

# **BUSINESS PLAN**

## **CareFull Products**



**Colleen Meloff, Owner**

**November 20, 2015**

# **1. EXECUTIVE SUMMARY**

## **1.1 Product**

CareFull Products created, manufactures and now sells CareFull Catch, a disposable specimen cup holder that provides female patients with a comfortable, sanitary and effective means of providing a urine sample. CareFull Catch is the only product like it on the market and it is revolutionizing the traditional specimen collection process for females of all ages. Patients no longer have to place their hand directly in the urine stream and now they can either sit or stand to collect their sample. It also helps patients that need assistance, such as pediatric or geriatric patients, collect a sample in a more comfortable way. If a nurse or parent assists them, they no longer have to place their hand inside the toilet. CareFull Catch is made of polypropylene, is a single use disposable holder for specimen cups of all sizes.

## **1.2 Customers**

Target customers are facilities with female patients that provide urine specimens including: laboratories, physician groups, hospitals, OB/GYN, pediatrics, fertility clinics, drug testing facilities, elderly care facilities, urology, etc. CareFull Catch is also sold directly to medical supply distributors.

## **1.3 What Drives Us**

The overall goal for the company is to improve patient care by revolutionizing the traditional specimen collection process. Currently, 84% of female patients get urine on their hand while collecting a urine sample. This is not only uncomfortable for patients but also unsanitary and can be ineffective. The goal is to have CareFull Catch become the new standard of practice for female patients during the urine specimen collection process. Pregnant women will no longer have to struggle to reach around their belly and parents of pediatric patients will no longer have to place their hand inside the toilet to collect a sample from their daughter. Women of all ages will now have a more comfortable and sanitary means to collect a urine sample.

## **2. COMPANY DESCRIPTION**

### **2.1 Mission Statement**

To improve patient care by creating and selling a disposable specimen cup holder which will provide female patients with a comfortable, sanitary and effective means of collecting a urine sample.

### **2.2 Principal Members**

Colleen Meloff - President & CEO – owner, runs all day to day activities including sales, marketing, fulfillment, operations, etc.

### **2.3 Legal Structure**

CareFull Products is a single member LLC.

## **3. MARKET RESEARCH**

### **3.1 Industry**

Healthcare has been shifting from curative care to detection, prevention and personalized care over the past five years which has significantly benefited the Diagnostic and Medical Laboratories industry. More physicians and payers recognize the vital role diagnostic testing and disease prevention play in improving patient health and reducing overall healthcare costs. This along with the aging population is causing a significant increase in laboratory testing. More and more patients are providing urine and blood samples in order to detect diseases early on. The medical industry has made significant advancements in technology and patient care over the past few decades. Unfortunately for female patients, the specimen collection process has remained unchanged. In a growing market, CareFull Catch will help improve the urine collection process for millions of people.

Market size (conservative estimates)

Labs - 246 million female urine samples annually

Hospitals - 24 million female urine samples

OB/GYN - 59 million samples

Pediatrics - 10 million samples

Annual physicals - 12 million samples

Urinalysis are completed for the following reasons: infection, disease, diabetes, kidney stones, UTI, hypertension, liver disease, drug testing and physical exams.

### **3.2 Customers**

There is a wide array of customers for CareFull Catch including:

Laboratories

Hospitals

Pediatrics

OB/GYN

Geriatrics

Physician Groups

Bariatrics

Patients with disabilities

Drug Testing Facilities

Occupational Health Facilities

Fertility Clinics

Homecare  
Urology  
Cancer Facilities

CareFull Catch is sold directly to these facilities and also to medical supply distributors. Currently, CareFull Catch is distributed through Medline on a national basis. Pedia Pals and Trinity Sterile will both be distributing CareFull Catch beginning January 2016. Additional distribution channels are being negotiated in the US and internationally.

### **3.3 Competitors**

Toilet Hat – plastic hat that sits on toilet seat. Sample does not remain sterile.

Helpful Hand - does not keep the patient's hand away from the urine stream and cannot be used by a third party to assist a patient. Made of cardboard, flimsy, unsecure.

### **3.4 Competitive Advantage**

CareFull Catch has multiple advantages over the toilet "hat". Most importantly, the urine sample does not remain sterile when patients utilize the hat. Hats are not sterile, so as soon as the urine touches the hat, the specimen is no longer sterile. CareFull Catch does not touch the specimen, so as long as the cup is sterile, the specimen will remain sterile. CareFull Catch is typically less expensive than the hats. Due to the size and shape, CareFull Catch is easier for facilities to store and dispose of after use.

CareFull Catch is superior to the Helpful Hand because it holds the cup more secure during collection and it keeps the patient's hand away from the urine stream. The angled handle also allows nurses and parents to keep their hand outside of the toilet when assisting seated patients.

### **3.5 Regulation**

CareFull Products must meet all state and Federal regulations concerning medical supply manufacturing.

## **4. PRODUCT/SERVICE LINE**

### **4.1 Product or Service**

CareFull Products invented, manufactures and now sells CareFull Catch, a disposable specimen cup holder that provides patients with a comfortable, sanitary and effective means to provide a urine sample. CareFull Catch has a flexible clasp that holds specimen cups of all sizes. It has a long handle that keeps the patient's hand at least 6 inches away from the urine stream. The angle of the holder allows a parent or nurse to easily place a cup beneath a seated patient, without having to place their hand inside the toilet (which is the current process). CareFull Catch is designed so that patients can sit or stand to collect a urine sample.

CareFull Catch reduces instances of:

- dropping the specimen cup
- contaminating the sample
- costly retesting
- delays in patient diagnosis and treatment
- urinating on hand

CareFull Catch improves the patient experience and clinical results.

### **4.2 Pricing Structure**

Pricing structure:

End user - \$0.96 each

Distributor - \$0.72

Reseller - \$0.55

Pricing can vary based on volume. Currently offer quantities of 100, 250 and 500.

### **4.3 Product/Service Life Cycle**

CareFull Catch was launched into the market this year and is currently moving from start up to growth stage. We are quickly adding additional channels of distribution which should contribute to significant growth in customer base beginning in 2016. We are also working on a potential relationship with a disposable medical supply reseller, which would place CareFull Catch into 1500 distribution channels immediately.

### **4.4 Intellectual Property Rights**

CareFull Catch is patent pending for both utility and design patents.

### **4.5 Research & Development**

Once CareFull Catch is established in the marketplace, we'd like to conduct R&D around adjusting the design of the holder to help patients catch kidney stones.

## **5. MARKETING & SALES**

### **5.1 Growth Strategy**

The plan to grow CareFull Products includes:

- increase distribution channels throughout US and globally
- partner with medical supply manufacturer who can get CareFull Catch into 1500 distributors immediately
- introduce CareFull Catch at medical tradeshow including FIME in Miami and AAP in DC
- network at medical conferences to introduce product
- gain recognizable endorsement/sponsor of product on a national level to help increase awareness

### **5.2 Communication**

CareFull Products communicates with customers by:

- utilizing social media to introduce both to the medical industry and to patients through Twitter, Facebook, medical blogs, parents blogs, pregnancy blogs, etc
- meeting with local hospitals, labs, physician groups, etc
- meeting with local medical distributors
- reaching out to procurement within hospitals and labs
- networking at medical associations and local community business functions

### **5.3 Prospects**

Currently, the owner, Colleen Meloff is the only employee selling CareFull Catch. Negotiating a partnership with a large medical supply manufacturer, who would place CareFull Catch into 1500 distributors nationwide. Medline is a national distributor of CareFull Catch. Pedia Pals and Trinity Sterile are both in process of becoming distributors, as well. Looking to add 2 distributors a month.



## 6. FINANCIAL PROJECTIONS

### 6.1 Profit & Loss

#### Income Statement

Revenue		2015	
	Sales revenue	\$5,175.00	
Total Revenues		5,175	
Expenses			
	Conference - FIME	\$10,000	
	Tradeshow - AAP	\$6,000	
	Marketing	\$4,000	
	Product Engineering	\$3,000	
	Cost of Inventory	\$2,000	
	Patent Expenses	\$5,000	
	Insurance Expense	\$1,000	
	Miscellaneous	\$1,500	
	Website/hosting	\$3,000	
Total Expenses		35,500	
	Net Income Before Taxes	(30,325)	
	Income tax expense		
Income from Continuing Operations		(30,325)	

# Balance Sheet



Date: Jan 1, 2015-Dec 31, 2015

Assets		2015	
<b>Current Assets</b>			
	Cash	7,175	
	Accounts receivable		
	Inventory	2,500	
	Mold	10,000	
	<i>Total current assets</i>	19,675	-
<b>Total Assets</b>		<b>19,675</b>	<b>-</b>
Liabilities and Owner's Equity			
<b>Current Liabilities</b>			
	Accounts payable		
	<i>Total current liabilities</i>	-	-
<b>Owner's Equity</b>			
	Owner's investment	50,000	
	Retained earnings	(30,325)	
	Other		
	<i>Total owner's equity</i>	19,675	-
<b>Total Liabilities and Owner's Equity</b>		<b>19,675</b>	<b>-</b>

### 3-Year Cash Flow (projected)

For the Year Ending	12/31/2015	12/31/2016	12/31/2017
Cash at Beginning of Year	0	7,175	9,175
Cash at End of Year	7,175	9,175	61,175

Operations	2015	2016	2017
Cash receipts from			
Customers	5,175	75,000	215,000
Other operations			
Cash paid for			
Inventory purchases	(4,500)	(35,000)	(85,000)
General operating and administrative expenses	(33,500)	(38,000)	(48,000)
Wage expenses			
Interest			
Income taxes			(30,000)
Net Cash Flow from Operations	(32,825)	2,000	52,000
<b>Investing Activities</b>			
Cash receipts from			
Sale of property and equipment			
Collection of principal on loans			
Sale of investment securities			
Cash paid for			
Purchase of property and equipment	(10,000)		
Making loans to other entities			
Purchase of investment securities			
Net Cash Flow from Investing Activities	(10,000)	0	0
<b>Financing Activities</b>			
Cash receipts from			
Owner's Investment			
Owner's Investment	50,000		
Borrowing			
Cash paid for			
Repurchase of stock (treasury stock)			
Repayment of loans			
Dividends			
Net Cash Flow from Financing Activities	50,000	0	0
Net Cash Flow	7,175	2,000	52,000

