

## Second Pivot

To reach the broadest market, we need to create a battery powered, portable device specifically designed to store temperature-sensitive medications, and to maintain their temperature. **A device to usurp the refrigerator** for storing temperature-sensitive medication, while maintaining portability and power efficiency.

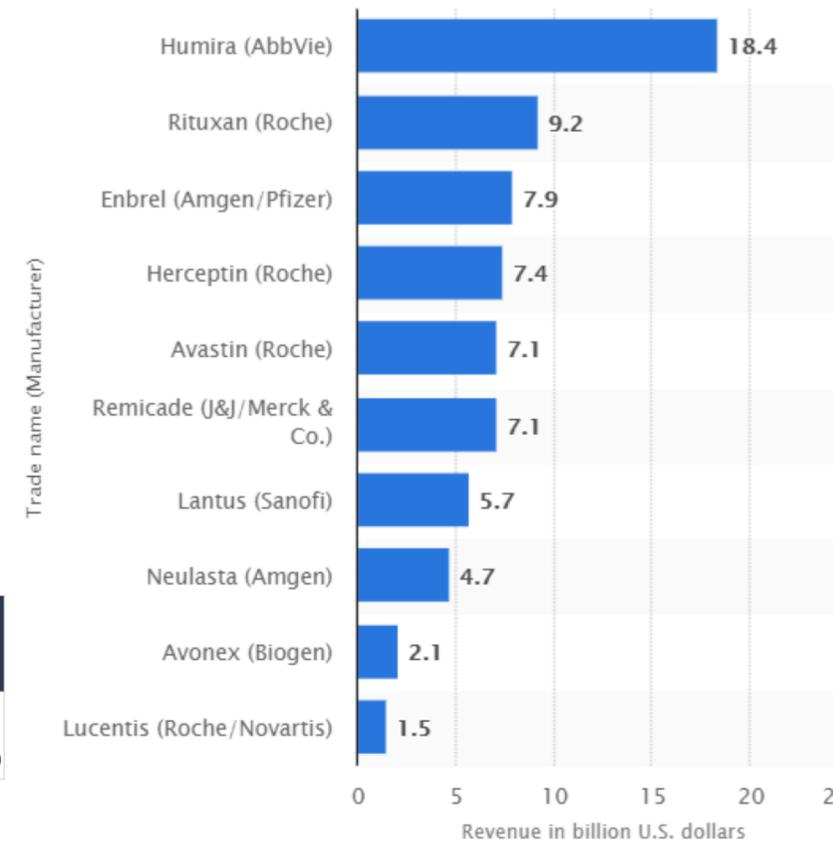
# Second Pivot

## Serviceable Addressable Market



- o Insulin market revenue was \$42.9 Billion in 2017
- o Top selling Bio-medicines sold over 71.1 Billion in 2017 (Lead by AbbVie's Humira with \$18.4 billion)

Total insulin users	Total Humira users US	Total users	Devices per year	Total Purchases	Unit price	Total Addressable Market
2,923,222	220800	3,144,022	0.33	1037527.26	300	\$311,258,178.00



# Prototype Progress



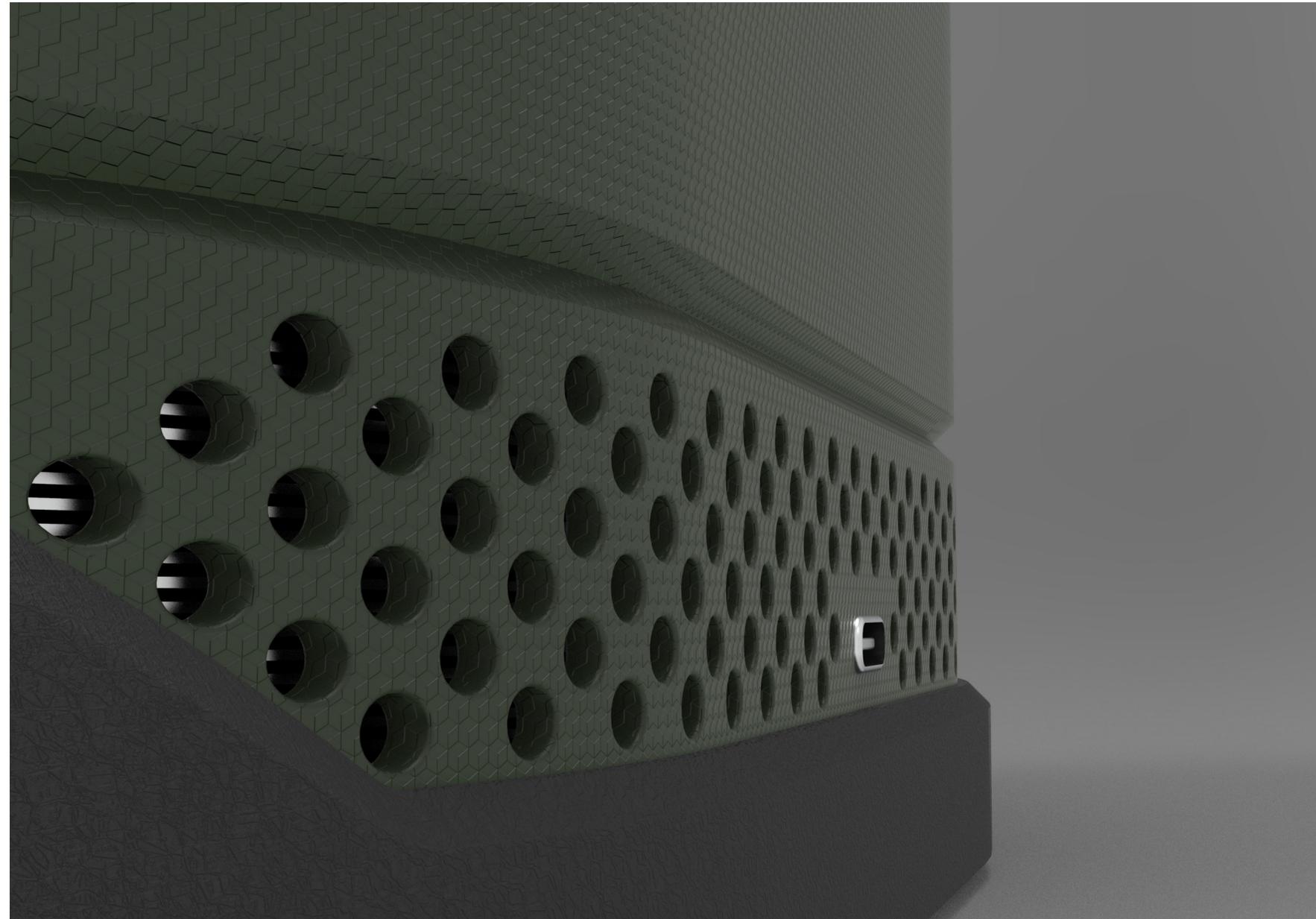
# Prototype Progress



# Prototype Progress



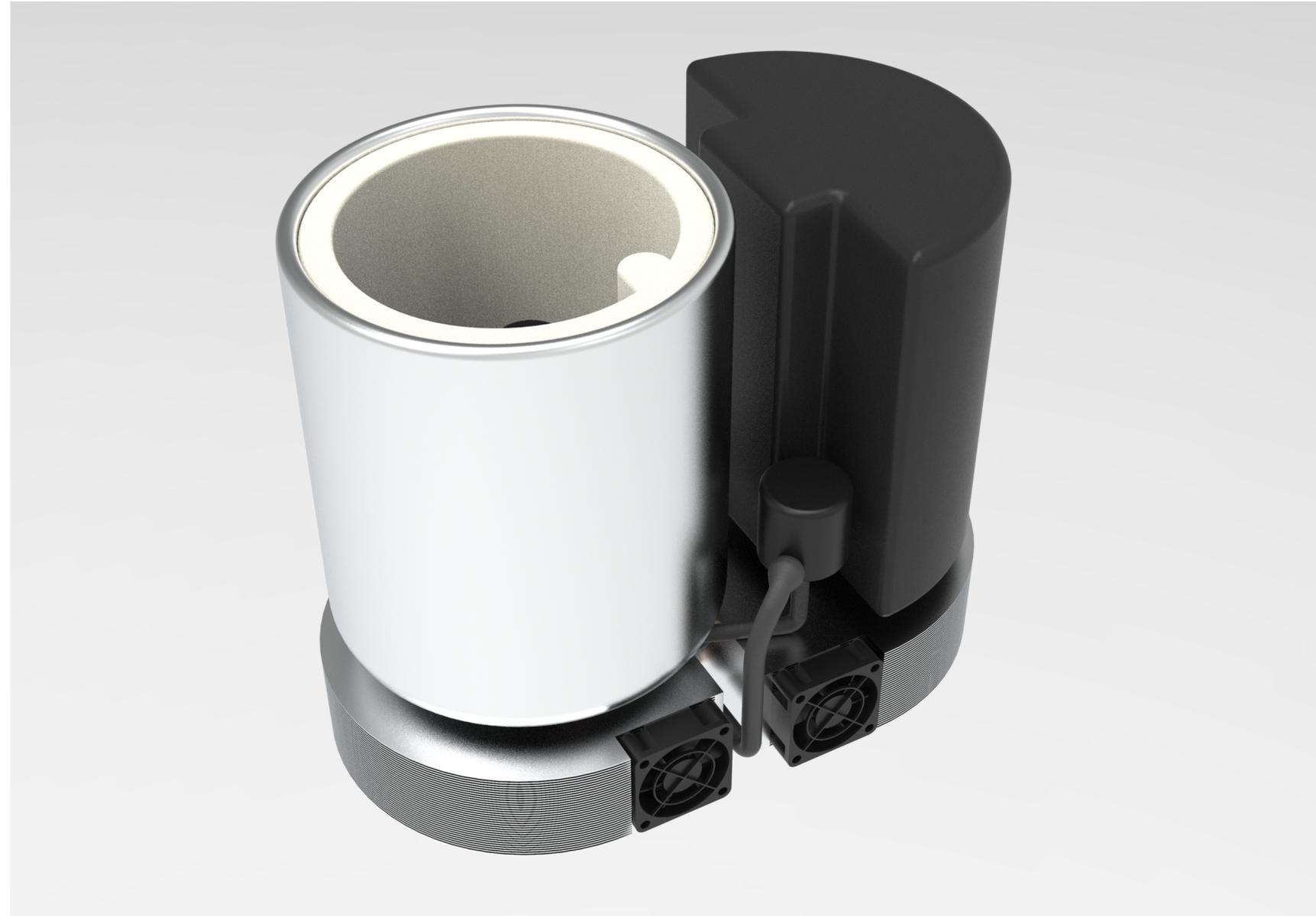
# Prototype Progress



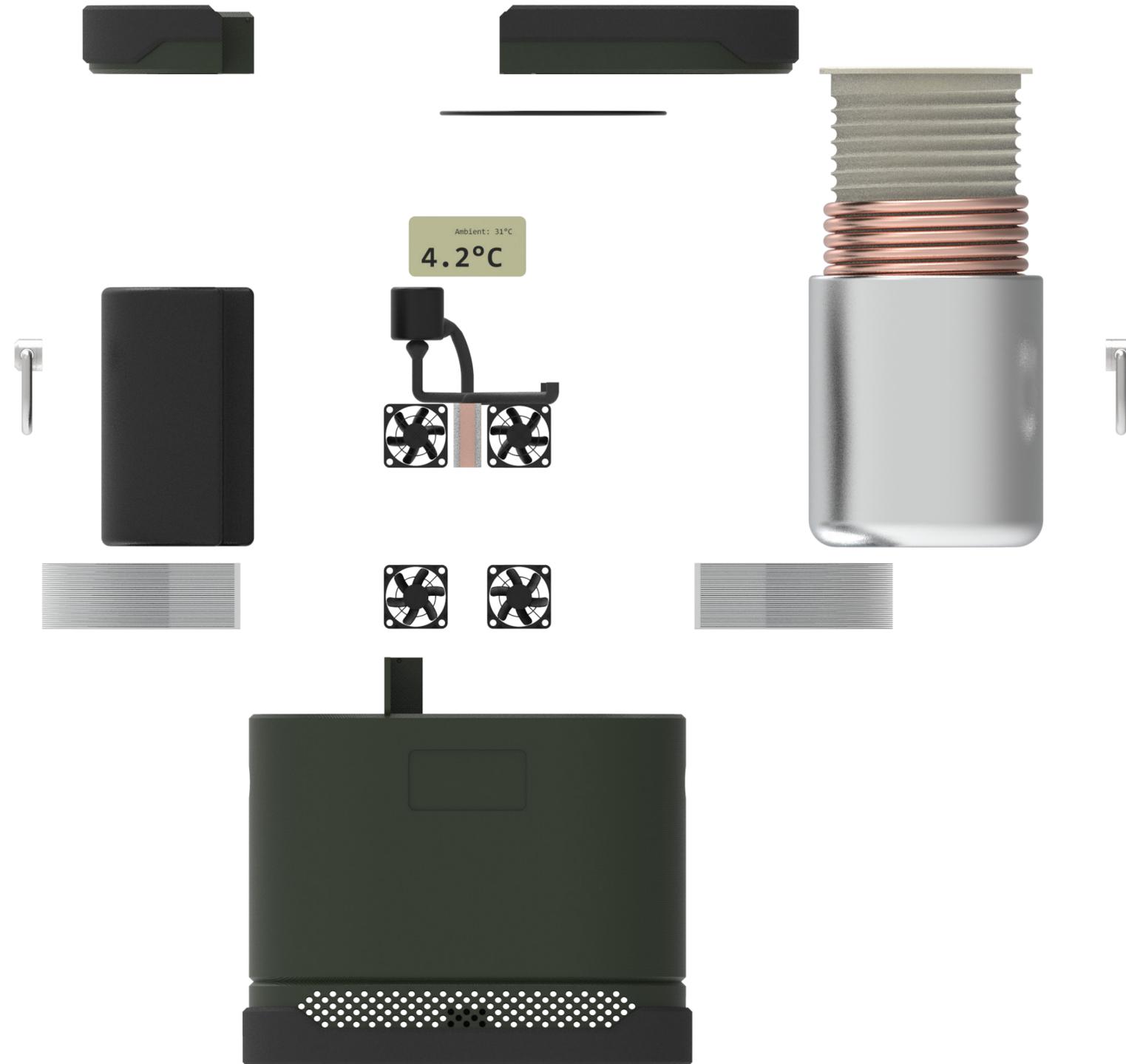
# Prototype Progress



# Prototype Progress



# Prototype Progress



# Startup Education and Support





American Heart Association.  
EmPOWERED to Serve™



**BRAVO**  
FAMILY FOUNDATION



RODDENBERRY  
FOUNDATION



**VENTUREWELL**  
idea to impact



**MBA VENTURE**  
CHALLENGE



**OPEN** ▶  
INSPIRE • ENGAGE • TRANSFORM



The EmPOWERED to Serve Business Accelerator supports entrepreneurs who are working to improve the health and lives of under-resourced communities, providing training and a pitch competition for up to \$50,000 in grants.

# Main Takeaways



## Next Steps (Thesis)

- Continue to study and chronicle the company
- Develop a product/business development framework for aspiring inventors/designers/entrepreneurs

**Thanks for your time.**

