in medical centers, retirement homes, etc.) and young people with injuries of the locomotive system (people involved in sport and recreational activities).
- SWOT - analysis and surveys showed us the need to introduce into the social sphere of innovative instruments of movement.

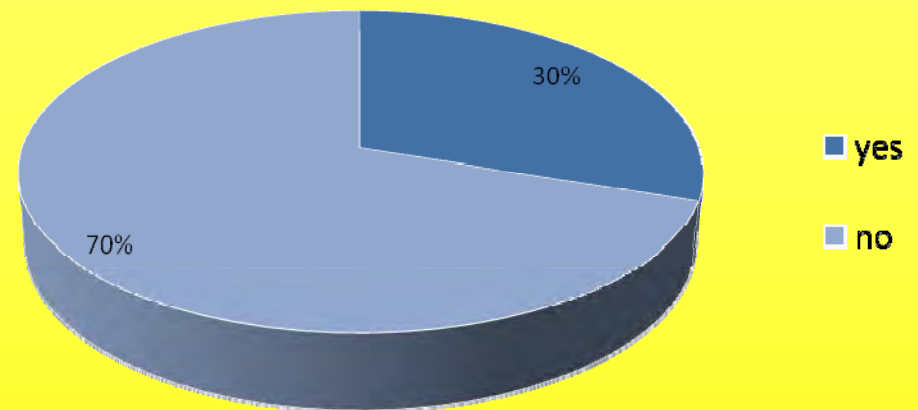
TRUST CANE

Marketing research

How old are you?



Do you use a cane?



Just trust us!

Our achievements

Our Student Company is the Best Overall Company of the Regional Student Trade-Fair “Young Entrepreneur” (Vologda oblast, November 2011).

Also we won the nominations “Most Innovative Business Idea” and “Masters of Presentation”.

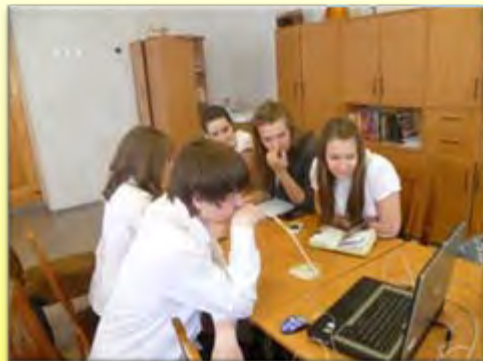


Regional Trade-Fair of Student Companies (November, 2011)



Company meeting

We're participate in different JA-projects



JA Social Innovation Relay (2011)



Global Entrepreneurship Week (2010, 2011)



JA Innovation Camp (2010, 2011)



We strive for perfection

Our innovative cane can be modified:

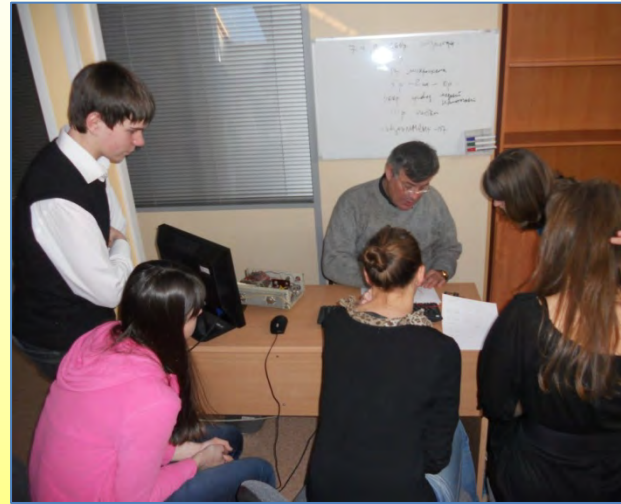
- Unique design for different age groups;
- A presence of built-in GPS to find the owner of cane;
 - Use the GPS with voice signal for orientation in space;
- Feed the signal in different languages.

TRUST
CANE

Just trust us!



The process of creating the logo of the Company



We're discussing production things with technique advisor



We're discussing our business plan with business advisor



Business plan development

TRUST CANE

Just trust us!

Our helpers

1. Zoya Lukichova (LUKOIL-Volganefteproduct)
2. Sergey Kvasha (Vologda State Technical University)
3. Bogdan Tyupa (Design Studio "Fiesta")

TRUST CANE

Just trust us!

Thank you for you attention!



Our contact information:

e-mail: trustcane@rambler.ru

web-site: trustcane.co.cc

http://vkontakte.ru/trust_cane

<https://twitter.com/TrustCane>

TRUSTCANE