

*Include 3 bullets (< 30 words total) per slide – the most important messages associated with the particular slide*

Team name:

Date updated:

S1: Title & Elevator Pitch/Headline	<ul style="list-style-type: none"> <li>• Primary prevention is not enough when talking about SIDS</li> <li>• What if there could to be something that warn parents before it was to be too late?</li> <li>• Parents suffers from anxiety when their children sleep</li> </ul>
S2: The problem and who has it	<ul style="list-style-type: none"> <li>• SIDS is the leading cause of infant mortality between one month and one year of age in the United States</li> <li>• SIDS is defined as the sudden death of an infant younger than one year of age, which remains unexplained after a thorough case investigation</li> <li>• 58% of the parents suffered from SIDS-related anxiety</li> </ul>
S3: The solution	<ul style="list-style-type: none"> <li>• Measure SIDS variables → process the information → identify any problem</li> <li>• First to Market: no other device measures CO2 levels.</li> <li>• Use the device at night, Monitor your baby's respiration, Rest more. Sleep better.</li> </ul>
S4: Product (how it addresses the problem)	<ul style="list-style-type: none"> <li>• TIPY: A TECHNOLOGICAL PACIFIER/DIAPER</li> <li>• Evaluate different variables to detect if the baby is suffering from SIDS</li> <li>• Alert parents of the problem if it necessary with steps on how to to act / Stimulate the baby to react</li> </ul>
S5: Technology	<ul style="list-style-type: none"> <li>• CO2 sensor</li> <li>• Respiratory rate/ position sensor</li> <li>• SatO2 sensor</li> </ul>
S6: Competing approaches	<ul style="list-style-type: none"> <li>• AKOI → <a href="https://www.akois.net/004">https://www.akois.net/004</a> → no co2</li> <li>• Owlet Duo Smart Baby Monitor → <a href="https://owletcare.eu/es">https://owletcare.eu/es</a> → HR and O2 → no CO2</li> <li>• No competence in CO2 measurement</li> </ul>
S7: Traction	<ul style="list-style-type: none"> <li>• Get in touch with paediatricians, pulmonologist and reference authors in SIDS.</li> <li>• possibility of conducting a clinical trial to validate our product with Dr. Tagarro (paediatrician).</li> <li>• Looking for external partnerships (cofounding matching platforms, already formed companies).</li> </ul>
S8: Team	<ul style="list-style-type: none"> <li>• Multidisciplinary team</li> <li>• Carmen Arquero → Doctor → Chief Executive Officer (CEO)</li> <li>• Pilar Esteban → Biomedical Engineer → Chief Technology Officer (CTO)</li> </ul>
S9: Closing	<ul style="list-style-type: none"> <li>• Market opportunity → The extensive growth of the U.S. market is mainly driven by the massively increased demand for most advanced baby products from busy parents.</li> <li>• Gap on the market → Unique product with CO2 sensor</li> </ul>