



# MEDISENSE

A Guiding Light in Crisis: Perovskite  
Emergency Detectors

Presented by: Janiya Richardson



# OUR TEAM



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# THE PROBLEM



Medical emergencies can happen at any time, and there are limited ways for an average person to detect them.

# Meet the Medisense Sensor

## Detect

- Muscle twitches or jerking movements
- Drastic changes in blood pressure or heart rate

## Notify

- Call out safety procedures for those who are around
- Notifies emergency contacts and call medics

## Record

- Records the location, duration, and time of the medical emergencies for health records

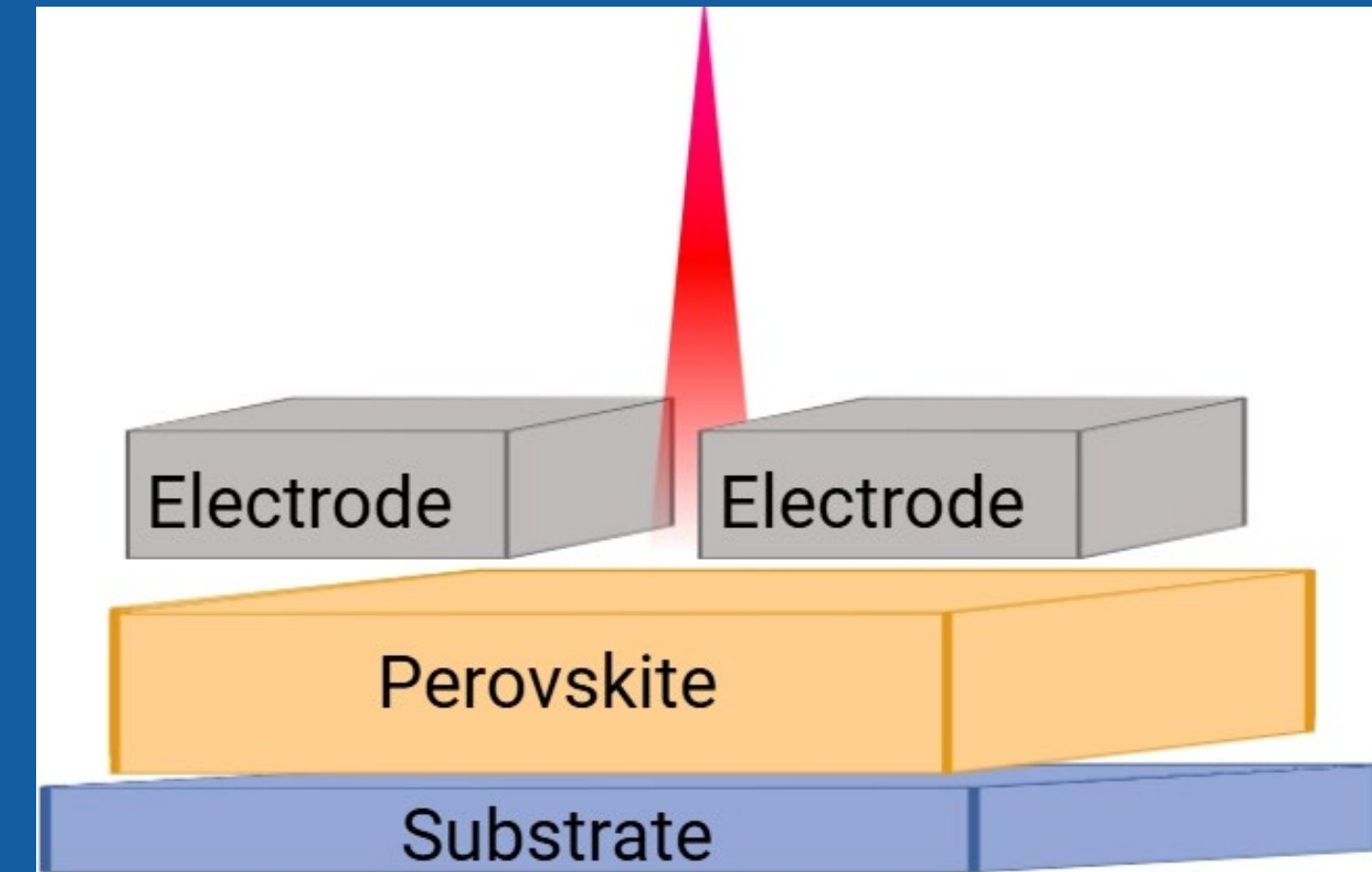


Figure 1a. Side view of Sensor

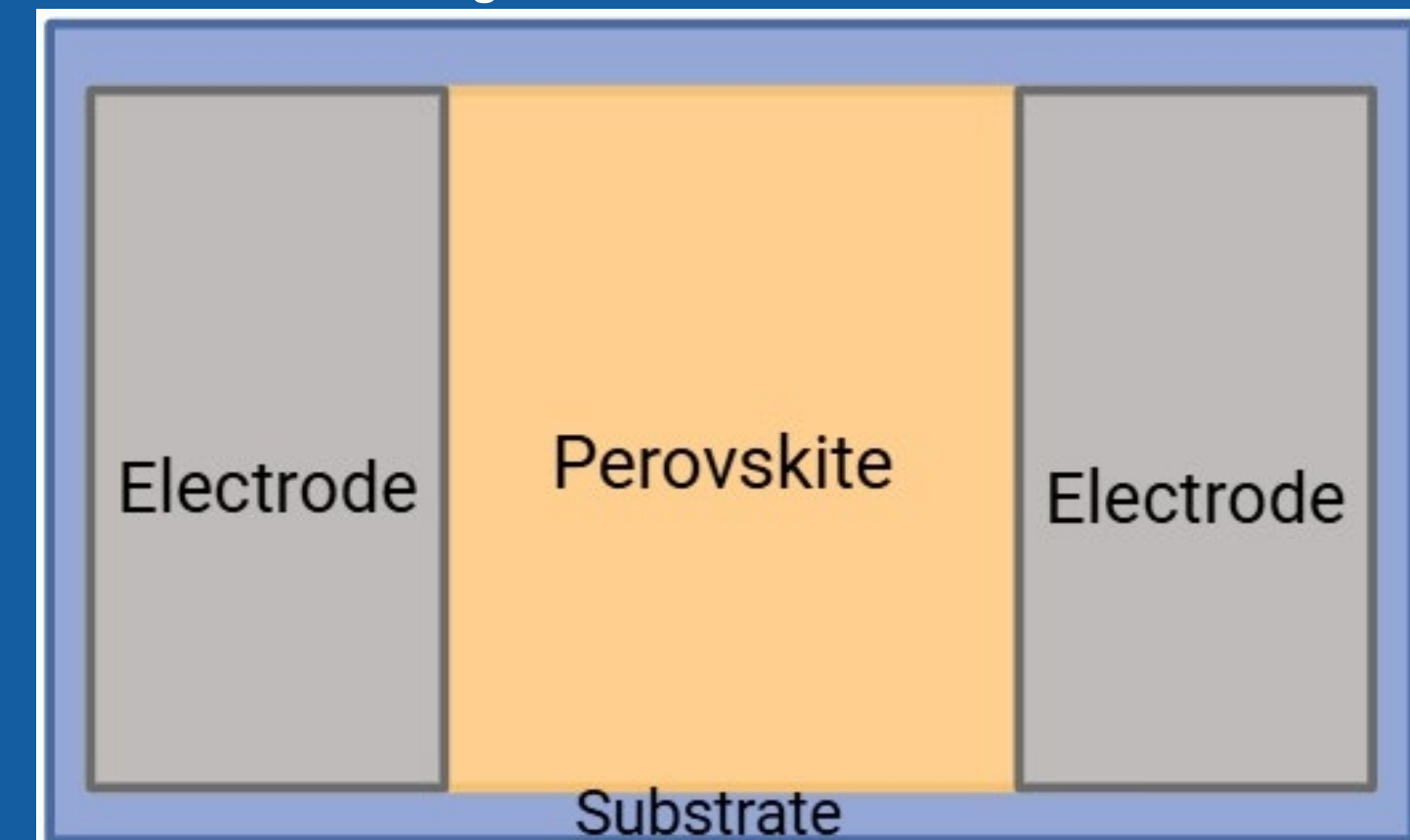


Figure 1b. Top view of Sensor

# Medisense and the Market

## Customers

Consumer Tech Companies with wearable health devices

- Apple
- Fitbit
- Samsung

## Market Spaces

MedTech

- Remote Patient Monitoring
- Wearable Sensors

## Market Path

Bulk Discount

- The more sensors the customer buys, the lower the price of the sensor

# Business Model

Key Partners	Key Activities	Key Resources
<ul style="list-style-type: none"><li>• Vendors:<ul style="list-style-type: none"><li>• Raw Materials</li><li>• 3D Printing<ul style="list-style-type: none"><li>• Materials</li><li>• Maintenance</li></ul></li></ul></li><li>• Delivery<ul style="list-style-type: none"><li>• Domestic<ul style="list-style-type: none"><li>• FEDEX</li><li>• UPS</li><li>• USPS</li></ul></li><li>• International<ul style="list-style-type: none"><li>• Royal Mail</li><li>• DHL</li></ul></li></ul></li></ul>	<ul style="list-style-type: none"><li>• 3D Printing Process</li><li>• Supply Chain<ul style="list-style-type: none"><li>• Delivery Logistics</li></ul></li><li>• Website</li><li>• Sensor Software</li></ul>	<ul style="list-style-type: none"><li>• Investors</li><li>• Web Developers</li><li>• Software Developers</li><li>• Industrial Engineers</li><li>• R&amp;D Scientists<ul style="list-style-type: none"><li>• Outsourced Materials</li></ul></li></ul>



# Business Model (cont.)

Customer Relationships	Channels
<ul style="list-style-type: none"><li>• Co-Creation<ul style="list-style-type: none"><li>• Implementing the sensor to the health device</li></ul></li><li>• Customer Reps<ul style="list-style-type: none"><li>• A rep for each company</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Website</li><li>• Phone</li><li>• Email</li><li>• Social Media</li></ul>

# Financial Forecast

Yearly Costs	
Item	Cost
Manufacturing Space	\$531,000
Rent & Utilities	\$252,000
Raw Materials	\$1,000,000
IT Infrastructure	\$250,000
Customer Service Reps	\$280,000
Researchers	\$540,000
Total	\$2,853,000

Yearly Revenue Stream	
Company	Potential Revenue
Apple	\$10,000,000 (\$0.25 per sensor)
Samsung	\$9,040,000 (\$0.40 per sensor)
Fitbit	\$3,300,000 (\$0.50 per sensor)
Oura	\$2,500,000 (\$1.00 per sensor)



Thank You!