

# NEOCARE SURVEIL DEVICE

“ Work for the Better health of your baby”

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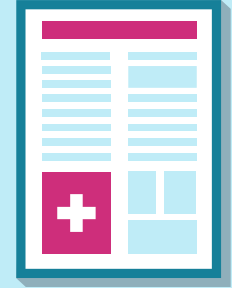
# PROBLEM STATEMENT



Premature birth occurs in about **8-12%** of all pregnancies.



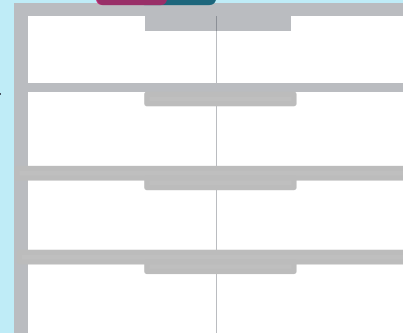
In **NICU** there are premature babies and other ill babies who need eternal care.



**SIDS, APNEA** and **asphyxia** might happen to them.



Lack of **neonatal care** in small **towns & villages** due to **improper monitoring systems**



Source:-<https://www.who.int/news-room/fact-sheets/detail/preterm-birth>

# MARKET GAP AND OVERVIEW



- Frequent procedures, handling, exposure to light and Noise may cause physiological stress.
- Ultimately decrease cognitive development.
- Estimates in INDIA there where **27.695** deaths per **1000** live births.
- **1.7 million** of these births are preterm, and higher risk of death during early neonatal, late neonatal, and post neonatal periods

**Source:-**

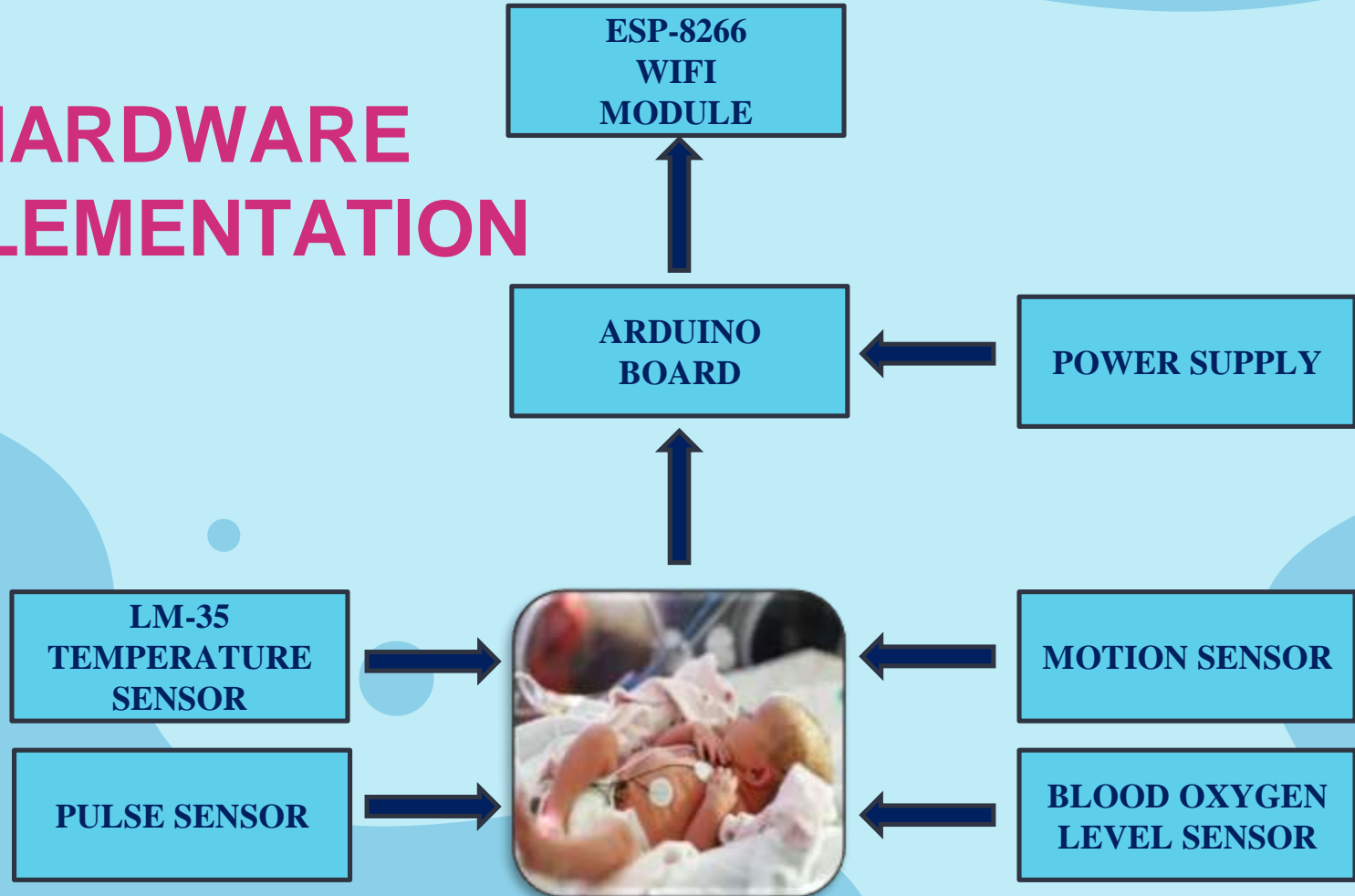
<https://nhm.gov.in/index1.php?lang=1&level=2&sublinkid=819&id=219>

# SOLUTION

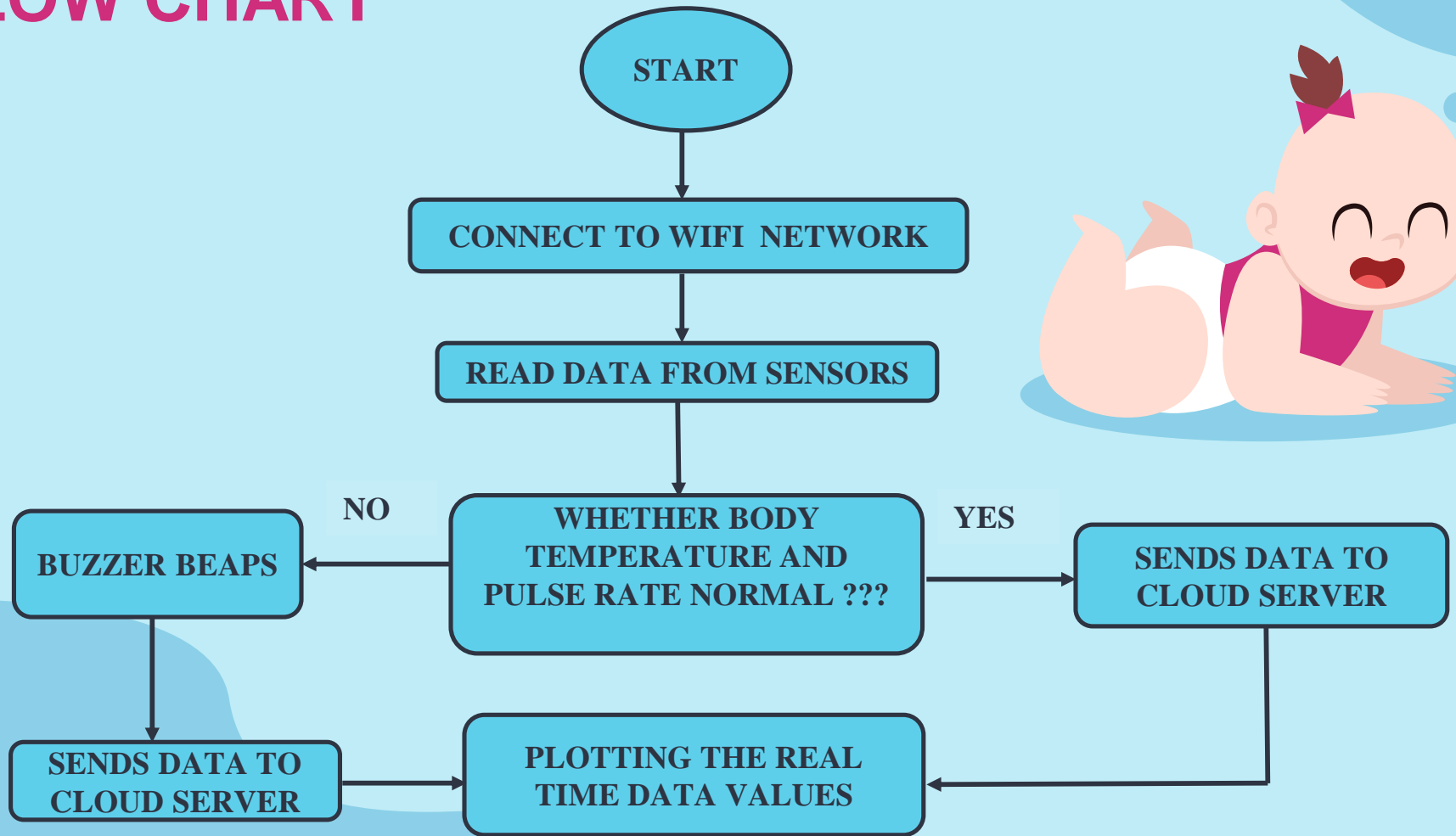


- Develop a **Smart Neo-care Surveil System** to observe neonates frequently & consistently through wireless.
- Transmits vital signs of the neonate such as **body temperature, pulse rate, motion & blood oxygen level** to through **IoT** to a **cloud server**.
- This **cloud computing** helps the **neonatologists , nurses & for parents** to receive the **updated data** of the neonate in a **Real-time** and through **email** as well as **SMS**.




# HARDWARE IMPLEMENTATION



# FLOW CHART



# COMPETITIVE LANDSCAPE

Device	Device name	Temp	Blood oxygen level	Heart rate	Motion sensor	Wired or wireless	Price	Portable
	Phoenix Neonatal Intensive Care INC 200	Yes	Yes	Yes	No	Wired	₹ 4.63 Lakh	No
	Enkay Enterprises Baby Incubator	Yes	Yes	Yes	No	Wired	₹1.20 Lakh	No
	Neocare Surveil device	Yes	Yes	Yes	Yes	Wireless	₹40,000	Yes

# MARKET SIZE

## TAM – Total Addressable Market



India:- 1.7 M/25 M

## SAM – Servicable Available Market



Tamil Nadu:- 1.94 Lakh/9.7 Lakh

## SOM – Servicable Obtainable Market



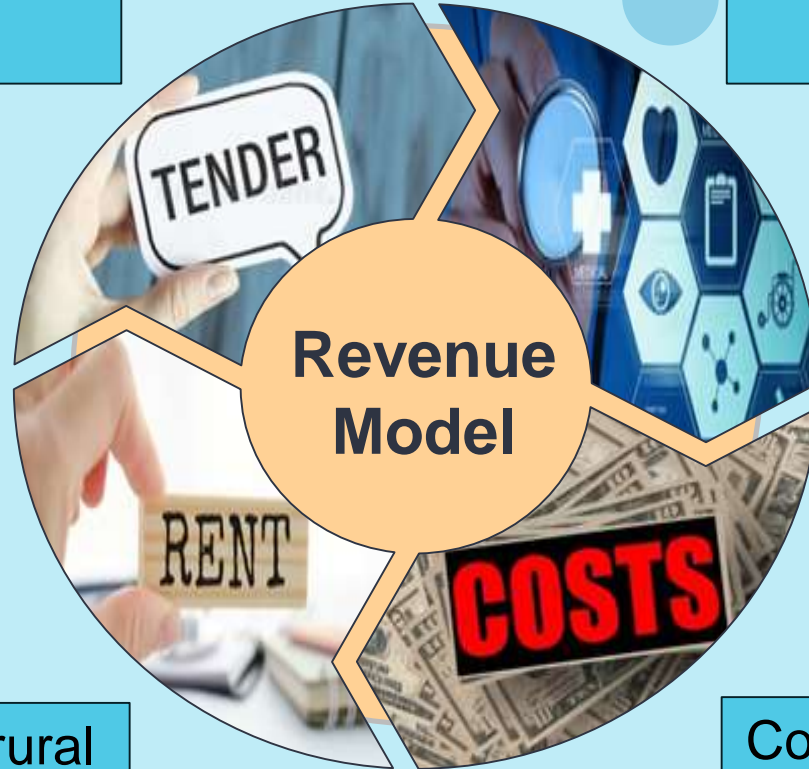
Chennai & Madurai:- 9.9% & 11.9%

**Source :-** <http://nhp.gov.in/disease/reproductive-system/female-gynaecological-diseases-/preterm-birth>



By supplying our product through tender based in medical industry.

Physicians, doctors and hospital management.



Rent our product in rural hospitals and clinics too.

Cost of one device will be 40k.

# PRODUCT ROADMAP

## 1-3 Months

- Establishing production unit
- Completing the Ethical clearance, checking, Testing and Validation of the Product
- Complete IP Protection

## 3-6Months

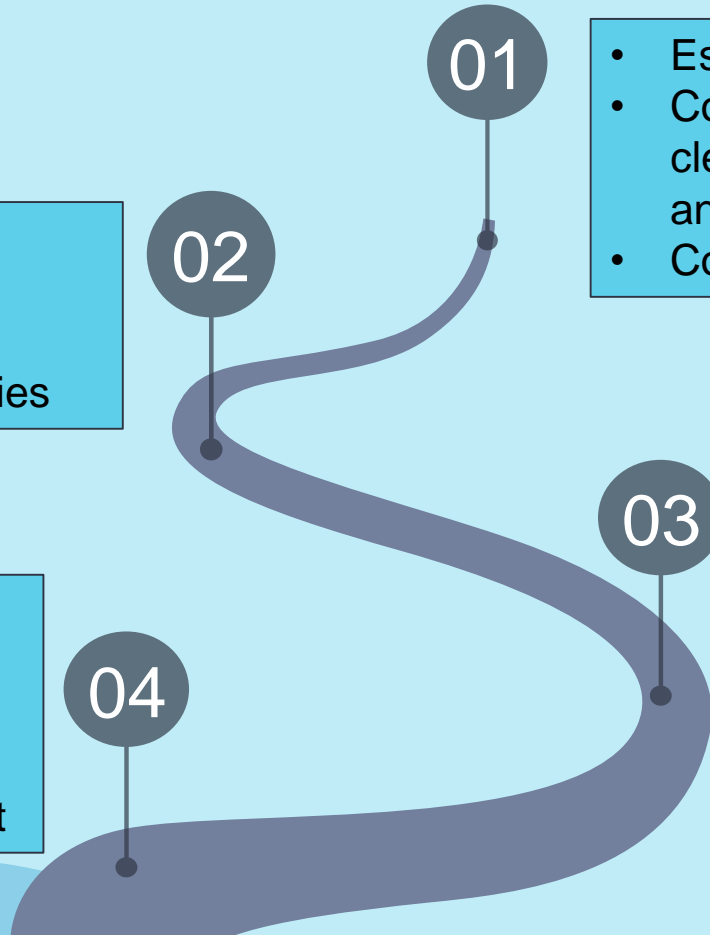
- Product market launch
- Organizing expos and seminars in research hospitals and universities

## 6-9 Months

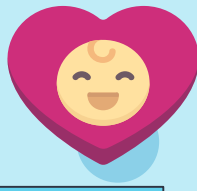
Freemium sales to multiple Nursing home, hospital and Gynecologists

## 9-12 Months

- Improve the product based on the customers feedback and opinions
- Start Export of Product



# CUSTOMER SEGMENT



Industries working in  
medical device much  
interested in medical  
device

Target  
customers Hospital  
management  
Physicians



Hospital research  
institutes

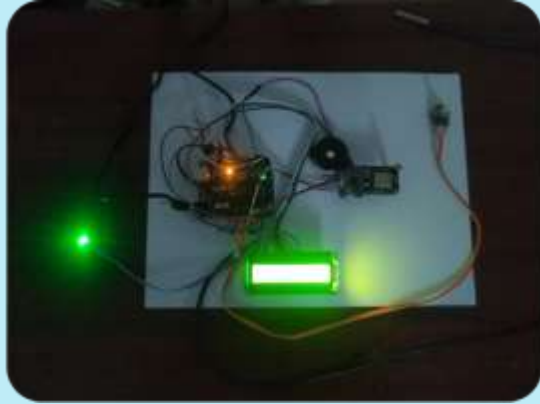
Medical Universities  
Healthcare Knowledge

# UNIQUE VALUE PROPOSITION



- An **Innovative product** to save a new born baby.
- **24/7 wireless monitoring** without Human interruption.
- Benefits we provide to our customer with and developing technology in an affordable cost .
- **BIO-COMPATIBLE** device as no such harmful radiations will be emitted through implementation of the device to the neonates
- Offers **Highly Comfortable** solution of **monitoring** than in existing one.

# PROTOTYPE AND PRODUCT DETAILS



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baby”**

