

PROTECTIVE GEAR COMBINING ADVANCED PAIN RELIEF





The Company

A Healthcare-based idea product manufacturer are good at product banding and trend setting in the healthcare market by providing a new type of innovative solution that is integrated into lifestyle ultimately.

The startup is led by a 10-year brand planner and a 7-year web-toon writer, and has realized a monetization achievement with KRW 1 billion in sales in half a year since its launch.

Their goal is to connect people with life's greatest asset - health - through 'practical yet healthy' healthcare products.

Their business model, which develops and sustains lifestyle items and content aimed at protecting joints, is further expanding and performing as genderless young sensory company.

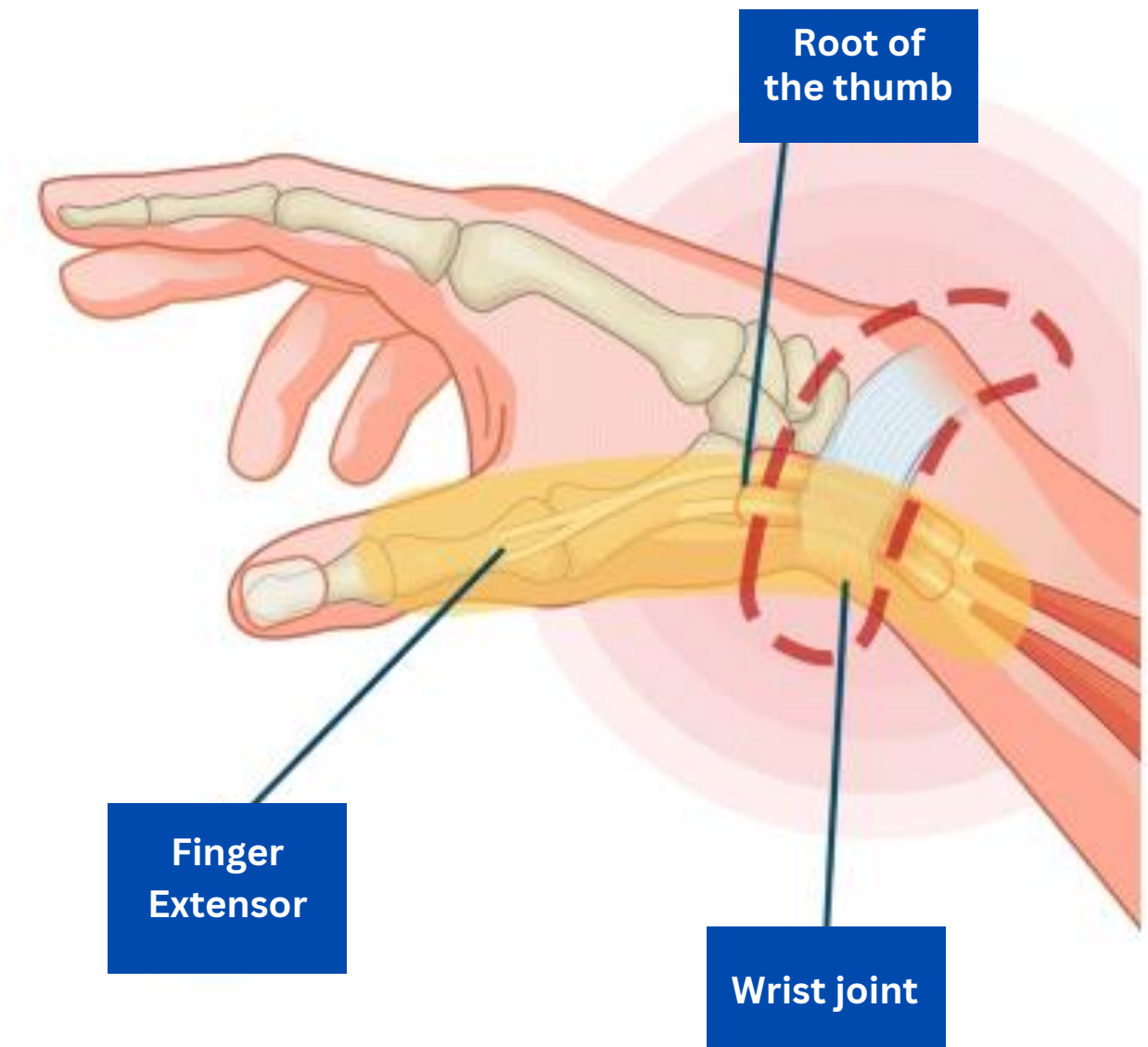
Market Problem

Almost any activity that involves hands and wrists, even knitting and cutting hair, if performed forcefully enough and often enough can lead to disabling wrist pain.

Creators and digital workers often suffer from wrist pain and disease due to long working hours, or discomfort from repetitive tasks or conditions such as arthritis or carpal tunnel syndrome.

With specialized technology to reduce the discomfort that digital workers feel during their working hours, the wrist brace is engineered with high-grade materials that offer advanced pain relief and robust support without compromising mobility. The innovative aspect of the product lies in its dual functionality. It is designed to stabilize the wrist and thumb through an adjustable strapping system that accommodates varying degrees of support needed during different stages of injury recovery or as preventive care during activities that strain the wrist.

It is particularly beneficial for artists, writers, and office workers who require wrist support but also value aesthetic appeal in the products they use daily.



Market Opportunity

01

Product Planning/Distribution A-Z

Highly functional and rational products are planned, and various specialized marketing groups provide accessible content to consumers.

02

Brand Planning/Rebranding

Re-focusing on modern people's health issues and the importance of care, we strengthen the brand vision and adapt it to the market.

03

Product Development OEM/ODM

We flexibly respond to various market needs through OEM and ODM services utilizing patented technologies and self-developed fabrics.

04

Online B2C/Crowdfunding

We successfully introduce outstanding products to the market and consumers through online B2C and crowdfunding strategies.



Technology Offer

Innovative Integrated Design

Unlike traditional wrist braces that focus solely on wrist support, this product is designed to simultaneously support both the wrist and thumb. This integrated protection reduces pain and enhances recovery speed for both areas

Durability

Compared to conventional wrist braces, this product uses reusable high-quality materials, offering long-term durability. This reduces the need for frequent replacements, leading to significant cost savings over time.

Performance Optimization

The brace effectively supports the thumb and wrist while ensuring comfort. Unlike typical wrist braces that provide single-point support, it features adjustable straps and a flexible frame, allowing users to maintain their range of motion during use.



Technology Offer

Know-how and Technical Expertise

The product employs a unique method of incorporating traditional Korean design into the manufacturing process of wrist braces. This approach creates not just functional products but lifestyle items imbued with cultural value. This differentiation allows for greater market appeal and provides consumers with more attractive choices.

Quantified Data

Initial user feedback indicates that this wrist brace achieves a 20% faster pain reduction compared to existing products. Additionally, 85% of users reported high satisfaction with the product's comfort and support.





Mode of Collaboration

01

Partnerships with distributors and/or agents who have a strong interest in fashion and healthcare sectors

02

Collaboration with investors and buyers who are keen on developing and expanding Hallyu (Korean Wave) brands internationally

03

B2B (Business-to-Business) and B2G (Business-to-Government) partnerships that can facilitate wider distribution and market penetration

A person is shown from the chest up, wearing a light blue long-sleeved shirt. They are holding a smartphone in their right hand, which is wearing a black wrist guard with three grey stripes and the 'RUN WALK' logo. Their left hand is raised near their face. The background is a soft-focus indoor setting.

RUN WALK™

Soft Touch
Wrist Guard

“You can create
the life you want”

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