

A different kind of shopping revolution

equipmii



43% of people with disabilities abandon online purchases. Why?
(Hint, it's not the people).

Business Disability Forum, 2022



Because shopping experiences exclude them.

- Most product designs cater to the mainstream.
- Retailers don't provide tailored recommendations based on someone's physical needs (even the specialist ones).
- 90% of people with physical impairments report that product descriptions lack essential information.
- People struggle to get personalised product recommendations from experts due to an overburdened healthcare system (Business Disability Forum, 2022).

Over one billion people live with a physical impairment. Over half of them struggle to find the right products for their needs. We're here to change that.



The image features a solid orange background. In the center, the text "Life's better, equipped." is written in a bold, white, sans-serif font. The text is arranged in two lines: "Life's better," on the top line and "equipped." on the bottom line. There are several decorative, thick orange lines that curve and loop around the text, creating a sense of movement and depth. One line starts from the left, loops around the top left of the text, and then curves down towards the bottom right. Another line starts from the bottom right and loops back towards the center. A third line is a simple curve on the left side.

Life's better,
equipped.

Equipmii is the all-in-one digital shopping platform that matches people's needs to the products that meet them, through:

- Personalised recommendations by healthcare experts
- Trusted reviews
- A sprinkle of AI



It all started with a frustrated founder

That's me, Claire.

I believe physical impairments don't disable people; poor design does. I was born with only one hand and, as a busy entrepreneur and parent, I value products that make my life easier. I spent years searching for products to help me do exercises that require two hands to balance. Fed up with not finding a solution, I created my own, called Limbalance.

What began as a mission to create products that fit my needs, grew into an ambition to help anyone living with a physical impairment to find products that meet theirs. So they can feel better equipped for life, whatever it throws at them.





Health-expert approved products

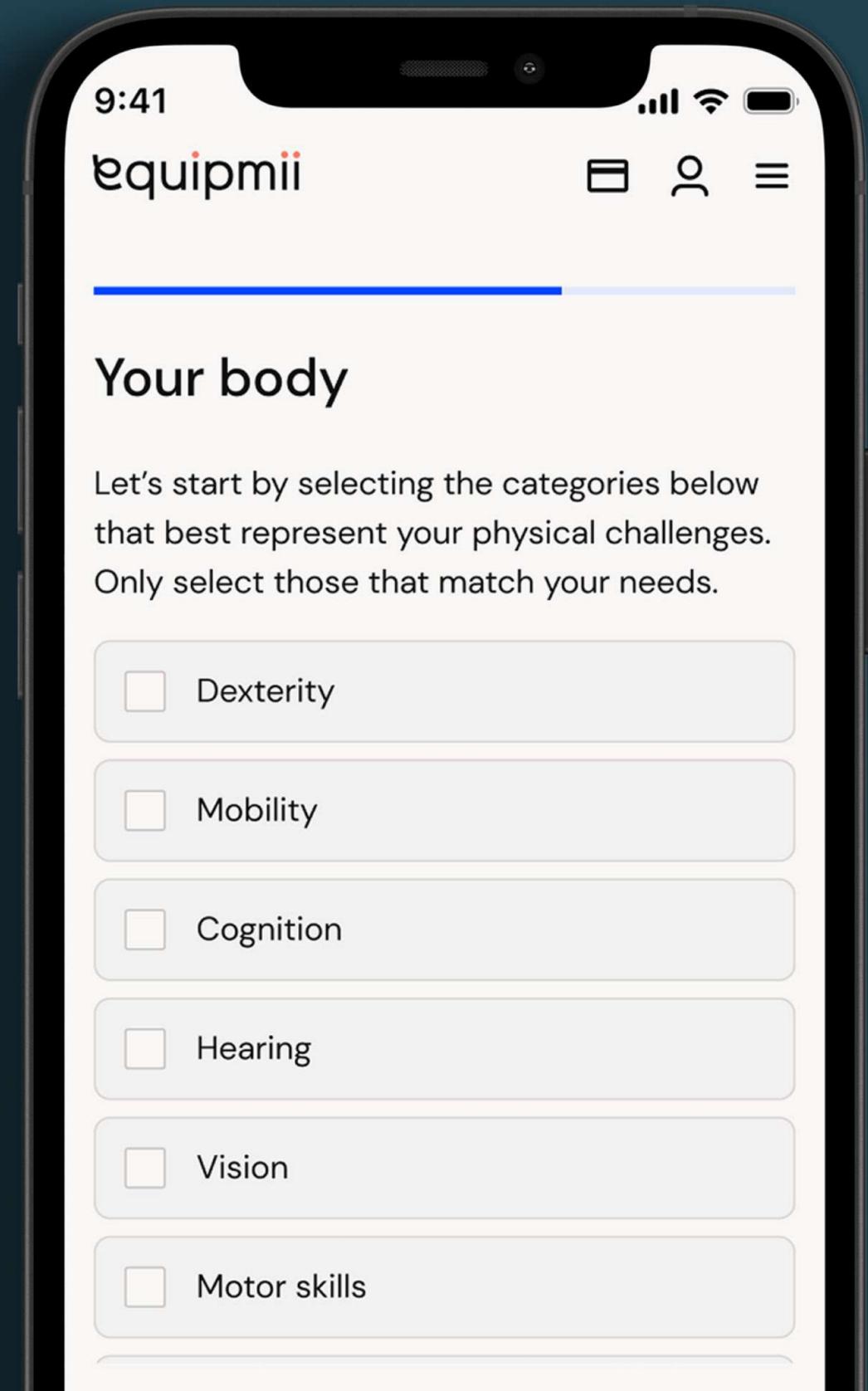
Our community of Occupational Therapists assess thousands of mainstream and specialist products —ranking their suitability for all types of physical impairments.



A highly **personalised** shopping experience

When someone sets up their Equipmii profile, we ask a few questions about their personal challenges and preferences.

This data feeds our product-matching algorithm and AI NLP program: helping us find products that actually fit their needs.



An **AI-powered** digital shopping assistant called MiiMii.

I support shoppers by giving them advice and product recommendations.

I'm trained using data from:

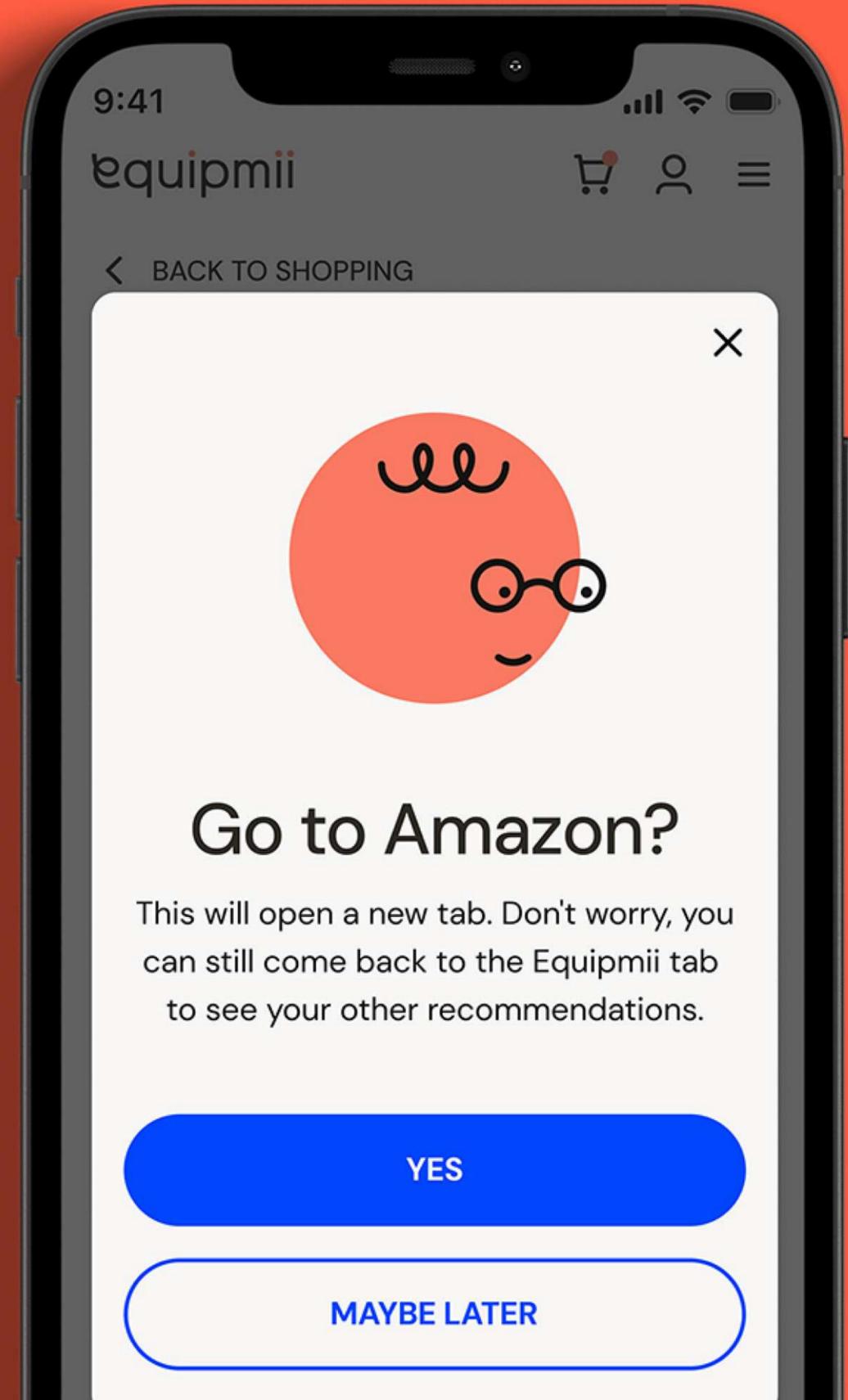
- User profiles
- User behaviour
- Insight from Occupational Therapists

Hello Kas, what can I help you with today?



Works where you shop

Equipmii connects to a number of mainstream and specialist online retailers—so anyone can find products that fit their needs in the places they love to shop (without feeling disadvantaged or labelled).

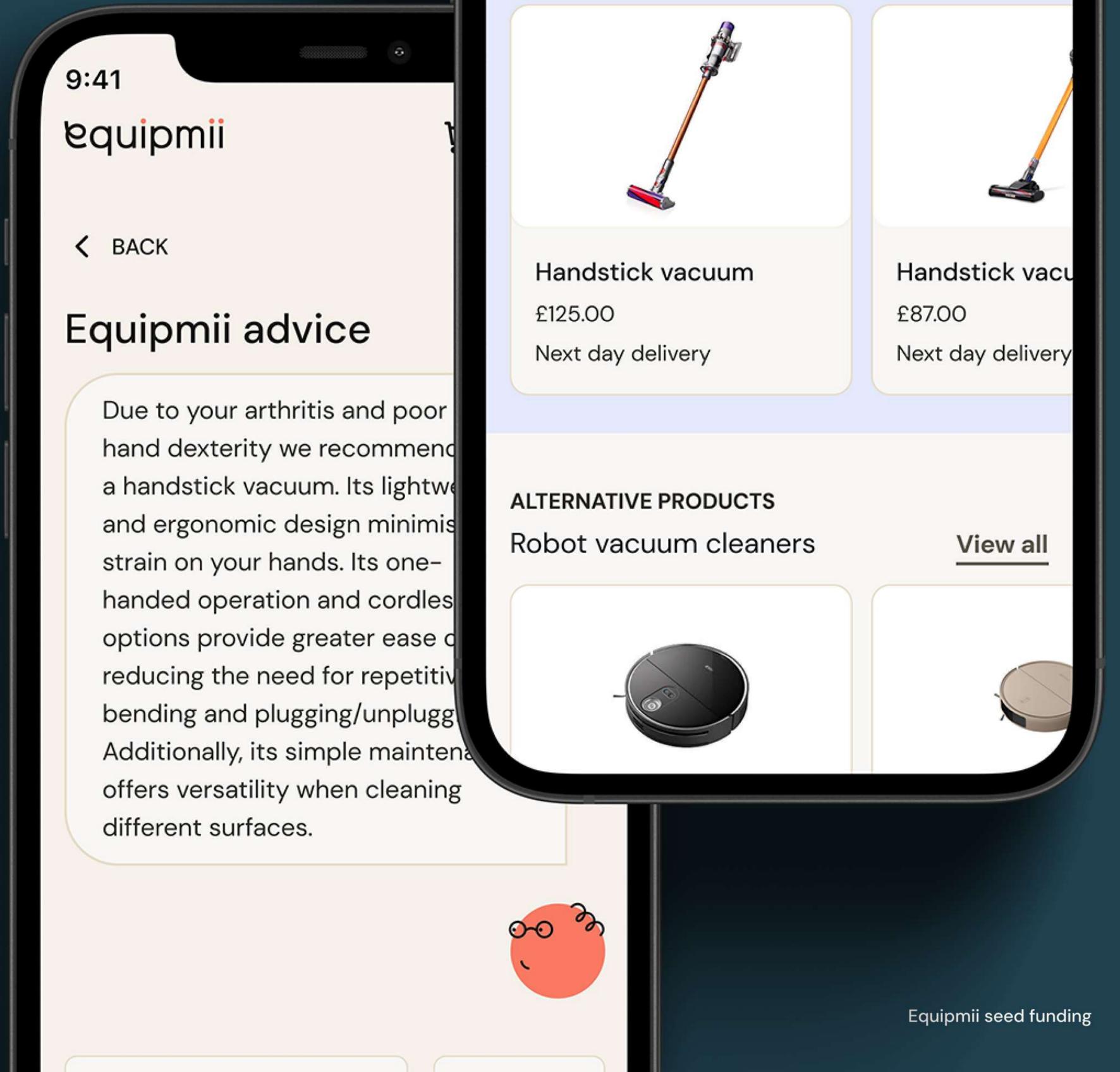


Adapts to your changing needs

It's estimated that 67% of adults over 65 will be living with multiple impairments by 2035.

As people's needs change, so do Equipmii's recommendations.

Our guidance supports people to live independently for longer—in tune with the NHS's approach to ageing well.



9:41

Equipmii

< BACK

Equipmii advice

Due to your arthritis and poor hand dexterity we recommend a handstick vacuum. Its lightweight and ergonomic design minimises strain on your hands. Its one-handed operation and cordless options provide greater ease of use, reducing the need for repetitive bending and plugging/unplugging. Additionally, its simple maintenance offers versatility when cleaning different surfaces.

RECOMMENDED

Products for you

[View all](#)



Handstick vacuum

£125.00

Next day delivery



Handstick vacu

£87.00

Next day delivery

ALTERNATIVE PRODUCTS

Robot vacuum cleaners

[View all](#)



A trusted community who just get it

We're building a global community where people with physical impairments (and those who care for them) can find guidance, support and honest product reviews from other people with lived experience.

We'll train our algorithm on these reviews to provide even better recommendations.





Together we'll transform shopping for the **one billion people** living with a physical impairment.

Be part of the shopping revolution

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