# Walking Tall

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Inspired by the paralympic running blade and drawing on the biomimicry of the tail of the Australian kangaroo, the ‘Walking Tall’ poles are a revolutionary new aid designed to slow down the ageing process in respect to mobility and independence. The transitional mobility stage between walking normally and relying on a cane or walker is often accompanied by rapid muscular deterioration, loss of posture control and a complete loss of physical and mental confidence. According to a CDC study, more than 47,000 Americans over the age of 65 are treated in emergency departments each year for injuries from falls that involve canes and walkers. Worldwide there is a definite need to market a device that bridges the gap between walking normally to using a cane or walker. The ‘Walking Tall’ poles are a preventative device aimed at decreasing the number of falls by improving balance in older adults. Building on the proven technology of Nordic hiking poles, this product includes two poles, each with a force-absorbing blade attachment at the base. Utilizing the biomimicry of a kangaroo’s tail, known for its balance and stability, the poles help seniors engage major muscle groups, assist posture control and maintain stability in an upright position. With its sleek design, constructed from carbon fiber and kevlar, the ‘Walking Tall’ poles functionally and aesthetically help destigmatize the concept of a walking aid whilst providing a preventative approach to this major health issue. This device is intended to keep my target market 'Walking Tall'.

**Awards Won:**

Third Award of $1,000