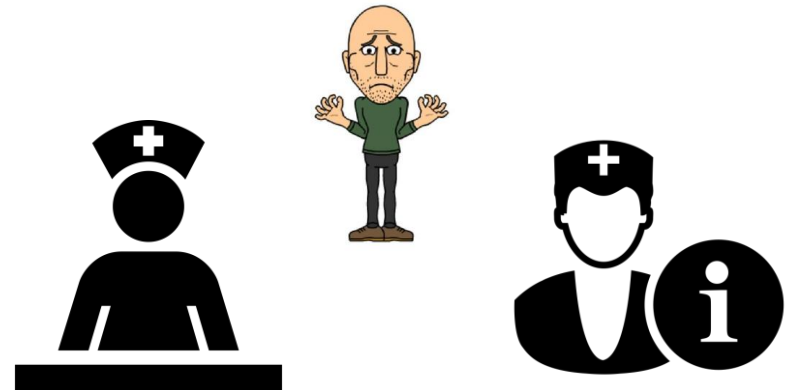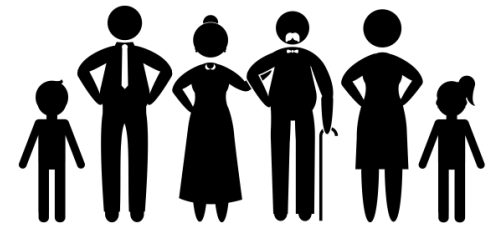# TactSense

Team
Allison Dender, Rachel Belzer, Chetna Johri, Rashika Kaushik, Astha Shukla

The Problem: Agitation
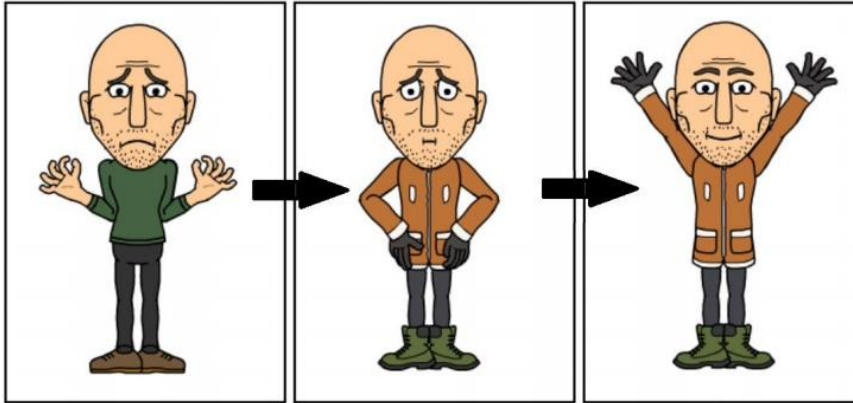
Agitation is a neuropsychiatric symptom present in patients with **Dementia**...

...that leads to **poor health outcomes** and **increased caregiver stress**

The Solution: TactSense

Design Specifications

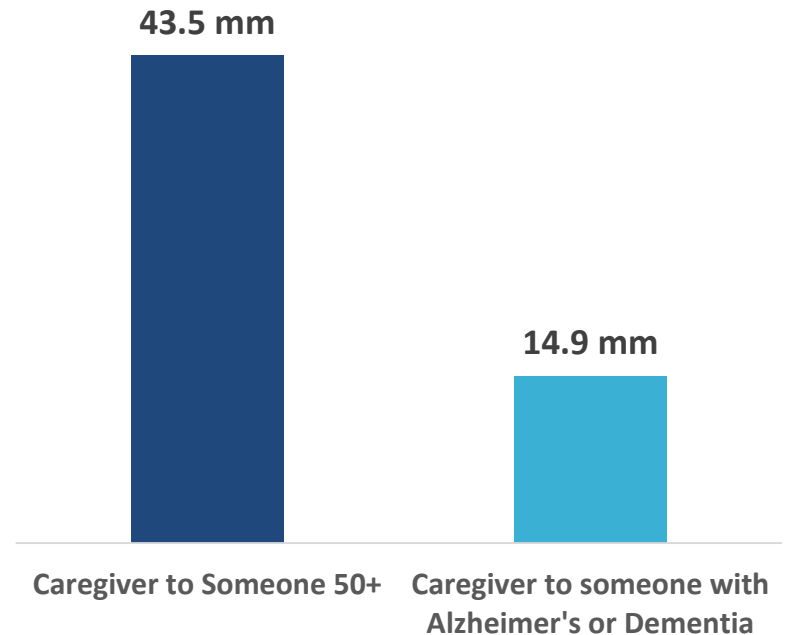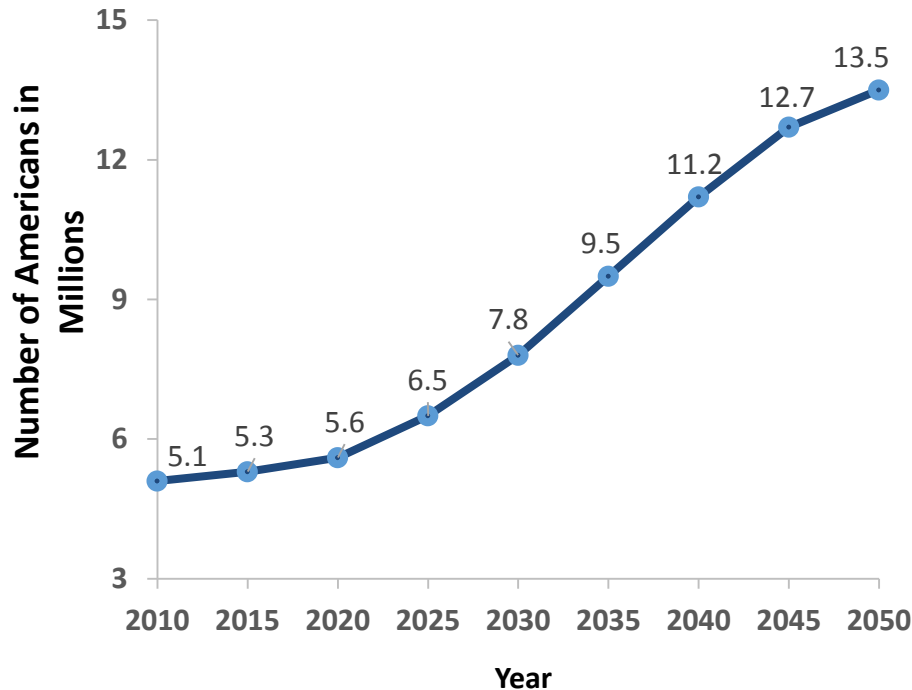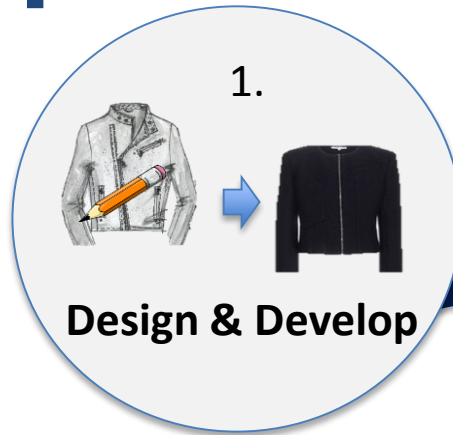|	
Wearable	Comfortable, Light-weight Jacket
Unit Cost	Willingness to Pay and Profitability
Customization	Attachable Components
Durability	Ease of Maintenance
Tactile Stimulation	Interactivity and Relaxation

Growing Market

Every 67 seconds someone in the United States develops Alzheimer's disease

15 million Americans provide care for people with Alzheimer's disease and other dementias

Number of Americans in Millions

5.1 — 2010
5.3 — 2015
5.6 — 2020
6.5 — 2025
7.8 — 2030
9.5 — 2035
11.2 — 2040
12.7 — 2045
13.5 — 2050

Year

43.5 mm — Caregiver to Someone 50+
14.9 mm — Caregiver to someone with Alzheimer's or Dementia

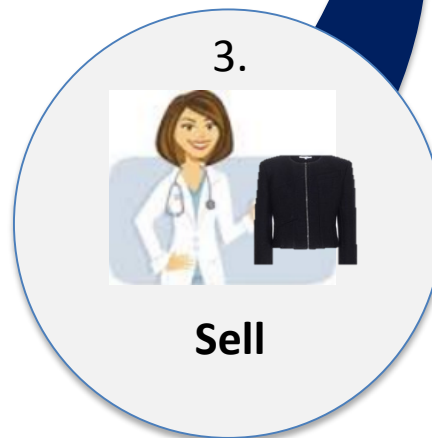*Source: Family Caregiver Alliance, National Center on Caregiving and Alzheimer's Association.*

TactSense

Operations

1. Design & Develop

- Product is under development with a team of biomedical engineers
- Testing different SKUs with recruited patients

2. Manufacture

- Developing Tech Pack in late Q1 2016
- Establishing manufacturing relationships

3. Sell

- Sell direct to caregivers & B2B
- Pre-fund first order with Kickstart campaign

Driven and Diverse Team

Name	Education	Past Experience
Allison Dender	The Wharton School, MBA Candidate 2017 Washington University in St. Louis, MS Finance / BSBA	
Rachel Belzer	The Wharton School, MBA Candidate 2017 Duke University, BSE Biomedical Engineering	
Rashika Kaushik, RN	University of Pennsylvania, MSN, Adult Gerontology Acute Care Nurse Practitioner 2017	
Chetna Johri	University of Pennsylvania, BSE in Bioengineering / BS in Economics Class of 2016	
Astha Shukla	University of Pennsylvania, BSE in Bioengineering / BS in Economics Class of 2016	

Outside Advisory

University of the Sciences Occupational Therapy Graduate Students

TactSense