

BiliFit

How is your product differentiated from other 'on wrist' monitors?

How much do you believe the parents would pay for your product?

Why is continuous monitoring important?

Why is the hospital your customer?

Why is monitoring important? I didn't get it

How much do you believe the parents would pay for your product?

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?

Why do you need continuous measurements? It seems measuring once or twice per day would be enough

Considering the competition, what is the compelling unmet need?

How much would this product cost?

It is a very crowded field, the competition will make it very difficult to succeed. Any niche that you have identified?

What accuracy do you need in your bilirubin measure to be equivalent to what is used in the NICU?

In terms of a prototype, have you set up any focus groups to look at form/function? Something like an owlet smart sock would be better than a wristband for a newborn, for example.

Do you have / expect to obtain any IP protection?

Is there a validated percutaneous approach to accurately measure bili levels?

Great that you brought in competition analysis.

What is band material made of and how it affects the neonate skin?

How is the tech made baby proof and sufficient to maintain necessary skin contact, e.g. band comes off and baby chokes on it, etc.

Do you think that the strap will be affordable to lower class families where that type of a device would be really advantageous?

Do you have any evidence that physicians want to receive the information? How do physicians get this info?

Good job. For the doctor's dashboard? Who will manage that?

How does the device help if patients aren't trusted to monitor their patients at home? Is this before getting jaundice with the idea that everyone monitors just in case? Or a specific subset?

How about baby growth? How long should the baby use this band??

With so much other competition, how are you going to differentiate? Is Bilicam succeeding? It has been around for over 8 years.

Are all the parameters you measure needed? For what you need it all at the same time?

What would trigger a readmission? And how would the parent know?

How do you manage legal responsibility in case of any connection falls that could lead to death risk?

Is the band recyclable, or do you anticipate one-time use? How long will it need to be attached to the baby's arm/wrist?

Very interesting! Continuous monitoring means that the kids have to wear this all day? This will be comfortable?

How many patients suffer from more severe / life-threatening forms of Jaundice / year vs. those who have minor forms which do not need strong clinical intervention?

In my experience, even newborns are against having bands on their limbs, do you have any evidence that the baby would keep it?

Are there issues with detecting jaundice with a visual read depending on skin tone?

What is the expected cost of the product? What are the risks involved in its development?

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?

How do you make money? Are you selling the bands, selling the data, licensing the tech, or giving away the bands and charging for the monitoring, etc?

Does your business model match the health insurance model in India and the distrust you mentioned of some patients to physicians? Are you focused on the detection or treatment side? Pre-diagnosis vs post-diagnosis?

How about PI?

Who has adopted bilicam? Are you targeting the same market? Do clinicians trust bilicam?

Have you studied the impact on physicians about all different data received?