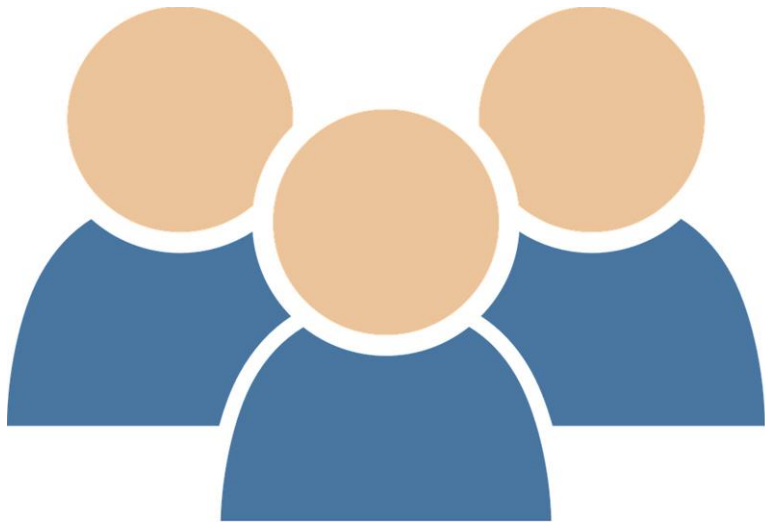


# **SAMPLE FLEXFACTOR FINAL PRESENTATION**



TOPIC:  
BIOBANDAGE



- **Team Name**
- **Team Members**
- **School/Grade**
- **Class**
- **Product Name**
- **Company Logo**

**1-3 succinct sentences or bullet points explaining the gain provided or pain alleviated by your product**



- BioBandage provides a pain-free, cost-effective, and safe way to continuously collect important information necessary for biomonitoring.

### **4-6 bullet points on the issue you are focusing on, which set the stage for you to explain your product's value.**

- Drawing blood is a necessary part of medical care as it provides valuable information, but it has several drawbacks
  - Collecting blood can be dangerous for the sick, the elderly, and premature babies, who may not have much to spare.
  - Blood collection requires the use of needles, which present a biohazard to those who must handle them (nurses, custodians) once they have been used.
  - Blood collection is expensive as trained nurses must collect the blood, special procedures must be used to discard used equipment, and leak-free and temperature-controlled containers must be used to transport samples.
  - Blood collection is a painful experience that can be scary for many patients
  - Blood collection provides information for a single point in time; it cannot provide continuous monitoring of patients

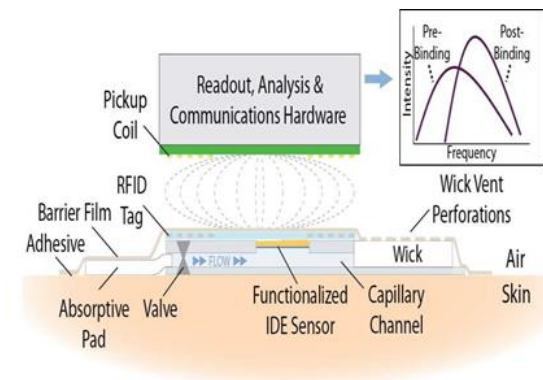
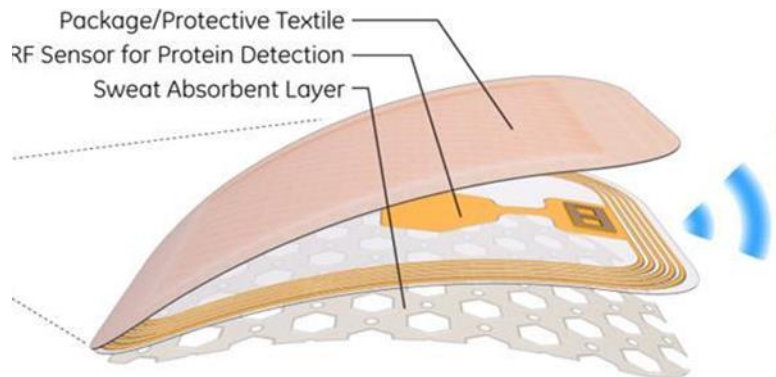
### 2-4 sentences on your product

- BioBandage is a 4x4 adhesive biocompatible patch that can be placed anywhere on the body. It uses a microfluidics pump to read biomarkers in perspiration and provide the same amount of information as a draw of blood.



## 2-6 bullet points on the technology driving your product

- **Small battery**
- **Biocompatible adhesive and bandage with protective textile cover, sweat-absorbent layer, and water-resistant adhesive.**
- **Microfluidics Pump: a precise, single-channel pressure pump used to siphon perspiration off the surface of the skin**
- **Sensor pre-programmed to read the presence of specific biomarkers**
- **Memory Chip**
- **Printed antenna**
- **Bluetooth enabled to pair with a handheld device and instantly communicate results**



## TARGET MARKET

**2-6 sentences or bullet points on the users of your device (including discussion of users vs buyers)**

***Users and buyers are sometimes the same, and sometimes not. In this case, the users are different than the buyers because this product is intended to be distributed according to a business-to-business business model, not business-to-consumer.***

***Examples of other types of products with different users and buyers include infant products and swag, both of which are generally paid for by people/organizations other than the individuals using them.***

- Users: Patients who require medical information previously available only through a draw of blood.
- Buyers: Hospitals, Urgent Care Centers, Doctor's Offices, Blood Banks, Outpatient Facilities



### 2-6 bullet points on the uses of your device

- *Medical provide information on health of patients*



- *Legal provide information on drug use*

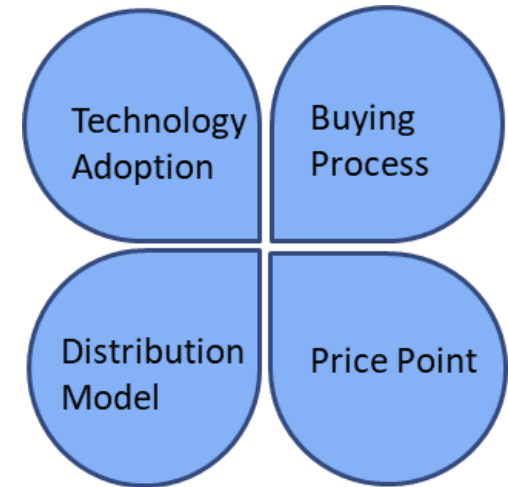
- *Defense provide information on stress levels/biochemistry of people in high-risk/high-stress jobs*





## **2-6 sentences or bullet points on:**

- Key Partners
- How to reach, acquire, and maintain customers
- Inside and outside resources that will provide a competitive advantage

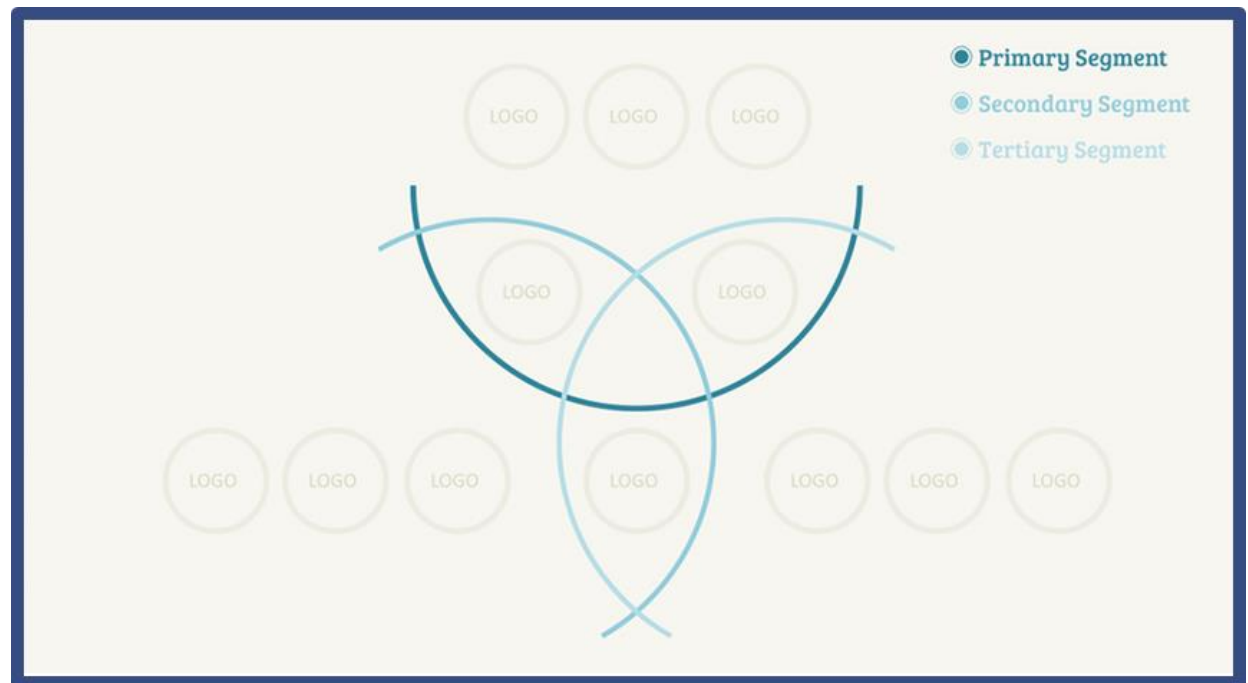


## **The following components are crucial to our ability to successfully launch our product:**

- **Key Partners:**
  - OEM will manufacture the FHE-tech associated with our product (microfluidic pump, etc)
  - Johnson & Johnson will integrate this device into hospitals' existing medical supply chains
- **How to reach, acquire, and maintain customers**
  - Our partnership with Johnson & Johnson will allow us to reach, acquire, and (if they enjoy our product) maintain our customers.
- **Inside and outside resources that will provide a competitive advantage**
  - Our patented technology will protect parts of this device against competition for several years
  - Our feedback collection system integrated into our website and promoted on our packaging will help us identify issues hospitals encounter using our device, and improve our technology.

### 2-6 sentences or bullet points on market competition (current and future)

- BioBandage technology is currently being developed for market by several companies. Being first to market will give us a huge advantage. We can expect increasing competition over the next few years.



### **2-6 bullet points on the costs associated with manufacturing and distributing your device, in addition to plan for generating profit**

#### ➤ Total Cost: \$17.50

- Microfluidics pump: \$3.00
- Sensor: \$5
- Printed Antenna: \$2.00
- Bluetooth Technology: \$3.00
- Memory Chip: \$3
- Bandage: \$0.50
- Packaging: \$.50
- Shipping: \$0.050

#### ➤ Price Point: \$51.00

#### ➤ Revenue: \$33.50



### **Brief summary of your product and its value.**

- *BioBandage is a fast, safe, cost-effective, and painless way to continuously collect a variety of important biological information that can be used across multiple applications.*
- *We are excited to bring this technology to market, improving the lives of many people, safety of many professions, and workflows of many businesses.*

