

*Maternal  
Assistance  
Programming*



# Our Team

**Michelle Pressly** – Graduate, Chemical Engineering

**Kutay Sezginel** – Graduate, Chemical Engineering

**Toby Sheung** – Senior, Neuroscience

**Alex Wallace** – Senior, Mechanical Engineering

# Advisors

**Jonathon Waters, MD** – Chief of Anesthesiology, Magee Hospital,  
UPMC

**Robert Parker, PhD** – Prof. of Chemical Eng., University of Pittsburgh

**Gilles Clermont, MD** – Prof. of Critical Care Medicine, University of  
Pittsburgh





*4,000,000 Births  
annually (U.S.)*

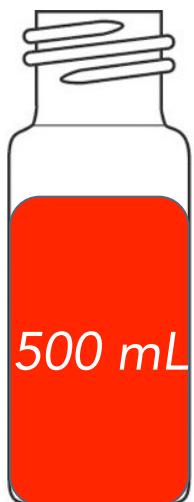
*1 in 20 Mothers  
experience  
hemorrhage*

Maternal  
Assistance  
Programming

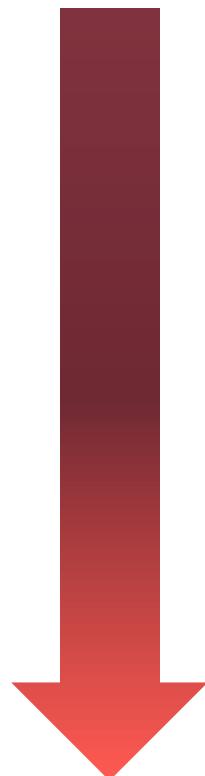


# *Maternal Hemorrhage*

*Normal  
Delivery*



*Caesarean  
Delivery*



Chronic anemia

Loss of uterus

Death A small grey speaker icon with three curved lines inside, positioned to the right of the word 'Death'.

# Diagnosis Occurs in Real Time

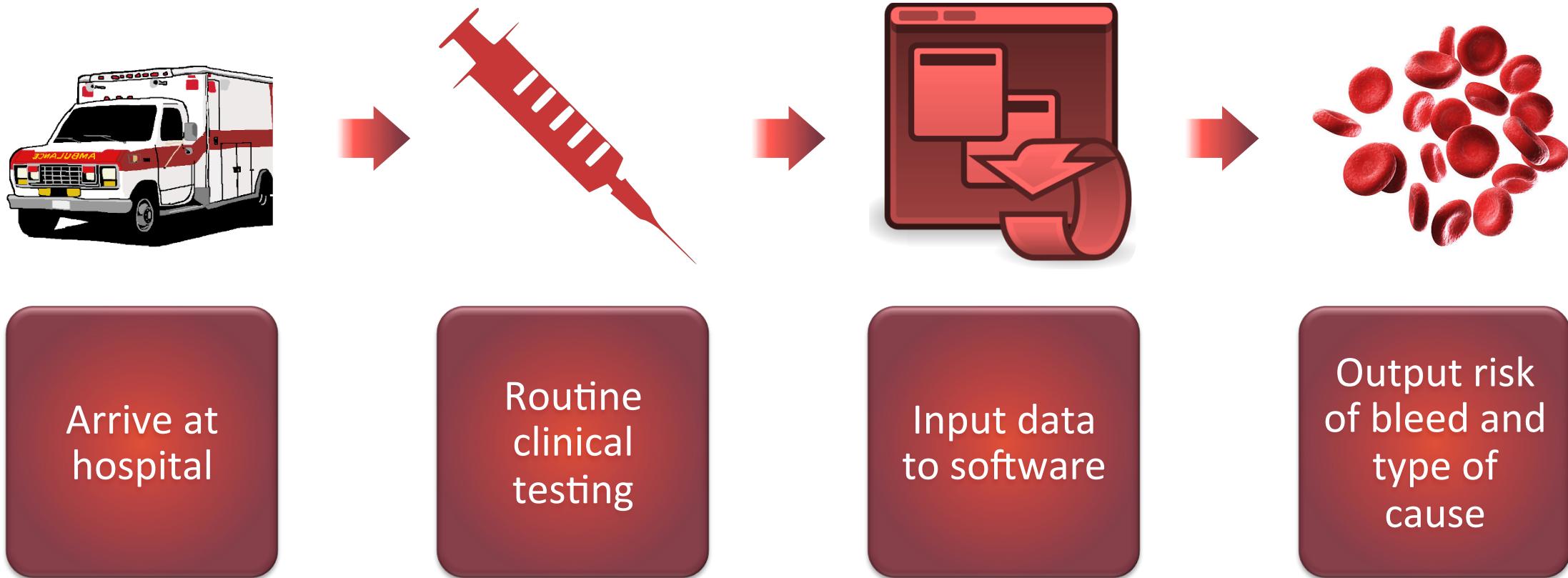


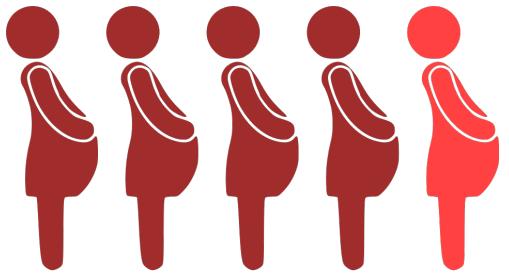
 **gauss**surgical

Maternal  
Assistance  
Programming



# *Our product allows for predictive analysis*

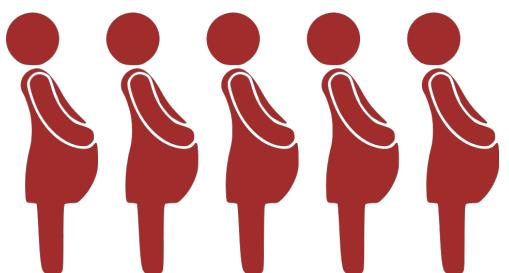




**200,000** women



Increase costs **\$5,000** avg.



Total: **\$1,000,000,000** costs

Maternal  
Assistance  
Programming



# Growth Plan Established

## Research & Algorithm Development

Tackle maternal bleeding  
Change the status quo  
Apply for IP to protect algorithm  
Start FDA approval process

## Market Research & Business Plan

Software as a Service (SaaS)  
Screening and Diagnostic  
Conservative market prediction: \$24M annually  
Licensing \$20M annually

## Translation and Growth

Gather thought leaders in maternal care  
Support of Dr. Waters and Magee Hospital



*Maternal  
Assistance  
Programming*



# *Market Analysis*

## **Status Quo**

Screening and Diagnostic tests: ~\$30-300 per test

In Delivery Room Costs: ~\$5000 for live lab work

Assume 20% of the 4 million patients a year opt to receive screening and diagnostics tests at a conservative \$30 per test

\$24M per year gross revenue from a conservative estimate of patient revenue

Assume 10% of U.S. Childbirths would use this software in the delivery room, Assume conservative \$50 profit for each child-birth procedure  
\$20M per year profit from in hospital procedures.



# FDA Process

