

# Project & Internship Summary

## **PostuLift Vision, Mission & Problem**

**Vision:** To be the leading provider of innovative posture optimization solutions worldwide.

**Mission:** Our mission is to design accessible and effective posture tools for individuals and organizations to improve spinal health, reduce musculoskeletal pain, and increase workplace productivity.

**Main Problem(s):** Poor posture leading to a less confident appearance and negatively influencing daily function, comfort, and long-term musculoskeletal health

**Profile Summary:** PostuLift is an innovative medical device company that is just commencing its R&D work with the goal of commercially launching its first full-body, physio informed posture improvement device for both desk and clinical work in 2026.

**Company History:** Founded in 2025, PostuLift was born out of the 10+ years the founder Ellie Hong spent working as an orthopedic, pelvic floor and TMJ/jaw physiotherapist; 3 of those years she had her own practice Revival Physio. Driven by a strong desire to expand her impact on addressing postural dysfunction, she shut down her practice from Nov 28-Feb 28<sup>th</sup> 2026 to 100% focus on building out a high-quality full-body posture correction product – PostuLift.

**Project:** Postulift is seeking a PhD Engineering student for a 6-month Mitacs funded internship starting December of this year

**Ideal Values Fit:** efficiency (enjoys working at a face-pace), excellence, honesty, autonomy

**Ideal Intern:** Strong background in engineering/mechanical design and/or biomechanics analysis, patent-ready technical writing skills, great attention to detail, passion for understanding innovative solutions for postural correction, experience with wearables, biomechanics, or device validation an asset

**Intern's Role:** will focus on technical and intellectual property documentation for PostuLift (note: product has electronic features) including prior art searches, functional analysis, technical specifications, and drafting utility and design patent claims (Dec 2025-Feb 2026). Once the patent is filed by the patent agent hired by PostuLift, the intern will lead a pilot study (March 2026) assessing the device's effectiveness and usability (in Toronto, space to be provided by PostuLift).

Please email [ellie@postulift.com](mailto:ellie@postulift.com) with a resume, cover letter, 1 academic reference and two work samples (technical report or research paper (1) and prototype/engineering project summary (2)) if interested.

There will be 3 rounds of interviews 1) Online meet and greet (15-20 min) 2) Technical interview (30-45 min), 3) Micro-project. Only successful applicants will be contacted. There is potential for this internship role to transition to a long-term work contract.