



PULSE OXIMETER

The Power-House Project

ABOUT US



At The Powerhouse Project, we empower hospitals to support patient care and drive workplace innovation. By closing the loop and delivering wholesale medical devices, we help hospitals grow and nurture their patients with the latest product on the market.

WHAT IS A PULSE OXIMETER?



A pulse oximeter is a device that is placed on one's fingertip. It uses light beams to estimate the oxygen saturation of the blood and the pulse rate. Oxygen saturation gives information about the amount of oxygen carried in the blood.

PROBLEM

POOR PRODUCT LIFE

Existing products have a short life span leading to premature failure of device



FRAGILE

Existing products are not conducive to the fast-paced healthcare industry



INACCURATE

The demographic that gets accurate results is biased which leaves large portion of population with false readings



COSTLY

Other methods of testing blood oxygen saturation levels are expensive



SOLUTION



LONGER LASTING

Improve power supply by replacing original battery with a rechargeable alternative



DURABILITY

By changing the material of the product, we increase its overall durability and prevent internal damage to the operating system and its components



ACCURACY

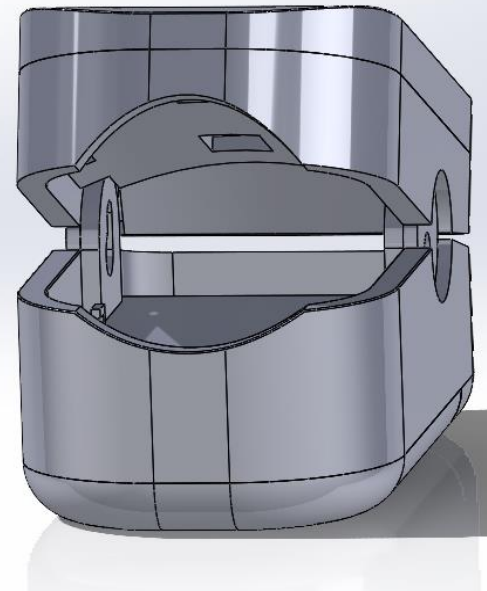
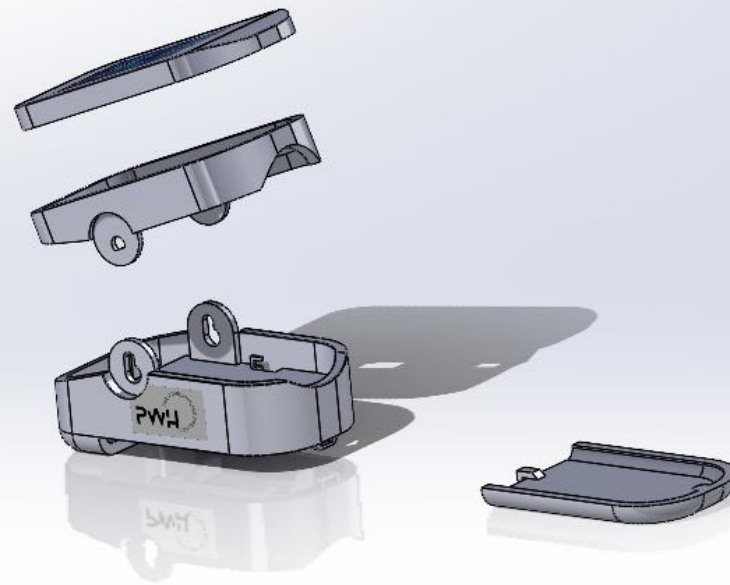
By replacing the original sensor with a more efficient one it can increase the accuracy of Blood Oxygen Saturation readings



PRICE

Other forms of testing are expensive our is more cost effective readily available to a larger audience

PRODUCT





MARKETING & SALES STRATEGY



COMPANY PARTNERSHIPS

Build relationships with healthcare facilities

OFFER CUSTOMIZATION

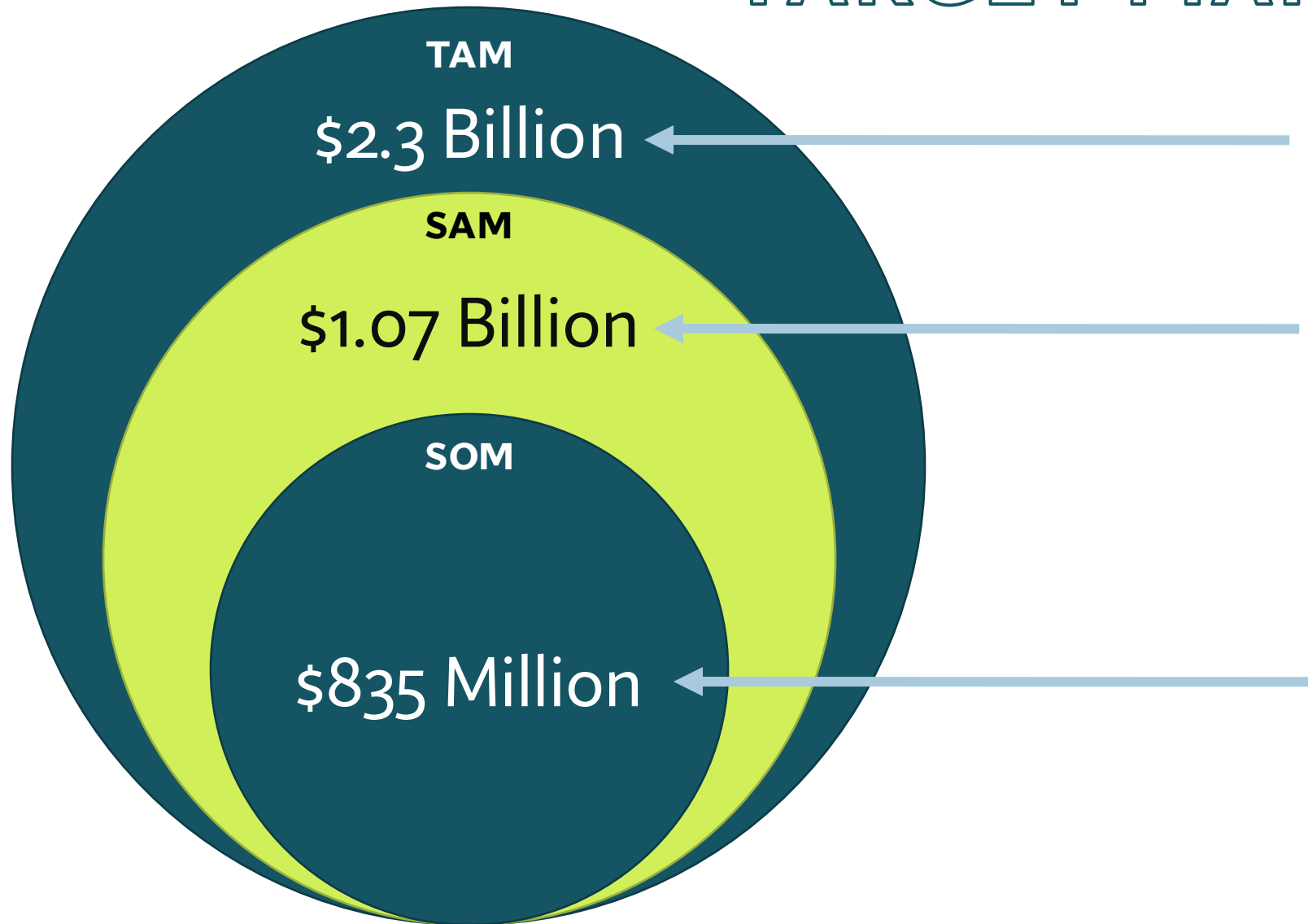
Allow customers to choose the look of the device



ONLINE PURCHASING

Order product at the click of a button from the comfort of home

TARGET MARKET



Global Market
For Pulse Oximeters

National Market
For Pulse Oximeters

Potential to Capture
For Pulse Oximeters

CUSTOMER SEGMENT



GEO

- North America
 - Europe
 - Latin America
- Middle East & Africa



DEMO

- Ages: 12-up
- Gender: male and female



USERS

- Hospitals
- Home Healthcare

COMPETITION

	<i>The PowerHouse Project</i>	<i>ChoiceMMed</i>	<i>Zacurate</i>
Durability	✓	✓	✓
Battery Life	✓	✗	✓
Price	\$\$	\$\$\$	\$\$
Accuracy	✓	✓	✗

FINANCIALS

COST TO MAKE

- Batteries: \$0.79
- Silicone Casing: \$5
- Light sensors: \$1.49
- Wire to board headers:\$0.54
- Total cost to make:\$7.82
- Profit per Pulse oximeter sold: \$10.36**

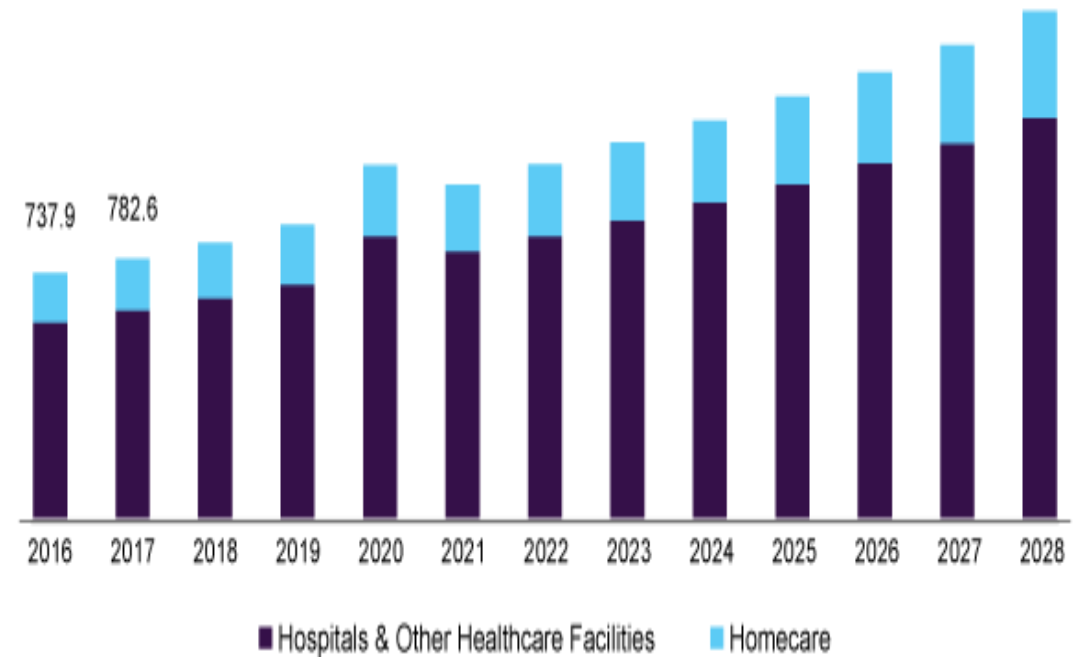
MARKET

- \$2.2 billion Market size in 2021
- Revenue Forecast in 2028 \$3.4 billion
- 6.4% increase
- Serviceable Obtainable Market is 41%

Retail at \$18.99



U.S. pulse oximeters market size, by end-use, 2016 - 2028 (USD Million)



Source: www.grandviewresearch.com

THE FULL TEAM



STEPHANIE TURNER

Chief Executive Officer



IDRIS AGBOOLA

Chief Operations
Officer



EDWIN GODFREY

Chief Financial Officer



NATARA BUXTON

VP Marketing



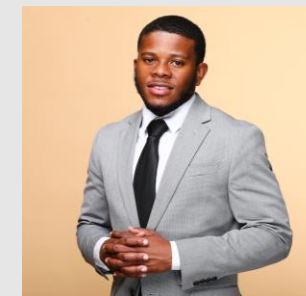
LEONARDO HERRERA

Product Designer



GERARDO SALDANA

Research and Development



JASON LEBLANC

Sales Representative

OUR ASK

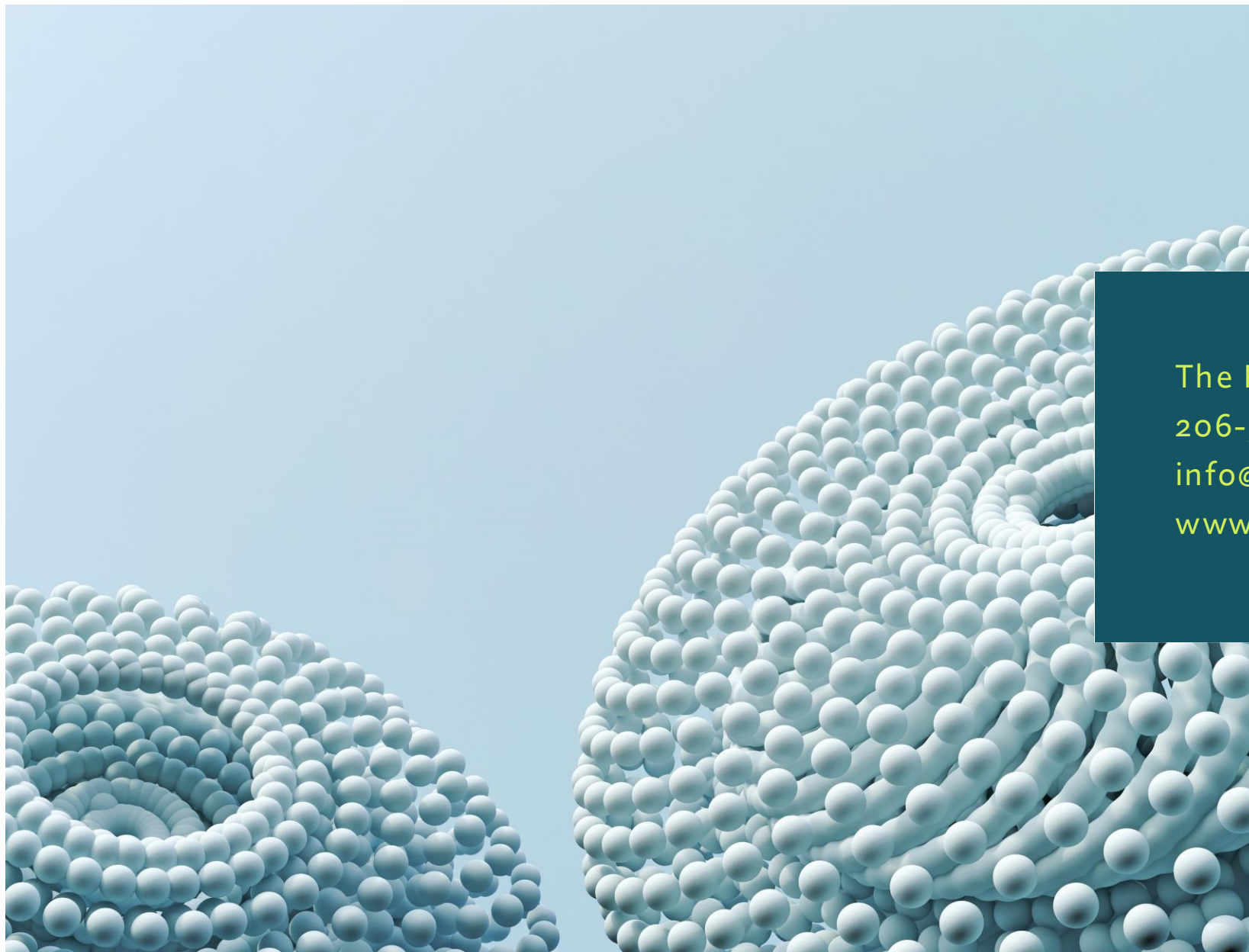
\$100,000
for 10% of our company

Repairs

Production & Distribution

Research

THANK YOU



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