

INTRODUCTION



Title of the Talk : RespirAID R20

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BIODESIGN INNOVATION LABS



RESPIRAID R20

*Portable And Affordable Life Saving
Innovation To Solve Global Ventilator
Shortage*

Product demo video : <https://www.youtube.com/watch?v=VBpiShF6pt8&t=26s>

PROBLEM STATEMENT

- Respiratory ailments: Lethal lung conditions.
- Urgent need: Budget-friendly ventilators.
- Significance: Alarming global fatality rate.
- Eye-opening statistic: 4 million deaths (2017).
- Thorny problem: Costly ventilators.
- Lightning solution: Affordable access saves precious lives.



- ✓ **RespirAID:** Low-cost, smart, portable. Volume control ventilation for critical care. Stabilizes patients without sophisticated ventilators. Efficient replacement for manual ventilation.
- ✓ RespirAID stands out with affordability, smart tech, portability. Cost-effective access saves lives. Precise volume control for optimal support.
- ✓ Practical for ER, ambulance, postoperative care/anesthesia. Reliable in ICUs, transportation.
- ✓ Choose RespirAID: Better outcomes, unique value proposition. Confidently provide respiratory support.

MARKET OPPORTUNITY

- Global ventilator market to reach USD 19.2 billion by 2030.
- Rising respiratory ailments, demand for cost-effective solutions, and telemedicine.
- Favorable market for affordable and portable ventilation devices like RespirAID.

Unique Value Proposition:

- Affordability, portability, smart technology.
- Enables cost-effective and efficient life-saving respiratory support.
- Improves patient outcomes, enhances healthcare equity.

BUSINESS MODEL

- **Revenue Generation:** We will implement a *value-based pricing model*, aligning prices with customer-perceived value to maximize profitability.
- **Monetization Strategies:** We will explore tiered pricing options and a *subscription-based model* to capture recurring revenue and cater to different customer segments.
- The RespirAid R20 can be sold to various entities, including Hospitals, Medical device distributors, NGO/CSR organizations for the cost of INR 3L.
- **Balanced Approach:** Our goal is to strike a balance between *affordability* for customers and *profitability* for our business.

CALL TO ACTION

We are seeking your support to bring RespirAid R20 to those in need.

Funding: We welcome grants and funding opportunities to accelerate our mission.

Partnerships: Explore partnership opportunities to expand our reach and impact.

Paid Pilots: Collaborate with us on paid pilots to demonstrate the effectiveness of RespirAid R20.

Deployment Support: Help us deploy the devices in various entities to save lives.

Together, we can make a significant impact on improving respiratory care and saving lives. Let's work together to ensure accessible and affordable respiratory support for all.