

2021

ScolioBend's Impact Report

January 07, 2022

Prepared by the ScolioBend Team

Designed by Michelle C.

Edited by Christine S.



From the Founder

2021 was a momentous year of changes for everyone. The continuing global pandemic; new shifts personally, locally, and internationally; and new health concerns related or unrelated to scoliosis have been a few markers of 2021. The ever-changing seasons and times of this past year have reminded us both of the constancy of scoliosis and our ability to make an impact on global communities when we come together.

When I founded ScolioBend this past year with our free iOS phone app, we set forth with a new mission: to encourage, empower, and support the global community of strong, passionate, and beautiful scoliosis patients. But our mission was not to only help people with scoliosis: our mission also reminds people how their stories impact and encourage others. I believe that the stages of our stories interweave to form a picture of a wonderfully-made and powerfully-equipped person, ready to make a mark on the world. In an effort to show both the importance of individuality and the power of community, I created our logo: an arrow hooked in a bent bow. Our logo is a statement of the scoliosis story's purpose: we are Bent To Be Strong™.

Since the fateful founding day of January 4, 2021, our company has flourished in number, impact, and community. We have grown a national team of members from all over the United States who strive to spread awareness about scoliosis and make a difference in the lives of others through dedication. We have impacted over 400 scoliosis "warriors" with our multimedia resources, expanding far beyond our mobile application to include visual, intellectual, artistic, and local resources. And along the way, we have formed and joined a tight-knit community of scoliosis warriors with empathy, understanding, and the resources they need to succeed. Yes, 2021 was a year full of changes, good and bad. But the indelible changes we've made and witnessed in the hearts of others this year were special.

2022 will bring more changes, more milestones, and more memories. Entering into the new year, I am excited for our new future where we continue to touch the hearts and journeys of scoliosis warriors, together.

Our Team



Christine S.
Founder and CEO



Michelle C.
Head of Marketing



Phillip P.
Head of Outreach



Aaryan P.
Head of Research

Our Approach

- Celebrated the individuality of each scoliosis warrior's journey with resources featuring many scoliosis patients with different stories and tips for various stages and options of scoliosis treatment
- Formed a stronger and more vibrant scoliosis community by connecting scoliosis warriors in different geographical locations and to mentors across the globe
- Created accessible resources for people with scoliosis with free, online resources on the mobile phone, the Internet, and visual platforms (and future plans to expand the media of our resources)

Our Impact

100+

downloads of our free IOS app "ScolioBend"

400+

watched our YouTube videos, including our new scoliosis mentorship series "Scoliosis Support Superheroes"

1k+

followers on Instagram @scoliobend



500+
scoliosis warriors
impacted worldwide!

Our 2021 Milestones



January 2021

- Launched the first version of our free iOS phone app
- Featured by Wharton's Future of the Business World Podcast

February 2021

- Reached 500 followers on Instagram!

March 2021

- Featured by the National Scoliosis Center

June 2021

- Released our first Bent To Be Strong awareness video initiative

July 2021

- Started our first research survey on Scoliosis Therapy

October 2021

- Started our scoliosis mentorship video series, "Scoliosis Support Superheroes"

November 2021

- Featured by the Johns Hopkins Hospital's Department of Pediatric Orthopedics
- Gained 100 app downloads for our free iOS phone app
- Released the second version of our free iOS app

December 2021

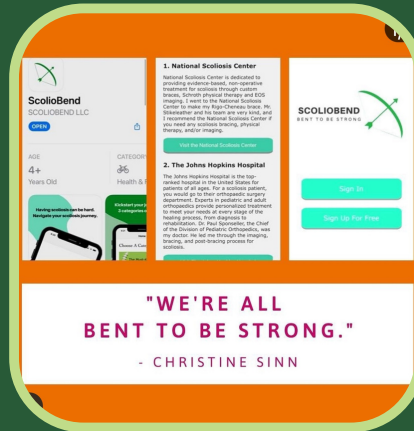


- Reached 400 views on our "Scoliosis Support Superheroes" YouTube series
- Released our first research study on Scoliosis Therapy

Our Features



Wharton Global Youth Program



National Scoliosis Center



Johns Hopkins Department of Pediatric Orthopedics

Our Partners & Supporters



National
Scoliosis
CENTER™



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MEDICINE

THE JOHNS HOPKINS
HOSPITAL



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Thank You!

Together, let's continue to help others be
Bent To Be Strong™.