

Purple Inc.
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 Hennesys Disla
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Industry: Medical Device

Device name: The Blood Kit

CEO: Hennesys Disla

CTO: TBD

CFO: TBD

Board of advisors:

- **Atisha Patel**
Co-Founder & CEO of Noticare
- **Stan Turyn**
Senior consultant of ViTECH

Scientific Advisory Board:

- **Beth Kolko, PhD**
CEO & Co-Founder of Shift Labs, Drip Assist;
Infusion rate monitor
- **Lisa Gavrish, NCPT, CNA**
Founder & CEO at Academy of Medical Training, Inc.

Legal:

- **Craig S. Kenesky** from Wilson Sonsini
- **IP:** Icahn School of Medicine

Finance:

- **Pre-seed investment:**
\$100,000 used for legal, rent, supplies and models required for product development and prototyping.
- **Financing sought:**
\$500,000 for two years of manufacturing and operations

Executive Summary:

Purple Inc, is looking to develop a Blood Kit service company focused on kitting supplies for routine blood draw procedures required for standard of care treatment and disease diagnosis. We deliver all our blood kits personally via our Shopify platform to offer accessibility to all healthcare independent contractors/ small business owners and diagnostic labs. Medical supplies on e-commerce websites today are expensive, require multiple shipments, high costs and delay. We offer low-cost ready-made Blood Kits to train nurses and mobile phlebotomists to ensure every blood draw is fast, with clear instruction meanwhile improving patient outcome.

Company History:

In 2016, I was a research coordinator and trained phlebotomist at Mount Sinai Hospital. I developed the Blood Kit method to complete blood draws faster for Multiple sclerosis patients enrolling in Clinical trials and/or receiving standard of care treatment.

Market Opportunity/Unmet Need:

The only kits on the market are plastic phlebotomy baskets made to hold/carry supplies or IV kits. Due to long wait times for blood draws at labs/clinics patients will leave therefore leading to postponement of an important diagnosis. Unfortunately, this will lead to a loss of revenue to the lab/clinic and a missed opportunity for early treatment and proper screening which can increase the costs at a later date as the patient returns for an emergency admittance. According to National Center for Biotechnology Information the phlebotomy and nursing shortages are a critical part of healthcare and make up the largest section of the health profession and the estimated size of target population: Domestic: 30 million / Globally: 90 million. The global blood collection market was valued at \$8.50 Billion by 2018 and is projected to register growth at a CAGR of 6.6% over the forecast period (1)

Product Services/ milestones:

In 2019, we surveyed bedside and emergency room nurses at a Nurse Hackathon as a focus group prior to product development. The Blood Kit is at the prototype stage and is currently under consultation review at Synectic, a product development company in Connecticut. Improvements for prototypes and revised CAD models to be completed in late 2020. Manufacturing & pilot trial will begin in year 2021.

Competition/Competitive Advantage:

The Blood kit reduces the time for a blood draw by 50% getting patient diagnosis faster, and increasing revenues to the lab/clinic. This is mainly due to a shortage of phlebotomists and the time it takes them to perform a blood draw (average of 8 minutes). The blood kit can be re-supplied, re-used and recycled when disposed.

Intellectual Property:

The blood kit utility patent was filed by Icahn school of medicine and the patent was published and pending a license to Purple in 2020.

Financial Projections/Business Model:

The COGS/unit will decrease each year as the volume increases each month. This product will be made by a contract manufacturer with a timeline of 8 - 15 months.

	2022	2023	2024	2025	2026
Revenue	509K	611K	745K	924K	1,164,000
Gross profit	315K	379K	473K	597K	761K
Gross margin	62%	62%	64%	65%	65%

(1) Grandview research <https://www.grandviewresearch.com/industry-analysis/blood-collection-market>