

## PROBLEM

In 2008, Mercedes Mears, a girl from Tacoma, WA, developed a severe allergic reaction on her way to school. Her school had a system in place, the medicine and the training to respond, but Mercedes passed away on her way to the hospital. If the school staff had had a way to know in advance that Mercedes was having a severe allergic attack, they could have responded on time.

Children in the U.S. with food allergies

**11.8 MILLION**

Annual costs of food allergies

**\$4,184**

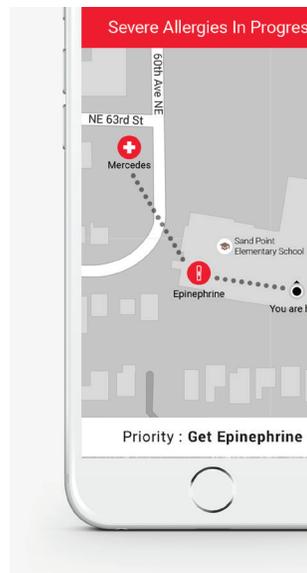
Frequency of allergic children emergencies  
**EVERY**

**6 MINUTES**

Increase in the rate of hospitalizations over 10 years

**265%**

## SOLUTION



Aibi is a three part system that offers early detection, treatment instruction, and communication between patients and their caretakers. The Aibi system consists of a wearable bracelet that tracks histamine levels on the skin, a redesigned medicine applicator, and a communication system that works over the cellphone emergency alert system.

## MARKET OPPORTUNITY

While Auto-Injector manufacturers such as EpiPen and Auvi-Q might be the closest competitors to us, none of them provide a comprehensive systemic solution that addresses the pain points of allergic children, parents, school nurses and teachers, which brings Aibi a huge advantage. Parents have been criticizing the skyrocketing retail prices of both EpiPen and Auvi-Q, which has more than 150% increment of prices in a single year, from \$240 in 2013 to \$400 in 2014 for an Auvi-Q twin pack. The disposable cartridge with two doses of epinephrine in the reusable Aibi's injector is a promising solution that will radically bring the costs down, providing affordable access to epinephrine auto-injectors for children with severe allergies, besides detecting and alerting at the first place.



	aibi	EPIPEN	Auvi-Q
Epinephrine injectors	●	●	●
Early Detection of Anaphylaxis	●		
Kids Friendly	●		
Medical Emergencies Alert System	●		
Disposable cartridge & Reusable Injector	●		

## TEAM

### FOUNDER & DESIGNER

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