



Disrupting the Traditional Custom Orthotics Industry

BS"D

Upstep Ends the Complexity of Buying Orthotics

According to the American Podiatric Medical Association (APMA), 252 million Americans suffer from some form of foot pain, yet only a third of them do something about it.

Custom orthotics are a simple, non-invasive solution for most types of foot pain.

According to David M. Schofield, former President of APMA, "A custom orthotic puts your foot in an ideal position at every stage of walking, running, and pivoting."

However, 77% of those suffering do not take advantage of this simple solution because, purchasing custom orthotics has been far from simple. The process is a hassle, complicated, expensive and risky, making the customer experience completely broken. The industry hasn't changed in decades and is waiting to be disrupted.

ix

Upstep is Changing the Way People Are Shopping for Custom Orthotics

Upstep completely reinvents the customer experience with advanced patented technology and a superior product.

Upstep is an e-commerce startup that specializes in designing, manufacturing, selling, and shipping personalized orthotics and foot-care solutions online.

We analyzed the customer journey and made every step user-friendly and fun. Our customers benefit from a simple & fun process, high-end customer care, a top-of-the-line product, 50% less in costs and zero risks.

We also developed an innovative patent pending app that is a breakthrough in the industry, and will be launched soon.



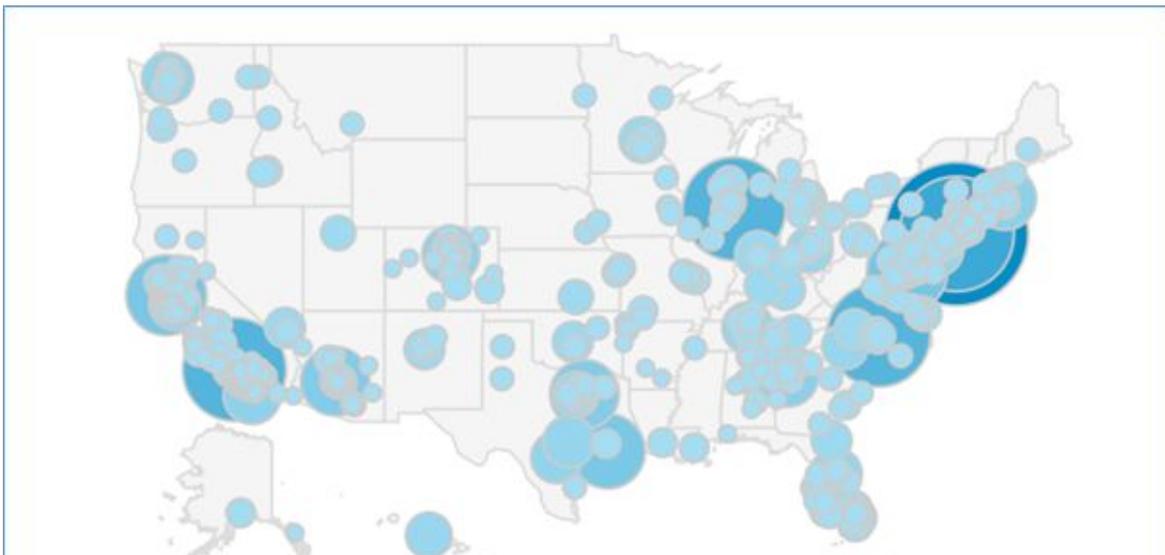
Disrupting the Traditional Custom Orthotics Industry

Launched in Q4 2017

Since we launched in Q4 2017 sales have increased every month with total sales around **\$3M**, over **15,000** pairs of orthotics were shipped, AOV (average order value) increased by **▲ 49%**, customer reviews rate is: **4.2** (out of 5) based on over 1,390 customer reviews and overall 94% customer satisfaction.

We have built an elite professional ecommerce team and are going to launch soon a new website that will increase significantly the conversion rate, based on analyzing the customer behavior during the last year.

Upstep is All Across the US





Disrupting the Traditional Custom Orthotics Industry



Oren Raz

*Co-Founder,
Supply Chain
Director*

-
Oren has a Bachelor of Engineering at Colman College, and extensive experience in production management, supply chain, and quality control.



Limor Katz

*Co-Founder,
Finance &
Marketing Director*

-
Limor has an MBA in Marketing & Finance at Ben-Gurion University, and decades of experience in marketing management in Bank Hapoalim - online department.



Aviad Raz

*Co-Founder,
Business &
Technology Director*

-
Aviad has MBA & BSc in Computer Science at Coleman college & Baruch College NY. Has vast experience in technology and business strategies.



Philip Wells

*Chief Medical Officer
Podiatrist*

-
One of the top podiatrists in Europe with nearly 2 decades of experience, designed of over 50k orthotics for professional athletes, as well as the general public.

Funding

Upstep disrupts the traditional custom orthotics industry at just the right time. We are raising fund to expedite our growth and become no. 1 brand in the USA for custom orthotics and foot care solutions online.

We are happy to provide you with more details and invite you to join our exciting journey!