

Industry: MedTech

Management:

Mason Lucich (MS Industrial Design & BSE Mechanical Engineering) Founder, CEO

Doris Candelaria (BA Communications) Founder, COO

Luis Blanco (BSE Chemical Engineering), CSO

Advisory Board:

Manuel Lobato, PhD, Prof. Economy, Innovation Center Director, University of Puerto Rico

Don Siegel, MBA, Operating Advisor, Thoma Bravo

Scientific Advisory Board:

Jeff Feng, MA, MFA, Assoc. Prof., Industrial Design, University of Houston

Stephen Ponder, MD, Endocrinologist, Baylor Scott & White

Number of Employees: 6

Finance:

Accounting/Tax: Bizzness

Funding to date:

Red Labs Program: \$2,000

Pre18 Gen 2: \$20,000

VentureWell E-Teams:

\$25,000

Rising Entrepreneurs

Program: \$90,000

Roddenberry Foundation Catalyst: \$15,000

Grupo Guayacán: \$32,000

TOTAL: \$184,000

Financing Sought:

\$2.0M, to cover operating and production and operating costs

Intellectual Property:

Provisional Patent was filed, Non-provisional Utility Patent to be filed in May 2021.

Legal: Ferraiuoli, LLC

Business Description / Company Background:

Insu Health Design, Inc. is developing the only portable personal use temperature control cooler that keeps medications safe without the temperature fluctuations from domestic refrigerators, and for times of limited access to electricity, or traveling. Our team comprised of STEM and Business backgrounds with previous industry experiences, started collaborating thanks to the Commercialization Center at the University of Puerto Rico and the Graduate Industrial Design Program at the University of Houston. Based on problems stemming from natural disasters identified through customer discovery, a product was theorized, and the company began attending pre-accelerators and competitions, eventually incorporating in 2019 with a proof of concept and grant funding.

Market Opportunity / Unmet Need:

The biopharma industry loses \$35 billion annually as a result of failures in temperature-controlled logistics, according to IQVIA Institute for Human Data Science. A common temperature-controlled environment to store medication is the domestic refrigerator, but its temperature fluctuations have been shown to cause temperature-sensitive medications (Insulin, Humira, Neupogen, etc.) to gradually lose their potency or completely spoil. This leads to a potential increase in prescription refills both to replace spoiled medication as well as due to patients using more medication than prescribed to achieve the same therapeutic outcomes. The risk of spoilage and degradation is intensified for patients living in areas with unstable power grids, especially those prone to natural disasters. Millions of patients in the US lack peace of mind, as their life-critical medicine is at risk in times of travel, power outage, natural disaster, and even during everyday storage.

Product / Services – Launched & Pipeline:

Insu Portable™ is the only portable personal-use precise temperature control system that preserves medications at their required temperature range to prevent spoilage, overheating, freezing, and loss of potency. It sits on the counter, plugged into the wall with enough capacity to protect months of medication. It can be unplugged and still perform for days with its battery, with the potential for weeks on end. To recharge, the device can be plugged into the wall, the car, or even a small solar panel with USB-C. It has the capacity to become the new default storage appliance for medicines, with the potential to expand into military, agriculture, biocomponents and cold chain transportation applications.

Commercial / Technical Milestones:

We have achieved a fully functional stand-alone prototype. Our future milestones include:

- A Non-Provisional Patent to be filed, Q2 2021
- Large Scale Performance, Efficacy & Customer Field Test, Q3 2021
- Final Manufacturing Specifications Design, Q4 2021
- Product Launch, Q2 2022

Competition / Competitive Advantage / Customer Benefits:

The main current market options are Apollo Walker, CGGoldenwall, and Dison. We purchased competitive products and our testing has shown that our prototype lasts 6 times longer on battery and is the only product accurately reaching and maintaining the required temperature range while still offering portability. Unlike current market options, our product has a unique patent-pending heat transfer system that allows specific internal temperature control under a wide range of ambient temperatures for extended periods. Our potential growth is substantial amid competition since we are the only option that provides a long-term reliable mean to store medicine in daily, traveling, and natural disaster situations. Temperature sensitive medication users will now have the opportunity to acquire a product where there is no uncertainty about the safety of their medication regardless of the situation, providing them peace of mind and cost savings on the process.

Financial Forecast (Unaudited):

The revenue model is asset sales, for a retail value of \$300 per unit for direct sales and \$225 for wholesale, beginning by selling to medical insurance providers and through Ecommerce Platforms to our target market of nearly 1 million users in Puerto Rico and Texas where there is a high concentration of diabetic patients, as well as natural disasters. We reach 0.5% of our market in year 1 with sales of 5 thousand units, and 1.0% in year 2 with 10 thousand units. Expectation is to expand into markets outside of Texas and Puerto Rico by the third year, providing us ample revenue to continue growing our operations and develop new technology since the U.S. has over 6 million insulin users representing a \$561M yearly total addressable market for this medicine alone.

	Year 1 (TX & PR)	Year 2 (TX & PR)	Year 3 (all U.S.)	Year 4 (all U.S.)	Year 5 (all U.S.)
Revenue (\$)	\$1.4M	\$2.8M	\$10.2M	\$40.8M	\$61.2M
Growth Rate	-	100%	262%	300%	50%
Gross Profit	\$0.9M	\$1.9M	\$7.5M	\$31.3M	\$48.9M
Gross Margin (%)	67%	70%	73%	77%	80%