

## Better Solutions For Neonatal and Women's Health

Leveraging the most cutting-edge scientific breakthroughs to create better solutions for homecare

### PROBLEM & SOLUTION STATEMENT

#### Problem Statement

Lack of Affordable & Reliable Jaundice Testing in South & South-East Asia is Resulting in Death of Thousands of Newborns



#### Solution Statement

Low Cost\*, High Accuracy#, Non-Invasive Method for Bilirubin Detection that can be used in both Rural & Urban Healthcare Setups

\* At least 50% lower compared to the cheapest solution in the market  
# Sensitivity and specificity within 5% of current market solutions  
Difference in setup is centred around the sales channel. Through government bodies in rural areas (volume pricing) and direct doctor/hospital sales in urban areas

#### BiliMonitor

The Frugal Newborn Jaundice Meter



### COMPETITIVE ANALYSIS

Brand	BiliMonitor	Beijing M&B	Ningbo David	Draeger*
Dimensions (cm)	3.6x3.6x14.5	5.9x6.55x17.6	5.3x3x16.1	5.6x6.5x15.8
Area of test	Forehead/ Sternum	Forehead/ Sternum	Forehead	Forehead/ Sternum
Accuracy mg/ dL	±1.5	±1.5	0-15 ±1 16-25±1.5	±1.5
Price (USD)	800	1000-1200	1500-1700	5500-8000

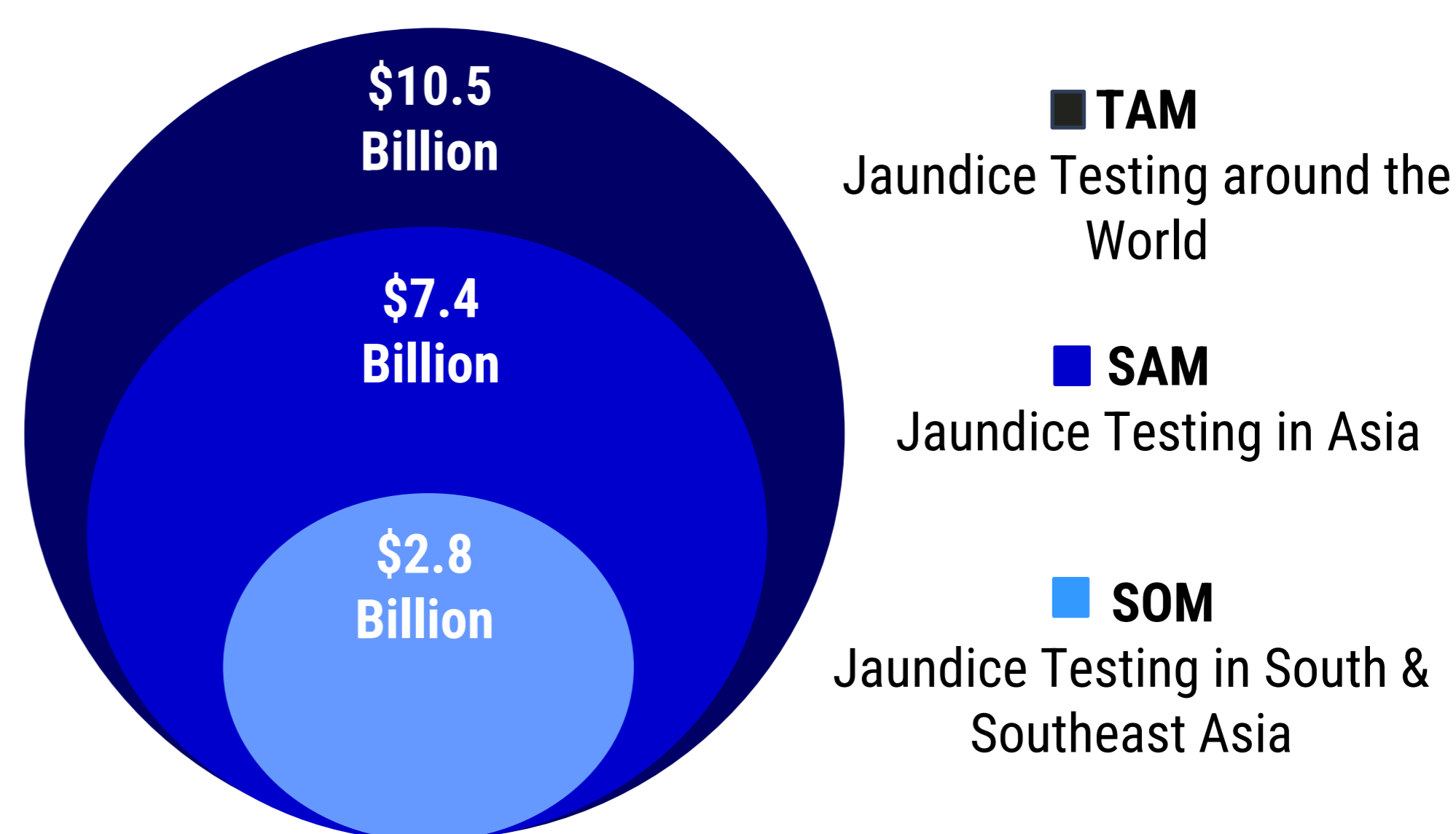
### TIERED PRODUCTS

Details	BiliMonitor Pro	BiliMonitor
Display	Dot LED display	Monochrome LCD
Interaction	Touch Capacitive	Physical buttons
Connectivity	Onboard memory and Bluetooth	Only testing
Casing	Satin finish ABS with gradient color	Single color ABS
Price	USD\$ 800	USD\$ 200

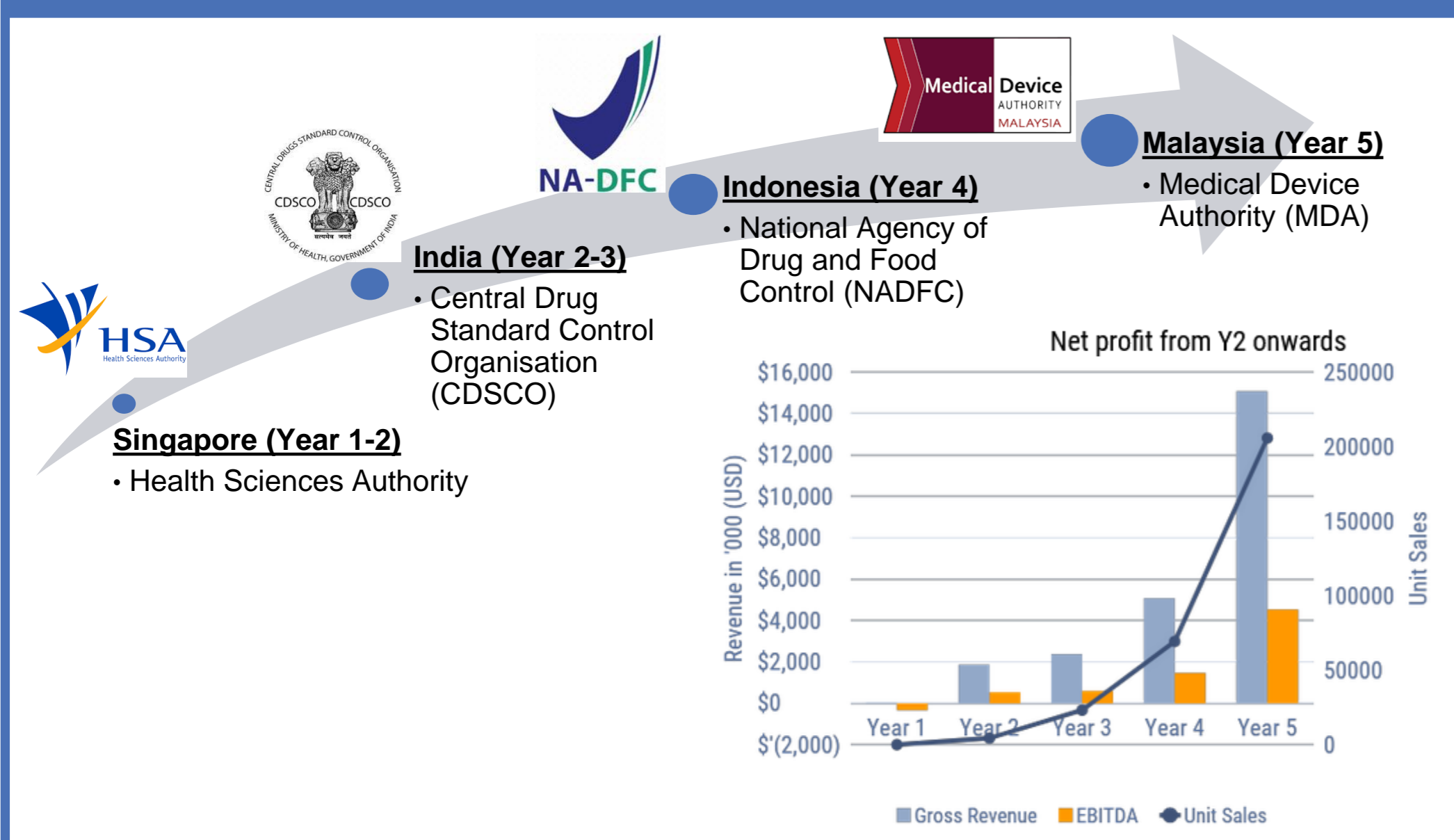
### ECO SYSTEM



### POTENTIAL MARKET



### ROLLOUT PLAN & BUSINESS PLAN



### TEAM & CONTACT

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