

Team name: BiliFit

Date updated: 29-06-2021

<p>S1: Title & Elevator Pitch/Headline</p>	<ul style="list-style-type: none"> • Current name: Bilifit • Open to changing the name as our solution evolves • Headline: Improving clinical outcomes for neonates, especially those at-risk due to jaundice, in rural and semi-urban India
<p>S2: The problem and who has it (You want people to visualize and identify with the problem)</p>	<ul style="list-style-type: none"> • <i>Overall problem: Neonatal jaundice (and possibly other conditions) are not treated in a timely manner (leading to worse clinical outcomes) because follow-ups do not happen as required</i> • <i>Causes of low follow-up rate include</i> <ul style="list-style-type: none"> ◦ <i>Lack of awareness among parents of importance of follow-ups/severity of the condition</i> ◦ <i>Lack of feasibility (difficult to access hospitals due to distance, costs)</i> ◦ <i>Lack of governmental resources to provide enough follow-ups in the public health system.</i>
<p>S3: The solution (Help them understand why your product solve the problem far better than anything else; How is your product is going to improve the world by fixing this problem? How does the world look after your solution is implemented?)</p>	<ul style="list-style-type: none"> • (1) Help parents complete essential follow-ups and (2) reduce non-essential follow-ups (may also reduce government hospital overcrowding), to improve outcomes for neonatal jaundice (and potentially other conditions) • For (1): <ul style="list-style-type: none"> ◦ Awareness: Campaigns collaborating with NGOs ◦ Feasibility: Enable home-based, cheap follow-ups using teleconsultations, combined with remote monitoring devices and/or treatment methods, using cheap materials/materials available at home • Potential solution for (2): Pre-screen bilirubin at home with cheap monitoring device to reduce the number of neonates called back to the hospital for in-person blood tests once sent home
<p>S4: Product (How it addresses the problem? What is your advantage? Why can't others</p>	<ul style="list-style-type: none"> • Wearable to monitor bilirubin: Started identifying some unique methods from recent research (discussed in S5) that could be used to make a cheaper (viable for large-scale home-use) device more accurate (viable for pre-screening) • Teleconsultation platform: Will help parents get high quality, actionable advice, creating better outcomes for their neonates; USP's include:

Commented [1]: Old remote-monitoring solution may fit in here:
 · → Wearable band to monitor Bilirubin levels
 · → The teleconsultation platform will help the parent to consult with the doctors to get the right advice for the further steps and treatment requirement based on levels picked up by our monitor

<p>do something similar?)</p>	<ul style="list-style-type: none"> ○ Prioritising ease-of-use for parents speaking different languages/with different reading ability/free time to invest in neonatal care ○ Integrating teleconsultations with accessible monitoring and treatment options, for a full-stack intervention
<p>S5: Technology (Describe the technology, secret sauce, or magic behind your product of service. If you have IP, highlight it. What differentiates the company. Enabling science. You can get a little technical)</p>	<ul style="list-style-type: none"> ● No unique IP yet since we're focussed on need research & exploring a variety of solutions to different parts of the problem; Also unsure how to develop protectable IP for teleconsultation ● New research that could be exploited to create cheaper/more accurate monitor includes photon-diffusion method (in research, not on market) & new lens designs like PDMS (in prototype, not on market) ● On cheap treatment side, one idea is to help parents build simple structures with home materials for safe, UV-free, sun-based phototherapy (shown in research as effective, early prototypes being developed)
<p>S6: Competing approaches (What are people currently using? Why is your approach better? Explain why your customers will use your product instead of the competition – what are you advantages)</p>	<ul style="list-style-type: none"> ● TSB (Frequent invasive pricking of the neonate), Bilicam (Uses image Analysis, phone image clarity differs with various phones), TcB (extremely costly), Yokohama Multi-Vital devices (less accurate) are some of our major direct competitors. ● Follow-up for blood test (Gold Standard) <ul style="list-style-type: none"> ○ Transportation, exam and hospital costs ○ Needs trained professional and laboratory ○ Non-adhesion results in clinical risks for the baby ● Existing telehealth platforms ● Our product: <ul style="list-style-type: none"> ○ Home-based (eliminates the need for unnecessary hospital visits and blood tests) ○ Operated by parents (does not require trained professionals) ○ Holistic monitoring in between childcare follow-ups ○ Reduces parent stress

<p>S7:</p> <p>Traction (Grants, Journal articles – the number, KOLs, Intellectual property, Mention in articles, Partnerships, FDA approval, Sales)</p>	<ul style="list-style-type: none"> • No traction yet -- still focusing on need research and possible solutions.
<p>S8:</p> <p>Team (Name, title, experience; Internal, external advisors, etc.; Board of investors)</p>	<ul style="list-style-type: none"> • Team BiliFit <ul style="list-style-type: none"> Lucas Campos, medical student Priyanka Fernandes, biomechanical engineer Ratika Agarwal, healthcare management student Roberto Peña, management consultant Smiti Mittal, bioengineering student • IDEA² Mentors: Arthur Hiller and Peter Bryant
<p>S9:</p> <p>Closing (Last slide same as the first with your contact information)</p>	<ul style="list-style-type: none"> • Current name: Bilifit • Open to changing the name as our solution evolves • Headline: Improving clinical outcomes for neonates in rural and semi-urban parts of India • Contact - Lucas: +5521998241380 (WhatsApp) // lucascampos@edu.unirio.br (e-mail) • Contact - Smiti: +19256639162 (Whatsapp/SMS) // smiti06@stanford.edu (e-mail)