

The NeoMotion's quest for inclusive mobility

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The NeoMotion's dedication to human-centric design and innovation is reshaping mobility, empowering individuals, and redefining the concept of independence

Innovation meets inclusivity in the realm of mobility, and one company is leading the charge toward a more accessible future. The NeoMotion is redefining how we move and reshaping the concept of independence for those with mobility challenges. We got a chance to talk to **Siddarth Daga, Co-Founder, Head - Sales & Outreach, NeoMotion Assistive Solutions**, to delve into their journey, the challenges they've overcome, and their vision for the future.

▼ Empowering Independence Through Mobility

The NeoMotion is driven by a profound mission – to empower individuals with mobility challenges. Their journey began at the prestigious Indian Institute of Technology (IIT) Madras, where the seeds of innovation were sown. The team recognized the need for innovative solutions to address the mobility limitations faced by people with disabilities.

Daga elaborates on the origin of their mission: “The NeoMotion originated from the desire to create innovative mobility solutions. Our initial focus was to empower individuals with locomotor disabilities. Traditional



SIDDARTH DAGA, Co-Founder, Head - Sales & Outreach, NeoMotion Assistive Solutions

wheelchairs were limited in their ability to provide true independence, so we set out to change that.”

▼ Human-Centric Design and Innovation

At the core of The NeoMotion’s approach is human-centric design. Their goal is not just to create mobility devices but to revolutionize the concept of independence for users. Daga explains, “Our expertise lies in human-centric design and engineering. Our innovation lies in the structural and functional aspects of mobility devices. Motors and batteries, for instance, are off-the-shelf components for us. Our primary focus is to enhance the quality of life for our users.”



This dedication to user-centric design involves working closely with individuals who have mobility challenges. The NeoMotion team collaborates with users, therapists, and caregivers to gather invaluable feedback, ensuring their products meet real-world needs.

▼ Swappable Batteries for Extended Independence

One of The NeoMotion's standout features is its swappable battery system. Daga elaborates, "Our products feature swappable batteries. Users can unlock and replace the battery themselves. This flexibility is particularly beneficial for individuals like delivery personnel, enabling them to cover longer distances without interruption."

▼ Challenges in Design and Manufacturing

Bringing innovative mobility solutions to life is no easy feat, especially when customization is a priority. Daga acknowledges the challenges, saying, "Customization is integral to our approach. Each mobility device we create may have a unique frame or specifications to cater to individual needs. This presented manufacturing challenges, especially when trying to convince vendors to work with us on smaller order quantities."

Despite these hurdles, The NeoMotion persevered, slowly building their supply chain and manufacturing capacity. They now work

with approximately 50 vendors, sourcing components for their innovative products.

▼ Safety Features and Future Technology Integration

The NeoMotion's products prioritize safety. They incorporate stability enhancement features to prevent tipping and accidents. Daga explains, "Our devices have anti-tippers to prevent backward falls and side-tippers to maintain balance on turns. We also implement speed-limiting options for user safety."

As for future developments, The NeoMotion is poised to embrace IoT and data-driven insights. They aim to introduce sensors and connectivity solutions to gather data on user behaviors and device performance, further enhancing user experiences.

▼ The Future: A One-Stop Mobility Solution

When asked about their long-term vision, Daga paints an ambitious picture: "The NeoMotion envisions becoming a one-stop solution for all mobility-related challenges. We plan to expand our product portfolio to cater to a broader range of mobility issues. Our goal is to transcend the traditional definition of mobility aids and serve anyone facing mobility challenges, be it individuals with disabilities, the elderly, or those recovering from surgeries."

Their expansion efforts extend beyond India, aiming to make a global impact by providing innovative solutions to a wider audience.

The NeoMotion's journey exemplifies the transformative power of innovation and human-centric design. By envisioning a future where mobility is truly accessible to all, they're creating solutions that not only empower individuals but also redefine what's possible.

As they continue to evolve and expand their product offerings, The NeoMotion is poised to leave an indelible mark on the mobility industry, ensuring that independence and inclusivity are at the forefront of their mission. ■

