



# **Remmo Baby Monitor**

Sound|Sight|Sense

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## **Executive Summary**

Structured Monitoring Products Inc  
2015



## Executive Summary

Structured Monitoring Products (SMP) is a start-up company that is designing and producing the Remmo™ Baby Monitor. Using patented technology developed at the University of Florida, Remmo is a remote, noncontact monitoring system that easily and safely detects the movement caused by an infant's breathing using micro-dose radio waves. Remmo immediately alerts parents if the infant's breathing stops. A transmitter is placed near the infant's location and remotely monitors the infant's movement. A phone app will alert parents or caretakers if the infant's movement stops. Parents or caretakers can then take action and respond to the infant's lack of motion. Remmo is superior to all other currently marketed baby monitors because, unlike wearables and mattress pads, it does not require direct, physical contact with the infant. The combination of ever-busier parents and increasing acceptance of new technologies for routine use creates a market for this and other cutting-edge products that contribute to infant safety.

## The Opportunity

The opportunity for SMP derives from the following trends:

- ✓ **Risk of SIDS:** SIDS is the leading cause of death in infants under one year old. One in every 2,000 infants dies from SIDS each year<sup>1</sup> which accounted for over 2,000 deaths in the US alone in 2010.<sup>2</sup> Remmo will enable parents to monitor their infant's breathing easily, giving them peace of mind and security.
- ✓ **Age of First-time Parents:** First-time parents are often overly anxious about the health of their first infant. The average age of first-time parents has been increasing. Older parents may have busier work schedules but that means they are more likely to have greater disposable income. Working parents with higher levels of disposable income are likely to spend money on electronics or other devices that will reduce their worries and make their lives easier.

## Business Concept

SMP will design a two-piece, non-contact monitor that detects the motion associated with chest-wall rising and falling and sends an alert to the parent if this motion stops. SMP will outsource product manufacturing to decrease fixed costs and lower capital requirements. The company plans to develop an in-house marketing and advertising strategy to focus on making a positive difference in a family's life while simultaneously raising awareness of infant breathing issues. A distribution and inventory company will distribute the product to retail giants and baby specialty stores and SMP will ship the device to individual buyers who purchase it through direct sales. Once the product has been proven in the marketplace, SMP will license the monitor to high-end baby retailers for sales and distribution.

## Industry Overview

The industry for infant monitors has reached 1.7 million units sold per year.<sup>3</sup> Couples are waiting to have children until later in life and are changing the image of parenting by choosing designer products. Industry designers are responding by providing expensive, name brand, and technologically advanced products and parents are buying them. In 2011, parents who had annual incomes between \$59,410 and \$102,870 spent

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<sup>1</sup> 'Sudden Infant Death Syndrome' Kids Health <<http://www.kidshealth.org/parent/general/sleep/sids.html>> Sponsored by the Nemours Foundation. 'U.S. Annual SIDS Rate per 1000 live births.' American SIDS Institute <<http://www.sids.org/nannualrates.htm>>

<sup>2</sup> CDC, "Deaths: Final report for 2010." *National Vital Statistics Report* <[http://www.cdc.gov/nchs/data/nvsr/nvsr61/nvsr61\\_04.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr61/nvsr61_04.pdf)>

<sup>3</sup> Baby Product Features <<http://www.firstbabymall.com/product/gate.htm>>



\$1,125 annually on miscellaneous infant products.<sup>4</sup> The use of baby monitors, in particular, is on the rise. New models are available every year that tout improved safety features, such as increased audio clarity, improved video color or resolution, or motion detectors requiring some type of contact with the infant's body.

## Target Market

SMP targets first-time parents who want an added measure of reassurance of their child's well-being. The company will focus marketing efforts on the 4.5 million college-educated parents over age 30 who have annual incomes that exceed \$40,000, own their own homes, read parenting magazines and websites, and shop at specific stores (including branded and baby specialty stores, as well as certain ecommerce retailers). The expected market penetration for this product is 10 percent of the 1.7-million-baby monitors sold – approximately 170 thousand monitors per year. Also, the goal is to reach a total target audience of 10 percent of the 4.5 million college-educated parents within 5-years from market entry.

## Competitive Advantage/Value Proposition

- ✓ **Peace of mind:** When using our monitor parents will feel safe to leave the room and sleep by themselves because they know SMP's Remmo will alert them if there is a problem. No current devices on the market can wirelessly monitor an infant's breathing without direct physical contact.
- ✓ **Life detection:** Our patented technology accurately and safely detects the presence or absence of breathing movement. Other devices on the market are clumsy to use and have a high rate of false-positives.
- ✓ **Simple and mobile:** Two small hardware devices are all that are needed to monitor an infant: a transmitter placed near the infant and a receiver that the parent carries with them or through their phone with an app. Unlike the competition, no under-mattress hardware or contact sensors are required for Remmo.

## Management

SMP is a start-up business that was formed with one mission in mind: How do we make a child's life safer? The three founding partners of SMP, Vik Ramprakash, Karan Arora, and Vikram Sreeram, have over forty years of combined health care and product development experience. Most importantly, they are parents of young children and collectively agree on what can keep their children safe and healthy and can help other anxious parents with their little ones. The SMP Advisory Board will include the technology's inventor, Dr. Jenshan Lin, and in-house legal counsel Brent Walters. An experienced marketing and office management team will oversee the product's introduction into the marketplace.

## Financial Summary

SMP is soliciting start-up funding of \$600 thousand. We expect to sell 5,000 monitors in year one equaling \$1.04 million in revenue. Breakeven occurs in year three. Gross revenue in year five is projected to be \$35 million with 170,000 monitors sold. EBITA for all five years is projected to be \$16 million. This income is reflective of only the United States of America. Predictions for global market would increase all estimates.

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<sup>4</sup> United States Department of Agriculture. 'Expenditure on Infants and Families, 2011'  
< <http://www.cnpp.usda.gov/Publications/CRC/crc2011.pdf>>



## Contact Details

Vik Ramprakash, CEO  
10355 Stratford Pointe Ave,  
Orlando, Fl 32832  
Cell: 305-799-3075  
Email: [vik.ramprakash@structuredmp.com](mailto:vik.ramprakash@structuredmp.com)

