Management Team
- Alan J. Landauer, Co-founder
- Frederic Slater, Advisor – Corporate Strategy

Finance Sought: $40,000
Use of Proceeds: Domain Name | Technology | Development
Description: E-Z-4U is a super store chain offering supplies, equipment and information for the rapidly growing elderly and disabled market.

Executive Summary
E-Z-4U will establish a brand where the shopping experience offers not only a broad selection of products and services but provides “sole source” shopping in an upbeat and stimulating environment. The stores will be colorful, easy to navigate, and accessible for mobility impaired people.

E-Z-4U stores will provide a high level of personal service to develop a loyal patronage and to insulate the company against mass-merchant competition. In addition, the locations will provide information and suggestions supported by an in-depth knowledge of the personal challenges faced by our customers.

The business will have a strong internet presence and will provide for E commerce purchases both independently and in working alliances with sympathetic marketing organizations such as AARP and MYZIVA.

Value Proposition
Our floor staff will relate to the customer in a unique fashion. E-Z-4U stores will be manned by highly trained professionals such as retired nurses. The full time staff will be supplemented by retired and semi-retired people who understand, first hand, the needs of the customer base. They will openly share the common challenges and frustrations of the physically challenged and the aging. In addition, an effort will be made to hire disabled personnel for the mobility section- people who are adept at handling motorized cards, wheel chairs, motorized stair lifts, etc. This demographic is by nature reliable, loyal, dedicated, and happy to have a job.

The Market
The three target markets- (the elderly - the disabled- the injured weekend warrior,) have expanded dramatically during the past decade and will continue to do so in the foreseeable future. The medical community, the government, medical insurance providers, and the investment community are acutely aware of the challenges generated by dramatic shifts in the physical and economic needs of these population segments. A byproduct of this trend has created an untapped economic opportunity for serving this market through the roll out of a branded chain of E-Z-4U Superstores. E-Z-4U will seek to capture significant market share for the products and services required by its target market and will employ the model used so successfully in other market segments including examples such as Home Depot, Borders, Staples, Starbucks, PetWarehouse, and a host of other successful retail concepts. Included in the Target Market are: The Elderly | The Acute or Chronically Disabled | The Overweight Population | Sports Injuries | Trial Rentals

Business Model
Currently there is no established “brand” serving this market space, and in the manner of Home Depot, PetCo, Starbucks, and United Rent All, E-Z-4U’s strategy is take advantage of what we believe to be an opening to serve one of most rapidly expanding markets in the United States.

Eventually E-Z-4U will initially open a pilot store, then aggressively roll out an expansive chain of superstores to serve this identified opportunity in the market for medical products and home health care equipment, supplies and accessories targeted at three market segments- the elderly, the infirm, and the obese.