

PacidoseTM

by Aggie MD

BUSINESS PLAN

Invented by a Doctor...Inspired by a Daughter

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The Product

The Problem

Over one hundred and thirty MILLION babies are born each year. When they get sick, as all babies do, up to **50% percent of them are medicated incorrectly**. Why?

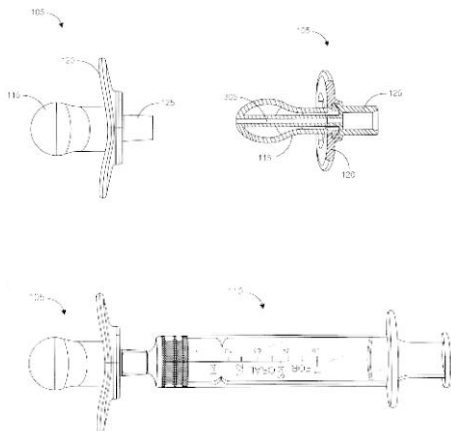
- Multiple studies show that babies are frequently given the *wrong amount* of medicine¹⁻⁴
- Babies must be treated by weight, sometimes in tiny increments with *inaccurate devices* such as spoons and cups
- They reject the unfamiliar and harsh feeling of *hard syringes*
- They *often spit up* medicine when it hits their taste buds in the front of their mouth
- Caregivers have to re-dose, *risking overdose*

Clearly, babies need medication but is there a more effective way to administer it accurately and safely?

The Solution

Pacidose™ addresses all of the problems above through unique, patented innovation:

- The soft, ergonomic nipple is familiar and comforting
- The nipple has a narrow inner channel which eliminates the possibility of waste
- It attaches to standard oral syringes allowing for precise measurement
- Medicine is delivered to the back of the tongue bypassing sensitive frontal taste buds
- Infants swallow the medicine with gentle help from the syringe



The Vision

To forever change the way liquid medication is given to babies in the hospital and at home.

The Competition

Although there are some competitors on the market, no existing product combines the technology to address the documented dosing problems like Pacidose. Our three top competitors demonstrate various deficiencies:



KenHealth

"Mini Medicator"

- Hard plastic nipple
- Inaccurate measurement



MEDI-PALS

- No inner channel in nipple so the medicine gets stuck in nipple



munchkin

"The Medicator"

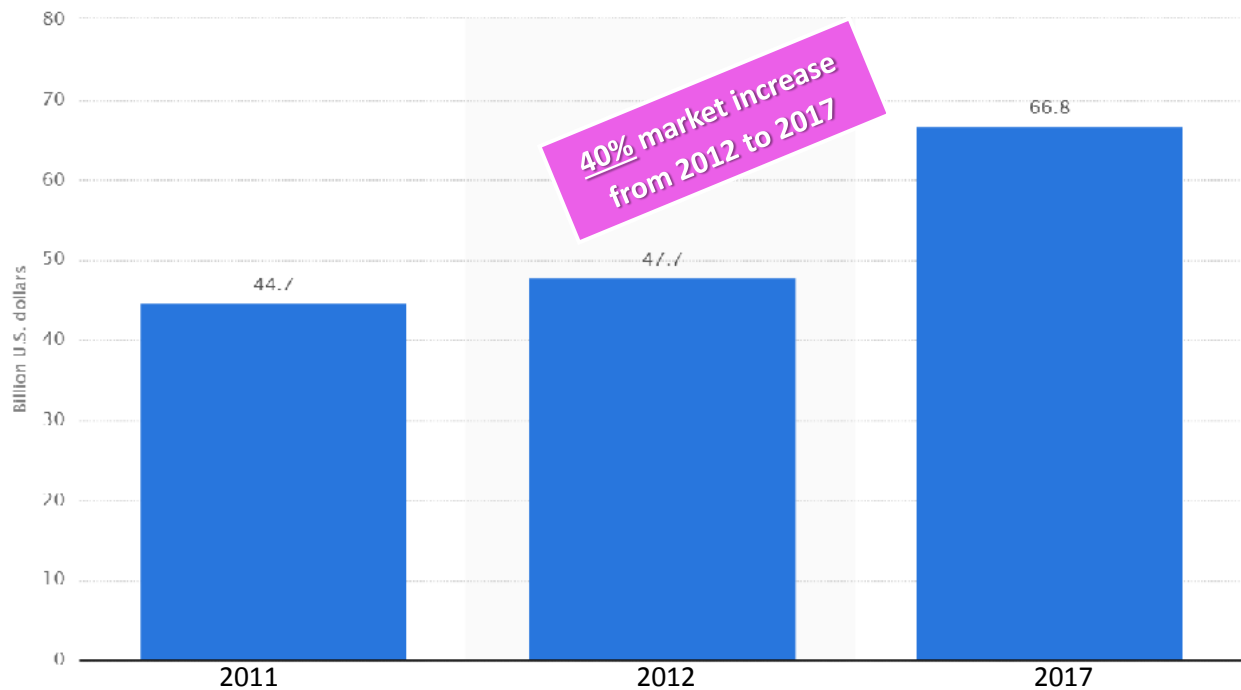
- Inaccurate measurement
- No plunger to ensure full dose
- No inner channel so the medicine remains in the reservoir

The Market

The Baby Care Products market is expected to grow from 47.7MM USD in 2011 to 66.8MM USD by 2017. A number of factors are fueling this growth including:

- Growing baby population in developing nations where the disposable income of parents have also increased considerably at the same time
- The average age of parents worldwide has increased and high aged parents are considered to be financially more stable and hence have more money to spend on their baby's care and convenience
- Growing number of women entering into mainstream workforce has helped the baby care market to grow, as the average disposable income of the family has grown

Baby care market size worldwide in 2011, 2012 and 2017 (in billion U.S dollars)



Source: www.statista.com/statistics/250853/global-baby-care-market-size/

Pacidose can be sold through multiple channels including:

- Direct to consumer online through Amazon and Pacidose.com
- Wholesale to retailers; big box and pharma
- Wholesale to clinical providers in a sterile form

The Company

Aggie MD is a Missouri Limited Liability Company.

The People

Agnes Scoville, MD (“Aggie”) was born in Richmond, VA and graduated cum laude from Virginia Commonwealth University in Applied Math and Physics. She was a computer programmer at the American Chemical Society for several years, then attended Brown Medical School on a US Navy scholarship. She served as an emergency doctor in Iraq and San Diego, then went into private practice. Agnes is the inventor of Pacidose, CEO and majority owner of Aggie MD.

Anson Scoville has 15 years of experience in product manufacturing and financial management. After graduating from New York University and while pursuing a career in the arts he started his first company, AS Consulting, a financial management resource for startup businesses. After selling AS Consulting to an employee, he joined BAMKO, an international product manufacturing and sourcing company, as Chief Financial Officer, then CFO/COO. He is currently the CFO of Cuba, MO based Wallis Companies.

Katrina Shao is Aggie MD’s eyes, ears and Mandarin speaking voice in China. She resides in Guangzhou, a city in southern China which is centrally located to the major manufacturing hubs of Foshan, Shenzhen & Hong Kong. Katrina has over 10 years of experience in product sourcing, manufacturing, testing and quality control. Katrina is responsible for product sourcing and manufacturing oversight.

Jordan Westerberg is an industrial designer by trade but passionate about all stages of the design process. He graduated with honors from Iowa State University with a Bachelor's Degree of Industrial Design and a focus on Engineering Studies and Entrepreneurship. His young career has led him to design for multiple companies and design firms both in the United States and in Europe. Jordan’s work with Aggie MD includes both packaging and product design.

Fred Hernandez is a patent attorney with Mintz Levin law firm in San Diego, CA. He specializes in intellectual property protection in the medical device, aerospace, and mechanical industries, including offensive and defensive competitive strategies, infringement studies, financings, and strategic transactions. His medical device technical experience involves a variety of cardiovascular, endobronchial, and ophthalmic interventions as well as various drug delivery and surgical devices. He also has technical knowledge of various orthopedic devices, including spinal and knee implants.

James Joyce will be graduating from the University of Missouri in December 2015 with a degree in Mechanical and Aerospace Engineering with a minor in Mathematics. He is a contract engineer for Aggie MD, collaborating on two R&D projects for planned release in 2016.

The Past

After two years of development an initial product run of 500 sample units was manufactured. The goal of this sample run was to:

- Test the manufacturing integrity of the product design
- Explore the public demand through online sales
 - Sales on Amazon.com and through Pacidose.com, on average, doubled month over month from June to November 2014
 - Originally introduced with a \$7.99 sale price, the price was increased to \$15.99 in November with little to no impact on volume



- Develop prototype for patent filing and FDA approval
 - Provisional Patent was filed in August, 2013
 - Patent was filed on August 11, 2014
 - FDA confirmed Class I classification under product code KYX on March 11, 2015
- Clinically test in a pediatric hospital setting
 - Pacidose is currently in a clinical trial at Harbor-UCLA Medical Center in Los Angeles, CA.
 - The trial is being managed by David Tanen, MD: Associate Director, Residency Training Program Professor of Clinical Medicine
 - The trial is being co-investigated by Marianne Gausche-Hill, MD: Vice Chair, Chief of the Division, Pediatric Emergency Medicine

The Present

Aggie MD launched Pacidose on June 18th, 2015, and sales are already ahead of projections. It is being offered for sale online through both Amazon.com and Pacidose.com, and in 200+ retail outlets throughout the United States. Aggie MD is pursuing a distribution strategy of developing a national sales network of independent pharmacies and baby stores through direct to contact, trade show marketing and national B2B advertising.

Phase II of the distribution strategy includes sale to big box retailers as an entire product line once other Aggie MD products are released.

As Aggie MD continues to focus on expanded marketing and sales with Pacidose, they're also developing multiple other products to expand Aggie MD's product offering. These products, like Pacidose, are innovative product solutions that solve common infant care problems. Two products are scheduled for release in 2016.

Manufacturing

For six years Aggie MD co-founder, Anson Scoville, was the Chief Financial and Chief Operating Officer of the Los Angeles, CA based sourcing company, BAMKO. He joined BAMKO early and helped build it into a multimillion dollar global product sourcing, manufacturing and distribution firm with offices on four continents that shipped to 130 different companies. BAMKO continues to manufacture thousands of products for some of the world's most recognizable brands. These brands rely on BAMKO's factory direct supply chain that Anson Scoville was instrumental in building.

As Aggie MD builds a factory direct, international supply chain there are many takeaways from the experience at BAMKO that Aggie MD currently utilizes with Pacidose manufacturing, and will continue as new products are sourced and manufactured.

1. **Factory Direct.** Factory Direct manufacturing removes layers of communication and margin and puts the manufacturer directly in touch with the product company. While this may be common in the US, it is not in Asia. The majority of companies who manufacture in Asia, even if they think they are going factory direct, work through a middle man. Most middle men advertise themselves as factory or manufacturing reps, but are arbitragers between English speaking product companies and Mandarin speaking manufacturers. By removing this layer and engaging directly with the factories that make Aggie MD products, costs are lower, product quality is higher and the supply chain is stronger.
2. **Local Personnel.** The slang term "Gweilo" in Cantonese for foreigner. When a Gweilo tries to contact a factory directly, that foreigner is given a higher price and lower quality than if a local, native speaker contacts them. Having boots on the ground in China is an important part of all aspects of manufacturing. Aggie MD employs three part time employees in China that are also former employees of BAMKO and have many years of product sourcing, manufacturing, testing and quality control experience. As manufacturing needs grow, Aggie MD intends to bring on these China based employees full time, and grow the staff.
3. **3rd Party Testing.** Testing is a vital part of any manufacturing process and is even more so when dealing with infant products. The materials used must be meet the strictest federal and international standards. In order to comply with these standard, Aggie MD engages with SGS, the world's leading inspection, verification, testing and certification company. Prior to product, the product design and intended use profile is reviewed by SGS, and testing standards are created. These standards are both chemical, in terms of material composition, and physical, in terms of durability and design. Preproduction and production samples are sent for testing and only failed test results can result in financial penalties for the factory, which ensures alignment.
4. **Quality Control.** Quality Control, or QC, is another vital part of Aggie MD's overseas supply chain. The negative connotations from *Made in China* is due to poor quality goods so all goods, during production, prior to packaging and prior to shipment go through a rigorous quality control check by Aggie MD quality control employees. Only after products pass QC are they paid for shipped to the US.

Regulation

The path to product clearance from the governing body that regulates the products Aggie MD makes, the Food and Drug Administration (FDA) can be an expensive and time consuming process. To expedite approvals and encourage innovation the FDA established three regulatory classes for medical devices. The three classes are based on the degree of control necessary to assure the various types of devices are safe and effective.

Class I – These devices present minimal potential for harm to the user and are often simpler in design than Class II or Class III devices. 47% of medical devices fall under this category and 95% of these are exempt from the regulatory process. Pacidose and four other development products are Class I medical devices and are exempt from premarket notification. If a device falls into a generic category of exempted Class I devices, a premarket notification application and FDA clearance is not required before marketing the device in the U.S. Aggie MD will be required to register annually with the FDA as a manufacturer/importer and pay an annual fee.

Class II – Most medical devices are considered Class II devices. Examples of Class II devices include powered wheelchairs and some pregnancy test kits. 43% of medical devices fall under this category. Aggie MD has two Class II development products and will require Premarket Notification (PMN) or 510(k). Under 510(k), before a manufacturer can market a medical device in the United States, they must demonstrate to FDA's satisfaction that it is substantially equivalent (as safe and effective) to a device already on the market. If FDA rules the device is "substantially equivalent," the manufacturer can market the device.

Class III – These devices usually sustain or support life, are implanted, or present potential unreasonable risk of illness or injury. Examples of Class III devices include implantable pacemakers and breast implants. 10% of medical devices fall under this category. Aggie MD has one development product that may be a Class III device and will require premarket notification.

The Future

Financial Projections

The financial projections for Aggie MD are consistent with the phased strategic growth plans:

Phase I: Build a national distribution base of independent pharmacies and baby stores as well as local and regional retail chains. Pacidose will be the flagship product to allow entry into these outlets. As development products are introduced, this established distribution network will be leveraged on each subsequent product. Aggie MD is partnering with local marketing companies to promote Pacidose through social networks, product placement to key tastemakers including bloggers, publications, personalities and talk shows. Direct mailings to pediatricians located near retail outlet carrying Pacidose occurs when a new store signs up. Also, an ambitious slate of pharmacy and baby trade shows are also key to the marketing plan through the 2nd half of 2015, 2016 and beyond. Lastly, significant time and resources continue to be invested into new product development. The second and third products: *Drysense* and *Nase*, are in prototype stage and will be released in June and October 2016.

Phase II: National Chain Retail can be both helpful and harmful to companies like Aggie MD. When product companies find themselves in situation where they need these Retailers more than the Retailers need them, Retailers will leverage this to create a more beneficial financial circumstance at the expense of the product company. Therefore, Aggie MD will pursue a national chain strategy when these conditions are met:

- Aggie MD is a product line rather than one or two products.
- The products and the Aggie MD brand have gained national notoriety through grassroots, social and tastemakers marketing.
- National Retailers seek out Aggie MD because they understand that we invent, recruit and manufacture significant patent protected products that address serious problem in unique ways.
- National Retailers offer Aggie MD financially favorable terms and view Aggie MD as a vendor partner rather than an arbitrage opportunity.
- Aggie MD's balance sheet and working capital level can handle the inventory requirements many of these JIT (just in time) inventory processes call for, as well as the longer payment terms and AR float they'll dictate.

The subsequent pages contain the financial projections of the Phase I and Phase II plans highlighted above. These include:

- **Pacidose Sales Projection:** All products include full price online sales distributed by Aggie MD, and half price wholesale sales distributed by Phase I and Phase II Retailers.
- **Development Product(s) Sales Projection:** Products two through seven that are being developed currently.
- **Consolidated Sales Projection:** Pacidose plus Development Products Sales Projections
- **Operational Expense Projection:** Estimated OpEx considering growth and personnel additions.
- **Salary and Key Position Projection:** Initial organization plan of positions, salaries and benefits.

Pacidose Sales Projection

Pacidose™	2015	2016	2017	2018	2019
Pacidose Retail Unit	500	2,000	3,500	5,000	5,000
Pacidose Retail Sales	\$ 7,245	\$ 25,980	\$ 45,465	\$ 64,950	\$ 64,950
Margin	85%	85%	87%	87%	87%
Retail GP	\$ 6,158	\$ 22,083	\$ 39,555	\$ 56,507	\$ 56,507
Pacidose Wholesale	2,000	50,000	150,000	300,000	500,000
Pacidose WHSL Sales	\$ 13,000	\$ 324,500	\$ 958,500	\$ 1,887,000	\$ 3,145,000
Margin	70%	70%	75%	75%	75%
Wholesale GP	\$ 9,100	\$ 227,150	\$ 718,875	\$ 1,415,250	\$ 2,358,750
Pacidose Sales	\$ 20,245	\$ 350,480	\$ 1,003,965	\$ 1,951,950	\$ 3,209,950
COGS	\$ 4,987	\$ 101,247	\$ 245,535	\$ 480,194	\$ 794,694
Gross Profit	\$ 15,258	\$ 249,233	\$ 758,430	\$ 1,471,757	\$ 2,415,257

Development Product(s) Sales Projection

Drysense	2015	2016	2017	2018	2019
R&D 1 Retail Unit		1,500	2,500	3,000	3,500
R&D 1 Retail Sales		\$ 14,985	\$ 24,975	\$ 29,970	\$ 34,965
Margin		87%	87%	90%	90%
Retail GP		\$ 13,110	\$ 21,850	\$ 26,970	\$ 31,465
R&D 1 Wholesale		10,000	50,000	150,000	300,000
R&D 1 WHSL Sales		\$ 49,950	\$ 249,750	\$ 749,250	\$ 1,498,500
Margin		75%	75%	80%	80%
Wholesale GP		\$ 37,450	\$ 187,250	\$ 599,250	\$ 1,198,500
Gross Profit		\$ 50,560	\$ 209,100	\$ 626,220	\$ 1,229,965
Nase	2015	2016	2017	2018	2019
R&D 2 Retail Unit		100	500	750	750
R&D 2 Retail Sales		\$ 1,999	\$ 9,995	\$ 14,993	\$ 14,993
Margin		75%	75%	77%	77%
Retail GP		\$ 1,499	\$ 7,495	\$ 11,618	\$ 11,618
R&D 2 Wholesale		-	10,000	25,000	40,000
R&D 2 WHSL Sales		\$ -	\$ 99,950	\$ 249,875	\$ 399,800
Margin		50%	50%	55%	55%
Wholesale GP		\$ -	\$ 49,950	\$ 137,375	\$ 219,800
Gross Profit		\$ 1,499	\$ 57,445	\$ 148,993	\$ 231,418
R&D 3 - Diapex	2015	2016	2017	2018	2019
R&D 2 Retail Unit			500	2,000	2,000
R&D 2 Retail Sales			\$ 7,995	\$ 31,980	\$ 31,980
Margin			86%	86%	89%
Retail GP			\$ 6,870	\$ 27,480	\$ 28,480
R&D 2 Wholesale			-	15,000	30,000
R&D 2 WHSL Sales			\$ -	\$ 119,925	\$ 239,850
Margin			72%	72%	78%
Wholesale GP			\$ -	\$ 86,175	\$ 187,350
Gross Profit			\$ 6,870	\$ 113,655	\$ 215,830

R&D 4 - Vibe	2015	2016	2017	2018	2019
R&D 2 Retail Unit			500	1,500	2,500
R&D 2 Retail Sales			\$ 14,995	\$ 44,985	\$ 74,975
Margin			77%	77%	78%
Retail GP			\$ 11,495	\$ 34,485	\$ 58,725
R&D 2 Wholesale			-	20,000	40,000
R&D 2 WHSL Sales			\$ -	\$ 299,900	\$ 599,800
Margin			53%	53%	57%
Wholesale GP			\$ -	\$ 159,900	\$ 339,800
Gross Profit			\$ 11,495	\$ 194,385	\$ 398,525
R&D 5 - GripVest	2015	2016	2017	2018	2019
R&D 2 Retail Unit				250	500
R&D 2 Retail Sales				\$ 7,498	\$ 14,995
Margin				77%	77%
Retail GP				\$ 5,748	\$ 11,495
R&D 2 Wholesale				-	10,000
R&D 2 WHSL Sales				\$ -	\$ 149,950
Margin				53%	53%
Wholesale GP				\$ -	\$ 79,950
Gross Profit				\$ 5,748	\$ 91,445
R&D 6 - Oto	2015	2016	2017	2018	2019
R&D 2 Retail Unit				500	2,000
R&D 2 Retail Sales				\$ 9,995	\$ 39,980
Margin				80%	80%
Retail GP				\$ 7,995	\$ 31,980
R&D 2 Wholesale				-	15,000
R&D 2 WHSL Sales				\$ -	\$ 149,925
Margin				60%	60%
Wholesale GP				\$ -	\$ 89,925
Gross Profit				\$ 7,995	\$ 121,905
TOTAL SALES	\$ -	\$ 66,934	\$ 407,660	\$1,558,370	\$ 3,249,713
TOTAL COGS	\$ -	\$ 14,875	\$ 122,750	\$ 461,375	\$ 960,625
TOTAL GP	\$ -	\$ 52,059	\$ 284,910	\$1,096,995	\$ 2,289,088

Salary and Key Position Projection

Position	2015	2016	2017	2018	2019
CEO	\$ -	\$ -	\$ 100,000	\$ 150,000	\$ 175,000
CFO/COO	\$ -	\$ -	\$ -	\$ 125,000	\$ 130,000
Marketing Director	\$ -	\$ 20,000	\$ 45,000	\$ 50,000	\$ 55,000
Sales Director	\$ -	\$ -	\$ 60,000	\$ 70,000	\$ 80,000
Sourcing Director	\$ 5,000	\$ 15,000	\$ 20,000	\$ 25,000	\$ 31,000
Art/Web Director	\$ -	\$ -	\$ -	\$ 45,000	\$ 48,000
Sourcing Assistant	\$ -	\$ -	\$ -	\$ 18,000	\$ 22,000
Customer Service	\$ -	\$ -	\$ -	\$ 40,000	\$ 45,000
Sales Rep	\$ 2,000	\$ 35,000	\$ 50,000	\$ 52,500	\$ 55,000
Sales Rep	\$ -	\$ -	\$ 24,000	\$ 35,000	\$ 50,000
Account Mgr	\$ -	\$ -	\$ -	\$ 45,000	\$ 47,500
Admin	\$ -	\$ 21,000	\$ 40,000	\$ 42,000	\$ 44,000
Admin	\$ -	\$ -	\$ -	\$ -	\$ 42,000
Salary Total	\$ 7,000	\$ 91,000	\$ 339,000	\$ 697,500	\$ 824,500
Benefits	\$ -	\$ -	\$ 84,750	\$ 174,375	\$ 206,125
TOTAL	\$ 7,000	\$ 91,000	\$ 423,750	\$ 871,875	\$ 1,030,625

**Part Time*

Operational Expense Projection

Expense	2015	2016	2017	2018	2019
Benefits	\$ -	\$ -	\$ 84,750	\$ 174,375	\$ 206,125
Consulting	\$ 10,000	\$ 20,000	\$ 25,000	\$ 30,000	\$ 40,000
FDA Reg	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ 5,000	\$ 7,500	\$ 15,000	\$ 22,500	\$ 45,000
Legal	\$ -	\$ 10,000	\$ 25,000	\$ 50,000	\$ 50,000
Marketing	\$ 10,000	\$ 25,000	\$ 50,000	\$ 150,000	\$ 250,000
Phone & Net	\$ 1,000	\$ 6,000	\$ 9,600	\$ 10,800	\$ 12,000
R&D	\$ 5,000	\$ 6,250	\$ 7,813	\$ 9,766	\$ 12,207
Rent	\$ 2,900	\$ 7,200	\$ 18,000	\$ 24,000	\$ 24,000
Salaries	\$ 7,000	\$ 91,000	\$ 339,000	\$ 697,500	\$ 824,500
Supplies	\$ 1,200	\$ 1,500	\$ 1,875	\$ 2,344	\$ 2,930
Trade Shows	\$ 3,500	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Travel	\$ 1,500	\$ 3,000	\$ 5,000	\$ 5,000	\$ 5,000
Misc	\$ 4,210	\$ 17,445	\$ 57,604	\$ 40,000	\$ 50,000
TOTAL	\$ 51,310	\$ 204,895	\$ 648,641	\$ 1,226,284	\$ 1,531,762

EBITDA Projection

	2015	2016	2017	2018	2019
Sales	\$ 20,245	\$ 417,414	\$ 1,411,625	\$ 3,510,320	\$ 6,459,663
COGS	\$ 4,987	\$ 116,122	\$ 368,285	\$ 941,569	\$ 1,755,319
GP	\$ 15,258	\$ 301,292	\$ 1,043,340	\$ 2,568,752	\$ 4,704,344
GP %	75.37%	72.18%	73.91%	73.18%	72.83%
OpEx	\$ 51,310	\$ 204,895	\$ 648,641	\$ 1,226,284	\$ 1,531,762
EBITDA	\$ (36,052)	\$ 96,397	\$ 394,698	\$ 1,342,467	\$ 3,172,582

Photos

Dr Agnes Scoville, Inventor of Pacidose and CEO of Aggie MD



Pacidose



ST. LOUIS BUSINESS JOURNAL

St. Louis startup turns everyday pacifier into safe syringe for medical treatment

Jul 14, 2015, 10:14am CDT

By Jim Bafaro, executive director of InnovoxSTL, a nonprofit that promotes innovation and entrepreneurship in St. Louis. He contributes a column on startups each Tuesday.

St. Louis entrepreneur Dr. [Agnes Scoville](#) has always had a flair for innovation.

As a Navy doctor stationed along the border between Iraq and Kuwait, Scoville's chief role was to administer aid to U.S. Marines who took part in Operation Iraqi Freedom, the 2003 U.S.-led invasion of Iraq and its aftermath.

Her resourcefulness came in handy when a 9-month-old baby was brought to her medical facility. "This baby had a distended abdomen. Clearly, there was some sort of gastrointestinal obstruction," she said. "We didn't have any resources to take care of this baby... we ended up using intravenous tubing as a gastric tube to suck the liquid and the air out of the baby's intestines.

"It worked pretty well. Sometimes you just have to say, 'What do we have at our disposal, and how can we MacGyver this situation?'" she said.

The incident struck a chord with Scoville and led to her creation of Pacidose — a kinder, gentler way to administer oral medications to babies.

"Babies come into the ER, and you can't explain to them what's going on," Scoville said. "They're miserable, they're terrified. Throughout my medical career, I've always thought, 'How can we make this easier for babies? There's got to be a better way.'"

Her 15 years of ER experience and similar experiences with her own young daughter led to Scoville's invention.

"The standard way to administer medication in a hospital is to take an oral syringe — which is a precisely calibrated tool — draw up the right amount of liquid, and then put it in the baby's mouth," she said. "Usually, they don't like it. They spit it out. It doesn't taste good. I mean, nobody likes a hard plastic thing in their mouth."

When Scoville noticed she was having the same issue with her own infant daughter, "I thought, 'This is ridiculous.' The aha moment was, 'Why can't we give medicine through a pacifier?'"

"So, I rigged a pacifier," she said. "I bought one off the shelf and drilled a hole through the center. I then inserted a plastic 18 gauge IV angiocath down the center, attached to a syringe, and superglued it into the pacifier. It worked like a charm."

And thus was born a device that literally consists of a syringe that effectively "plugs into" the back of a pacifier, allowing mom and dad, or medical personnel, to more easily administer oral medicine to babies.

The device was good enough to win a \$50,000 grant this spring from Arch Grants, the St. Louis non-profit group that supports innovative startups.

Scoville, who said a patent for Pacidose is pending, said she's targeting consumers and small retail outlets for sales of Pacidose, rather than large medical facilities or big retailers.

"We're on the market right now," she said, "We're on Amazon, plus [our own website](#), and the product is available at a few independent pharmacies. That's our approach — a bit of a grass roots movement as opposed to going into the big box stores and hospitals, which require really fast growth and very high level of supply."

Scoville said a test market run last year led to a sellout of the product — 500 units in four months. "Right now we're back on the market. We just got our second supply in, and we are raring to go."



Dr. Agnes Scoville

MEDICINE: Agnes Scoville, M.D. | Founder & Owner, Pacidose



Agnes Scoville has always been a creative problem-solver, a skill honed while studying math and physics, working as a computer programmer, attending medical school and serving in the military—including a nine-month stint in Iraq, where she “had to be very creative in order to take care of our wounded.”

Then came a show-stopping dilemma: Giving her young daughter medicine. So Scoville patented [Pacidose](#), a pacifier that attaches to a syringe, thus easing the drama of administering meds at home while still providing accurate dosing. Sales of the highly practical product are on the up, thanks to shout-outs everywhere from NBC to Pinterest, and a clinical study is underway.

Her company is eyeing an expansion into the hospital arena with Pacidose this year, in addition to pursuing the development of other baby products. – AD



One of the problems any new parent has had to face is getting their infant to take their medicine. For ER doctor and parent Agnes Scoville, this was a situation she was confronted with frequently. "Most of the time what the issue is, is that whatever is going into the infant's mouth doesn't taste good or feel good," Scoville explained. "Currently caregivers put medicine into a syringe and squirt it into a baby's mouth, but the medicine more often than not just gets spit out." Rather than hold down a screaming infant, Scoville went out and created a different method of giving medicine to babies. This led to the founding of [Scoville and Co.](#) and its first product Pacidose.

The Pacidose is a modified version of the original method of giving children oral medicine, however instead of just a plain syringe, Scoville has added a soft pacifier to the tip to make it more appealing for infants to latch on to. The pacifier also is designed in such a way as to have the medicine be delivered to the back of the baby's throat so the baby will have a harder time tasting it. This way the baby can take the medicine in a much more pleasant manner.

Scoville got the idea for the product when administering medicine to her own daughter. After designing the product Scoville was struck with the idea to start a company to create health products for infants and young children. In 2014 she founded Scoville & Co. and has since been working towards developing new products and marketing them.

This June Scoville became one of the Arch Grants cohorts, receiving \$50,000 to continue expanding her business. "It's very encouraging," said Scoville. "Part of Scoville and Company's appeal I would say is that while a lot of other startups now are focused on tech developments, we manufacture physical products. I think that is part of why Arch Grants chose us this year."

While adding a pacifier to a syringe may seem like a minor change, it is one that has helped a good many people. Infants with chronic pain or illnesses often have a very hard time taking their medicine, and the Pacidose has made it easier for parents who are nursing very ill babies. "We have so many tools in the hospital," Scoville explained, "But our focus is taking these tools and bringing them into the home to save parents a trip to the ER with their baby."

Scoville is currently working on developing new products to help nurse infants at home, including a new sensor designed for infants. Pacidose is currently on the market.

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