

# Flu Finder

December 3, 2013

# Flu is prevalent and costly

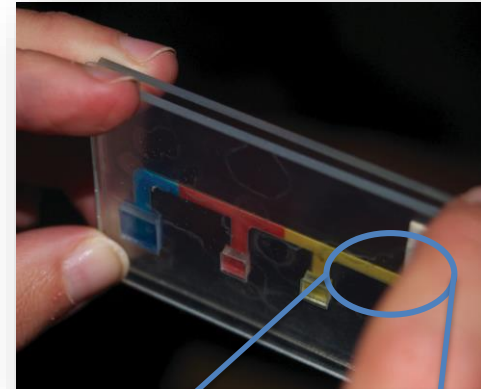
Per year in the US:

- 15–60 Million cases
- 23,000 deaths
- \$26B costs to economy

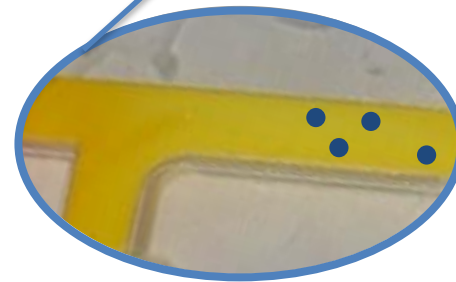
► Treatment is available, but antiviral efficacy depends on flu type



# Flu Finder Diagnostic



- ❑ Swab nostril.
- ❑ Wipe swab on colored tiles. With eye dropper, add water to each tile.
- ❑ Close cover and let sit for 20 minutes.
- ❑ Read results with the Flufinder app.

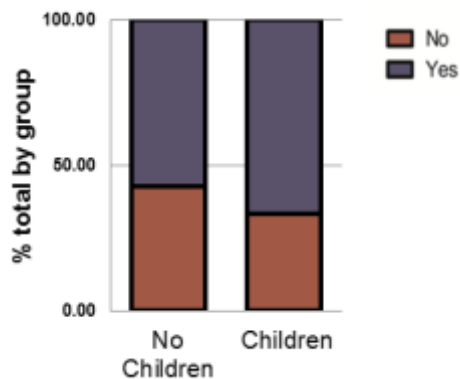


# Customer Surveys

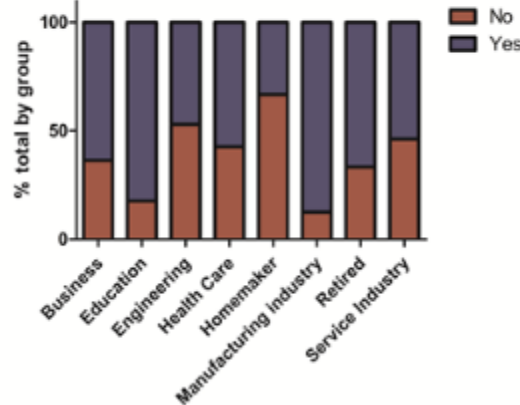
## 170 participants

- ❑ 60% would purchase a FluFinder test.
- ❑ 66% of parents (compared to 57% of non-parents).
- ❑ ~85% of educators and manufacturing workers.
- ❑ There is a price correlation with age ( $p=0.04$ ) and dependent status ( $p=0.004$ ).

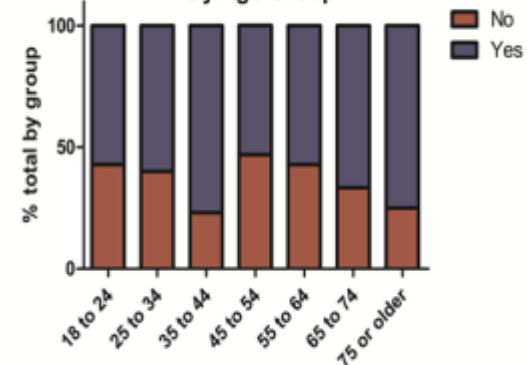
Would you purchase flufinder?  
Parent/non-parent



Would you purchase FluFinder?  
By Job



Would you purchase FluFinder?  
By Age Group



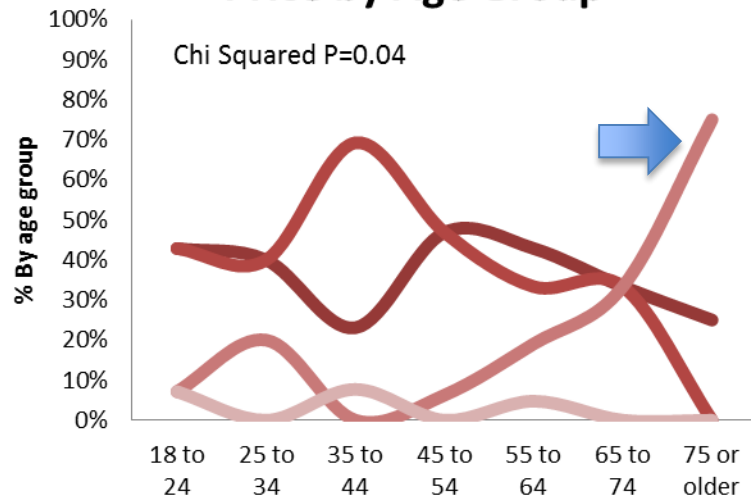
# Customer Surveys: Stats

## 170 participants

- ❑ There is a price correlation with age ( $p=0.04$ ) and dependent status ( $p=0.004$ ).
- ❑ Caveats: Small number of survey participants over 65 ( $n=10$ ).

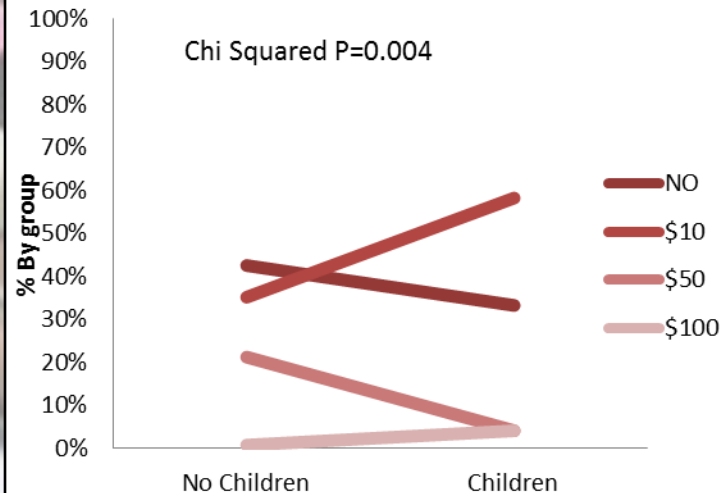
### Price by Age Group

Chi Squared  $P=0.04$



### Price by Dependent Status

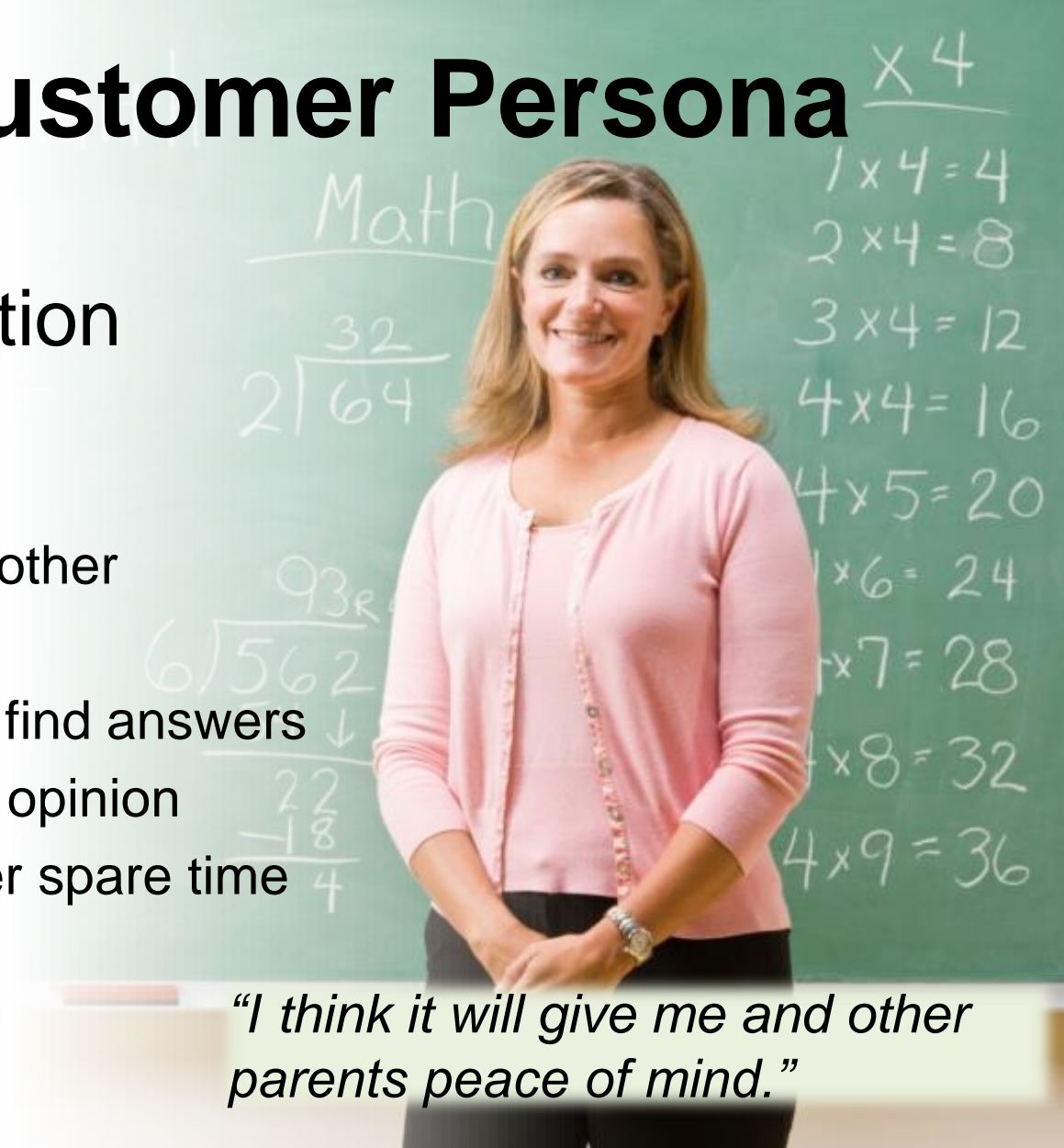
Chi Squared  $P=0.004$



# Target Customer Persona

## Sara, education

- 33 years old
- New baby
- Responsible mother
- Middle income
- Use internet to find answers
- Trusts doctor's opinion
- Watch TV in her spare time



*"I think it will give me and other parents peace of mind."*



# Parents comments on FluFinder

**“As a new mom, I am more concerned about my health, and having an over-the-counter flu test on hand would save me a trip to the doctor and give me an immediate test result.”**

**—mom**

**“I’d be more inclined to use it for myself than for my baby—if he’s sick I’ll take him to the doctor, but if I’m sick I want to know right away to keep him well. Plus if I could get the medicine without a doctor’s visit, I’d definitely do it”**

**—dad**

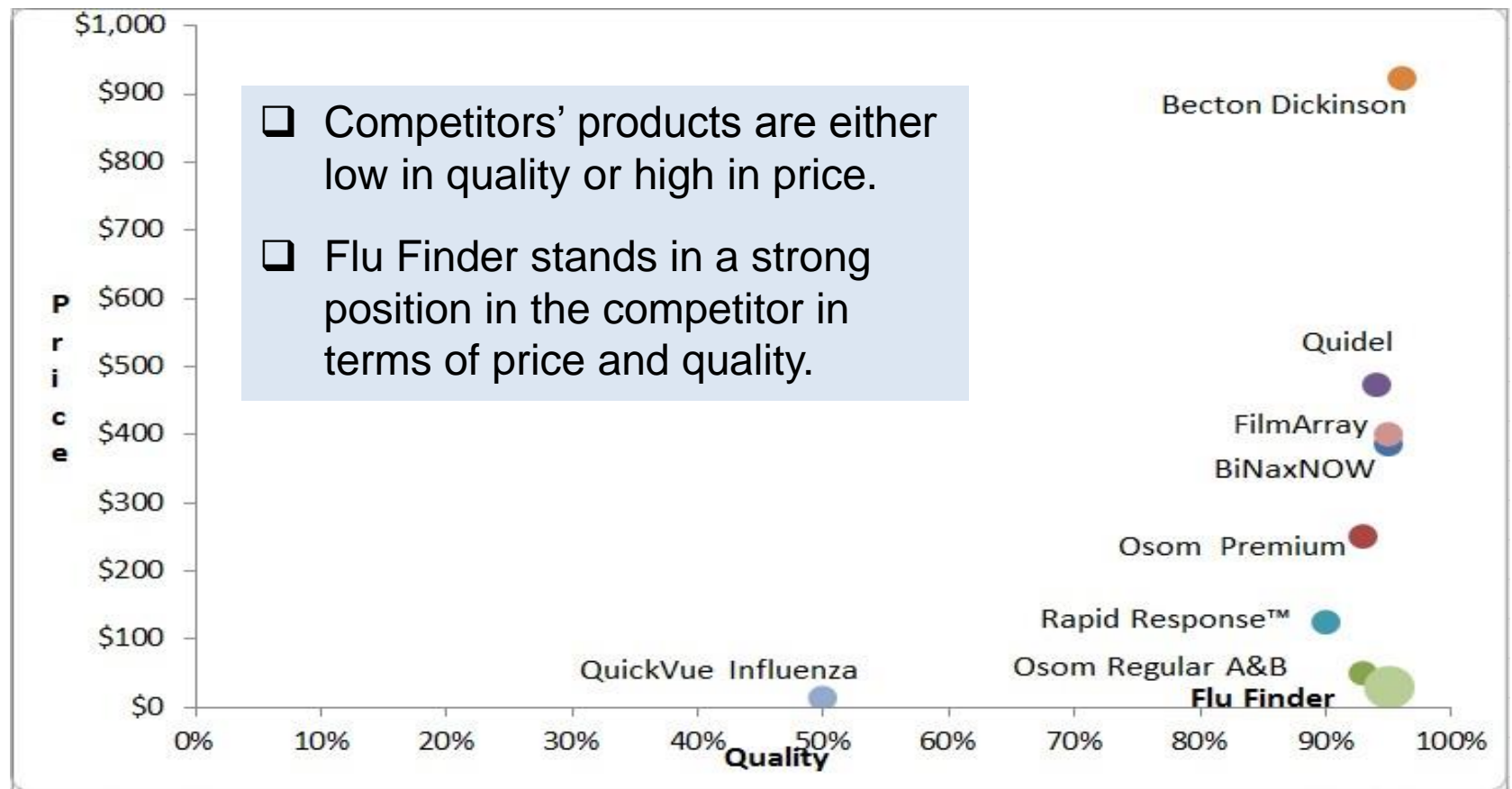
**“I’d be more interested in using it for [my baby], so I can know right away if he has it”—mom**

# FluFinder Market: US moms (& seniors)

- Disrupting established market
  - \$5.5B in 2013, tripled in size from 2000
  - 5 large multi-national corporations make up 85% of the global market
- Flu Finder focuses on moms and seniors in U.S. market
  - 37 million moms having children younger than 16 and living in the same household
  - 40.3 million people older than 65
  - Aging population is a significant growth driver



# Competitor Analysis



## Major Competitors:

BiNaxNOW, Osom, Quidel, Rapid Response, Becton, Dickinson, QuickVue influenza, Film Array

# Flu Finder Pricing Proposal

Valued Features	Flu Finder	Competitors (category A)	Competitors (category B)	Competitors (category C)
	\$20-\$30	\$30-\$100	\$100-\$400	\$400-900
Efficiency (Results in <30 mins)	✓	✗	✓	✓
Convenience	✓	✗	✗	✗
Accuracy (>95%)	✓	✗	✗	✓
Affordability	✓	✓	✗	✗

- Company goal: to gain high market share; improve product awareness
- We expect to have much higher customer retention rate than our competitors, namely to have more repetitive customers
- There are competitors whose products are priced lower than \$20, however they offer only 50% accuracy.

# New Parents on Pricing

“My doctor’s copay is \$50, so it would definitely have to cost less than that, but I’d definitely be willing to go for an OTC test to save me the hassle of a doctors’ visit.”

—dad

“I think I’d pay about \$45, max. That’s more than my copay, but it’s worth it to me to save me from having to visit the doctor”

—mom

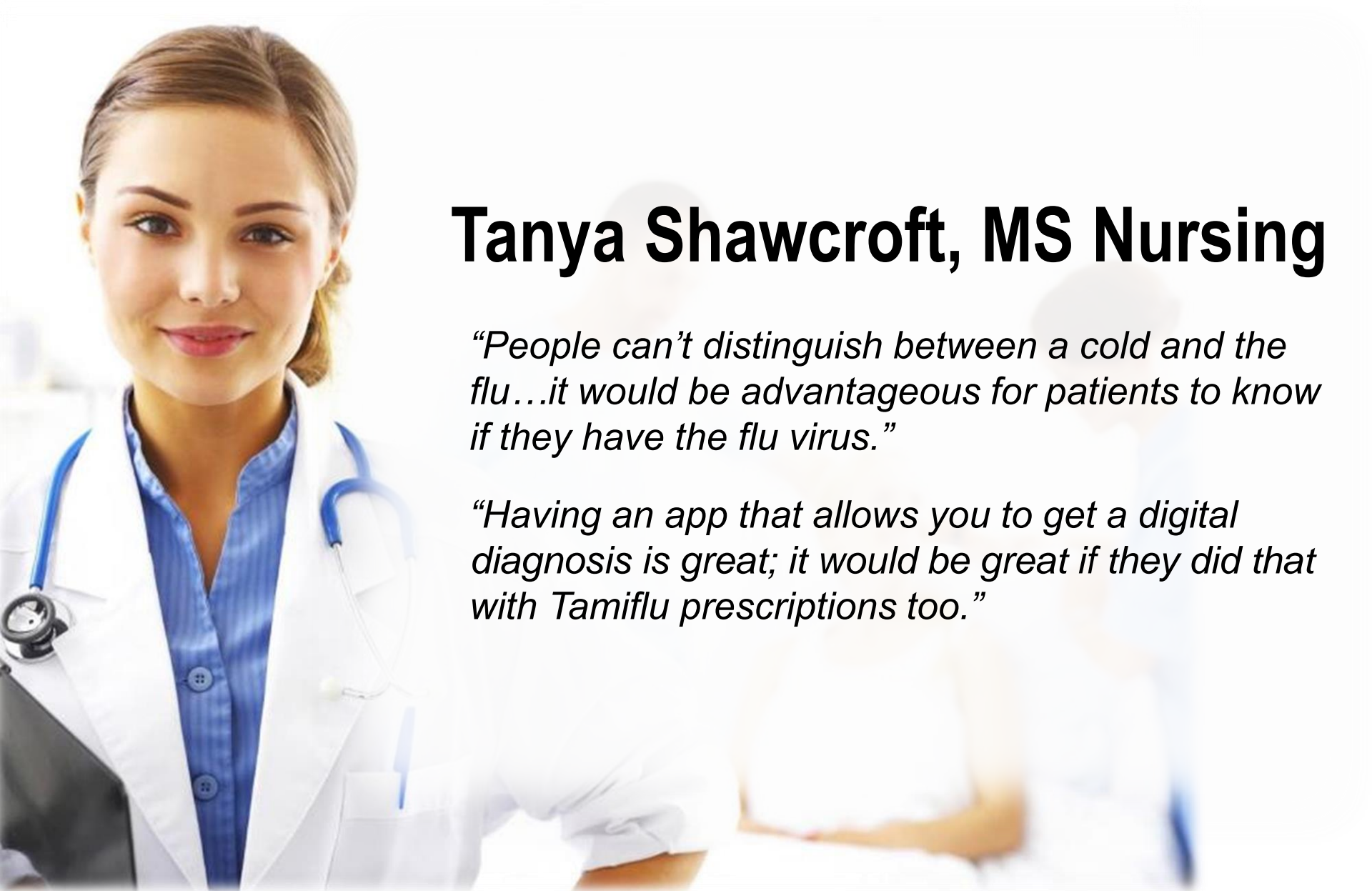
I’d pay about \$10... I never get the flu, have good health insurance for seeing the doctor, and don't have to worry about missing time at work when I feel ill so it would not be worth a large out-of-pocket expense for me to test at home whether I had the flu.

—mom

# Distribution Plan

- Partner with clinicians
  - Jan Englund, MD  
virologist at Seattle Children's
- Kickstarter
  - Link for bloggers to reference; easy to purchase
- Local drugstores and pharmacies
  - Phil Burke: OTC buyer for Bartell's





# Tanya Shawcroft, MS Nursing

*“People can’t distinguish between a cold and the flu...it would be advantageous for patients to know if they have the flu virus.”*

*“Having an app that allows you to get a digital diagnosis is great; it would be great if they did that with Tamiflu prescriptions too.”*

# PR & Media

1

## Blogs:

- “On the Pulse”
  - Seattle Children’s blog
- “Mommy’s outside voice”
- “Seattle Local Health Guide”

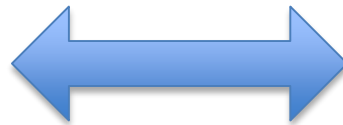
2

## Local Journalists:

- Luke Timmerman
  - Biotech writer for Xconomy Seattle
- Lisa Stiffler
  - Health writer for Seattle’s Child

3

## Tech-savvy moms sharing via:



4

## Our own website

- CEO blog
- Instructional videos
- Promos



## **Blogger: Michael McCarthy, MD 'Seattle Local Health Guide'**

*"If FluFinder were approved by the FDA, especially if it looked as though it might be an effective public health measure...I might cover it"*

*"How you'd want to pitch it to me would be: vetted by expert and [the] local angle—or if there were an outbreak..."*





## Blogger: Barbara Mehmel 'Mommy's Outside Voice'

- ☐ Barbara follows Flu Finder on twitter.
- ☐ She writes a product review blog for parents.
- ☐ Agreed to conduct a product review.

*"Being a mother of 5 young children, if there was a way to avoid serious complications [associated with the flu] I would do anything within my reach."*

*"I think this is a great product idea."*

# Retention and Referral

## RETENTION

Accurate  
and  
Accessible  
Products

Customer  
Feedback  
Surveys

## REFERRAL

Multipack:  
Encourage  
Sharing

Customer  
Discounts  
for Product  
Reviews



*Gina Fridley*  
*CEO*  
*Ph.C., Bioengineering*



*Jennifer Zhou*  
*VP of Finance*  
*MBA*



*Martin Blechta*  
*VP of Marketing*  
*MBA*



*Rebecca Minich*  
*VP of Research & Development*  
*Ph.C., Pharmacology*



*Alex Zybin*  
*VP of Sales & PR*  
*MBA*


# Question Slides

# FollowerWonk Data

Compare your social graph to competitors, friends, or industry leaders.

[Want precise tracking of new/lost followers?](#)

 FluGov

 BabyCenter

 EverythingMom

Compare their followers ▾

Do it

Or see examples comparing [celebrities](#), [politicians](#), [soft drinks](#), and [techies](#).

## Comparison of followers of FluGov & BabyCenter & EverythingMom










Saved report created at 02 Dec 2013, 14:38 PST 



- 48,646 followers of FluGov
- 201,834 followers of BabyCenter
- 23,053 followers of EverythingMom

followers only of FluGov »	46,650	17.8%
followers only of BabyCenter »	190,995	72.8%
followers only of EverythingMom »	13,865	5.3%
followers only of FluGov & BabyCenter »	1,741	0.7%
followers only of FluGov & EverythingMom »	90	0.0%
followers only of BabyCenter & EverythingMom »	8,933	3.4%
followers of all three »	165	0.1%
combined total followers	262,439	

# FollowerWonk Data

Followers of all three								
Showing 1 - 100 of 165 results								
No filters	screen name	real name	tweets	following	followers	days old	Social Authority	
follow	 goodhealth	Health magazine	12,776	1,352	1,905,232	1,959	77	<div></div>
follow	 MPL_INFO	Medical Portal Live	1,453	8,651	1,014,537	300	67	<div></div>
follow	 NOH8Campaign	NOH8 Campaign	9,212	364,277	595,323	1,690	81	<div></div>
follow	 Disc_Health	Discovery Health	8,697	3,354	582,923	1,742	70	<div></div>
follow	 Pappychris1	Pappychris	1,322	28,028	501,516	779	53	<div></div>
follow	 AXIA3	Axia3	589	34,144	271,181	1,740	30	<div></div>
follow	 shellieblum	Shellie Blum	111,556	267,048	256,222	623	82	<div></div>
follow	 Florez_vanessa	Aesthetic Everything	8,699	52,060	203,661	893	53	<div></div>
follow	 KidsHealth	KidsHealth	16,884	50,867	185,867	1,692	66	<div></div>
follow	 countryradiocom	countryradio.com	157,444	755,795	126,949	388	60	<div></div>
follow	 TheKidsDoctor	The Kid's Doctor®	10,586	4,546	123,295	1,742	59	<div></div>