

Market Opportunity:

The Problem:

Putting your feet up on the table is comfortable only for short periods due to decreased blood circulation. A standard cushion isn't enough to solve the problem because it will move all over the place everytime you get up or adjust your position.

The Market:

With multirest, I am targeting the entire population: young and old, rich and poor - that likes to relax and put their feet up at the end of the day. There are currently no other products on the market that offer the kind of functionality multirest does.

