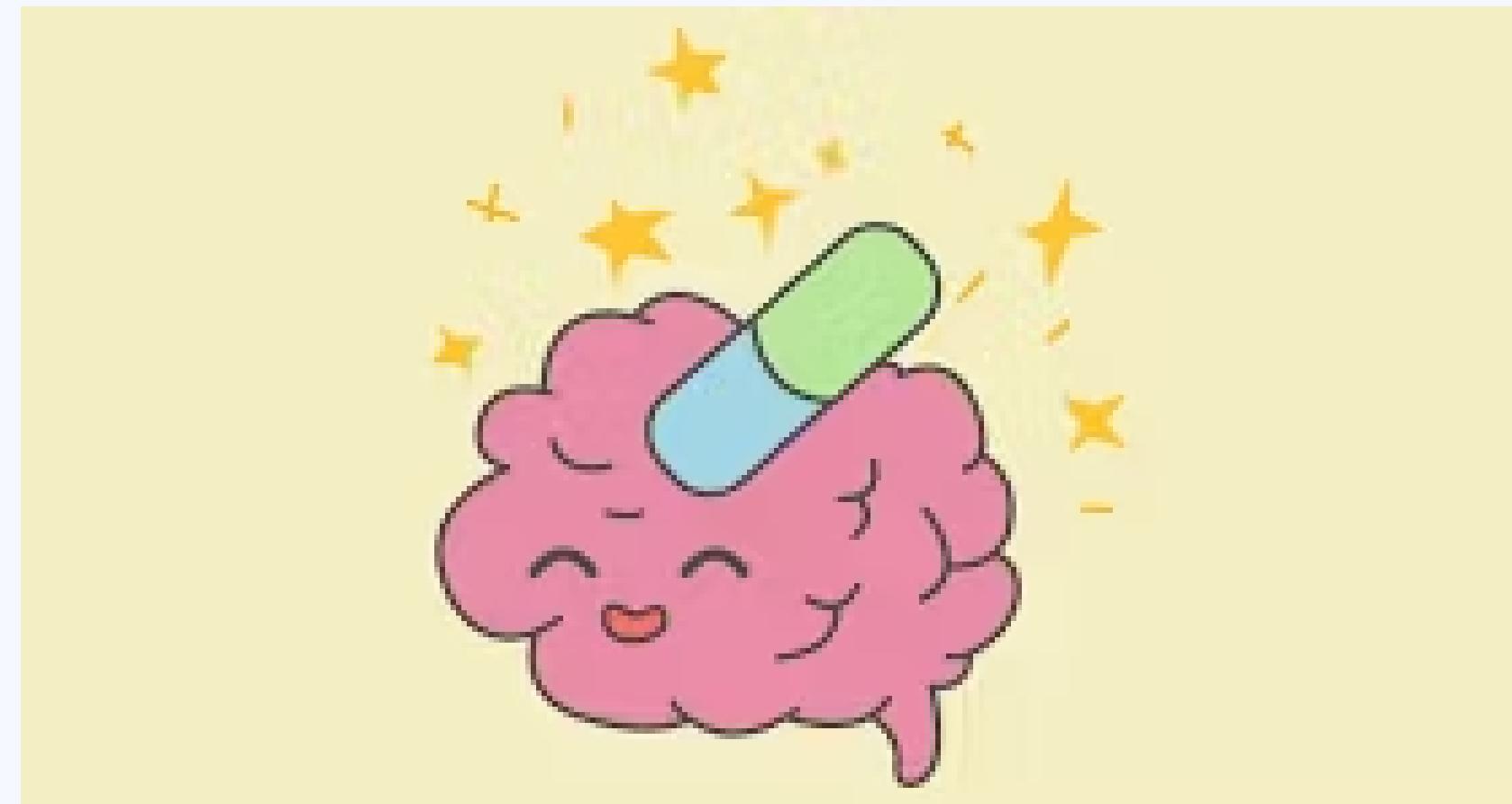
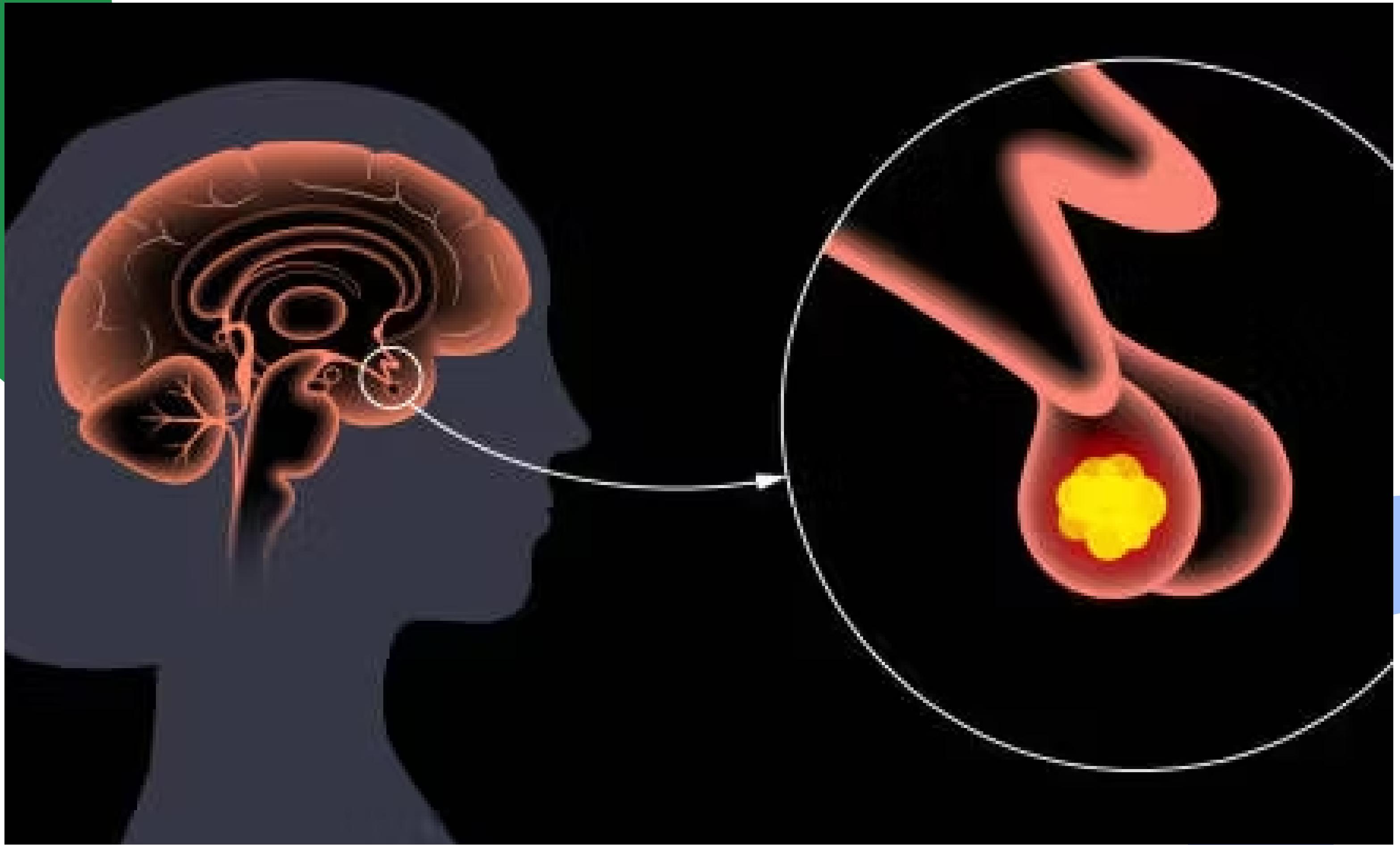


ONCOVISION



What is Pituitary Adenoma??

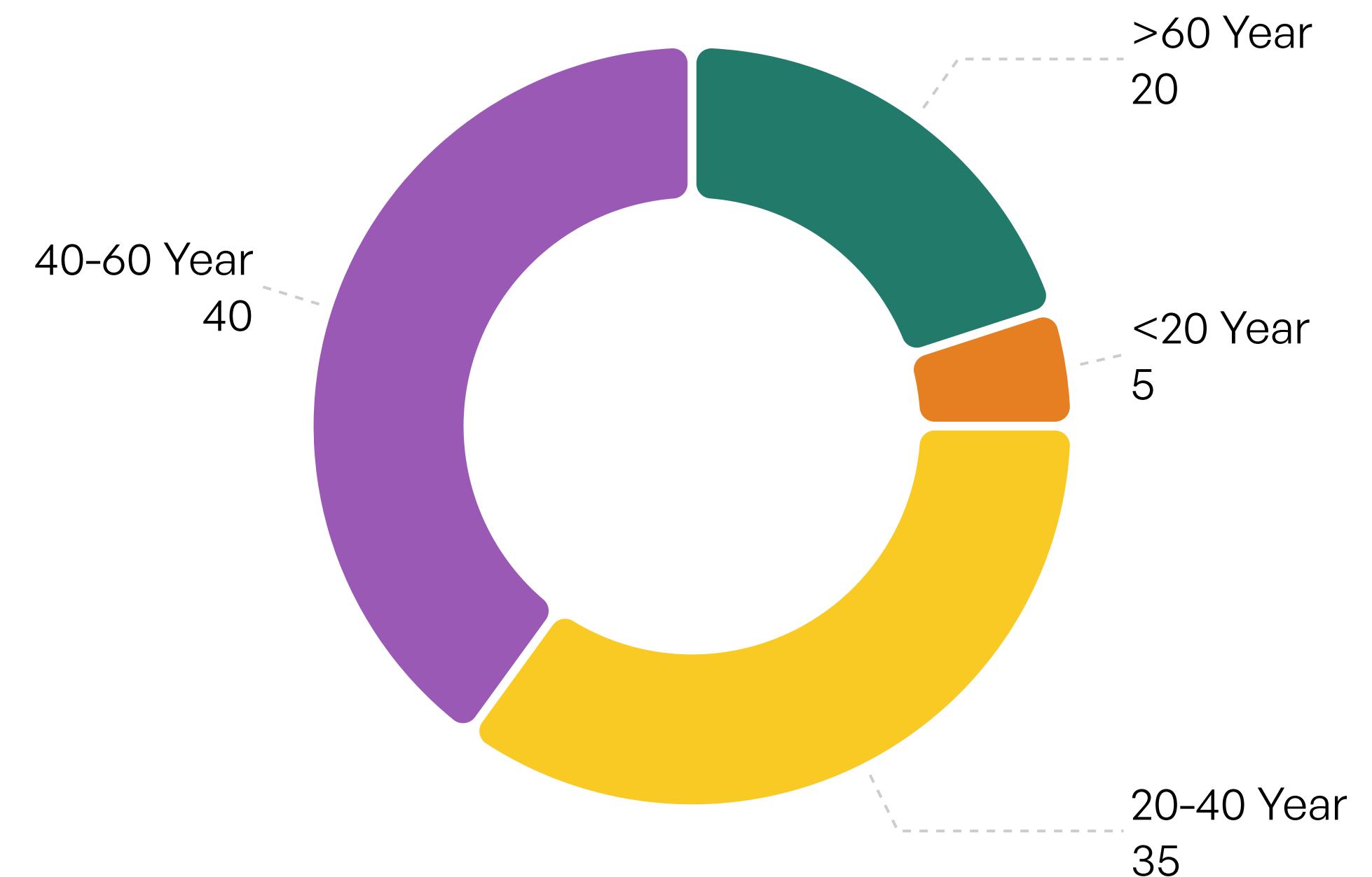
Pituitary adenomas are noncancerous tumors of the pituitary gland, which can impact hormone production. These tumors are generally classified by hormone secretion, affecting overall health depending on hormone levels and individual patient conditions.



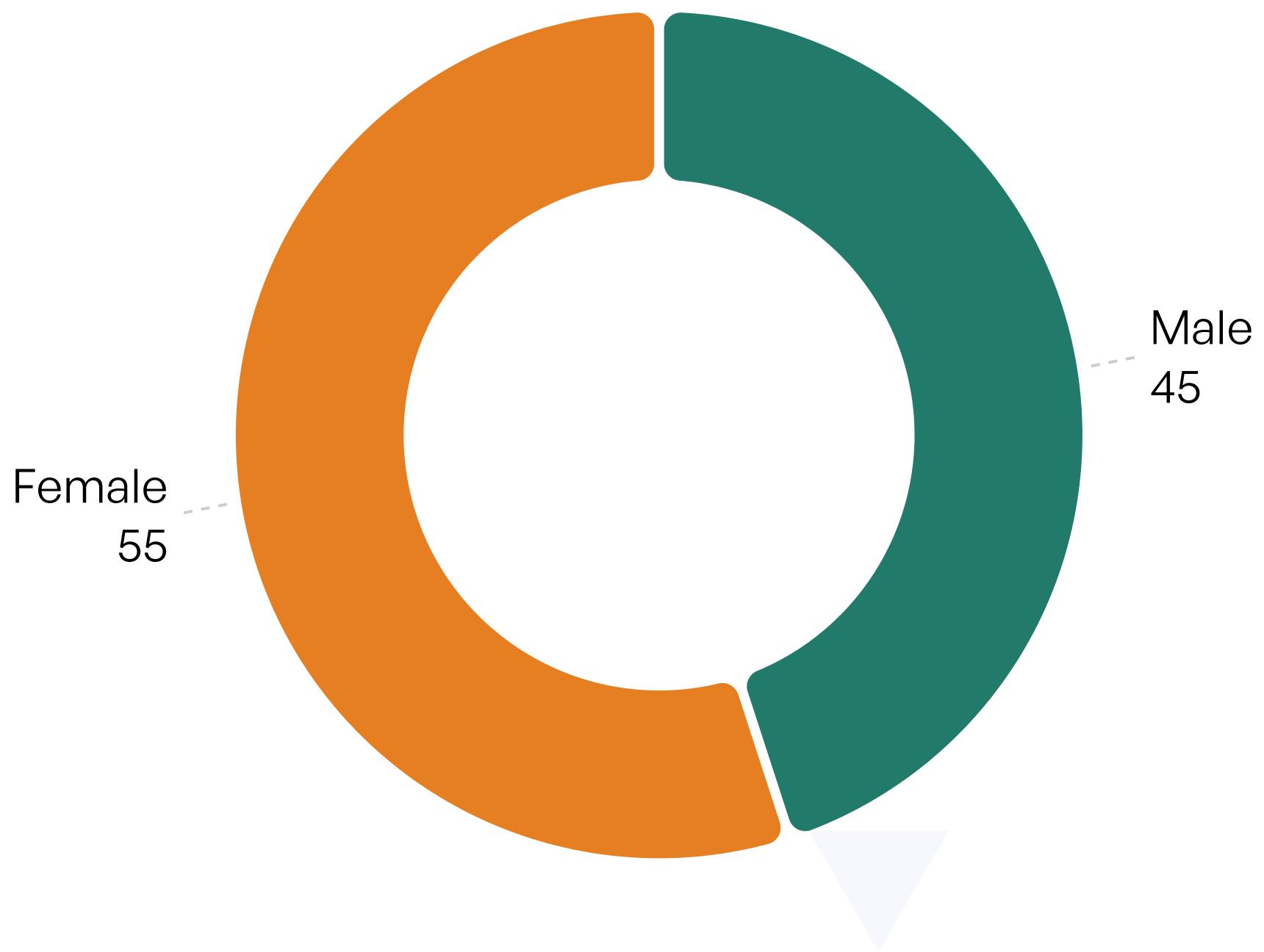
What are symptoms of Adenoma??

1. Hormonal imbalances.
2. Headaches.
3. Partial Vision loss.

Age distribution.



Gender distribution



Problem

PROBLEM STATEMENT

- 1. The Problem:** Late diagnosis of pituitary adenomas due to inaccessible testing leads to severe complications, including vision loss and hormonal imbalances.
- 2. Healthcare Gap:** Rural areas lack affordable diagnostic tools, with MRIs costing 15,000–25,000 INR, making them unaffordable and unavailable for many.
- 3. Impact:** Millions go undiagnosed or face delays, driving up healthcare costs and risking irreversible health damage.

IMPACT ON A PERSON'S LIFE WITH PITUTARY ADENOMA

1. **Hormonal Imbalances**: Can lead to Cushing's disease, acromegaly, and hypothyroidism, affecting daily life.
2. **Vision Problems**: Optic nerve compression can cause irreversible vision loss.
3. **Chronic Headaches**: Persistent pain impacting productivity and quality of life.
4. **Emotional & Cognitive Impact**: Mood swings, depression, and cognitive difficulties.
5. **Financial Burden**: High diagnostic and treatment costs, particularly in rural areas.
6. **Limited Access to Care**: Undiagnosed or delayed diagnoses due to lack of affordable testing in underserved areas.

03

Solution

CORE VALUES OF ONCOVISION:

01

Accessibility

Ensure rural areas have access to reliable diagnostic tools.

02

Early Intervention:

Reduce advanced-stage complications with timely detection.

03

Global Health Equity:

Bridge diagnostic gaps between urban and rural healthcare

04

Simplicity

Offer easy-to-use tools, promoting proactive health management.

HOW DOES ONCOVISION WORK?

01

SAMPLE COLLECTION:



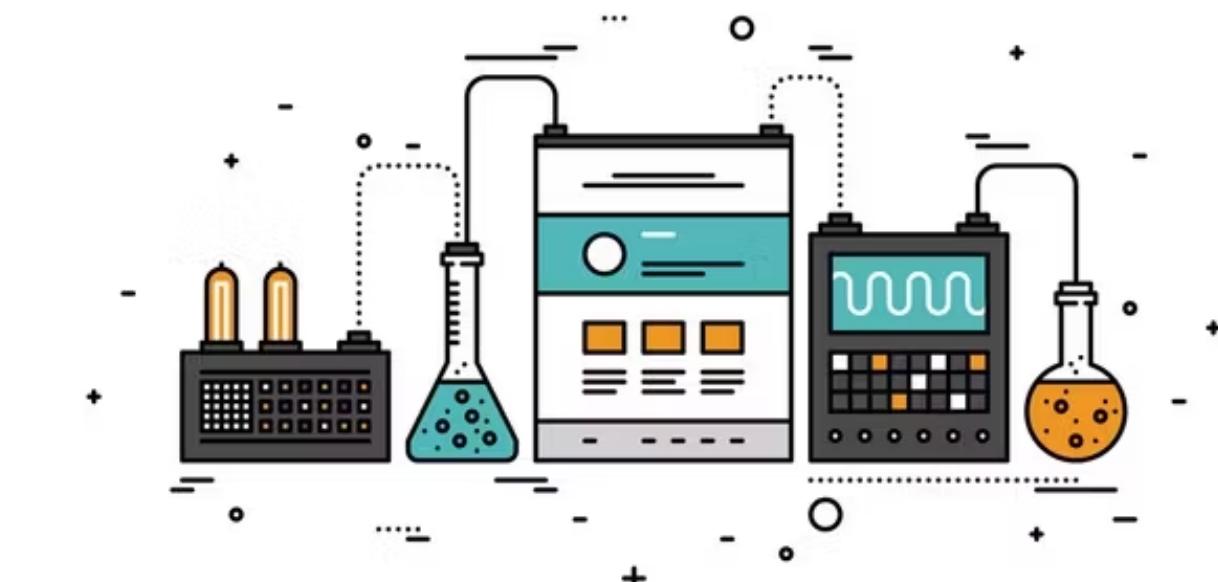
02

HORMONE DETECTION:



03

Automated Analysis:



04

Results Output:



05

Follow-Up Recommendations:



COMPARISION

Similarity to Pregnancy Testing Kits

Just as pregnancy testing kits provide quick and accessible information for expectant mothers, this testing kit offers a similar mechanism for hormone monitoring. This analogy highlights the ease of use and immediate insight into hormonal health.



04

Business model

Business model for Single use kit.

01

Unit costs(single use kit)

1. Microfluidic Chip: ₹300
2. Sensors/Biosensors: ₹200
3. Reagents (Hormone-Specific): ₹300
4. Device Body and Packaging: ₹100
5. Electronics (for basic result display): ₹200
6. Lancet and Micro pipette(for blood sample): ₹50.
7. Total Manufacturing Cost: ₹1150 (approx.)

02

Revenue

Selling Price: ₹1,500–₹1,600.

Profit Margin per Unit: ₹350–₹450.

03

Sustainability

1. Mass production will lower manufacturing costs by **15–20%** over time.
2. This Home-kit can be refilled with reagents and be useable again.

Business model for Multi-use kit.

01

Unit costs(Multipurpose use kit).

1. Microfluidic Chip: ₹1,000
2. Biosensors(Reusable): ₹800
3. Reagents (4-5 uses): ₹500
4. Device Body and Packaging: ₹1,200
5. Electronics (for basic result display): ₹1000
6. Lancet and Micro pipette(for blood sample): ₹250.
7. Total Manufacturing Cost: ₹4,750 (approx.)

02

Revenue

Selling Price: ₹5,500–₹6,000.

Profit Margin per Unit: ₹800–₹1,250.

03

Sustainability

1. Mass production will lower manufacturing costs by **15–20%** over time.
2. This Multi-purpose kit can be refilled with reagents and be useable again.
- 3.



About half of our profit earned will be invested in Research and development to make our kit more affordable and much more economic for pockets.

Market opportunity.

1. **Endocrine Disorders Prevalence:** ~30 million people in India.
2. Estimated Market Penetration: ~10% in 3–5 years (3 million users).
3. Revenue Potential: ₹45 crore annually (₹1,500 avg. price × 3 million).

1. **Diagnostic Labs & Clinics:** ~100,000 labs in India.
2. Estimated Market Penetration: ~20% in 3–5 years (20,000 labs).
3. Revenue Potential: ₹120 crore annually (₹6,000 avg. price × 20,000).

Global Market

1. Similar demand in Southeast Asia, Africa, and Middle East, where access to advanced diagnostics is limited.

05

Target audience

PRIMARY AUDIENCE



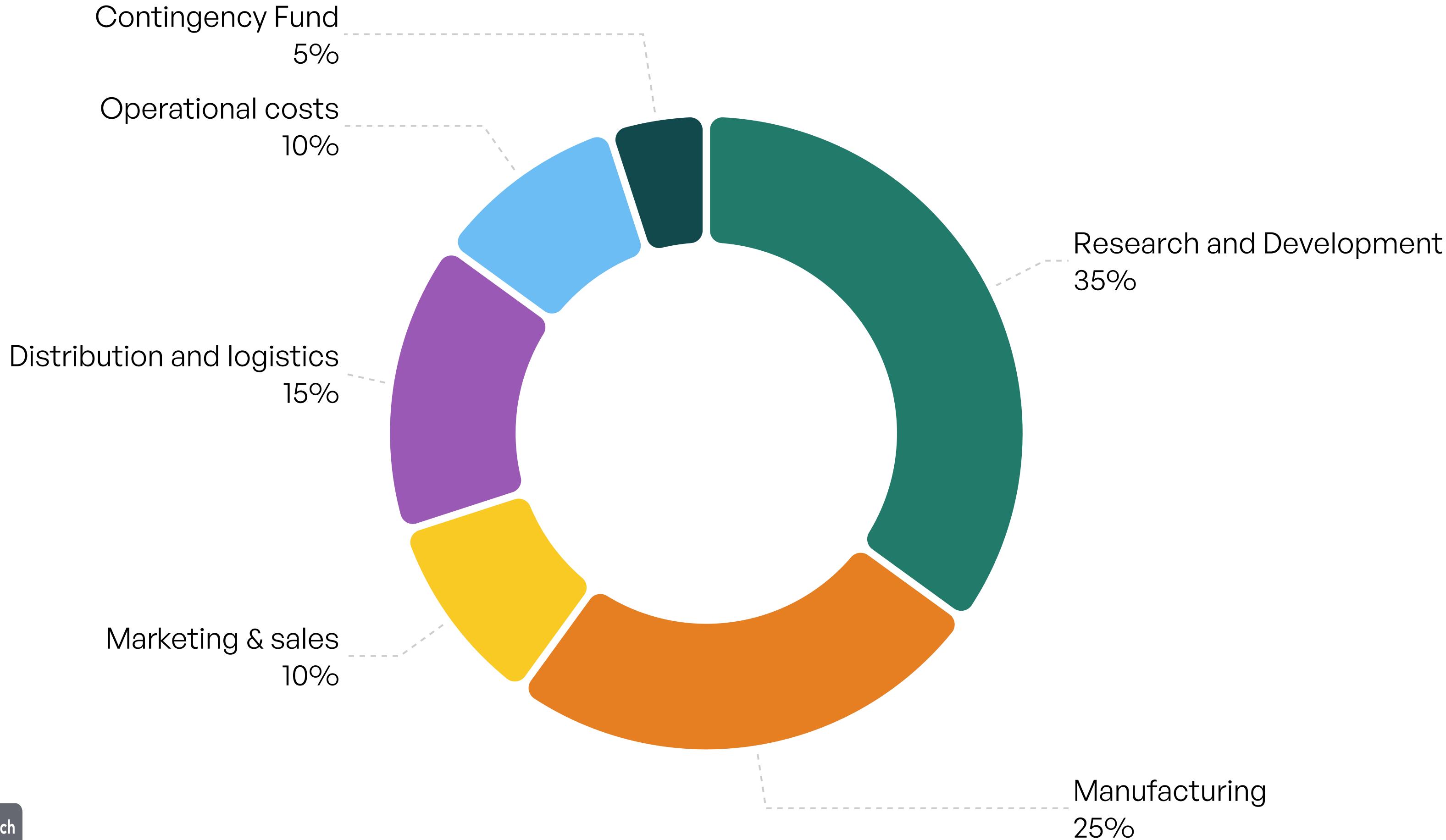
- **General Practitioners and Endocrinologists:** A screening tool for patients presenting with unexplained headaches, visual disturbances, or hormonal imbalances.
- **Diagnostic Laboratories:** A simplified solution for initial hormonal assessments, requiring minimal infrastructure.

SECONDARY AUDIENCE



- **Patients in rural and remote areas :** where access to MRI and specialist consultations is limited.
- **Healthcare providers implementing community health programs focusing on hormonal disorders.**

How we will manage our funds..!



01

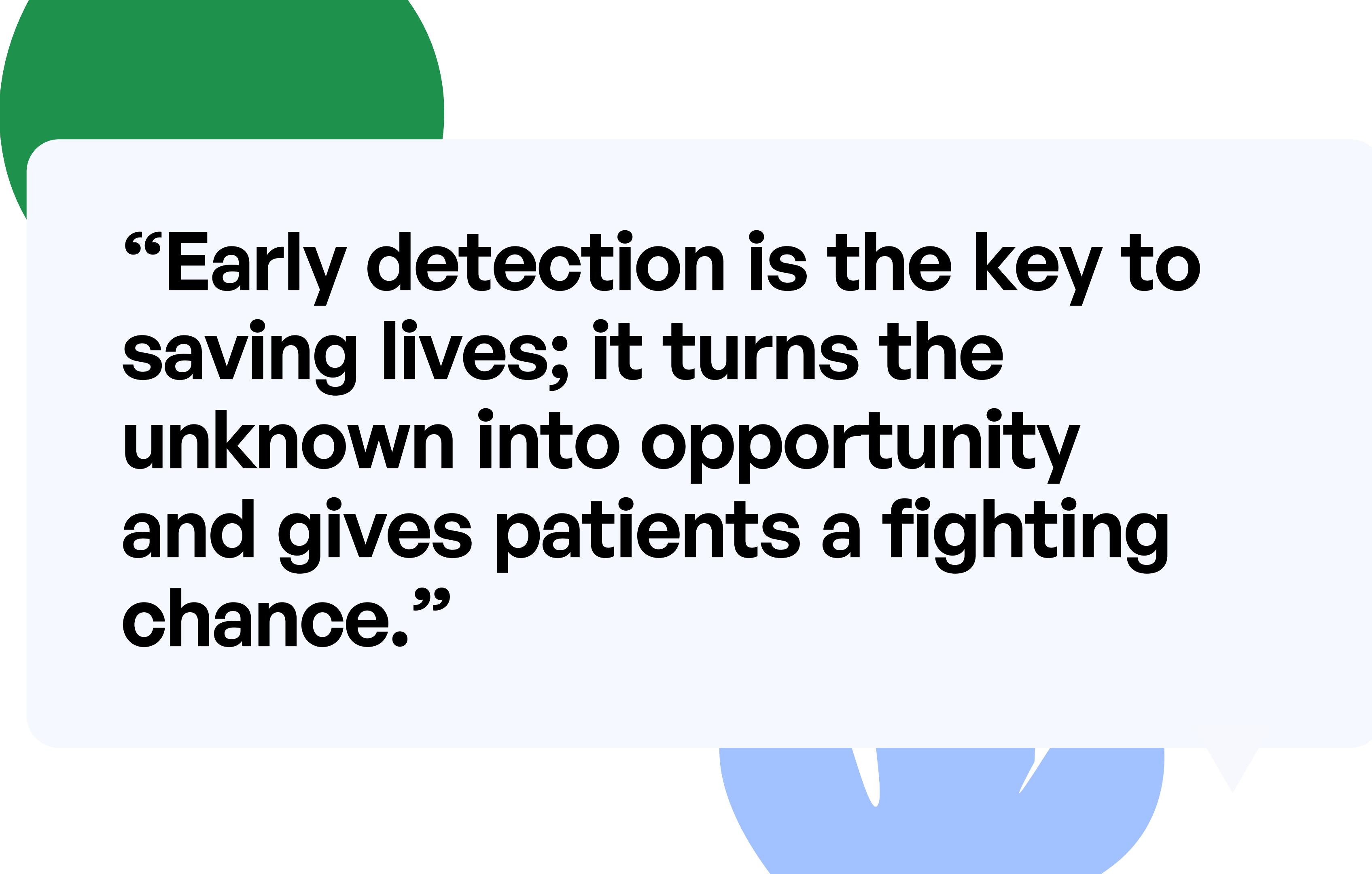
Mission & vision

VISION

Eliminating vision loss from late-diagnosed pituitary adenomas with accessible early detection tools. Empowering rural communities with affordable solutions to save lives, preserve vision, and improve futures through timely intervention.

MISSION

**Revolutionizing pituitary adenoma detection
with affordable, accessible, and user-friendly
hormone testing kits. Our non-invasive
solution enables early diagnosis, prevents
vision damage, reduces reliance on costly
scans, and brings reliable healthcare to
underserved rural areas.**



“Early detection is the key to saving lives; it turns the unknown into opportunity and gives patients a fighting chance.”

Thank You