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Healthcare in India

- 40% No access to healthcare
- Lack of primary healthcare facilities
- Decreased diagnostic tools = increased illness



Blood Diagnostic Testing

- Complete Blood Count (CBC) Testing
 - First step in diagnosing illness
- Poorly implemented in rural villages
 - Unhygienic conditions
 - Bulky machinery



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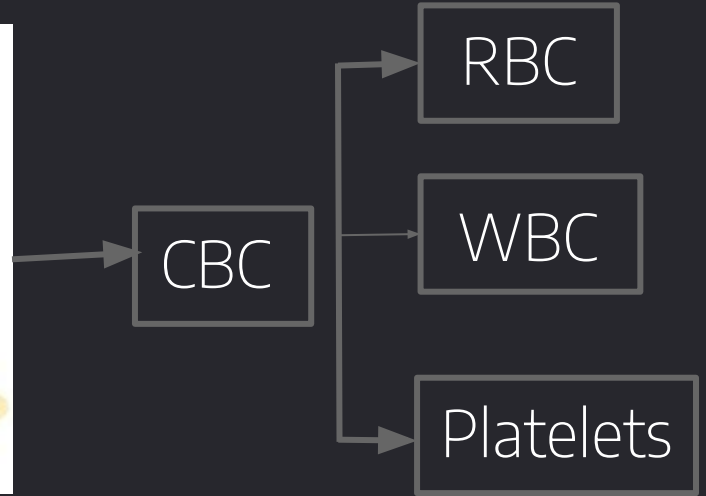
3.5% of rural population can
afford diagnostic tests

The Problem



Our Solution : BLODOT

- Handheld Device
- 1 Drop
- Fast Results
- Low Cost






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Blodot provides smart and accurate blood testing technology in a point-of-care device to provide you with the best diagnostic care.

Lives Matters

Competition

Features	Blodot 	Abbott POC® i-STAT 	Siemens epoc Blood Analysis System 
Fast Results	✓	✓	✓
Low Cost	✓	✓	✓
Minimum Blood Amounts	✓		
Reusable Cartridges	✓	✓	
Cell Phone Compatibility	✓		

Intellectual Property

- Utility Patent
- Provisional Patent
- Trademark and Copyright



Regulatory Strategy

- India First
 - Class B Device
 - Central Drug Standard Control Organization
 - Agency for Health Research and Quality (AHRQ)
- US FDA



Marketing



Revenue Model

Total Available Market

**\$ 2
Billion**

of villages
in India
64,0000 × Cost per
Blodot
\$300 = Addressable Market
Opportunity
\$200M / 5year
\$ 40M/year

of people in
Villages:
1B × Cost per
test:
\$2 = Addressable Market
Opportunity
\$2B /year

Revenue Model

Serviceable Available Market (SAM) : 20 % of TAM = \$400M

Serviceable Obtainable Market (SOM) : 5% of SAM = \$20M

Stakeholders



Rural Health Care Foundation



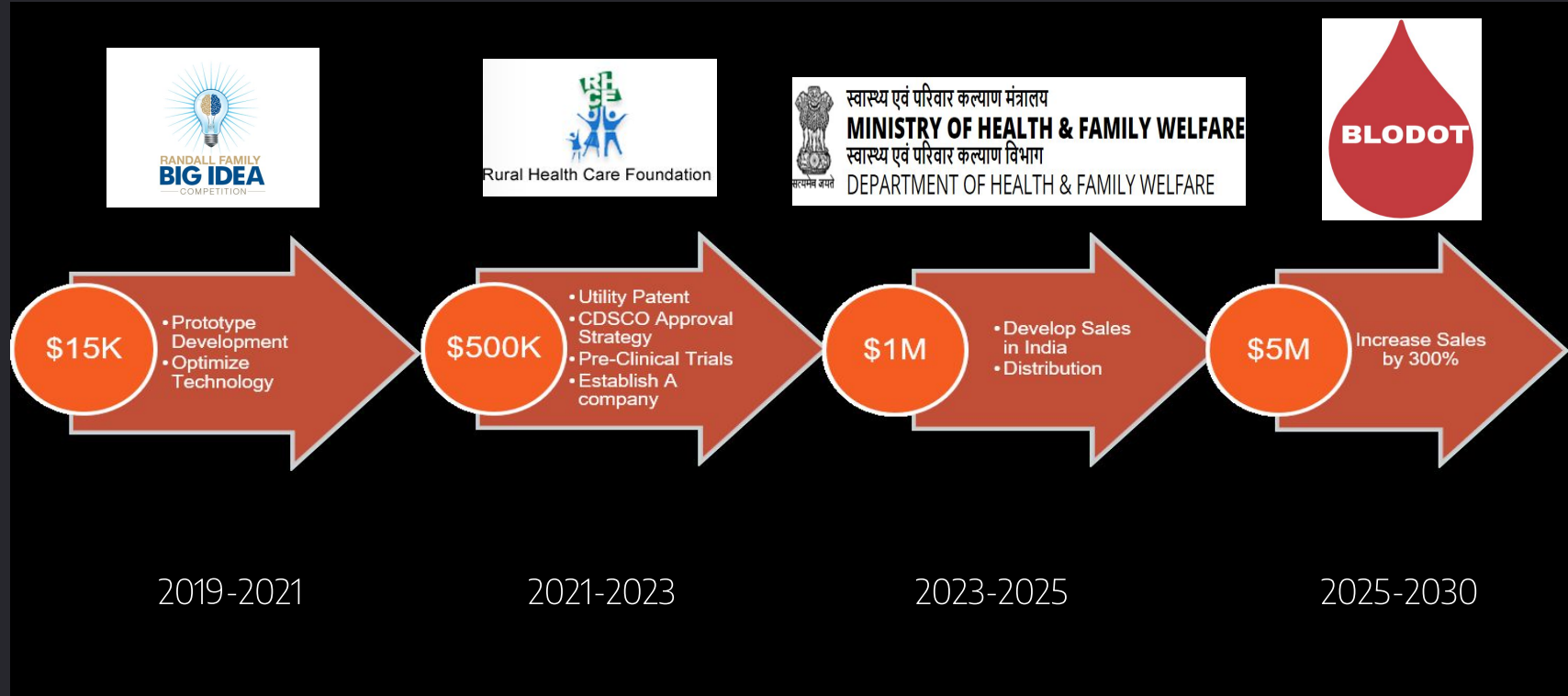
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

MINISTRY OF HEALTH & FAMILY WELFARE

स्वास्थ्य एवं परिवार कल्याण विभाग

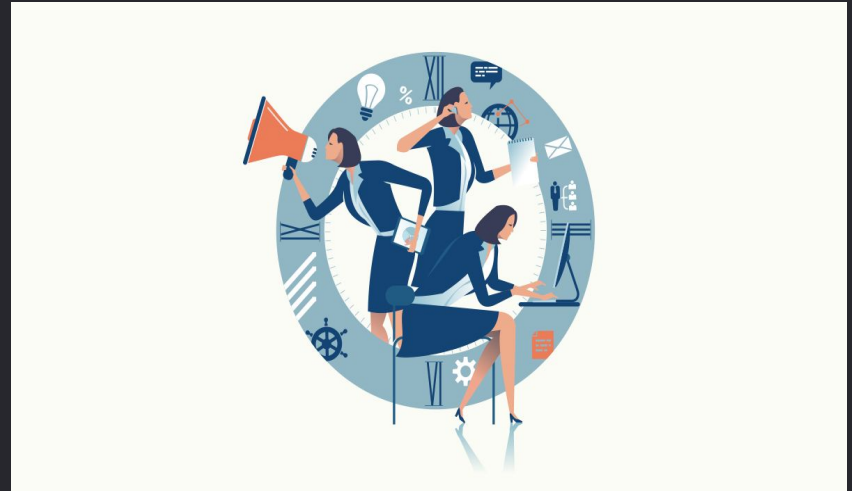
DEPARTMENT OF HEALTH & FAMILY WELFARE

Steps to Market



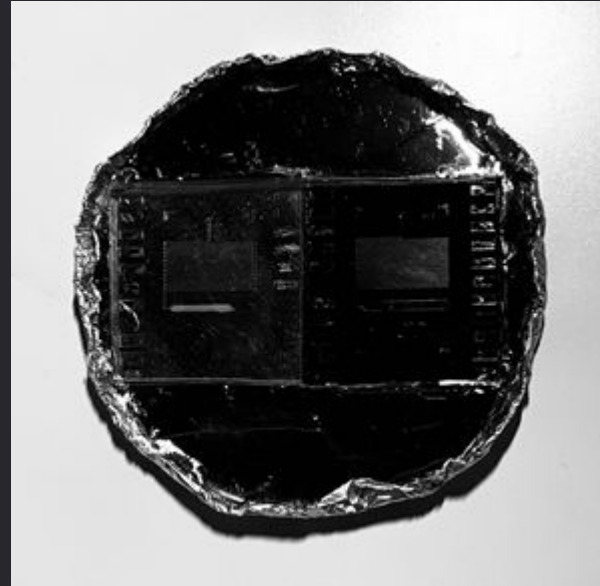
Marketing and Sales

- Customer Discovery
 - Re-evaluation of market segment
- Find non-government methods to market the device
- Collaborate with hospitals
 - Start selling the device in hospitals



Current Status

- Product Development
 - Trials on current design
 - Design modification
 - Platelet count obstacle
 - App Development
- Collaborators
 - Professor Debjani Paul (IIT Mumbai)
 - Lee Ye Fang (Biolidics)
 - Samir Joshi (App Developer)
- Customer Discovery



Goals after Blast Furnace:



- Establish an LLC
- Complete product development
 - Reduce cost per test
 - Utility Patent
- Start pre-clinical trials
- CDSCO Approval
 - Sales in India

Future Product Lines

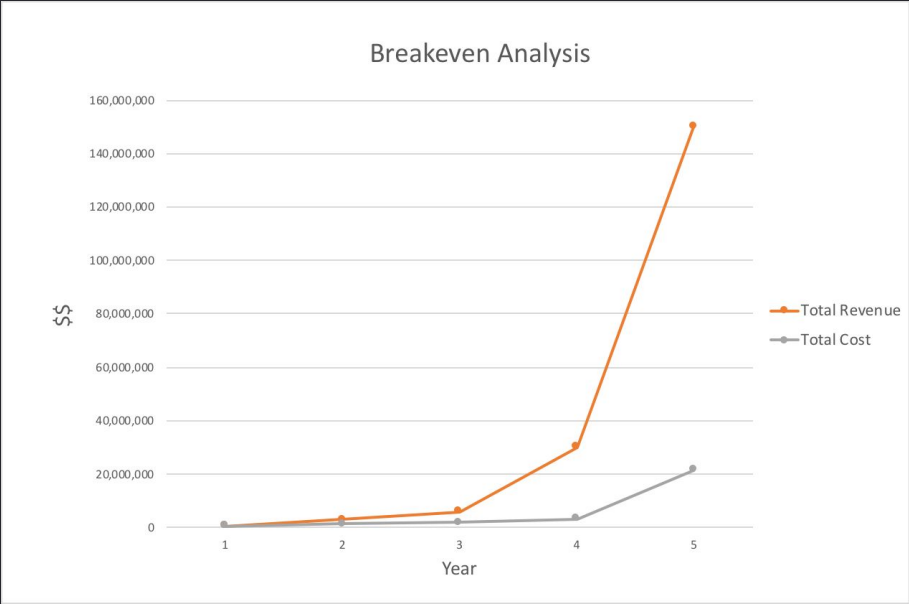
- Developing point-of-care kits for:
 - EBV-Virus testing for transplant patients
 - Infection monitor for Cancer patients





Life Matters

PROJECTION



Reach
Breakeven in
YEAR 2

MARKET SIZE

61%

Out of Pocket
Expenditure

10% Growth

Indian Healthcare
Industry

75%

Not Covered by Health
Insurance

\$280B

Healthcare Industry
by 2025