

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.

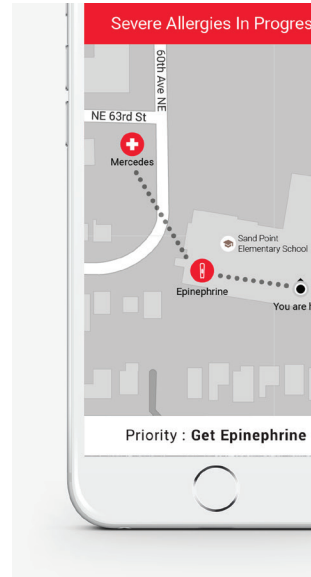
Children in the U.S. with food allergies
11.8 MILLION

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 | ● | | |

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