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Our Team



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*Systems Engineering,
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Austin Borja

CMO

*Biological Basis of
Behavior*

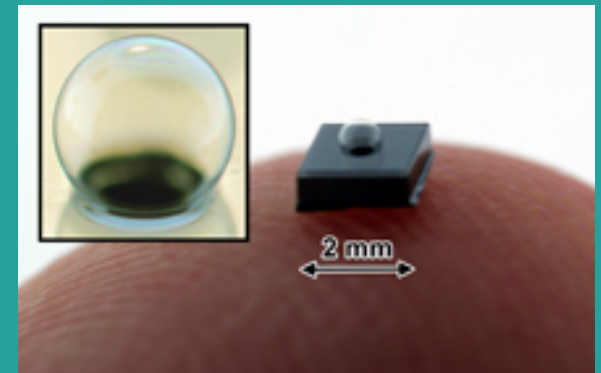
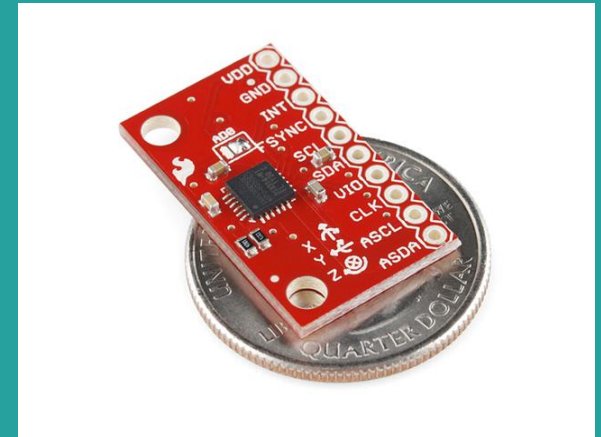
VivaPatch

The Market Opportunity

- Falls were responsible for **the deaths of over 25,000 people over the age of 65** in the US alone in 2013
- US elderly population poised to **double to 84 million** by 2050 as a result of the aging of the baby boomer generation
- 27% (~11 million) of the US elderly population **owns a smartphone** currently, and this proportion is on an upward trend (grew from 19% in 2014)
- Market for medical alert systems poised to grow to **\$22.2 billion by 2018**

Technology Specifications

- VivaPatch incorporates **accelerometer** and **gyroscopic** technologies to track movements
- Most fall-detection technologies only use accelerometers, resulting in many **false positives**
- Study: **novel fall detection** system using both tri-axial accelerometers and gyroscopes → reduces both false positives and false negatives
- **Low computational cost and real-time response**
- **Connects via Bluetooth** to the user's smartphone to avoid the need for an expensive set-top box and the subscription fees charged by competing products like LifeAlert and Philips Lifeline



Company	Life Alert	Philips Lifeline	LifeStation	VivaPatch
Connects to emergency hotline	✓	✓	✓	✓
Smartphone application	✓	✓	✓	✓
Unobtrusive			✓	✓
Automatically contacts family and friends			✓	✓
Accelerometer and gyroscope technology				✓
No middleman				✓
No subscription fee				✓
Price (3 year)	\$2,620	\$2,180	\$1,130	\$749

Marketing & Sales Timeline

Stage 1	<ul style="list-style-type: none">• Raise initial funding (PennVention)• Show proof of concept• Validate evidence of customer demand
Stage 2	<ul style="list-style-type: none">• Look into further sources of funding (angel investors, VC)• Build market awareness through word-of-mouth communication• Conduct further market research and reach the MVP
Stage 3	<p>Launch marketing campaign:</p> <ul style="list-style-type: none">• Targeted ads on Facebook• Sponsored articles by lifestyle and health magazines• TV advertising