

RunOrb

Upper-Extremity Vitality & Cognitive Engagement Kit

Evidence Sheet · Pilot Data · US Partnership Proposal



EXECUTIVE SUMMARY

The Opportunity

Senior living communities across the U.S. face a persistent gap: upper-body weakness, cognitive disengagement, and social isolation among residents — especially those with limited mobility. Existing tools (dumbbells, grip rings, therapy putty) are either too strenuous, too passive, or generate zero quantifiable data. Health plans and companion-care platforms (Papa, Honor, Mon Ami) need lightweight, supervised wellness activities that drive quality metrics without adding clinical burden.

What It Is

The RunOrb is a gyroscopic coordination device designed for supervised senior wellness. Adjustable resistance (5–8 kg), bilateral hand activation, and BLE vitality tracking make it a 10-minute protocol that fits Activity, Rehab, and companion-care budgets. Not a medical device. Not a treatment. A general wellness engagement tool.

Why It Wins

- **★A Adjustable Resistance 5–8 kg with low-start variant** — solves the #1 pain point (residents can't self-start)
- **★B Gyroscopic Rhythm Sync** — users must sense and coordinate with the internal rotor's spin; this is NOT a dumbbell/grip-ring. It actively recruits neural timing, rhythm, and proprioception. Alternating left/right hand use promotes bilateral coordination engagement.
- **Data loop** — BLE Base UUID → CSV export → feeds QAPI / EHR / health plan quality reports
- **Proven pilot** — 20 seniors, 400 sessions, ZERO safety incidents, RPM +40%, grip +16%

PILOT EVIDENCE — Zhuhai Senior Care Center (2026)

Study Design

- Duration: April – July 2026 (2 cohorts, 1 month each)
- Participants: 20 seniors (ages 64–90; 70% aged 80+)
- Care levels: Independent, assisted, nursing (??/??/??)
- Protocol: 20 sessions per participant (5 days/week), 10 min each
- 3-min warm-up (finger/shoulder/wrist) → 1-min RunOrb exercise → 3-min cool-down → 1-min standardized test → 1-min cool-down
- Staffing: 1-on-1 social worker supervision; ZERO safety incidents across 400 total visits
- Measures: Pre/post grip strength (KG), 1-min bean pickup (fine motor), daily RPM, distance, vitality (heart rate)



[Figure 3 — Senior participant using the RunOrb]

Results

Metric	Baseline	Post-Pilot	Change
Avg. Max RPM	2,000–3,500	4,200–4,700	↑ ~40%
Grip Strength (Independent)	11.2 KG	13.0 KG	↑ 16%
Grip Strength (Nursing)	9.5 KG	9.6 KG	↑ stable
Fine Motor (Bean Pickup/1min)	38–40 pcs	39–45 pcs	↑ 10–15%
Vitality (Heart Rate)	Safe zone	Maintained safe zone	Zero cardio strain

Participant Feedback

- "Hands less stiff, easier to lift arms and hold utensils."
- "Gentle on joints and cardio — even wheelchair users can join."
- "Daily routine reduces loneliness; visible progress boosts confidence."

Key Insight: 95% of participants could not self-start the device at baseline. The "assisted-start protocol" (staff/Pal helps initiate, resident then operates) is essential — and this is exactly what makes RunOrb a natural fit for companion-care platforms and restorative nursing programs.

PRODUCT SPECIFICATION

Parameter	Specification
Resistance	5–8 kg adjustable (low-start variant available for weak grip)
Connectivity	BLE · Base UUID
Data Export	CSV (RPM, distance, session time, vitality index)

Battery Life	1 week (10 × 1-min sessions/day)
Charging	USB Type-C
Form Factor	Handheld gyroscopic ball, ~palm-sized
Intended Use	Supervised upper-extremity wellness activity for older adults



[Figure 1 — RunOrb product close-up]

Why This Spec Wins in US Senior Living:

- One SKU covers all care levels (independent → nursing) via adjustable resistance
- CSV export drops directly into QAPI/EHR without integration overhead
- Type-C = zero proprietary charger burden for facilities
- Low-start variant eliminates the #1 pilot pain point (hand-strength barrier)

PRICING & PILOT PROPOSAL

Unit Economics

- Cost: \$10 | Sell: \$25 → ~60% gross margin
- Low-start variant reduces staff assistance time → protects margin at scale

Tiers

Tier	Unit Price	MOQ	Notes
Pilot Kit	\$25/unit	50 units	Includes training card + data template
Bulk (GPO)	\$22/unit	500+ units	For senior living group purchasing
Wellness Subscription	Custom	—	Annual platform fee (data dashboard + replenishment)

90-Day Pilot Terms

- 20 participants / 8 weeks / ≥70% attendance
- Success criteria: RPM improvement + grip stability gain → auto-converts to bulk order
- General wellness positioning; not a medical device; not intended to diagnose, treat, cure, or prevent any disease

US MARKET ENTRY — CHANNELS

1. Senior Living & GPOs

- LCS Group Purchasing / R-W Purchasing Partners
- Buyer: Activity Director / Director of Rehabilitation / Executive Director
- Budget line: Activity & Wellness (non-capital expense)
- Value: QAPI documentation for upper-body engagement; zero safety incidents track record

2. Companion Care Platforms (Papa / Honor / Mon Ami)

- RunOrb as a co-branded "upper-body activation pathway" within Papa Plus or similar
- Pal-assisted 10-min protocol = billable guided engagement session
- Buyer: Medicare Advantage / Medicaid health plans (via platform partnerships)
- Value: Fall-risk-adjacent quality metric; SDoH reporting; cognitive engagement



[Figure 2 — Vitality data dashboard]

3. Contract Rehab (OT/PT)

- Maps to Restorative Nursing programs
- Objective RPM data feeds therapy progress notes
- Buyer: Regional rehab service contractors (Reliant, Powerback, Fox Rehab)

COMPLIANCE & POSITIONING

FDA General Wellness Policy

RunOrb is positioned as a low-risk general wellness device. It is not represented for use in the diagnosis, cure, mitigation, treatment, or prevention of disease.

Permitted Language:

- "Supports upper-extremity activation as part of a healthy routine"
- "Promotes rhythmic, coordinated mind-body movement"
- "Encourages alternating-hand use, a form of bilateral coordination engagement"
- "General wellness activity; not a medical device"

Prohibited Language (never use):

- ~~~"Treats / prevents / slows / cures Parkinson's, Alzheimer's, dementia, stroke"~~~
- ~~~"Medical device / DME / rehabilitation equipment"~~~

- ~~"Therapy / clinical / diagnostic"~~

Parkinson's / Movement Disorder Context (if referenced):

"RunOrb is a general wellness activity used in supervised senior-living settings. It is not a treatment and not intended to diagnose, treat, cure, or prevent any disease or condition, including Parkinson's disease. Communities may include it as one of many optional upper-body and coordination activities within a resident's broader care and wellness routine, under the guidance of the resident's care team."

Insurance: Product liability \$1M/\$2M recommended for US commercial placement.

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RunOrb — General Wellness Product. Not intended to diagnose, treat, cure, or prevent any disease. Use under supervision in senior settings.