

Genesis

Is there anything proprietary about your approach (IP)?

How are deaths preventable? Treatments, or is having the baby early the only way to prevent death due to preeclampsia?

what makes it different? among other apps?

So does the app connect to the NiBP or other external devices?

What are the currently available tests or technologies that can be used for this indication? What are your competitive advantages over those products?

How are you going to capture value/sale the app?

Does your target population use pregnancy apps now?

What is the level of use of app-based health services among the target demographic?

What is the added value?

can you measure or construct some kind of database with mom's information?

Is there any evidence that awareness increases medical outcome?

How do you plan to recruit this population?

Good choice of topic. Can you be more specific as to the objective ways to diagnose PE

How do you intend to make money? Consumer purchase or payer reimbursement or MD/clinic purchase, etc?

Will the App require any additional hardware for acquiring / monitoring the data? Do you want this to be an open-source solution or want it to go the startup route?

What is your timeline for the solution? What validation will be needed that you are monitoring correctly?

Great presentation and exciting idea. Do you intend to include other pregnancy conditions that are concerns as well such as high glucose? Have you seen how women interact with current pregnancy monitoring and where are you in the app development process?

How will your app specifically help prevent preeclampsia? What is the competitive landscape?

Who makes the pre-eclampsia diagnosis? Does the app flag it, or does it depend on the doctor seeing the data?

Is an App needed, or more patient education during doctor's office visits?

How could this be integrated into related health and community services? I assume there are systemic issues involved

What is your revenue model? Sharing data with insurance? Cost to end user?

How willing are moms to take their blood pressure regularly? Do they have access to BP monitoring?

Have you proved your tool in other states/pathologies?

Any thoughts on post-partum preeclampsia?

You mention the competitors, which is good, but why not try to partner with one of them?

Are there any blood biomarkers or serum biomarkers that are used to confirm pre-eclampsia?