

What's the product?	What's the problem?	Comments / questions to the team
a sensor device to measure low T4 levels	low T4 levels can lead to developmental problems. for the baby	Is there a certain subgroup of women who has a pre-disposition for low T4 levels?
Measuring T4 levels	T4 levels are monitored as part of the routine in pregnant woman, and is very controlled all throughout the pregnancy. It may increase the stress in mothers	Great presentation and very interesting product
A POC device to assess urinary T4 levels.	Sorting out low T4 mothers early in their pregnancy.	Are there sampling constrains (i.e. when should one assess tT4 levels)? Morning? Evening? Is there an effect of the concentration of the urine?
Hormone divice that detect T4 levels through urin example.	High levels of T4 during pregnancy could be harmful for the mother and the baby	How reliable is the test?
Urinary test for measuring the T4 level	Did not understand	
Diagnostic to detect T4 levels in pregnant women	Low T4 levels can be harmful to the baby and by the time low T4 is detected, it is too late.	How often does the test need to be administered to prevent the adverse outcomes that you mentioned? What other indications can you go for next? How much does it cost to produce? What are your financial projection? Profit margins?
Home device for T4 level monitoring	low level of T4 hormone	What is the stability of the device?
Home device for T4 levels monitoring	Low levels of T4	What is the sensitivity of your device?

a way to measure low T4 levels in pregnant women?	low level of T4 leads to complications in baby	-Selling w/ pregnancy tests? -How to market? -How often should i take it? -Can i take to my octor? -How to implement this into everyday life?
A lateral flow device that detects low levels of the T4 hormone.	Low T4 levels during pregnancy, leading to cognitive issues in children.	Could the system be adapted to detect other pregnancy clinical parameters?
Fast T4	Pregnancy test	Good presentation
urine thyroid hormone monitoring in pregnancy	how to monitor T4 in pregnancy	why do you limit yourself to pregnancy? Is the urine test validated?
at home urine test to detect T4 (thyroid hormone)	Low T4 can lead to ADHD and other issues but it changes during pregnancy and isn't always as monitored as it should be	Please make sure you explain that T4 is a thyroid hormone. I wasn't clear on that until I read it on the slide. Just a sentence will make that more clear and help non-experts know what you're talking about.  Urine tests can be tough with hydration, how can you be sure levels won't be low if over hydrated - is there a control possible?  What would be your best market?  Very exciting product overall!
Consumer diagnostic for measurement of T4 levels	Undiagnosed hypo/hyperthyroidism during pregnancy	Have you modeled the benefit of frequent T4 testing during pregnancy? Is the advantage of the test convenience, cost or both? Are you using cost or charges when comparing to current blood tests?
T4 strip test for urine	not clear	economic value not clear ... need better competitive analysis ... IP position will be difficult as test strips have been around for a long time and I did not see yours to be different than the one's out there

At-home T4 test to look at thyroid function and prevent harm to mother and newborn	Current T4 tests are more expensive, more invasive, and none are available for at-home use	Could you partner with an existing company like Abcam to commercialize your testing platform? Does it represent a significant advantage and have the same or better sensitivity than blood tests?
Rapid self-administered test for hypothyroidism / hypothyroxinemia during pregnancy.	The barrier of going to the hospital for the test, or the cost of existing approaches	How many women / fetuses are affected by this? How early does it to be detected (can this test be made part of the clinical wellness appointments during pregnancy)?
rapid T4 test	Levels of T4 during pregnancy can impact babies health	
a home monitoring T4 measurement device in pregnant woman	Low levels of T4	If this is a lateral flow device with a test result at home, you will need to run CLIA waived studies. if you are \$200, the other at-home tests are 30-100 but they are blood tests that have to be sent to a CLIA lab. you really need to get the cost down to something like \$20; which should be doable with higher production.
At home urine test strip for T4	Low T4 levels during pregnancy create risk of autism, hyperactivity, and motor impairment. No at home test available.	Have you reached out to physicians to assess the unmet need and support of this kind of test?

T4 lateral flow test	Fetus and mothers' health	<p>If the oscillation is monthly, and the doctor's follow-up visits are also monthly, what is the need for a home device?</p> <p>Market - home pregnancy test numbers are off. - There are more attention deficit causes than T4</p> <p>Technology - is the technology developed? - is there any IP around it?</p> <p>The test you propose is qualitative. Out of lack of knowledge - do doctors use quantitative values on the reference tests?</p>
A home based T4 test for pregnant women	T4 is a major risk during pregnancy but not adequately monitored	<p>Very good work. Is the problem similar in highly developed and less developed health systems? Why isn't T4 included as part of regular monitoring during pregnancy? Also why is the speed of testing important? Is it OK to wait a few days or not? I also suggest you say a bit more about the substitutes and potential competitors.</p>
A test for hypothyroidism that is fast and can be used from home.	Low levels of thyroid can be dangerous during pregnancy	<p>Do you really need such a frequent and fast test? The solution (taking drugs to restore function) are not so fast in acting anyway. You should provide more detailed data on this, which is the basic point of your need.</p>
Remote monitoring of thyroid levels in pregnant women?	Hypothyroidism can have a negative impact on the growing fetus	<p>What is the business model? Who pays? What is the market opportunity?</p>
Home testing device for detection of maternal hypothyroidism.	Thyroid function fluctuates during pregnancy and it may cause problems to the baby.	<p>What could be the cost of this kind of test?</p> <p>How frequently do you expect that it would be recommended to use it? Every month? Once per</p>

<p>Home device to monitor thyroid function to detect low levels of T4.</p>	<p>Detection and diagnosis of T4 in pregnancy is slow and not done in a timely fashion.</p>	<p>Very good presentation.</p> <p>* When should someone start measuring T4? How often during pregnancy?</p> <p>* What is your proposed sensitivity and specificity?</p> <p>* If T4 is not yet tested - what do you feel will be needed to have women utilize this test</p> <p>* Did you develop the Antibodies yourself or did you purchase the antibodies?</p>
<p>Urine test for T4</p>	<p>Low T4 in pregnant woman leading to fetal injury</p>	<ol style="list-style-type: none"> <li>1. Have you confirmed your sensitivity for T4 levels</li> <li>2. How often do patients need to test</li> <li>3. What are your barriers to success</li> </ol>
<p>Test for T4 in urine</p>	<p>Detection of decrease in T4 in women during pregnancy</p>	<p>Could you use this technology for detect more hormones, T3, TSH? how often recomendable will be to measure T4?</p>
<p>Home-based, disposable urine based test to indicate hyperthyroidism.</p>	<p>Birth defects associated with hyperthyroidism during early pregnancy.</p>	<p>FDA has been fairly negative about consumer based tests that predict disease. Perhaps working with large healthcare systems -Geisinger, etc..- or insurers (like UHC/Optum) to coordinate care.</p> <p>What are your plans to establish in the US?</p>

	Low T4 levels during pregnancy are harmful to babies, and diagnosis occurs too late	<p>Is monthly often enough?</p> <p>What is the incidence of low T4? Is there an at-risk population, or do you anticipate this is a monthly screening tool for all women?</p> <p>Is there a unique technical innovation here, or is this application of an existing technology to a new clinical application?</p> <p>Is low T4 in the urine an accurate predictor of central T4 levels that are clinically meaningful?</p> <p>Is T4 directly related to ADHD? The value proposition from a cost perspective is a little vague. How often is this an issue? What are the direct implications of low T4, and how often does it cause clinically impact the baby?</p>
At home LFA test for T4	It is currently difficult to measure T4 on an ongoing basis in pregnant people.	<ul style="list-style-type: none"> <li>- Is the T4/ADHD connection generally accepted?</li> <li>- Is the \$200 cost or price?</li> </ul>
Low T4 levels in pregnant women	late dx	
early diagnosis of T4	Not sure what it is	<p>what action is the mother to take?</p> <p>How big is the problem and for whom?</p>