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BINF 6399

Team formation

☐ Product

PRP Injection Kit and compatible centrifuge

☐ Team name

- Century

☐ Team logo



☐ Team Github page (published page with readme and doc folder)

-<https://github.com/Jonwil20/BINF-6399-Centry-LLC>

☐ Team formation structure (For-profit vs. Non-profit)

- Profit

☐ Team corporate structure assignment

- CEO - Mariana

- CFO - Thao

- CTO - Jonathan

☐ Description of product:

- Your platelets are what causes your blood to clot and also contain special proteins called growth factors. Those growth factors spark cellular turnover and prolong your hair's active growth phase. Platelet-rich plasma enhances circulation, helping your hair follicles get the nourishment they need to thrive and reduces inflammation, which is a component of hair loss.
- Platelet-rich plasma, or PRP, is a powerful formulation of your own blood. The process requires just a small blood draw, similar to the amount taken during blood testing is drawn from your arm. That sample is spun in a centrifuge to separate the platelet from the blood components. After centrifuging, the plasma rises to the top, and the lower part of the plasma is the platelet-plasma rich (PRP). Sometimes, a second spin is performed to increase the platelet concentration of the plasma.

- Your own PRP is collected, then injected into multiple areas of hair loss across your scalp. The usual treatment plan involves three sessions, approximately one month apart, followed by maintenance sessions every three to six months to keep up the results.

□ Roles of corporate officers and background information

- Create a concise bio for ...

- Mariana –

-Mariana Perez is an enthusiastic student with whose primary interest in PRP technology arose from the desire to help people live a confident life. She is currently pursuing a Master's in Bioinformatics prepared to contribute knowledge from her biological background and previous roles in operations management to the role of CEO for Centry LLC.

- Thao -

-Thao is a current student in Master's in Bioinformatics program with interest to focus on how the treatment of plasma-rich platelet (PRP) could potentially improve the quality of life of customers, both personally and professionally. She hopes through her biological knowledge and learning experiences aspect can contribute to Centry,LLC as the CFO.

- Jonathan-

-The team's CTO is Jonathan Richards, he is a graduate student as well, Masters in Bioinformatics. He has a background in statistics and data analysis and uses those skills to help analyze the effectiveness of Centry's PRP technology. He hopes his prior experience in customer service and as a QA will serve both the team and the public appropriately.

□ Problem/issue/pain you are trying to solve

- Loss of sense of smell

- Hair loss

□ Market predictions with TAM/SAM/SOM

1. TAM: The total available market for our product/service is the healthcare and life sciences industry.
 - Total Available Market (TAM): It refers to the combined revenues (or unit sales) of all the companies in a specific market on an annualized basis:
 - The global platelet rich plasma market size was estimated at USD 414.8 million in 2019 and is expected to expand at a compound annual growth rate (CAGR) of 12.1% from 2020 to 2027. Pure platelet rich plasma dominated the market and accounted for the largest revenue share of 53.0% in 2019.



2. Served Available Market (SAM): It refers to the share of Total Available Market that the companies providing a specific solution can fulfill.
 - SAM: Our PRP kit is currently sold to a variety of healthcare providers given that it is a treatment tool for a wide range of medical issues.

3. Share of Market (SOM): It refers to what a particular company is planning to achieve over the next five years in terms of sales. By definition, SOM is less than SAM unless a company is a monopoly with 100% of the market.
- SOM: Our realistic goal is to provide a faster, cheaper PRP kit/ service to individuals and healthcare providers.

Competitors if available:

- The competitive landscape includes clinics such as Orange County Hair Restoration Center, EmCyte, Hair Sciences Center of Colorado, Evolution Hair Loss Institute, Savola Aesthetic Dermatology Center, PLC, NovaGenix, Virginia Surgical Center, and Hair Transplant Institute of Miami.
- The top key players in platelet rich plasma market:
 - Bio Product Laboratory Ltd (BPL)
 - Biolife Plasma Services
 - Biotest AG
 - Cambryn Biologics LLC
 - China Biologic Products Inc.
 - CSL Ltd
 - Grifols International SA
 - Kedrion SpA
 - LFB SA
 - Octapharma AG

□ Operations

- centrifuge manufacture
- kit manufacture

□ HR/Benefit structure:

- Employer Contributions: Individual: 75% toward monthly premium for individuals.
- Employer Contribution for Dependents/ Family: 35% toward premiums.
- Salary Bonus after working with the company for 5 years and every year ensuing the initial bonus.
- Source: <https://www.zenefits.com/workest/employee-benefits-benchmarkemployee-benefits-benchmarking-employer-contributions>

□ Investor profile:

- We want to target investors that are active private equity investors in the healthcare and life science space.
- Investment firms in this field tend to specialize in growth-stage, buyout, and platform funding transactions.
- Most firms expect a company of our nature to have a EBITDA (earnings before interest, taxes, depreciation, and amortization) in the millions beforehand.
- Prime examples include: Amerigo Capital, ABS Capital Partners, DW Healthcare, Baird Capital, and many more
- Source: <https://www.thehealthcareinvestor.com/2017/12/articles/healthcare-services-investing/leading-private-equity-firms-that-invest-in-healthcare-part-v/>

Lean canvas model:

Lean canvas model

PROBLEM Hair loss Loss sense of smell - Illness what is it? flu, covid, etc? • Alopecia areata (autoimmune) • Androgenic alopecia (AGA)- hormone-related baldness • Post brain damage • Post COVID	SOLUTION Restore hair follicle and hair growth Restore sense of smell KEY METRICS Production cost of centrifuge machine and PRP kit	UNIQUE VALUE PROPOSITION Results after 3 months No anesthesia needed Quick procedure Disposable PRP kit Non-surgical treatment Reasonable cost	UNFAIR ADVANTAGE Series of treatment May not be compatible with certain health condition (case by case) and medicine CHANNELS Website Github Social media ads Hospital contracts	CUSTOMER SEGMENTS Hospitals Facilities Clinics Quick procedure with no anesthesia needed, non-surgical treatment with no pain. Regain customer's confidence personally and professionally
COST STRUCTURE Direct from buyer - Contracts Partner with hospital-Contracts They don't own device - license device (lease) Pay for service and/or PRP kit		REVENUE STREAMS Hospitals, facilities, and clinics		