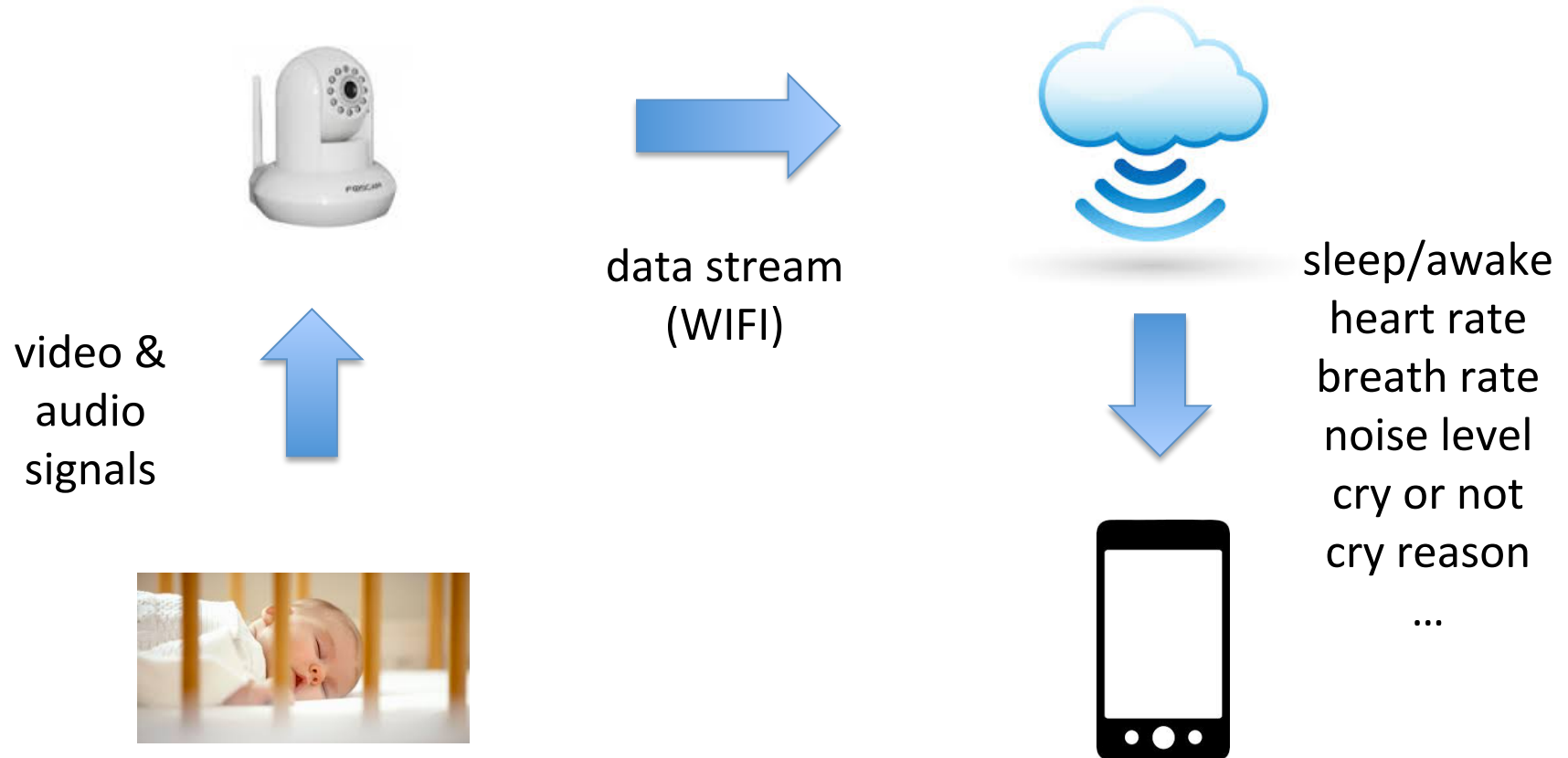


Business Plan

of Smart baby monitor

(powered by next-generation **contact-free** health monitoring technologies)



Problems

Existing multi-media baby monitors offer only video and audio Signals



*Hungry?
Painful?
Fatigue?*



View user profile.



Mommalicious

Is there a baby monitor available that monitors breath and heart rate?

4 answers

Gear

4 years ago

I would like to have a monitor that has video and sound, but also monitors the breathing rate and the heart rate too. I'm worried about wires too, though.

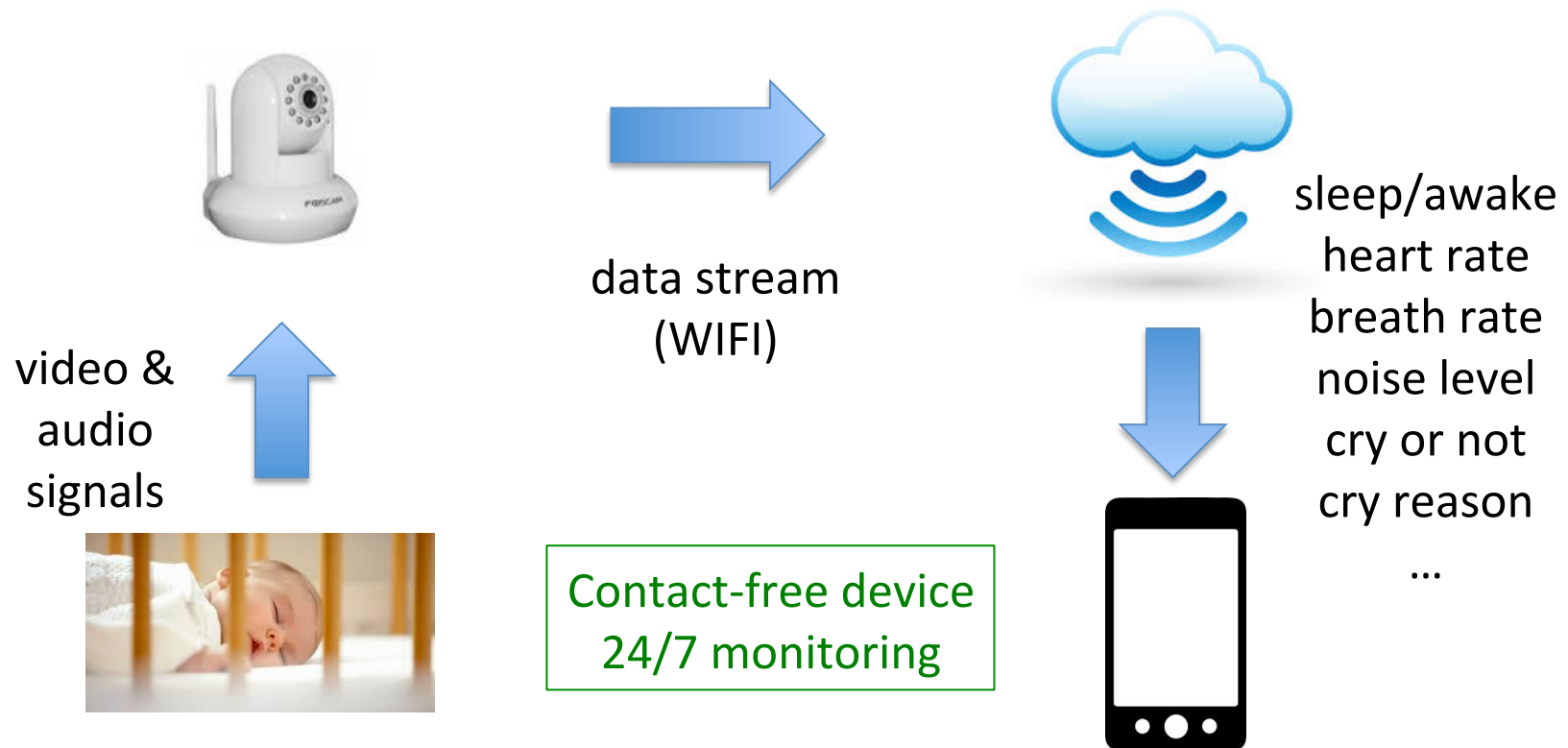
answer this question

“As the nurses individualized a baby's care, the amount of crying decreased by 50 %.”

– M. B. McKinley

Solution

- Credit-card sized hardware
- **Contact-free** health monitoring
- Tells the baby's **crying reason**



Market

| | USA | Europe | China | India | World |
|--------------------|----------------------|----------------------|-----------------------|-----------------------|------------------------|
| Number of Newborns | ≈ 5 million per year | ≈ 7 million per year | ≈ 18 million per year | ≈ 27 million per year | > 100 million per year |

Nest Dropcam Pro



\$199.00
Amazon

Icontrol Networks Piper nv



\$279.00
MSRP

Withings Smart Baby Monitor



\$249.95
MSRP

Icontrol Networks Piper



\$198.99
Amazon

Infant Optics DXR-8



\$179.58
Amazon

Philips Avent SCD603



\$133.13
Amazon

Motorola MBP36



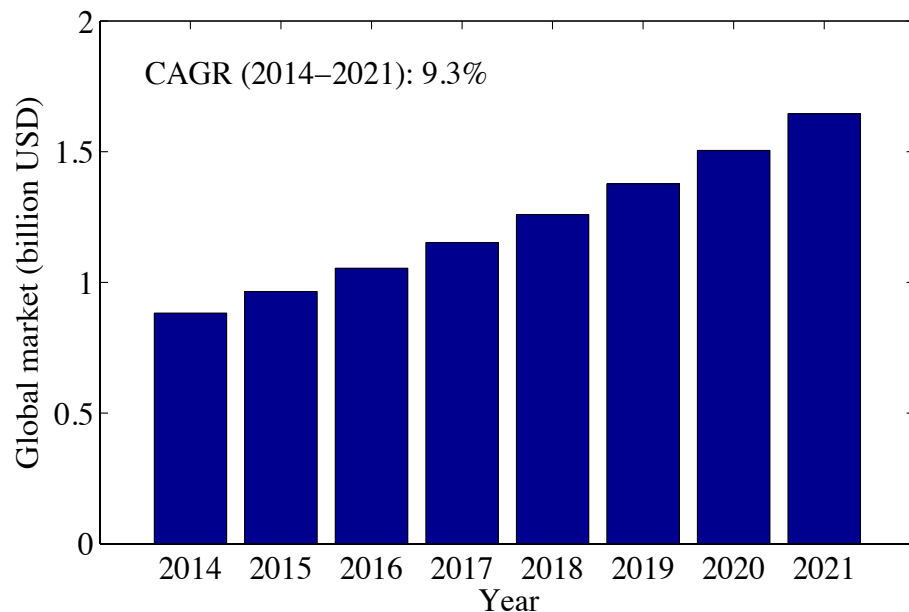
\$239.99
MSRP

Summer Infant Baby Touch



\$249.99
MSRP

Short-Term Market:

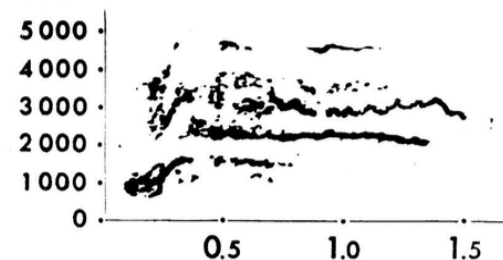


Source: Transparency Market Research Pvt. Ltd., 2015

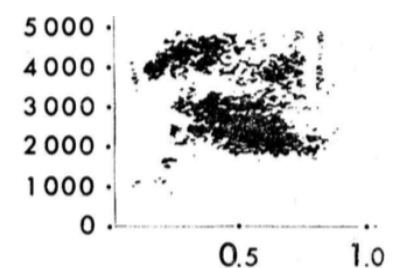
Long-Term Market:



Cry of baby with Asphyxia



Cry of normal baby



Team

- Jie Liu (Co-founder, CEO)

PhD, Electrical Engineering, *University of Washington*, 2013

Master, Applied Mathematics, *University of Washington*, 2011

Master, Electrical Engineering, *Tsinghua University*, 2009

Bachelor, Electrical Engineering, *Huazhong Univ. of Science & Technology* 2006

Bachelor, Computer Science, *Huazhong Univ. of Science & Technology* 2006

Dr. Jie Liu has received systematic training in physics, mathematics, electrical engineering, and computer science; and he has obtained 5 degrees in science and engineering. With more than 12 years' focused research experience, Dr. Liu has published 26 papers and 8 patents in computational physics and integrated circuit TCAD.



- Chen Li (Co-founder, CTO)

Master, Electrical Engineering, *Stanford University*, 2015

Master, Electrical Engineering, *Tsinghua University*, 2012

Bachelor, Electrical Engineering, *Tsinghua University*, 2010

Mr. Chen Li an established hardware/software engineer. With more than 8 years' research and development experience, he has published 7 papers and 1 patent in integrated circuit design and numerical simulations. He has accomplished 4 hardware projects, 2 software projects, and 2 machine learning projects.



- Allan Zhang (Advisor)

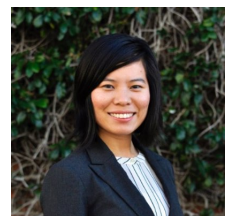
Founder and CEO of *Trustlook Mobile Security*



- Jie Song (Medical Consultant)

Post-doc, Medical school, *Stanford University*, 2015

PhD, Bio-medical engineering, *University of Wisconsin-Madison*, 2014



Competitors/Collaborators

- Multi-media baby monitors (established companies)

Nest Dropcam Pro



\$199.00
Amazon

Icontrol Networks Piper nv



\$279.00
MSRP

Withings Smart Baby Monitor



\$249.95
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\$239.99
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Summer Infant Baby Touch



\$249.99
MSRP

- Vital-sign baby monitors (mainly startups)



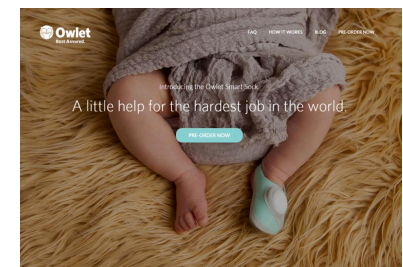
Scanadu

\$35 million fund raising
in Apr 2015



Sproutling

\$6.6 million fund raising
in Jan 2015



Owlet

\$1.6 million fund raising
in Apr 2014

Business Models

Hardware Sales

- High profit-margin
- Obvious advantages of contact-free health condition measurement, compared to contact-based health condition measurement baby monitors.
- Obvious advantages due to additional features (real time heart rate, breath rate, cry reason, etc.), compared to existing multi-media baby monitors.

Software Licensing

- Software is compatible to ordinary video cameras and audio microphones.

Long-Term Medical/Homecare Market

- Contact-free 24/7 monitoring of vital signs (heart rate, breath rate, etc.)
- Contact-free 24/7 early-stage alarm system of the babies' diseases.
- Smart-phone E-commerce platform of baby products (about \$300 billion/yr).

Roadmap and Financial Projection

Stage #1: (Aug – Dec, 2016)

- Task: Crowd-funding campaign and delivery of around 500 products.
- Income: \$100K to \$150K

Stage #2: (Jan – Dec, 2017)

- Task: Launch smart baby monitor product series.
- Income: \$3M

Stage #3: (Jan – Dec, 2018)

- Task: 10-20 % of global baby monitor market.
- Income: \$100M to \$200M

Stage #3: (Jan – Dec, 2019)

- Task: Enter the medical/homecare market.
- Income: TBD

Fund Raising



Raising **\$500K** for:

- Crowd-funding campaign
- Delivery of around 500 products