

What's the product?	What's the problem?	Comments / questions to the team
Wearable band to monitor bilirubin level	neonatal jaundice	What is the market size? according to my understanding, jaundice is routinely tested in neonatal
Measurement of bilirubin	What is the real need of constant monitorization of bilirubin levels when it can be easily measured in matter of seconds?	
Diagnostic to continuously monitor bilirubin for jaundice evaluation	Need to detect jaundice	How would the business model differ between different countries? What other indications could you use this product for?
A smart band that measures bilirubin and physiological parameters in newborns.	Many newborns have high levels of bilirubin.	What is the regulatory path to approve the use of your product? Is it a wearable device available to anybody to purchase, or is it a medical device?
Wrist band to measure bilirubin in babies	Problems related with bilirubin levels	Why you measure all the parameters as this is a difference with your competitors but the advantage is not clear for me.
A monitoring system for neonatal jaundice by measuring yellowness of skin.	high % of neonatal jaundice untreated can lead to severe brain consequences	What is the difference to other products? Are you cheaper? What are your USP?
a Bluetooth band that can measure pigment changes to check bilirubin levels /changes	bilirubin levels in neonates	I didn't get why is important to check all the time, and does it measure bilirubin
a device to monitor bilirubin levels in infants	High levels of bilirubin could cause brain damage (death)	

Wearable band that monitors bilirubin levels among other things	Babies at risk of jaundice need to be monitor	What is the impact of measure all the time? Does that prevents some kind of crisis or something? In toher hand... How do you managed legal responsibility in case of any connection falls that could lead to death risk?
A strap-on monitor for jaundice and the telemetry system.	Early detection of post partum janundice.	In my opinion, your revenue an business plan is not set appropriately. How will you sell or spread you device?
Wearable - Bilifit	Neonatal	Good idea.
Way to manage jaundice in babies	no safe way to manage jaundice. It is either unaffordable or unsafe	- Is it safe for baby? - who can afford it? -What about skin tone?
bilirubin monitor	invasive measurement of bilirubin	why not rent it to parents? in hospital the cost of one good monitor is much cheaper than bilifit. Can you differentiate direct/indirect bilirubin
A device that provides remote continuous monitoring of neonatal bilirubin monitoring.	Delayed recognition and treatment of hyperbilirubinemia causing permanent disability	How will you identify and segment the target population? How do you differentiate your proposed technology from existing methods of monitoring?
Continuous Jaundice monitoring tool	Existing monitor solutions are claimed to be too expensive or different to use.	Why is continuous monitoring really needed? How many patients have severe jaundice outcomes and need clinical intervention? Is your value proposition over existing solutions addressing a strong clinical gap?
Transcutaneous bilirubin monitor	undetected judice in neonates	Point of care device needs to be absolutely fool proof. Development plan should address this hurdle
A wearable device for diagnosing neonatal jaundice	There is no safe and affordable way to diagnose and treat neonatal jaundice in certain countries/markets like India (perhaps certain communities in US/EU as well?)	The value of this approach needs to be clarified, as the "killer app" is not obvious - where is the competitive advantage, is there a market / niche, why is your team poised to succeed?

A bracelet to measure neonatal jaundice	Jaundice is not correctly detected, specially in rural areas with a lack of neonatal ICUS	<p>1. How tight does the bracelet need to be? Continuous monitoring on a baby is subject to a lot of movement / bracelet touching?</p> <p>2. Who will be on the other side? How many clinicians do you need to process the data sent by the bracelets?</p> <p>3. What is the business model? Who will pay for the device?</p>
remote monitoring of baby bilirubin levels	Lack of monitoring of the bilirubin levels has significant morbidity that can be managed with better monitoring	<p>Technical design concerns regarding safety for baby (swallowing) and maintenance of skin contact</p> <p>Need to work on commercial positioning and business model</p>
band to measure bilirubin in new born	high bilirubin can lead to retardation???	Would this be used in urban or rural areas in India???. Could be important there. Also in other countries like Chile
Monitoring device to detect jaundice in babies	Jaundice is hard to detect and if it goes untreated can lead to severe issues such as brain damage.	<p>Does your visual model work equally well depending on skin tone of the baby?</p> <p>How can you link the monitoring with the potential treatment? What is the point of the app? Is this pre/post diagnosis as a main market?</p>
EMR-connected fitbit for neonates to monitor for jaundice (bilirubin level).	Preventable developmental damage for jaundiced children.	<p>(1) business model: who is your customer?</p> <p>(2) competition: how will you stop people from copying you? Do you want them to?</p> <p>(3) is there IP in this product?</p> <p>(4) is the sub-cutaneous approach already proven? and passed regulatory/FDA?</p> <p>(5) what component of your product resides in the EMR? I mean, what part of your solution is monitoring the signal from the band?</p> <p>(6) how are you avoiding the "one more thing" syndrome for this product?</p>

<p>A bilirubin sensing device for continuous monitoring of jaundice in newborns.</p>	<p>Jaundice.</p>	<p>My overall comment is that it seems a good project making its way through to definition.</p> <p>Some comments on the presentation:</p> <ul style="list-style-type: none"> - Is the case study you present a real one? - A band on a baby would not last much all my kids removed their name tag within few hours of being born. - How would you obtain the urine sample from a baby? - Market slide should be explained more thoroughly. <p>Do you have any technology validation?</p>
<p>A wearable device to help diagnose and support treatment of neonatal jaundice</p>	<p>13 million children a year in India alone, and early diagnosis is failing at this stage</p>	<p>The use cases sound complex and various to me. Have you thought about where to focus, especially at the start? Also which functionality is the most feasible to deliver without extensive R&D? Is there a ML or AI component, and if so, have you thought about the training data challenge?</p>
<p>Biliband: Band to monitor bilirubin levels and other levels</p>	<p>Monitoring babies</p>	<p>It is a very crowded field, the competition will make it very hard/impossible to succeed. Any niche that you have identified? Do you have any IP protection?</p>
<p>Bilirubin monitoring wrist-band and app</p>	<p>Risk of jaundice in babies.</p>	<p>What is your initial target market? Who is going to pay for it?</p>
<p>Percutaneous measurement of Bilirubin</p>	<p>Elevated bili in newborns which is neuro toxic</p>	<ol style="list-style-type: none"> 1. How do you plan to validate continuous monitoring of Bili? 2. How does this differ to other technology to measure bilirubin
<p>affordable infant jaundice treatment</p>	<p>prevent brain damage of infants due to untreated jaundice</p>	<p>What actions are required by the parent or caregiver? Are special tools or training needed? Will they have these tools?</p> <p>Totally understood the biz model to be B2C. because of your very nice intro and case study. If the mother had the tool the baby would not have brain damage and would not have gone to the hospital.</p>

A wearable band to detect bilirrubine in infants	The continuous monitoring at home, but I do not really catch the main problem	Please clarify which is the main advantage, in the table when you compare with other device take you time to explain what are the differences
bilirubin tracking wristband for newborns	potential brain damage of the baby if not treated	How big is the market in the industrialized world versus the developing world. I suppose that the problem is much bigger in the developing world and therefore I would like to see how the product may be implemented in a developing country.
Wearable band to monitor bilirubin.	There are many questions about the ability for parents to monitor and respond to Jaundice in their children.	<p>Good presentation. Great that you discussed market size.</p> <p>How is your product differentiated from other on-wrist monitors?</p> <p>What is your IP position?</p> <p>How long will baby be wearing the monitor - is this just for Neonatals?</p> <p>Cost estimates?</p>
Bilifit provides monitoring for Neonatal jaundice	treatment of Neonatal jaundice in India	<p>how does the device measure SpO2 or Bilirubin?</p> <p>Is there a cloud-based connection with the doctor?</p>
Continuous monitoring of bilirubin in babies	Neonatal jaundice going undetected, and harming baby development	<p>Are there practical limitations to getting a baby to wear a watch? Will they tear it off? Safety concerns?</p> <p>What are the treatments available? If they are safe and cheap, is it cheaper and easier to just pre-emptively treat and not worry about monitoring?</p> <p>The stakeholder outcomes are a bit confusing. You mentioned you would reduce hospital stay and admissions? Is this to identify disease early, or rule out unnecessary hospitalizations?</p> <p>I'm a bit skeptical of the cost-benefit analysis. Getting a hospital to pay for preventive monitoring would require pretty high incidence of hospitalizations to improve their cost.</p>

Monitor for jaundice in infants	Increased death from jaundice in infants, signs not recognized	
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