

Question 1: What is the problem (s) that you are trying to solve with your venture idea? Did you experience the problem personally? Amidst the millions of other problems that the world faces, why do you think that the problem that you chose deserves a solution?

We are trying to improve the current situation of diabetes patients in India. There are 2 types of diabetes type 1 and type 2. In type 1 the patient doesn't produce insulin and in type 2 the patient produces insulin but is not sufficient or the cells don't accept the insulin. As of now type 1 diabetes patients suffer a lot from taking 3-4 injections per day to meet their needs. Type 1 diabetes can happen to people of all age groups (childrens to elders). The solutions current Indian market provides are Tablets, Insulin Pens and Insulin Pumps. Tablets and Insulin Pens are affordable but are not as effective as Insulin Pump. Insulin pump is a continuous drug delivery device which helps to maintain blood sugar of a person with the close loop feedback with Continuous Glucose Meter (CGM). But the problem is that the device is very costly around 3 Lakhs that only the elite class of India can afford. Also the daily replaceable accessories are very costly. Doctors say that this closed loop therapy helps delay the onset and slows down the progression of complications related to diabetes, including retinopathy, nephropathy and neuropathy compared with conventional insulin injection. The insulin pump therapy is widely used in European countries and the USA. Device can also be used for type 2 diabetes.

Question 2: Write down the details of your proposed idea in a concise and effective way. (Example: RedBus = Provides information about bus ticket options and allows seamless booking of tickets on its platform)

We are trying to make an affordable Insulin Pump for people suffering from type 1 diabetes so that they can live healthier lives without worry.

Question 3: Who are the potential customers who would be interested in your solution? Is your idea going to be a feasible solution for them? What are the estimated demographics of your customers? (Include the number of customers, their geographical spread and connectivity and other relevant information)

Potential customers are from all age groups (childrens to elders) all over India from the upper Middle Class and above for a price of 30,000. But the device can only be bought or used after a doctor's prescription. According to Google around 15% of the total Indian population suffer from diabetes and 2% suffer from type 1. And in the next 5 years this number is going to at least double or even more. Indian Journal of Endocrinology and Metabolism, it is estimated that India is home to about 97,700 children with type 1 diabetes (by 2017). (Also I talked with many doctors. The only thing that is hindering the insulin pump is it's expensive.)

Question 4: Is your idea feasible and practical enough to be applied in the real world? List down the assumptions that you made about the problem, including the target group, their economic capacity, the maximum budget you can avail, technology prerequisites etc. (Example: In case of RedBus, one of the assumptions was that bus operators would accept and adapt to online bus ticketing)

I think reducing the price of the device from 3 lakhs to Rs. 30,000 or maybe even less if possible will help in making it affordable to at least upper-middle class or above. Technology prerequisites can be met as they are available in Indian market at a low price.

1. We are assuming that after it becomes affordable people will prefer and adapt to lifestyle having a pager-like device always attached to them.
2. We are assuming that people will prefer insulin pump over injections as this is pain free.

Question 5: Is anyone else trying to solve the same problem? If yes, then list down these companies that are trying to solve the same problem. List down the differences, if any, between your idea and the ones that other people are using against the same problem. Does your idea have an edge over the others?

There are companies like Medtronic or Roche who already have products. But only thing is the cost of these products is very high as they are a monopoly in the respective regions. Medtronic is the only player selling insulin pumps in India.

Our aim is to make insulin pumps at an affordable price which are smart and are powered by machine learning. And finally turning this into Artificial Pancreas. Also we want to add features like Heart rate monitoring, abnormal heart rates and detect falls. Also device can have optional bluetooth connectivity so that people can use it with their smartphones etc.