

Entrepreneurship- Starting a Business

GripEase Collective - Adaptive Consumer Products

Wayne State DECA/ Wayne State University

Janet Mick

Detroit, Michigan. 48201, USA

Keren Masanga, Michigan DECA

Chesterfield, Michigan, 48051, USA

January 20th, 2026

## **I. EXECUTIVE SUMMARY**

GripEase Collective is an adaptive product company focused on restoring independence for individuals with limited hand mobility, including those with arthritis, neurological disorders, or partial to full hand paralysis. Many everyday products are designed around twisting, squeezing, and fine motor control, making basic daily tasks impossible for millions of people.

GripEase Collective addresses this problem through modular, ability-based system of adaptive tools that eliminate the need for twisting, squeezing and gripping. The product ecosystem includes grip assistance tools, twist-assist attachments, magnetic snap-on components, and push-dispense systems. These tools are designed to work across multiple categories, including personal hygiene, household items, and beauty products.

According to the World Health Organization, more than 1 billion people worldwide live with some form of disability (WHO) and nearly 1 in 4 adults in the United States has a disability that affects daily activities (CDC). Despite the size of this market, most consumer products remain inaccessible by design.

GripEase Collective operates through a direct-to-consumer model supported by healthcare referrals and institutional partnerships, allowing the company to reach individual users while building credibility and volume through professional channels. The company is seeking \$50,000 in startup capital to fund initial manufacturing runs, launch marketing, and operational setup, enabling GripEase to reach its break-even point within the first year while maintaining a lean, scalable cost structure.

## **II. PROBLEM**

GripEase Collective addresses the following three core problems:

### **1. Everyday products require twisting, squeezing and gripping**

Most personal care, hygiene, and beauty products are designed for individuals with full hand strength and mobility. Tasks such as twisting caps, squeezing bottles, and holding narrow handles create barriers for individuals with arthritis, neurological conditions, or partial to full hand paralysis.

### **2. Existing adaptive tools are limited and not personal**

Many adaptive products focus on a single task or offer a one-size-fits-all solution. These tools often fail to account for varying levels of ability, forcing users to purchase multiple unrelated products that do not work together or adapt as their needs change.

### **3. Loss of independence impacts confidence and quality**

When individuals are unable to complete basic daily tasks independently such as brushing their teeth, applying lotion, or using makeup, it negatively affects their confidence, dignity, and emotional well-being. This loss of independence often leads to frustration and reduced quality of life.

## **III. CUSTOMER SEGMENTS**

### **1. Individuals with Limited Hand Mobility (Primary Customers)**

The primary customer segment includes individuals who have trouble gripping, twisting, or squeezing everyday products due to physical limitations. These customers purchase GripEase products to regain independence. According to the Centers for Disease Control and Prevention, arthritis alone affects over 58 million adults in the United States, many of whom experience reduced grip strength and wrist mobility (CDC).

## **2. Aging Population and Seniors (Primary Customers)**

Older adults are significant and growing customer segment due to age-related declines in strength, flexibility, and coordination. Many seniors struggle with task even without a formal disability diagnosis. GripEase products appeal to this group by offering simple, intuitive designs with a non-medical appearance which are customizable color and contrast options for visibility.

## **3. Caregivers and Family Members (Purchasing Influencers)**

Caregivers and family members often influence or directly make purchasing decisions for individuals with limited mobility. This includes family caregivers, home health aids, and assisted living staff.

## **4. Healthcare and Rehabilitation Organizations (Secondary Customers)**

Secondary customer segments include rehabilitation centers, occupational therapy clinics, and hospitals and outpatient facilities. These organizations purchase GripEase products in bulk for patient use, training, and post-discharge recommendations. Occupational therapists, in particular, value adaptive tools that are customizable based on patient ability and can be integrated into daily living skill development.

## **5. Inclusive Beauty and Personal Care Consumers (Emerging Segment)**

Many adaptive tools currently ignore makeup and grooming, despite their importance to confidence and self-expression. GripEase products are designed for makeup brushes, cosmetic containers, and personal grooming tools appeal to users who want accessibility without sacrificing personal identity or appearance.

## **IV. UNIQUE VALUE PROPOSITION**

GripEase Collective offers a modular, ability-based system of adaptive tools that eliminates the need for twisting, squeezing and gripping in everyday personal care, household, and beauty products. Unlike traditional adaptive tools that focus on one task or one type of user, GripEase allows individuals to select and combine solutions based on their physical ability, including grip-assist, twist-assist, magnetic snap-on, and push-dispense components. The system is designed to work across multiple product categories and adapt as user needs change over time, encouraging repeat use and long-term customer relationships. GripEase products are customizable by color and contrast to support accessibility without appearing medical or stigmatizing, delivering independence and usability through a thoughtful, scalable design.

## **V. CHANNELS**

### **1. Direct-to-Consumer (DTC) Online Sales**

The primary sales channel for GripEase Collective will be direct-to-consumer sales through the company's website. This platform allows customers and caregivers to select products based on ability level, customize product color and contrast, purchase starter kits and modular add-on tools, and access clear educational guides for product use.

### **2. Healthcare and Rehabilitation Centers**

GripEase Collective will distribute products through healthcare and rehabilitation channels. Healthcare professionals frequently recommend adaptive tools to patients recovering from injury or adjusting to long-term mobility limitations. This channel builds credibility and trust while supporting bulk and referral-based sales. GripEase will also pursue institutional sales through formal procurement and bid process to supply products to these centers.

### **3. Brick-and-mortar Pop-Ups and Community Events**