

CONTACT INFORMATION

VivPure
www.vivpure.com
(646) 705- 8047

FINANCIAL INFORMATION

Capital Seeking: \$1,200,000

USE OF FUND

50% Research & Development
25% Marketing/Sales
25% Legal/Other

MANAGEMENT TEAM**• Founder:**

Yazmin Feliz, mechanical engineer with industry experience in supply chain project management.

ADVISORS

- Carmen Moraru, Associate Professor: Food Science, Cornell University
- Diana Borca, Associate Professor: Aerospace and Mechanical Engineering, RPI

AS SEEN ON:**PITCH**

Combat bacterial and biofilm colonization on metal surfaces.

PROBLEM/OPPORTUNITY

Hospital acquired infection (HAI) leads to 100,000+ deaths per year in the United States and a national expense of \$35 billion, plus patient readmission fees and cost of negative reputation to the hospital. One in every 25 people who visit a hospital will leave with an acquired infection.

SOLUTION/PRODUCT

Nano-engineered metal surfaces providing bacterial repulsion and reduced biofilm accumulation through electrostatic surface potential.

BUSINESS MODEL

Partner with medical device companies to implement our technology in their manufacturing process through licensing of our technology with royalty. Next, form *partnerships with equipment and contact surface (tables, sinks, faucets, trays, railings, door knobs) manufacturers* to integrate our technology into their current processes. The last step is to *align with Group Purchasing Organizations* to ensure hospitals will have primary access to this technology, since GPO's fulfill 75% of equipment orders. The US market for GPO's is \$108 billion.

We can provide a cost savings of \$54,000 per patient when a HAI is prevented, or \$80 million to the state of New York in year 1 of implementation. NY is accountable of ~5% of HAI in the US.

MARKET

The local US medical equipment market is \$110 billion, growing at an annual rate of ~6%. A handful of companies govern this market (J&J, Siemens, GE Healthcare, etc.) and the remaining 76% of the market includes smaller manufacturers. In addition, if we expand our solution to the food processing equipment industry, the service equipment market is \$32 billion dollars.

COMPETITORS

There are a variety of antibacterial solutions for use in hospital and food processing. Most solutions are for plastics and textiles. The metal technologies include options such as silver and copper coatings, smart polymers, and plasma bonding. These solutions are expensive, prone to degradation, and potential bacterial immunity.

COMPETITIVE ADVANTAGE

A permanent solution which creates a stable and durable metal contact surface. Proven efficacy in reduction of biofilms.