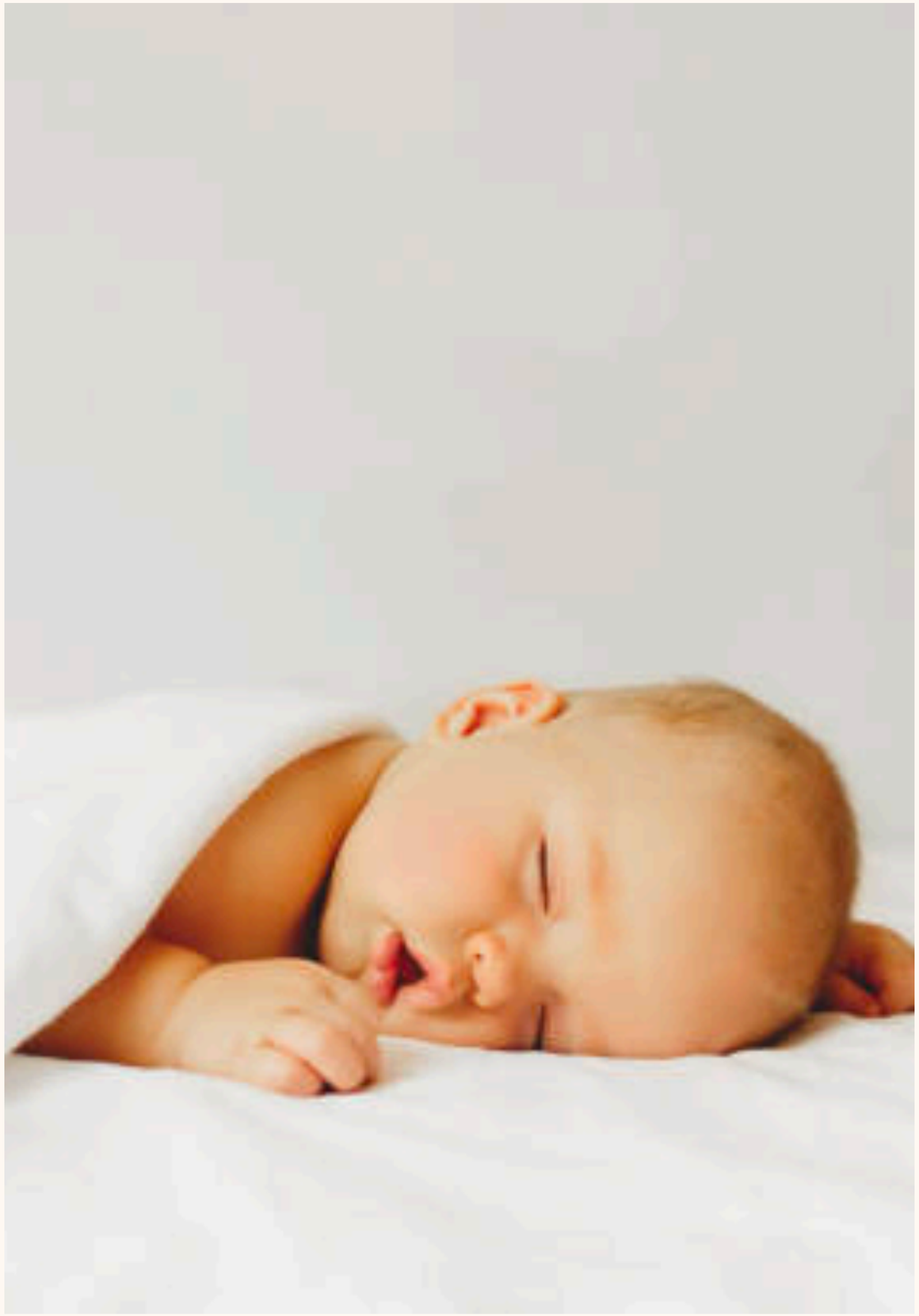
TIPY

your peace is our calm



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TIPY

01 PROBLEM

02 SOLUTION

03 MARKET

04 PRODUCT

05 COMPETITION

06 APPROACH

07 TEAM

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01

PROBLEM

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SUDDEN INFANT DEATH SYNDROME

- Each year there are about **3,400** sudden unexpected infant deaths in U.S.
- The SIDS rate has been declining but it is still far higher than one would expect in such a developed country like the U.S.
  - **58%** of the parents suffered from SIDS-related anxiety, further 20.5% from severe SIDS-related anxiety

$10.5 M
A year

Is the estimated SIDS related deaths cost in U.S.

02

SOLUTION

TIPY

AN INTELLIGENT DEVICE TO MONITOR BABIES

Prevents

sudden infant deaths

Reduces

parents anxiety

Identifies

babies in risk

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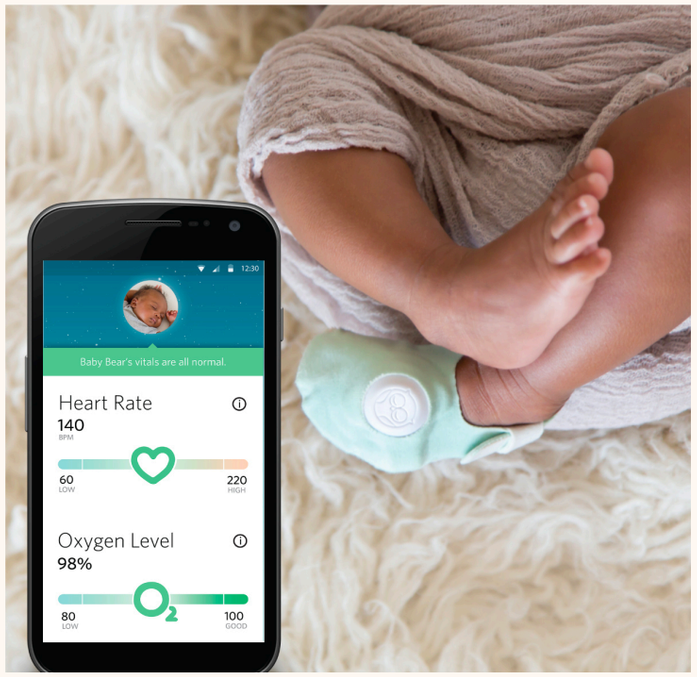
> 10 PRODUCTS AVAILABLE IN THE MARKET

OwletCare has sold almost
150,000 Smart Socks.

In a survey of 593 respondents only
25% said not to have a baby monitor.



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03

MARKET SIZE

The Baby Monitors Market size was valued at $1.2 billion in 2019, and is projected to reach **$1.9 billion by 2027**.

Baby Monitors Market is anticipated to grow at a **CAGR of 10.19%** during the forecasted period (2020-2025).

The extensive growth of the U.S. market is mainly driven by the massively **increased demand** for most advanced baby products from busy parents.

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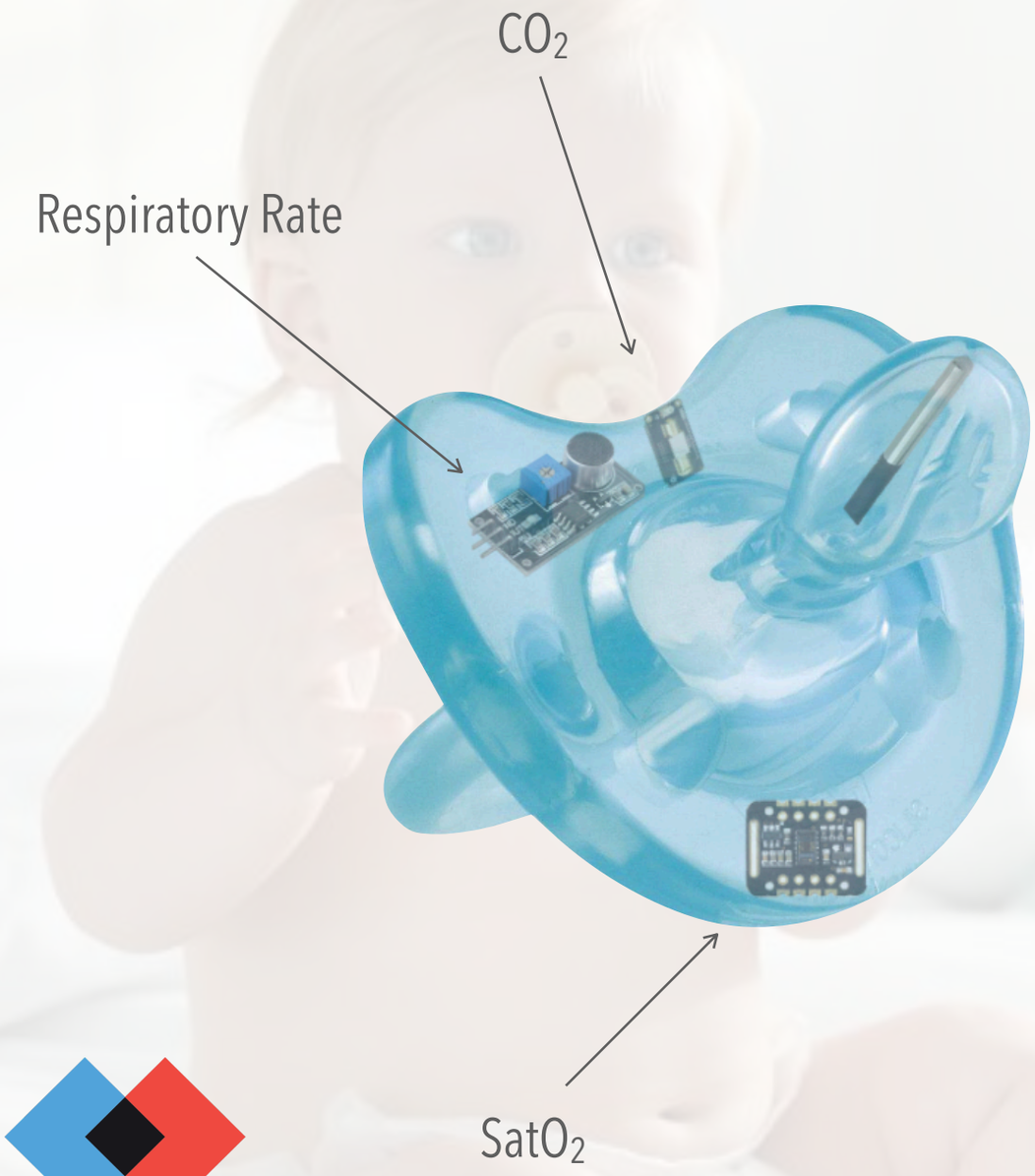
TIPY: A TECHNOLOGICAL PACIFIER/DIAPER



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+ ALARM + APP + SOFTWARE

04

PRODUCT

TIPY

Use the device
at night.

Monitor your
baby's respiration.

Rest more.
Sleep better.

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05

COMPETITION

TIPY

Name	Type	Measurements						Video	Alarm	App	Comments
		HR	RR	O2	CO2	°C	Posture				
Nanny	Baby monitor		x						x		214,99 €
Levana Oma Sense	Attached		x						x		119,99 €
Snuza Hero (SE)	Attached		x						x	x	99,99 €
AKOI	Attached		x				x		x	x	89,99 € Diaper monitor
BabyO2	Foot monitor	x		x					x	x	149,99 €
Owlet Duo Smart	Sock	x		x				x		x	399,99 €
Liip Care	Bracelet	x		x		x				x	199 €
TIPY			x	x	x		x		x	x	

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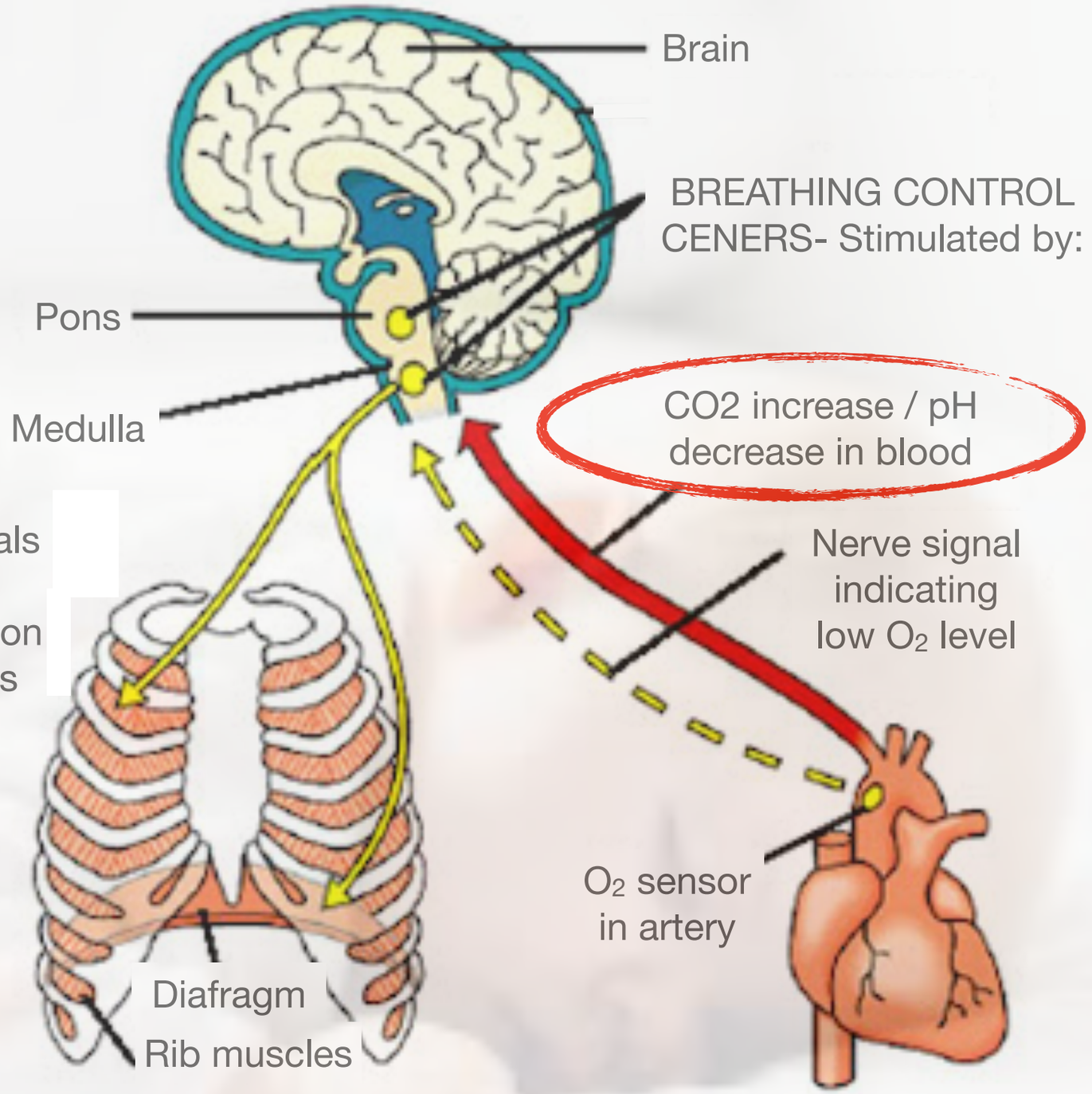
05

COMPETITION



The respiratory center of the brain is stimulated by CO_2 concentrations in blood

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05

COMPETITIVE ADVANTAGES

First to Market: no other device measures CO2 levels.

App: alerts you only if necessary, with steps on how to to act.

Ease of Use: place it, be calm, rest.

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06

APPROACH

TIPY

Traction	
Grants	- Get in contact with SIDS.org, riversgift.com.
KOLs	- Get in touch with paediatricians, pulmonologist and reference authors in SIDS.
Intellectual Property	- Lawyers specialised on the matter have suggested the possibility of a provisional patent.
Parnership	- Looking for external partnerships (cofounding matching platforms, already formed companies).
FDA approval	- possibility of conducting a clinical trial to validate our product with Dr. Tagarro (paediatrician).

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UPDATE

Since June we have focused on a real problem and done a thorough research on the subject until we identified a gap in the market, spoken with 4 paediatricians, 2 layers, 2 IP strategists,1 business advisor, 1 former mentor of IDEA² and 1 former participant of IDEA²

07

TEAM

Esthefany Aldana

Biomedical Engineer
Chief Marketing Officer
(CMO)

Carmen Arquero

Doctor
Chief Executive Officer
(CEO)

Pilar Esteban

Biomedical Engineer
Chief Technology
Officer (CTO)

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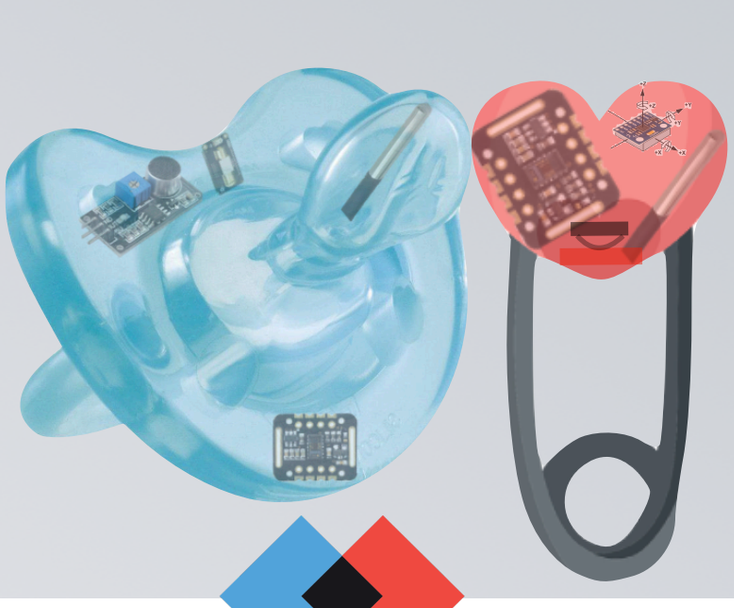
Thank you



TIPY

YOUR TECHNOLOGICAL PACIFIER

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For further information contact
carmen.arquerod@gmail.com