

## Copy

Client: Gele pads

Date: 0315

Re: Marketing –Kickstarter Campaign –Copy

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### Scope of Work

Gele pads has contracted with Galvin and Associates to provide copy for a Kickstarter campaign, including Header; About This Project; Features; The Gele pad Story; FAQs; Rewards; Next Steps; Risks & Challenges.

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COPY

Pressure Points LLC

## Gele pads™

A personal comfort pad for use in your car, office and home – Perfect for a 21st Century Lifestyle

By PW

Ozona Florida | Product Design | Share this Project

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### About this project

**Gele pads™ reduce stress where you need it most – wrists, forearms, elbows and legs – work and relax in comfort!**

Place a Gele pad™ between you and your desk or armrest and say goodbye to daily aches and pains of our sedentary lifestyle.

Gele pad™ is a patent pending high-tech personal comfort pad made with medical-quality gel encased in soft yet durable fabric. Use the reusable adhesive or strap to affix it to your desk, chair or car console and voila! What used to be a body pain point is now subtly massaged and comforted.

With Gele pad™, you'll work and play more comfortably and be more productive. Gele pads™ are especially useful for people with problem areas like tendinitis and carpal tunnel (see Features for details).

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### Features

## Gele pads™ In Your Life

Gele pads™ provide instant comfort where you have pain and discomfort on the hard parts of your body.



LIST OF USES: ADD PHOTOS & GRAPHICS

### **Vehicles**

Door windowsill  
Door armrest  
Center console  
Center armrest  
Door for leg

### **| Office**

Chair armrest  
Desk Edge for wrist/arm  
Under desk for knees

### **| Home**

Chair & sofa armrests  
Lawn chair  
Home office chair

### **Commercial**

ADD PHOTOS AND GRAPHICS  
Repetitive work relief  
Carpal tunnel wrist relief

### **| Play**

Gaming  
Fishing  
After tennis

### **| Medical**

Exam chair armrest  
Waiting room

## **Gelepad™ Features**

- High-tech, medical-quality gel encased in soft yet durable fabric
- Mimics the characteristics of soft human muscle, for hard areas of the body on elbows, wrists, arms and legs
- Specifically designed to relieve stress on body pressure points
- Place anywhere – reusable adhesive backing or integrated straps attach to an armrest
- Variety of colors to match décor – black, grey or tan
- Variety of sizes 1/2 “ thick by 2” x 5” (oval), 2” x 9”, 3” x 6” and 3” x 8”

## **Gele pads and Injuries**

What Gele pads™ provide comfort to our everyday sedentary lifestyle and relieve some medical conditions that are aggravated by prolonged sitting. Gele pads™ are not a medical prescription or a reason not to see a doctor.

### **Carpal tunnel syndrome**

Carpal Tunnel Syndrome is a hand and arm condition that causes numbness, tingling and other symptoms. It appears to be caused by a combination of genetic and environmental factors and heavy manual work or work with vibrating tools. One symptom may include pain in the wrist. Resting the wrist on the Gele pad™ while performing repetitive task such as typing with provide much needed comfort.

### **Lateral Epicondylitis**

Lateral Epicondylitis, commonly known as “Tennis Elbow,” is related to excessive wrist extension that results in inflammation of the tendons that join the forearm muscles on the outside of the elbow, leading to pain and tenderness. Resting the affected arm on the Gele pad’s™ soft surface will provide much need comfort during the recovery process.

### **Medial Epicondylitis**

Medial Epicondylitis, commonly known as “Golfer’s Elbow,” is an overuse injury affecting the flexor-pronator muscle that may lead to pain that starts on the inside bump of the elbow. Resting the elbow on the soft Gele pad™ can be a recommend part of the “rest therapy” that will help with recovery.

## Tension Headaches

Tension Headaches are one of the most common forms of headaches. A recent study found that approximately 90 percent of women and 70 percent of men experience tension headaches during their lifetimes. While a number of factors can contribute to tension headaches, one identifiable factor is an uncomfortable stressful position and/or bad posture and discomfort from sitting in one spot for lengthy periods of time. The Gelepad™ can relieve some of these conditions. Persons with chronic cases of tension-type headache may have increased muscle and skin sensitivity, which can be exhibited on the hard parts of the body such as the elbow, forearm and side of legs. The Gelepad™ can help to relieve this pain.

## Ulnar Nerve Compression

Ulnar Nerve Compression is a condition of the arm commonly caused by an impact or overuse that causes inflammation of the nerve, which exhibits as pain and sensitivity. Symptoms may include an ache or “pins and needles” pain at the back or inner elbow and forearm, numbness or a burning sensation. Resting the affected arm on a soft surface such as the Gelepad™ can help relieve pain, allowing you to continue your activities in your car or desk in comfort.

## Ulnar Collateral Ligament

Ulnar Collateral Ligament injuries are a condition affecting the elbow and are typically caused by repetitive movement, often related to sports. It results in pain along the inside of the elbow. The Gelepad™ can aid in the treatment by providing a comfortable surface on which to rest the elbow during recovery.

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### Rewards

## Gelepads™ Rewards

Pledges at ALL levels will have their name posted in our office on a ginormous Gelepad™ – everyone will know you were an “early adopter” I’ll keep you informed with Gelepad™ updates as our product enters the market.

Estimated delivery of Gelepad™ Rewards: June 2015

Pledge **\$10** or more: (0 backers)

### Gelepad™ Friends

Your help at any level brings Gelepads™ one-step closer to availability online and at a store near you. Pledge \$10 and receive one Gelepad™, 3” x 6” with a “Funded with Kickstarter” logo on top of the Gelepad™. \$5 shipping in the USA.

Pledge **\$20** or more: (0 backers)

### Gelepad™ Friends times 2

Receive two Gelepads™ - one 2” x 5” and one 3” x 6” with a “Funded with Kickstarter” logo on top of Gelepad™. Includes Free shipping in the USA. Add \$10 for shipping to Canada, \$15 for international shipping.

Pledge **\$36** or more: (0 backers)

### Gelepads™ for home and office

Receive four Gelepads™ - one each of 2” x 5”, 3” x 6”, 2” x 9” and 3” x 8” with a “Funded with Kickstarter” logo on top of Gelepad™. Includes Free shipping in the USA. Add \$15 for shipping to Canada, \$20 for international shipping.

Pledge **\$65** or more: (0 backers)

### **Gele pads™ for Two**

Eight Gele pads™ - two each of 2" x 5", 3" x 6", 2" x 9" and 3" x 8" with a "Funded with Kickstarter" logo on top of Gele pad. Includes Free shipping in the USA. Add \$20 for shipping to Canada, \$25 for international shipping.

Pledge **\$90** or more: (0 backers)

### **Gele pads™ Dozen**

Twelve Gele pads - three each of 2" x 5", 3" x 6", 2" x 9" and 3" x 8" with a "Funded with Kickstarter" logo on top of Gele pad™. Includes Free shipping in the USA. Add \$25 for shipping to Canada, \$30 for international shipping.

Pledge **\$1,000** or more: (0 backers)

### **Gele pads™ with Your Logo**

One Promotional Pack - One Pack includes 100 of the 3" x 6" Gele pads™ with Your Logo on the face of the Gele pad™. Your customers will be thinking nice thoughts about you while enjoying the comfort of the Gele pad™. Free shipping to the USA. Contact us regarding Canadian and international shipping.

Pledge **\$4,000** or more: (0 backers)

### **Gele pads™ with your Logo for Everyone!**

Five Promotional Packs - Each Pack includes 100 of the 3" x 6" Gele pads™ with Your Logo on the face of the Gele pad™. Use Gele pads™ as a way to reduce stress and improve relations with all your customers! Free shipping to the USA. Contact us regarding Canadian and international shipping.

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#### Our Story

### **The Gele pads™ Story**

I was a corporate Road Warrior. I worked in the field of building automation technology and when I wasn't on the road, I was at my desk filing reports. I'd like to say that I spent my free time at the gym or a nature hike, but like most of us, that never happened nearly enough. While I had been an athlete as a young man, I found my body began to wear down as the years went by.

What I did do on my endless drives was think about what I call "uncommon application of common sense ideas." As the miles rolled by, one particular idea popped up and it kept nagging at me through my elbows. Why, I wondered, do I have to be so uncomfortable while sitting in my car or office chair?

That idea became Gele pads™. I built a few prototypes and received great feedback from friends who also drove a lot and had sore elbows.



It's a big jump to go from a 'bright idea' to committing yourself completely to making something a success. But hey, the only other option is becoming an old guy with a "woulda coulda" story!

So I quit my job, started Pressure Points LLC and used my savings to create final prototypes and packaging and set up manufacturing and distribution. Here I am today with the Gelepad™ ready for market. I firmly believe that Gelepads™ will Make Life Better for everyone that uses it.

I ask that you make whatever pledge is right for you – and be the first kid on your block to have your very own Gelepad™! One day you'll see it in stores everywhere, and know you were there at the beginning!

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#### Next Steps

### Next Steps

Gelepads™ are now in pre-production at the factory. Visual and functional design are important to an owner's enjoyment and use of a utilitarian product like Gelepads™ and we've lined up a top-notch supplier who is experienced in producing high-quality personal care products. We've also contracted with an experienced shipping and fulfillment company.

We have pre-production samples of the Gelepads™ and have distributed samples for beta testing. We are ready to launch our company soon:

**April:** Make friends on Kickstarter and review production samples

**April-May:** Launch the Gelepads™ website and take Pre-Orders

**May-June:** Ship Gelepads™ to our new friends, starting with Pre-Orders and Kickstarter supporters

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#### Risks and Challenges

### Risks and challenges

Gelepads™ are a high-tech product with multiple functions. We are confident in our planning and design and the quality of our suppliers.

However, there are risks:

**Manufacturing:** Gelepads™ are a liquid gel encased in fabric. Maintaining quality standards is essential to ensure durability and avoid gel leakage and is a manufacturing challenge.

**Product Adjustments:** Initial Gelepads™ may perform perfectly to spec as samples, only to exhibit issues after multiple uses. We will monitor the products and may make minor adjustments to the manufacturing process to improve



quality. We will report any adjustments to Gele pads™, much as you see ‘bug reports’ on computer and phone apps you use.

Shipping and Fulfillment: While we do not expect any major problems in the manufacturing process. Should problems arise, we have a back-up plan with the potential to switch suppliers of individual components or the main manufacturing and assembly supplier.

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Your Pledge

## Your Pledge

Say goodbye to pressure point pain! Help friends, family, co-workers and the world live a more productive and comfortable life.

Click “Back This Project” at the top of the page and share our Gele pads™ page with your friends.

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FAQs

## Gele pads™ Frequently Asked Questions

[Q. How do I apply the Gele pad?](#)

A. Make sure the surface is clean then remove the protective cover from the back and apply to the surface where needed. If you need to reposition, just pull off slowly and reinstall.

[Q. I want to remove my Gele pad and take it with me. How does that work?](#)

A. Simply remove the Gele pad slowly from the surface and apply a piece of paper over the adhesive to protect it and place in your pocket, purse or briefcase. To reapply slowly remove paper and reapply to a clean surface.

[Q. My Gele pad got dirty from use. Can I wash it?](#)

A. Yes wash it by hand with warm water and mild detergent. Let it air dry. Yes the adhesive can get wet and it will work again once dry. Do not machine wash or dry.

[Q. My Gele pad lost some of its stickiness. What can I do to make it sticky again?](#)

A. Apply rubbing alcohol to the adhesive and let dry. This will make it sticky again.

[Q. Can the Gele pad be applied to leather surfaces?](#)

A. Yes, the Gele pad can be safely applied to leather.

[Q. Can the Gele pad be applied to fabric or cloth surfaces?](#)

A. The Gele pad adhesive will not adhere well to fabric or cloth. If applying to a fabric or cloth covered armrest that can have a strap wrapped around it, use the

# GA

Gelepad Universal Base as a foundation to which to apply the Gelepad. We will soon develop a model with integrated straps eliminating the need for the Universal Base.

**Q. Will the Gelepad Freeze if left in my car?**

A. No, Gelepads can tolerate temperatures down to -40 degree F.

**Q. I live in a hot environment. Will the heat of my car damage the Gelepad?**

A. No, Gelepads can be left in your car without any damage.