

Company profile

	Name of the company:	Iluum ME Sisustus OÜ
	Address:	Tartu mnt. 80 10112 Tallinn Estonia
	Website:	http://www.iluum.com
	Established:	2000
	Representative(s) of the company:	Adir Aronovich
	Position(s):	Attorney (Zell Aronovich Law office)
	Phone number:	1-240-401-8860
	E-mail address:	adir.aronovich@ gmail.com adir.aronovich@fandz.com
	Revenue at Present and Forecast:	2017- 1,200.000 EUR 2018 - TBD
	Elevator Pitch: max 5 sentences: solution/market; concept; status of the project at the moment; team; business model (how do you generate revenues?)	
	Competitive or collaborative advantage: How do you differentiate your company from competitors? Why does the client buy your product/service from you?	Iluum is currently selling their Nordic walking poles and equipment in Baltic states, Skandinavian and other European countries. Iluum was the first company in the world who introduced two parts walking poles (HECT system poles) adjustable to a person`s height and physical shape. Iluum is developing a new concept in the Nordic walking poles based on their U.S. patent 10,092,817. The concept relates to walking poles using GPS that measure the driving force generated by the upper body, applied to the ground through poles during a natural Nordic walking, where poles are used to propel a body forward. Inclination and pole length electronic sensors are placed into a pole for the achievement of the most biomechanical performance i.e. proper technique. The sensors communicate with the monitoring application located in the user mobile phone or other communication device. In addition to the patent the „Iluum“ trademark (Reg. No. 4479392) has been registered in the United States since 2014.

	<p>Value proposition: Why should one cooperate specially with you? How do you help your partner/client business, i.e., save time, improve productivity, increase revenues, etc.? What's the added value for them from it?</p>	<p>The Iluum was the first who introduced two parts Nordic walking poles (Hect system) to the market. Iluum poles are adjustable depending on person's length, physical shape and could be used at all levels in health, fitness and competitive sport as well as in preventive care and physiotherapy rehabilitation.</p>
	<p>Seeking for: Market entry? Funding for development & scaling? Development partners? Local distributors?</p>	<p>Iluum is seeking market entry and development partners with the sport equipment manufacturers and high tech electronic companies in the U.S.</p>
	<p>Do you have already contacts/partners in US? If yes, please name them:</p>	<p>No</p>
	<p>References: In case you have from famous clients, and testimonial feedback from clients</p>	