



# Pitch Deck

BY:  
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# Introduction

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## Mission

To deliver industry-leading, scalable biosensors for rapid, on-site synthetic opioid detection that empower healthcare providers, emergency responders, and public safety organizations globally. We are committed to accelerating market adoption through strategic partnerships and innovative technology that drives measurable improvements in patient outcomes, operational efficiency, and regulatory compliance.

## Vision

To become the trusted global standard in opioid detection technology, recognized for pioneering multiplex diagnostic platforms that blend scientific excellence with commercial viability. Opio-Rx aims to transform public health and safety by providing data-driven insights that enable proactive interventions and sustainable reductions in opioid-related harm worldwide.

## UNMET NEEDS

- Synthetic opioid overdose crisis.
- Slow lab tests delay life-saving intervention.
- No rapid, multiplex detection in saliva.
- First responders need an affordable, real-time tool.

## SOLUTION

- Rapid, multiplex saliva biosensor.
- <10-minute, semi-quantitative results at point-of-care.
- Detects multiple key opioids (fentanyl, oxycodone, etc.).
- Enables immediate, data-driven decisions.



# Market Analysis



**PAM**

\$41.2 Billion

**Potential  
Addressable Market**

All opioid drug testing products worldwide, 300 million at risk.

**TAM**

\$8.5 Billion

**Potential  
Addressable Market**

Global point-of-care drug testing market, 50 million tests annually.

**SAM**

\$1.2 Billion

**Serviceable  
Addressable Market**

Rapid opioid test kits in emergency medicine, millions of test events.

**SOM**

\$100 Million

**Serviceable  
Obtainable Market**

High-priority regions (US, India, EU), 500k–1M tests annually.

# Product Features & USP

## Biosensor

Comfortable, wearable device that tracks key vitals like heart rate, blood oxygen, and stress levels in real-time, without interrupting the student's day.

## AI Integration, EHR Integration

Our proprietary AI algorithms analyze biosensor data to identify patterns, predict potential health episodes (e.g., anxiety spikes, fatigue), and provide early warnings.

## USP

While others track activity, we predict well-being. Our unique fusion of biosensor data and AI analytics identifies unseen health risks before they become emergencies, ensuring no child slips through the cracks.



# Our Innovation



**Shifting healthcare from a response model to a pre-emption model.** We don't just treat symptoms; we identify patterns that predict health episodes, enabling prevention rather than just cure.

<b>Pillar</b>	<b>What We Do Differently</b>	<b>Benefit / Impact</b>
<b>Customized Compounded Formulations</b>	We create opioid (or opioid adjunct) formulations tailored to each patient's pharmacokinetics, comorbidities, allergic sensitivities, and delivery preferences	Reduces side effects, improves efficacy, helps avoid overdose risk
<b>Risk Prediction &amp; Monitoring</b>	Use predictive analytics / risk scoring to flag patients at high risk of misuse, dependency or adverse events	Enables early intervention, safer dosing, reduced liability

# Product Label Sample

Opio-Rx<sup>TM</sup>

<p><b>Opio-Rx<sup>TM</sup></b> <sup>®</sup> IVD</p> <p>Registration Num: 1234567</p> <p><b>Rapid Saliva-Based Opioid Screening Test</b></p> <p>Analytes detected: Fentanyl, Tramadol, Codeine, Oxycodone, Methadone</p> <p><b>Provides a direct visual signal for the detection of 5 opioids, with optional quantitative analysis via mobile app.</b></p> <p><b>For Professional / Institutional Use Only.</b> Contents: 1 Test Kit (See side panel for details)</p> <p>Catalogue No.: [REF] OPRX-001 Lot No.: [LOT] XXXXXXXX Expiration Date: [YYYY-MM-DD]</p>	<p><b>FOR PROFESSIONAL / INSTITUTIONAL USE ONLY.</b></p> <p><b>Kit Contents:</b> 1 Test Cassette, 1 Saliva Collector, 1 Buffer Vial, 1 Package Insert</p> <p><b>Principle:</b> Aptamer-based Opioid Detection via fluorescence emission.</p> <p><b>Sample Collection Method:</b> Non-invasive collection of oral fluid (saliva) using the provided sterile collector.</p> <p><b>Intended Use:</b> A rapid visual screening test for 5 opioids in oral fluid. The presence of a target drug triggers a visible, glowing signal. For professional forensic use. Confirm all positive results with a lab method (e.g., GC-MS/LC-MS).</p> <p><b>Target Analytes (Visual Cut-off ng/mL):</b> Fentanyl (FEN): 1 • Tramadol (TRA): 20 • Codeine (COD): 40 • Oxycodone (OXY): 20 • Methadone (MTD): 30</p> <p><b>MADE IN INDIA</b> <b>Manufactured by:</b> OpioRX Diagnostics, Inc. 123 Biosensor Way, Tech Park 94500 <b>Support:</b> support.opiorx@gmail.com <b>Tel.</b> +91 865****967 <b>@igem_mitwphar</b></p> <p><b>Test Procedure:</b> 1. Collect oral fluid sample with a swab. 2. Mix the swab in buffer solution and apply 1 drop to the sample well (s). 3. Read results in a dimly lit area.</p> <p><b>Visual Interpretation</b> • NEGATIVE: No glowing signal in the test window. • POSITIVE: A glowing cyan signal appears. • INVALID: Control indicator fails to appear.</p> <p><b>Optional Quantitative Analysis:</b> Use the OpioRX™ app to scan the test window after the visual read. The app will provide a numerical concentration.</p> <p><b>Important Information</b> • <b>Storage:</b> Store at 2–30°C (36–86°F). Protect from sunlight &amp; moisture. Do not freeze. • <b>Warnings:</b> Treat all samples as potentially infectious. Wear gloves. Do not use if the pouch is damaged or after the expiration date. • <b>Limitations:</b> A positive result does not measure impairment. Refer to package insert for full limitations.</p> <p><b>Disposal:</b> Dispose of as biohazardous waste per local regulations.</p> <p><b>Barcode:</b> 1 26589 22564 8 78645</p> <p><b>Opio-Rx<sup>TM</sup></b> </p>
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# Opio-Rx

## STAKEHOLDERS

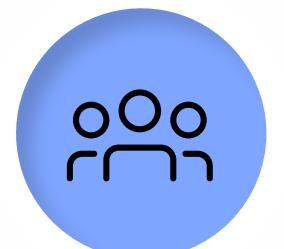
### Diagnostic & MedTech Companies

- India: Transasia Bio-Medicals, Mylab Discovery Solutions, Tata Medical
- International: Abbott Laboratories, Thermo Fisher Scientific, Quidel Corp.



### Healthcare Providers & Institutions

- India: AIIMS, Apollo Hospitals, Fortis Healthcare, National Drug Dependence Treatment Centre
- International: Mayo Clinic, Cleveland Clinic



### Law Enforcement & Forensics

- India: Narcotics Control Bureau (NCB), Central Forensic Science Labs (CFSL)
- International: DEA, Europol, UK Forensic Services



### Public Health & Harm Reduction

- India: Indian Council of Medical Research (ICMR), National AIDS Control Org. (NACO)
- International: WHO, CDC, Harm Reduction Coalition



### Distributors & Wholesalers

- India: Apollo Pharmacy supply chain, Medplus Healthcare
- International: McKesson Corporation, Cardinal Health



### Patients & At-Risk Individuals

- Context: The end-users of the test are in de-addiction programs or under pain management.
- Examples: Patients at Betty Ford Center, individuals at harm reduction programs.



### Community Clinics & Pharmacies

- Context: Local, accessible points where individuals get tested.
- Examples: India's Primary Health Centres (PHCs), CVS, Walgreens, local pharmacies.



### Health Insurance Companies & Payers

- India: Ayushman Bharat, Star Health, HDFC Ergo
- International: UnitedHealth Group, Aetna (US), NHS (UK)



## STRENGTHS

- High opioid-specific accuracy for fentanyl & analogs.
- Immediate, on-site results within minutes.
- Easy, non-invasive sampling improves patient compliance.
- Measures exact quantity, not just presence/absence.

## OPPORTUNITIES

- Urgent market need from the global opioid crisis.
- Integrate with EHR & AI for better patient tracking.
- Access government funding and public health contracts.
- Expand into new markets, such as law enforcement & workplace safety.



## WEAKNESSES

- High initial cost per test versus cheap strips.
- Long regulatory approval process delays market entry.
- Requires specific user training for proper operation.
- Detects only opioids, missing other substances.

## THREATS

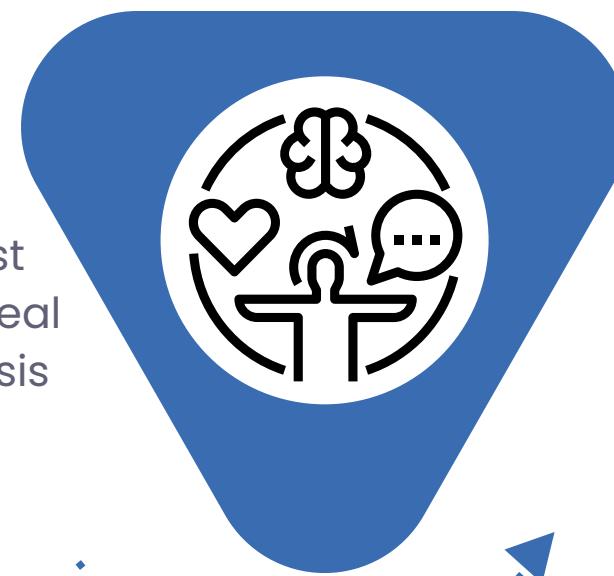
- Strong competition from cheap tests and industry giants.
- Difficulty getting full insurance reimbursement.
- New synthetic opioids may evade current detection.
- Patient reluctance due to stigma, plus data privacy risks.

# Kapferer Brand Identity Prism



## Physique

Product: Rapid Saliva-Based Test  
Colors: Trusting Blue & Scientific Teal  
Tech: Optional Mobile App Analysis



## Personality

Scientific Precision with an Approachable Feel  
A Compassionate Companion  
Healing-Focused "Second-Chance Technology"



## Relationship

Catalyst for Recovery Narratives  
Begins the Healing Journey  
Built on Trust & Partnership



## Culture

Democratize Addiction Science  
Health Equity for All  
5 Core Values



## Reflection

Professionals, Communities & Families  
Diverse, Inclusive & Resilient  
Breaking Down Stereotypes  
Agents of Change

# Our Values



## Scientific Rigor

Driven by data & meticulous research



## Patient-Centricity

Improving lives with safe & accessible diagnostics



## Relentless Innovation

Pushing boundaries for new solutions



## Uncompromising Integrity

Upholding ethics & accountability



## Collaborative Spirit

Partnering for the future of medicine

# Revenue Model



## Identification

- Subscription & Device-as-a-Service (DaaS): Predictable recurring revenue via bundled hardware, maintenance, calibration, and updates.
- Consumables & Per-Test Fees: Continuous income from single-use cartridges/sensors, with volume-based pricing for scalability.
- Software Licensing & Data Services: High-margin revenue through licensing algorithms, cloud analytics, compliance dashboards, and population health insights.

## Mitigation

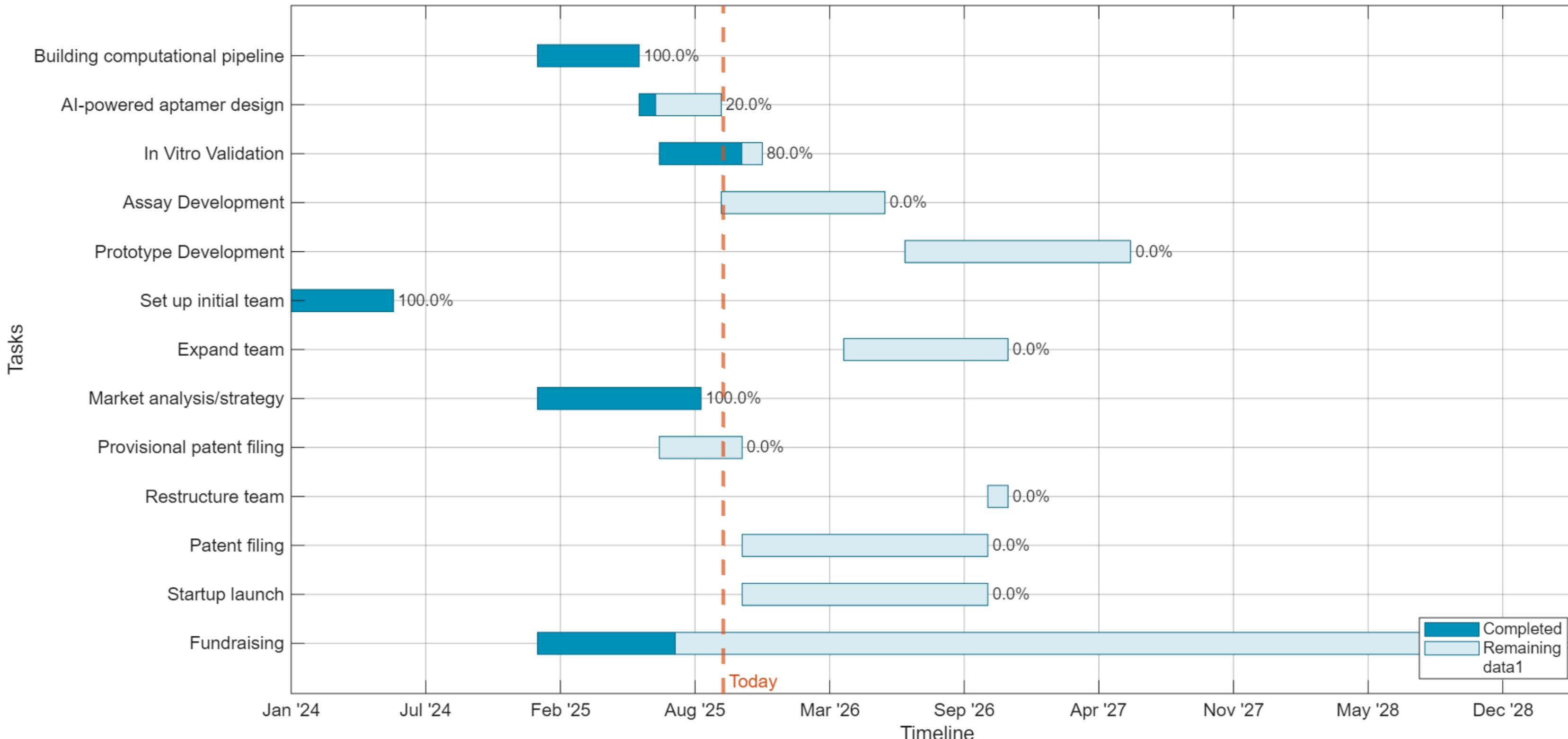
- Value-Based & Outcome-Driven Models: Revenue tied to real-world impact (e.g., reduced misuse) via shared savings/pay-per-diagnosis frameworks.
- Professional Services & Training: Training, certification, warranties, and workflow integration reduce user error and build loyalty.
- Diversified Streams: Balance one-time device sales with long-term contracts, recurring services, and digital offerings to reduce financial risk.

## Company Plans

- Year 1: Pilot rollout with \$25K device sales; focus on R&D, regulatory submissions, and early market entry.
- Year 2: Scale device sales (\$150K) + establish subscription/licensing (\$70K); achieve breakeven with positive EBITDA (\$73K).
- Year 3: Expand into new markets; \$675K projected revenues (devices + services/licensing), strong gross margin, net profit ~\$350K.
- Funding Path: Blend of angel investors, biotech-focused VCs, and non-dilutive government grants to fuel growth and regulatory progress.

# Gantt Chart

Opio-Rx



# Investor Pitch



## Identification

- Global opioid crisis: rising misuse, overdoses, and high healthcare costs.
- Existing diagnostics are invasive, costly, or too slow for real-world adoption.
- Unmet need for rapid, accurate, non-invasive opioid detection across hospitals, clinics, rehab centers, and community programs.

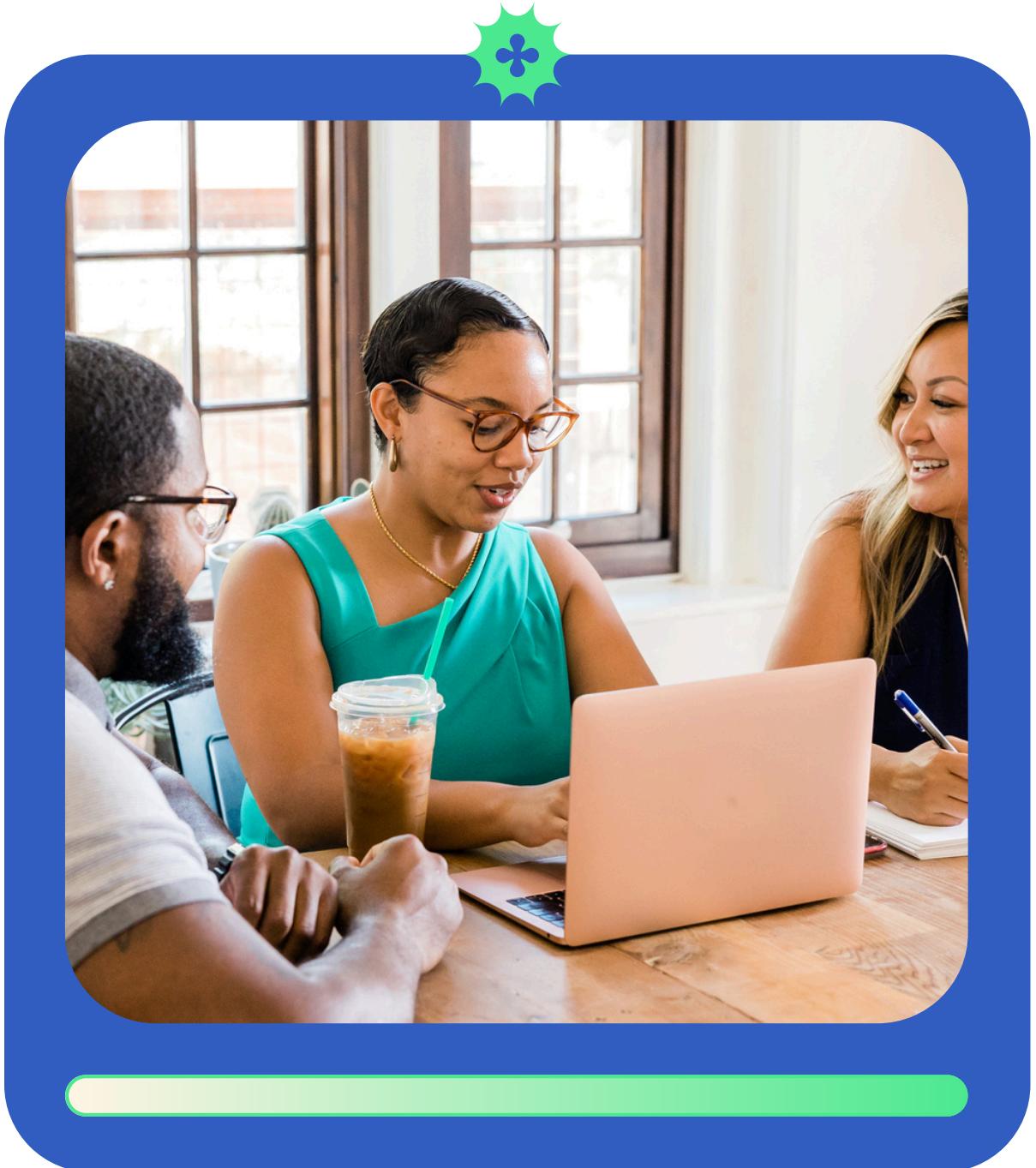
## Mitigation

- Opio-Rx device provides real-time detection, improving safety and early intervention.
- Diversified revenue streams (subscriptions, per-test fees, software licensing, outcome-based models).
- Regulatory & compliance strategy ensures adoption by healthcare providers and payers.
- Data-driven insights and monitoring reduce misuse and support value-based care contracts.

## Company Plans

- Year 1: Pilot rollout, \$25K in device sales, focus on R&D + regulatory milestones.
- Year 2: Commercial scale-up; \$220K revenues; breakeven with positive EBITDA.
- Year 3: Expansion into new markets; \$675K+ projected revenue, ~\$350K net profit.
- Funding via angels, biotech-focused VCs, and grants to fuel scale and regulatory approvals.
- Long-term vision: establish Opio-Rx as the standard for opioid monitoring globally.

# Conclusion



## Important Point

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## Conclusion

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# Thank You So Much

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