

# Pitch Workshop

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Presented By: Dean Zepeda  
Spring Jr. BME Workshop 1  
BMES @ UCI

# Jr. BME Spring Sessions!

Today: Pitch Workshop

Next time: Entrepreneurship Panel

Group Project:

- Currently 7 groups have approved proposals
- Take notes today; pitching is important
- Presentations on the THIRD workshop

Even if not doing a group project, still good skills!



# What Comprises a Pitch?

- Convince someone to buy your product (HUGE factor)
- Should include:
  - A problem and a target audience
  - A solution (your device) and how it works
  - Technical feasibility and marketability
  - Business model and any competition
- Demeanor and teamwork essential during the presentation
  - Confidence in speaking
  - Everyone knows parts and cues
  - Can answer questions on the spot



# The Problem

- There needs to be an *existing* problem to solve
- Niche vs general
- Why is the problem important?
- Why is there a need for a solution?
- Who is affected by the problem? (target audience)
- Can others not directly related benefit?



# The Solution

- Describe how your device solves the problem
- How does your device work?
  - Highlight key features and innovations
  - Detail how it interacts with a person to fix the problem
- How was it made?
  - More for this purpose
  - Should consist of one or more of the following: CAD, Arduino, programming (not C++)
  - Future: technical feasibility
- Pros and cons



# The Market



## Market Analysis:

- What is the market size?
- Who are the competitors? How are you better than them?
- Consumers vs customers
- Total addressable market, serviceable addressable market, serviceable obtainable market
- Market size: who, where, what, how many?

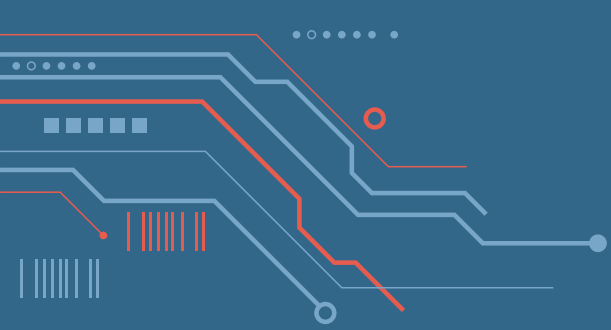
## Business Model:

- Goal: MAKE MONEY
- How will you develop and grow your idea/product?
- Who will you sell to? (direct vs third party)
- Manufacturing and distribution
- FDA regulations:
  - Class I: LOW risk
  - Class II: MODERATE risk
  - Class III: HIGH risk

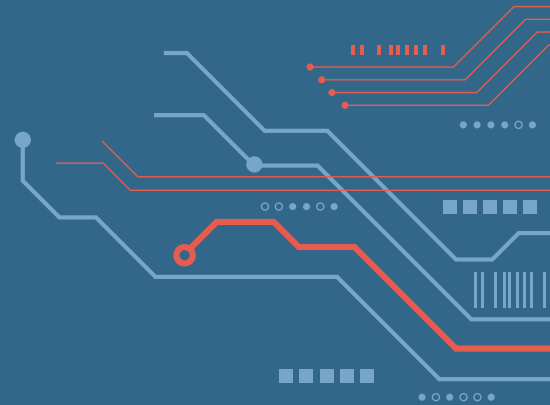


Demo!

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# Neuro**NEST**



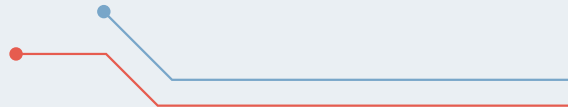




# PROBLEM

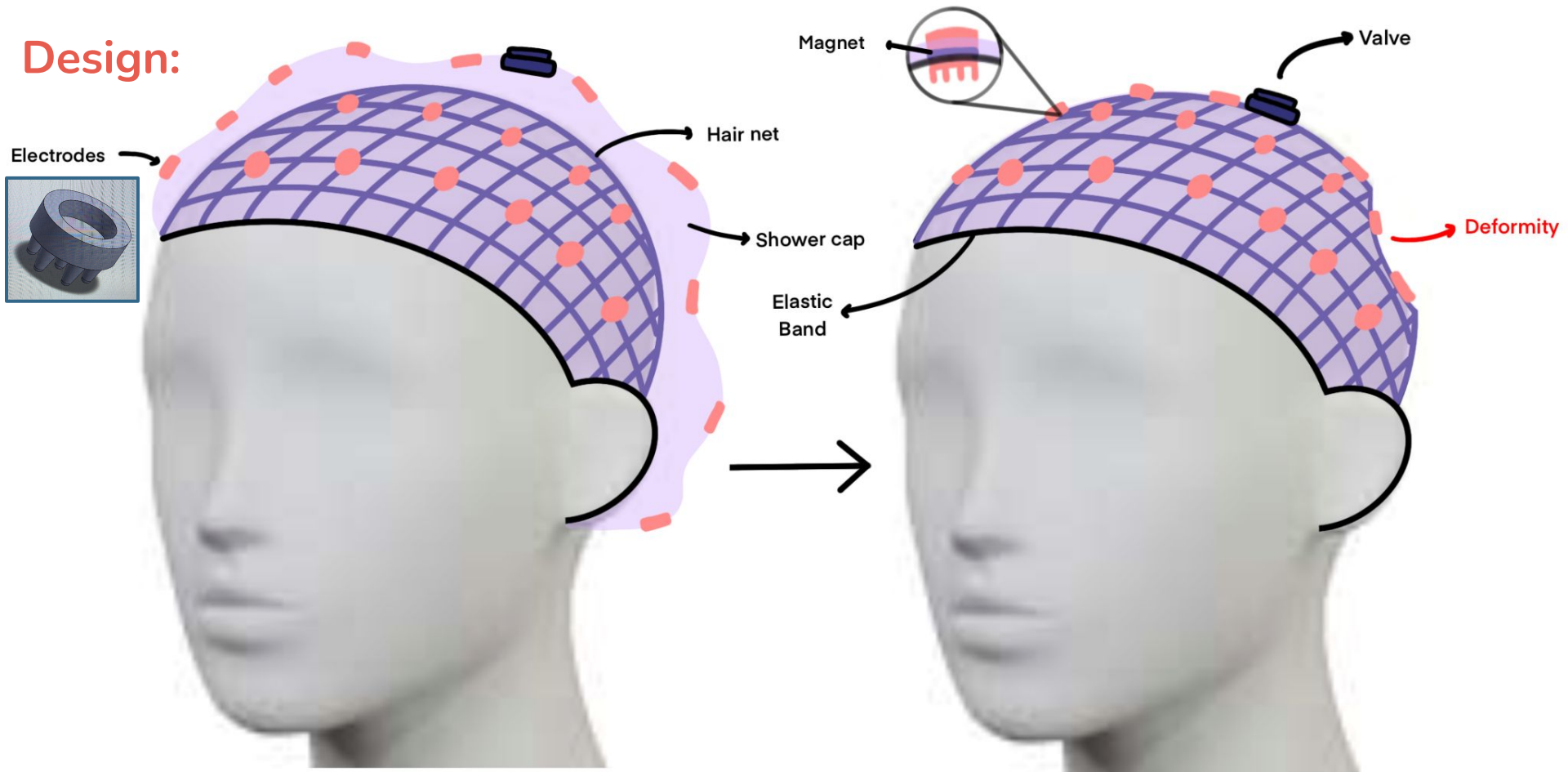
## Patients with Skull Deformities

**Source:** Kampf C, Grossmann A, Benecke R, Rösche J. Disappearance of Breach Rhythm Heraldng Recurrent Tumor Progression in a Patient With Astrocytoma. *Clinical EEG and Neuroscience*. 2013;44(3):237-243. doi:10.1177/1550059412458263



1. Patients with Skull Deformities:
  - Brain activity under deformity is hidden to traditional EEG
2. Cost:
  - EEG tests at a hospital cost \$200+
  - Purchasing a lower end consumer EEG costs \$500+
3. Uncomfortableness:
  - Sometimes the head has to be shaved
  - EEG procedure takes 60 minutes +
  - EEG gel can be sensitive to patients skins

# Design:



**Before**

**After**

# COMPETITORS

## NeuroScan:

- NeuroScan is the world leader in EEG products
- Offers a 32-Channel Quik-Cap Neo Net

## Problems:

- The EEG cap is non malleable
- Requires use of gel
- Requires multiple NeuroScan Products(SynAmps 2/RT and Neuvo)

## Biosemi:

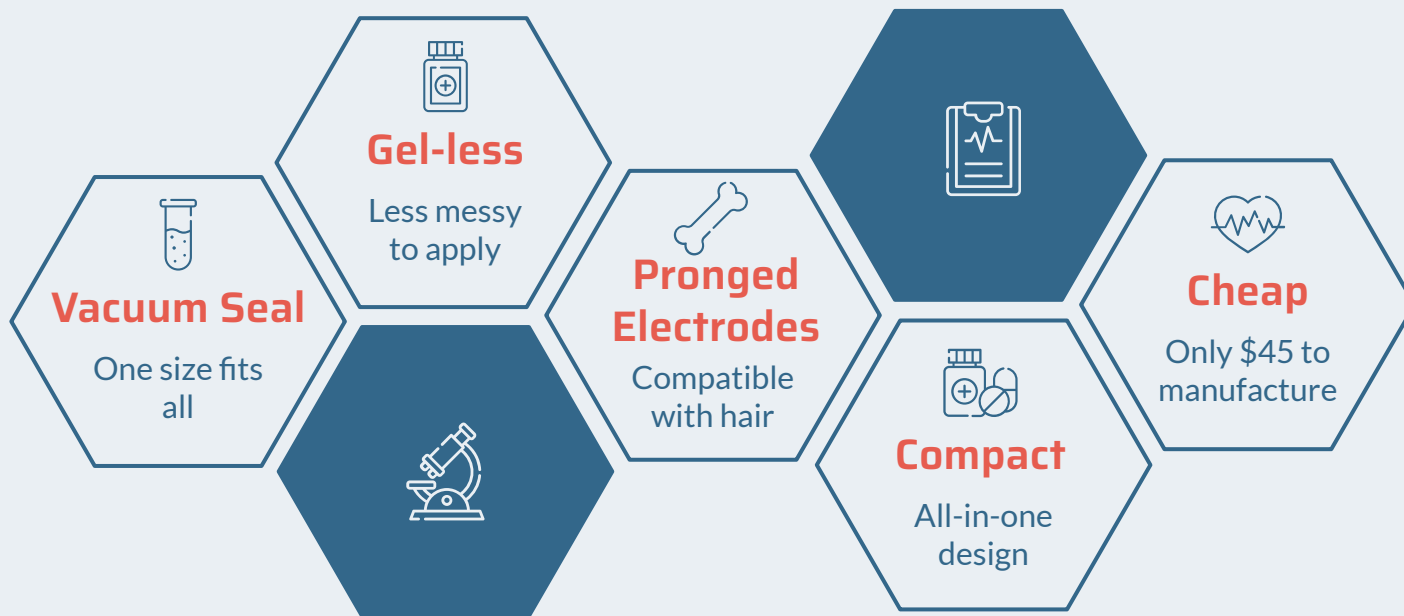
- Biosemi offers a 144 channel active electrode system

## Problems:

- The EEG cap is non malleable
- Uncomfortable to wear



# OUR INGENUITY



# MARKET STRATEGY

## FDA Approval

NeuroNEST will be a Class II medical device

## Tailored Sampling

Customized electrodes per clinical request

## Distribution

NeuroNEST on market for clinical and personal use

## Patent

IP rights required for licensing model

## Manufacturing

License rights for production

## Enhancement

Further development and empirical improvement



# You try!

Work with your groups or the people around to you to prepare a pitch for the following: HEART VALVE. You may have to do a bit of research.

- What problem does a heart valve try to solve?
- How will your heart valve work?
- What are alternative solutions? How is a heart valve better?
- Brief business model (buyers, manufacturers, distributors)
- FDA regulation





Work time

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# Group Projects

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Proposals should have been in today

Keep working, but also look into drafting slides and preparing for your presentation (will be just like today).

Don't need to focus too much on entrepreneurship (next workshop) and FDA, but should still address it

Will be sending out information later regarding full details and instructions on the final presentation



# Announcements

SoCal Regional ARBC (American Regional Biology Competition) is now OPEN!

- Sunday, April 21, 2024 from 8:30am - 1:10pm
- Portola High School, Irvine, CA
- Registration and more Information can be found at this link: <https://tinyurl.com/SoCalARBC>
  - REGISTRATION IS DUE **APRIL 14TH!**
  - **TEAMS OF 3-4** WHEN YOU REGISTER!

<https://biologycompetition.org/>



ARBC

## SoCal (OC) Regional

April 21, 2024

@Portola High School

Bring your friends to participate in our annual team-based biology competition for the chance to:

- Qualify for our National Competition in May!
- Win \$150 in prizes!
- Connect with other students interested in biology!

**REGISTER HERE:**

[bit.ly/4azZDUq](https://bit.ly/4azZDUq)