



# CICaidA

## Continuous Individual Crisis Aid Alert System

*Biomedical monitoring and alert  
system for healthcare facilities*



# Who Are We?

**CicaidA**

**We take  
care of your health**



## CICaidA (Continuous Individual Crisis aid Alert System)

- Team members include
  - Biomedical Engineering
  - Computer Science
  - Electrical and Computer Engineering



### ***Mission :***

- ***reduces workload of nurses and other facilities***
- ***improve the quality of care for patients***

# Problem Statement

- **Urgent issue: Staff shortage**
  - 94% of nursing homes reported staffing shortages.
  - 68% of nursing homes had been unable to hire enough staff to meet their needs
- **Inefficient Patient Monitoring**
  - Difficulty for a individual nurse to monitor the health for multiple patients simultaneously

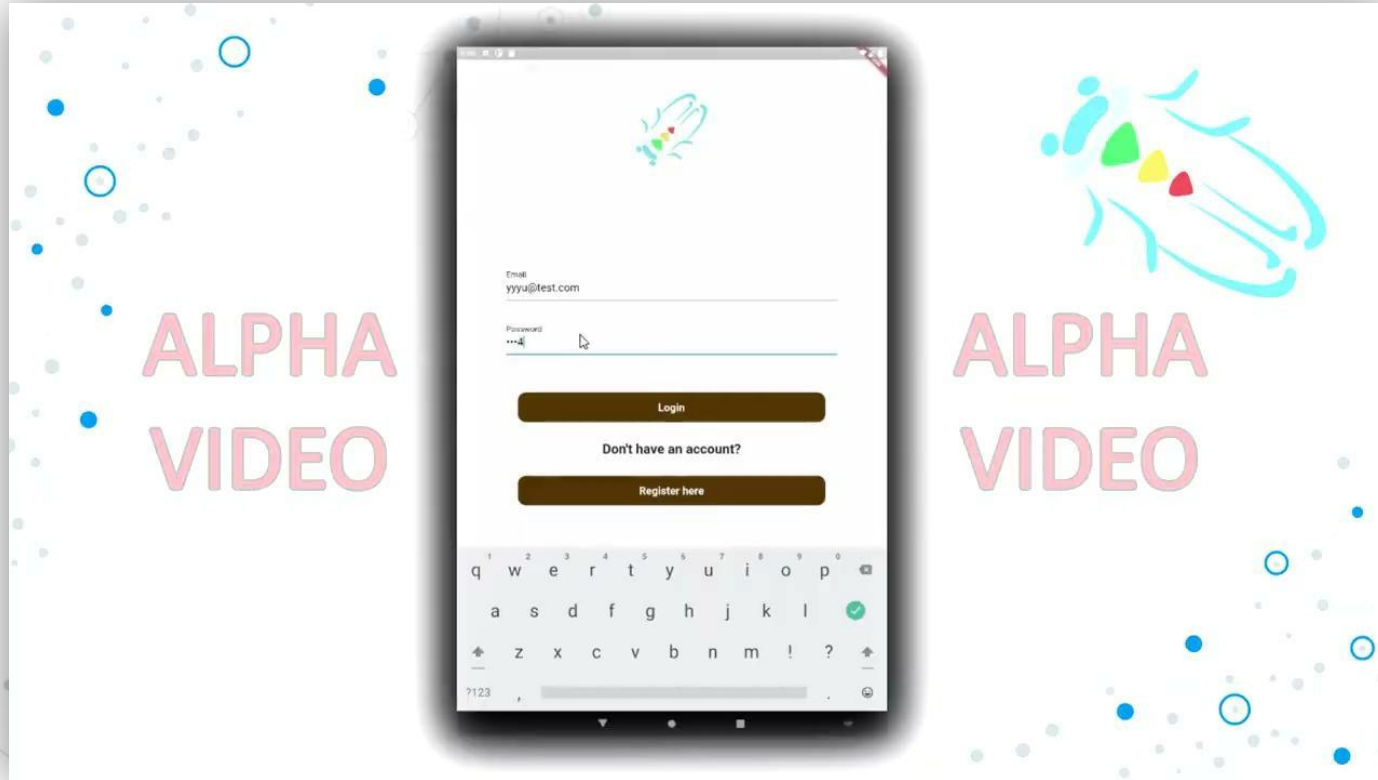


# Value proposition:

- **Aim:**
  - Enable few nurses monitor a large scale of residents in real-time
- **Software solution**
  - Collects blood oxygen saturation data and heart rate, from wearable devices like Fitbit
  - Automatically creates alerts if vitals deviate from healthy range
  - Sends vital signs data to central monitoring station



# Product video demo



- **Secure User Authentication**
- **Quick Easy to Read Home Screen**
- **Intuitive Card Layout**
- **Patient Tailored Descriptions**
- **Realtime Data Collection**
- **Emergency Alert Auto/Manual Activation**

# Business Model

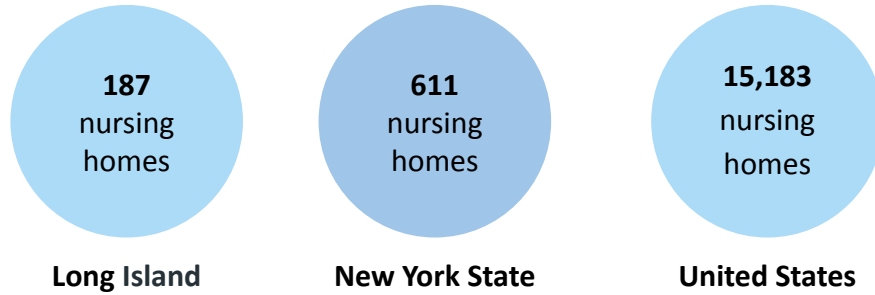
Software	Hardware
<ul style="list-style-type: none"><li>● Our revenue model relies on a recurring monthly subscription model<ul style="list-style-type: none"><li>○ Software Licencing</li><li>○ Tech Support</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Our business strategy involves purchasing 3rd party wearable hardware, integrating it with our proprietary software, and selling the resulting product at a breakeven price point.</li></ul>

- Sell software and Fitbit device as a package
- Reduced price packages to facilities in underserved communities

# Market

- **Market Size**

- Product will target nursing homes



- **Market Dynamics**

- Demand for elderly medical care rises as baby boomers begin to reach retirement age

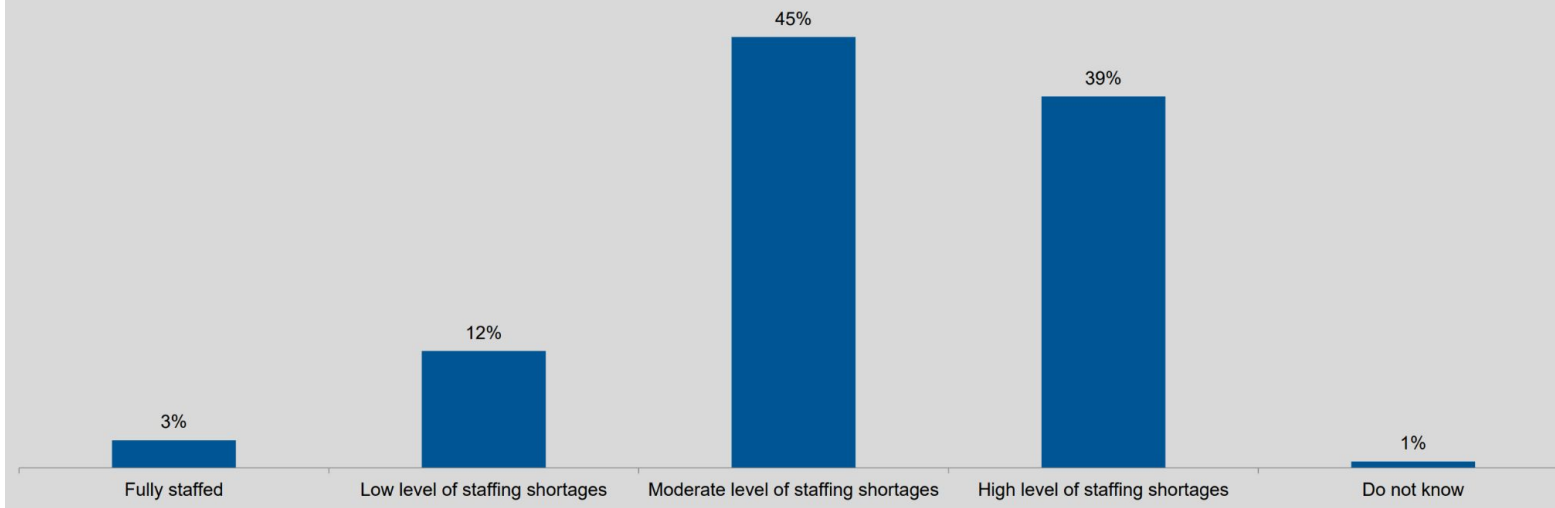


# 84% of nursing homes facing moderate to high levels of staffing shortages

“

What is your current staffing situation?

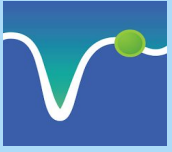





























Note: "staffing shortages" are defined as on more than one occasion, you could not fill all of your shifts without agency or asking people to work overtime/extra shifts.







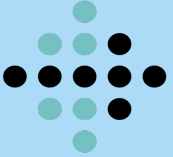
Source: American Health Care Association Survey of 524 Nursing Home Providers, December 7-16, 2022



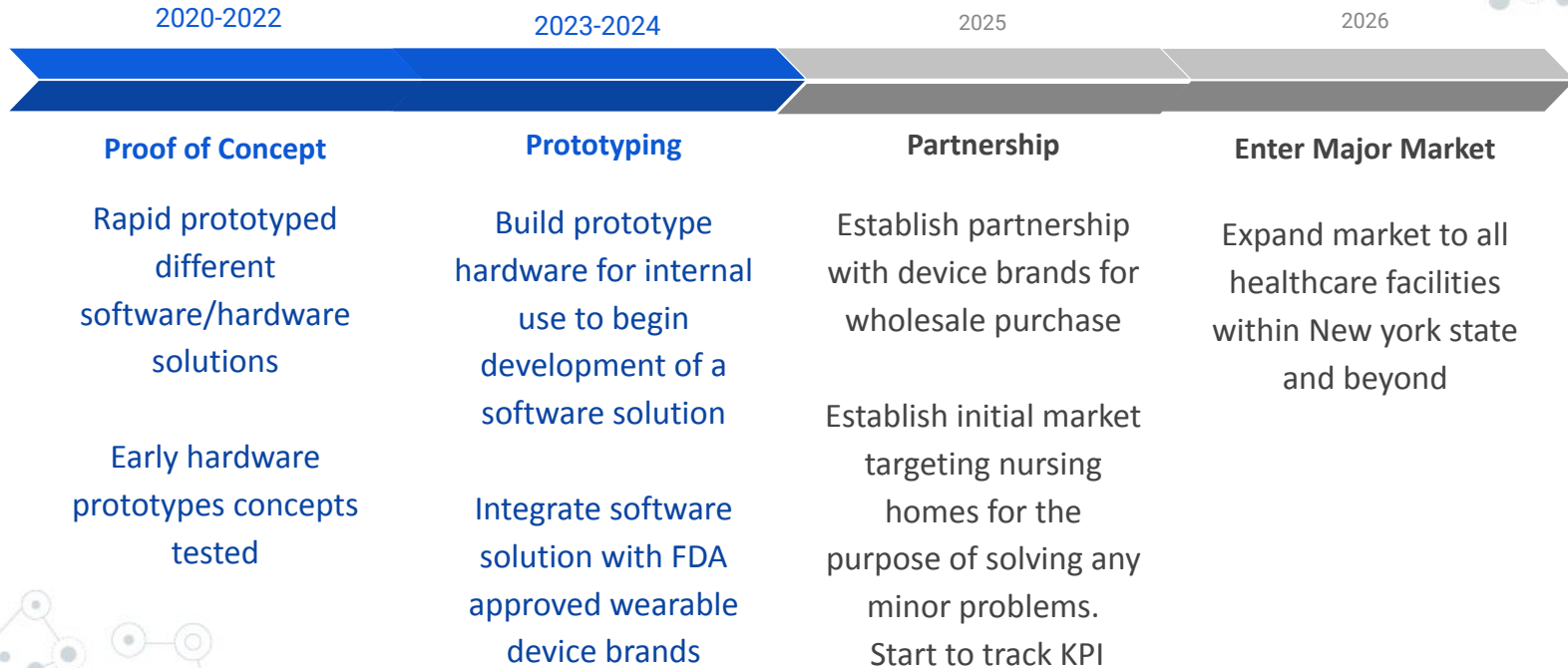
# Competition

					
	Eversense	Dexcom	Clear Arch	Medtronic	CICaIDA
Heart Rate / O2 Monitoring					
Standalone Device					
Large Scale Monitoring					
Active Emergency Alerting System					
Live Data Monitoring					

# Potential Hardware Partners

				
	Samsung Galaxy Watch	Apple Watch	Oura Ring	FitBit
Heart Rate Monitoring	✓	✓	✓	✓
O2 Monitoring	✓	✓	✓	✓
Large Scale Monitoring	✗	✗	✗	✗
Emergency Alerting System	✗	✓	✗	✓
Affordability	✗	✗	✗	✓

# Development Plan



# Financial Projections

## Monthly Revenue / Device

Item	Cost
Software License	\$4.99
Firestore	-\$1.65
Tech Support	\$4.99
Revenue	<b>\$8.33</b>

\*Fitbit costs are not included because is negated

## Gross Revenue

Month	Nursing Homes	Residents	Software Revenue	Gross
1	1	150	\$8.33	\$1,250
12	1	150	\$99.96	\$14,994
12	61	9150	\$6,097.56	<b>\$914,634</b>

## 10% of the Nursing Home Market In NYS Annually

Gross	Margin	Expected Profit
100%	60%	40%
\$914,634	\$548,780	<b>\$365,854</b>

## Potential Investors

- Undergraduate Research Mini Grants (URECA)
- NIA Small Business Opportunities (SBIR)
- Partner Hardware Company
- Insurance companies



LIHTI



National Institute on Aging

# Appendix

Title page .....	1
Who Are We .....	2
Problem Statement .....	3
Value Proposition .....	4
Product Video Demo .....	5
Business Model .....	6
Market .....	7
Graph Slide .....	8
Competition .....	9
Potential Hardware Partners .....	10
Development .....	Plan
.....	
.....11	
Financial .....	Projections
.....	