

KRIASH Inc
175 Varick Street, c/o Columbia Startup
Lab, NYC, New York, 10014



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Industry: Med Tech/Digital Health

Management:

Neetika Ashwani M.D. - Founder, CEO
Palak Bajaj - Chief Business Officer
Yang Gao – Hardware Engineer
Safeyah Alshemali – Software Engineer
Fouad Habib – Public Health Officer

Board: Seeking members

Business Advisory:

Giha Villazon – Data Analyst Strategy,
Operations, Communication
Joy FairBanks – Business
Jonathan Engel – Finance

Scientific Advisory Board:

Dr. Ram Reddy, MD
Neonatologist, Neonatal-Perinatal
Medicine, Mississippi Medical Center

Number of Employees: 1, Interns = 5

Finance: Seeking

Funding to Date:
\$25,000 (Bootstrapped)
\$10K (pitch competition)
Financing Sought:
\$965K (Phase I - \$390K to cover product,
personnel, operating costs, and research
costs required for the pilot studies and
regulatory submission)

IP: Seeking

Legal: Seeking

Competition / Competitive Advantages / Customer Benefits:

In the US market, there are no competitive products that focus on, or monitor, skin-to-skin contact; which is a driver of health benefits and cost reduction. Neebo is a monitoring device available in the EU but limited to residential use only, as it does not contain the required integration components for hospital use. Owlet Baby Care has a smart sock that monitors babies' heart rate and oxygen levels during sleep, but again is not integrated for use in the hospital setting and does not measure temperature or respiratory rate. Neopenda is the closest competitor that develops monitoring devices for infants meant to be used in low-resource settings but does not measure skin-skin contact and does not focus on improving adherence to KMC. KRIASH is the first and only wireless device that measures all critical vitals while also tracking KMC adherence; thereby enabling compliance with new WHO guidelines for KMC. Adherence to clinical guidelines for KMC has proven clinical outcome and financial benefits for premature babies, hospitals, health state departments, and national organizations such as WHO and UNICEF.

Financial Forecast:

The pricing model will be one upfront one-time fixed cost that includes the technology integration with the hospital's EMR service and the physical device + patch, plus a limited (1-year) warranty. This is on par with the monitoring devices used today. Current projected price per device in the US market is \$2,500 which includes the design, development, testing, labor support and integration. and integration. Cost per device - Hardware is \$150 and EMR integration is \$520 per device.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$100,000*	\$ 1,125,000	\$ 8,750,000	\$ 32,500,000	\$ 975,000,000
Units Sold	200	2,050	15,500	45,000	119,000
Cost of Goods Sold	\$70,000	\$733,500	\$5,585,000	\$17,350,000	\$47,703,000
Gross Profit	\$(430,000)	\$(391,500)	\$3,165,000	\$15,150,000	\$49,770,000

*2023 Revenue based on crowdfunding goals; no sales estimated

Business Description / Company Background:

KRIASH is a medical device company focused on improving short-term and long-term outcomes of premature babies in the hospital setting. Our first product is the first and only wireless medical device that tracks vital signs and skin-to-skin contact of premature babies in the hospital setting; resulting in improved maternal-child bond, fewer days spent in the NICU, and savings for hospitals and health systems. It also enables adherence to new WHO guidelines by providing quantifiable data for better decision making, and improvement to maternal and child healthcare.

Market Opportunity / Unmet Need:

Globally, 15 million premature babies are born leading to longer hospital stays, higher hospital costs, and increased mortality and morbidity. Kangaroo Mother Care (KMC) aka skin-to-skin contact, is an equitable practice with proven health and cost reduction benefits that should be implemented (by the mother or other family member) and monitored by the healthcare facility. Current WHO guidelines recommend 8 hours per day to improve health outcomes and reduce costs, however, duration is not currently monitored and there is no automated way to track. Our primary focus is on preterm births in the Indian (3.5M) and the US (~400k) markets as they are among the top countries with the burden of premature births. Global hospital pilot sites are in the USA (2), India (3), Australia (1), New Zealand (1), and Kenya (1). We are in conversations with alliance partners for field trials and fundraising including UNICEF, Gates Foundation, Clinton Foundation, and the World Health Organization.

Products / Services – Pipeline:

Our first product is a wireless monitoring band designed for hospital use on the infant's wrist/ankle to monitor vital signs along with a patch for the mother / family member to measure the duration of KMC. Now, parents can hold their baby without worrying about dislodging wires, and health professionals can monitor vital signs and skin-to-skin contact duration. This two-part device will be integrated with the hospital's EMR system in order to alarm and evoke nurse response if any vital reading is out of range. The product package includes the monitoring band, patch, and EMR integration. The product is replaced every two years. Future product iterations will include a version for at-home use once the infant has left the hospital.

Commercial / Technical Milestones:

Achieved: MVP Development (2022); Provisional Patent (2022); Proof-of-Concept Study with 30 mothers (2020); Effectiveness/Integration Study on 30 subjects in India (2023); Verbal commitment for pilots in India, USA, New Zealand, Australia, Kenya (2024)