



# TIPY

YOUR TECHNOLOGICAL PACIFIER



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01

THE PROBLEM

02

THE CURRENT SOLUTION

03

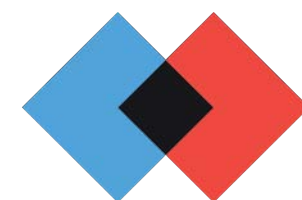
OUR PROPOSED SOLUTION

04

OUR MARKET PROPOSAL

05

OUR TEAM



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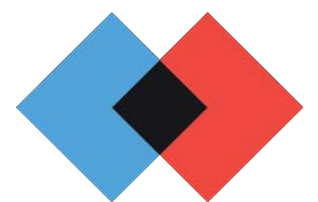


Was your child's visit to hospital planned or an emergency?

	Age Group			
	0-3	4-7	8-11	12-15
Emergency	72%	65%	49%	48%
Planned visit	28%	35%	51%	52%

\*Children and young people's inpatient and day case survey by the NHS

- ☐ First time parents
- ☐ Low level of income
- ☐ Lack of education
- ☐ Limited access of information
- ☐ Maternal anxiety



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Studies show that emergency department overcrowding leads to:



Delayed  
assessment and  
treatments



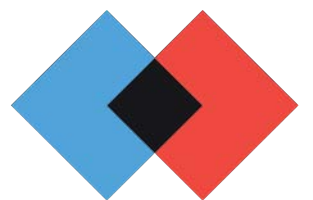
Increased  
frequency of  
error



Increased  
impatient  
mortality









Increased  
health  
costs



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-  Increase hospital capabilities
-  Attend only real emergencies
-  Nurse hotline
-  Fast track in the emergency room
-  Modify path in the emergency room
-  Availability of information

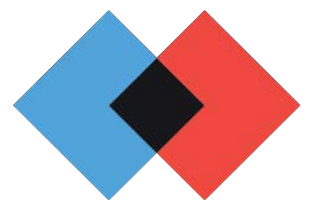


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## TIPY: Your technological pacifier





TIPY: Your technological pacifier



Temperature



Oxygen saturation



Frequencies



Sleeping pattern



Hydration

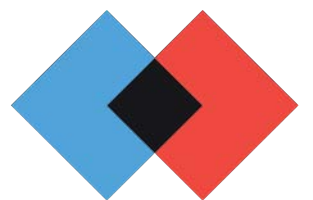


Glucose



## MEASUREMENTS

- ☐ Temperature
- ☐ Oxygen saturation
- ☐ Respiratory rate
- ☐ Heart rate
- ☐ Sleeping pattern
- ☐ Dehydration rate
- ☐ pH



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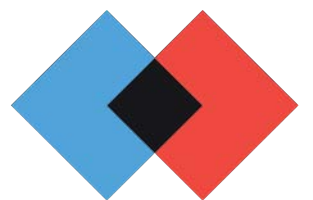


Glucose



## PREVENTIONS

- ☐ Respiratory problems
- ☐ Neurological problems
- ☐ Gastrointestinal problems
- ☐ Endocrine problems
- ☐ Fever patterns
- ☐ Sudden infant death



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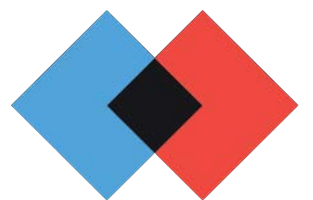
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## APPLICATION

- ☐ Symptoms search
- ☐ Probable diagnostic
- ☐ Severity of the problem
- ☐ Recommendations
- ☐ Online chats



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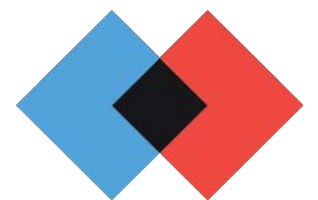
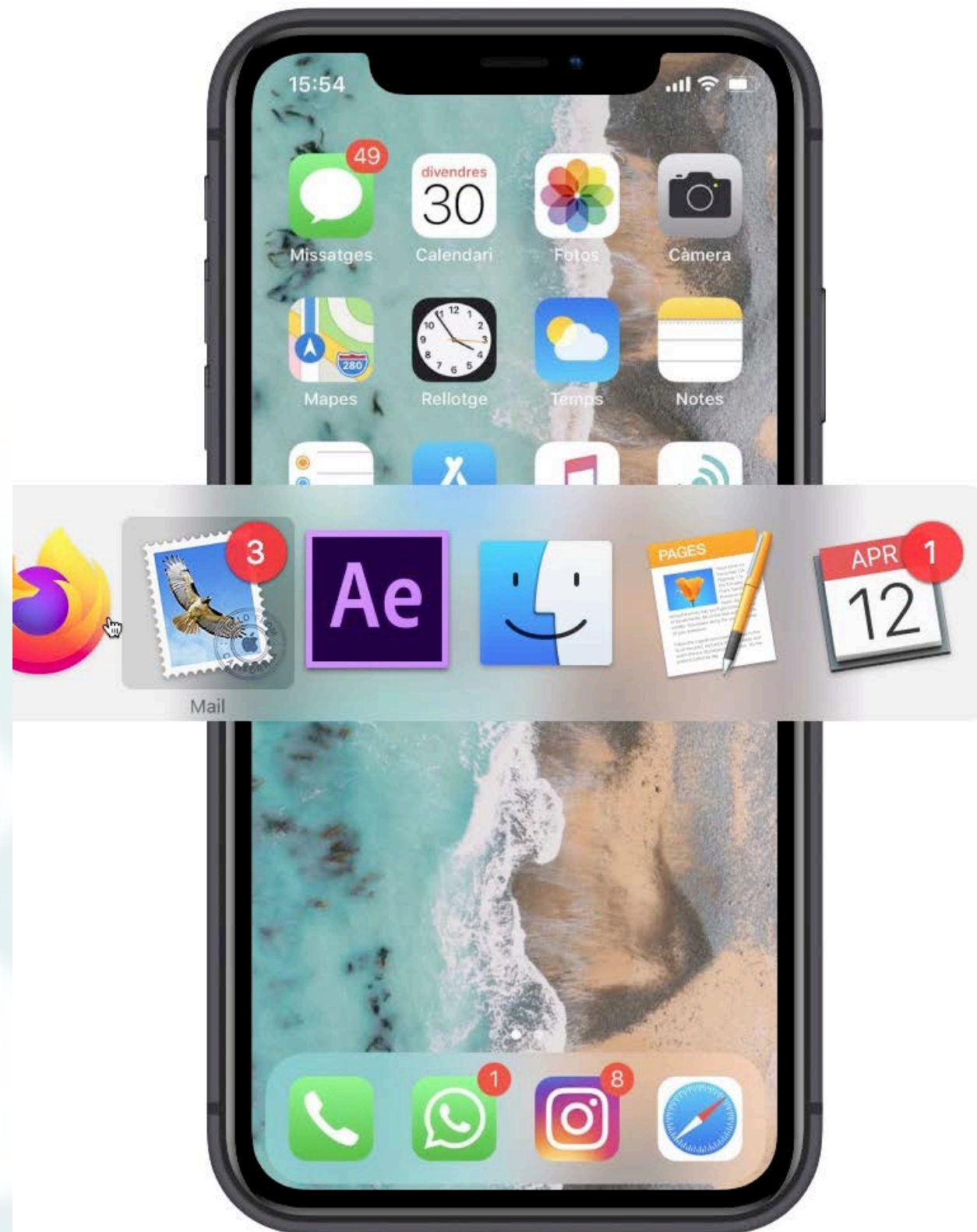
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03

## OUR PROPOSED SOLUTION

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**1. KEY ACTIVITIES**  
Creation of value & content development

**2. KEY RESOURCES**  
Human: software, hardware  
Intellectual: scientific evidence

**3. KEY PARTNER**  
IDEA2: Mentorship  
AEP: Product promotion

**4. VALUE PROPOSITIONS**  
Accessibility, comfort & education at reach. Health cost reduction

**5. CUSTOMER SEGMENTS**  
Concerned parents, with children aged 0-3 years

**6. CHANNELS**  
Pharmacies  
Hospitals

**7. CUSTOMER RELATIONSHIPS**  
Education, personal assistance & Self service with diagnosis

**8. COST STRUCTURES**  
Cost driven: minimising cost  
Economies of scope: accesible

**9. REVENUE STREAMS**  
Sales of assets: products  
Usage rates: assistance

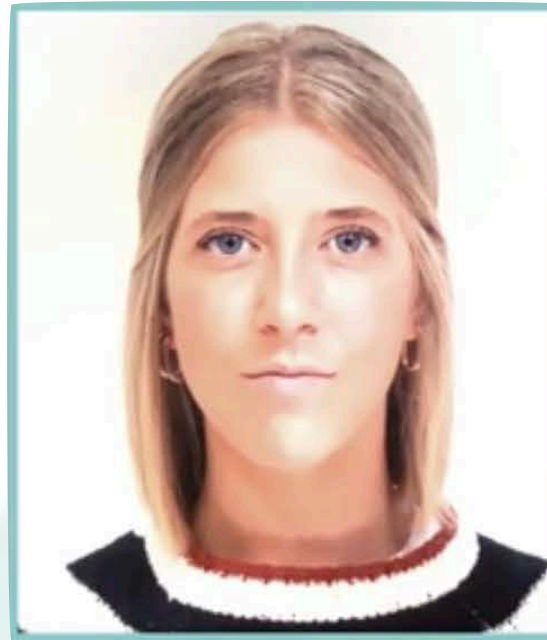


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A multidisciplinary team



Esthefany Aldana  
Biomedical Engineer



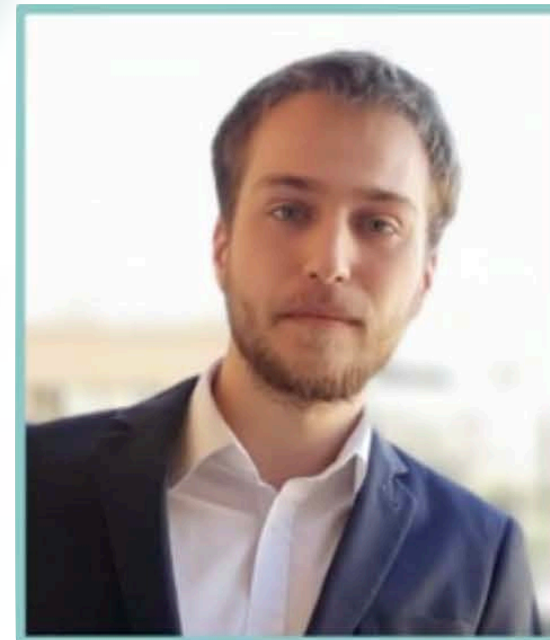
Carmen Arquero  
Doctor



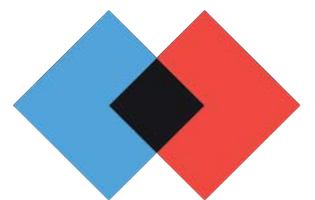
Pilar Esteban  
Biomedical Engineer



Pablo Vaquero  
Doctor



Victor Vaquero  
Data Analyst



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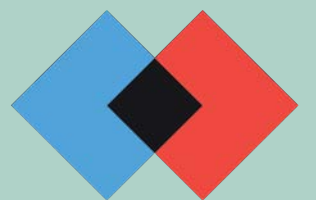


# Thank you



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