

# BebeWatch

*Proposal - March 25th, 2018*

## EXECUTIVE SUMMARY AND MISSION

The word “excelsior” is translated into English from Latin as “always upwards.” At Excelsior Technologies, we are always looking for a way to use the latest technologies and discoveries to solve issues around the world. Currently, we are focused on the problem of neonatal mortality, a problem that affects mothers in underdeveloped and developing countries. According to the World Health Organization, virtually all (99 percent) of neonatal births occur in low and middle income countries. Through education aimed towards expecting mothers and the early detection of abnormalities, we can reduce the amount of infant mortality. The BebeWatch aims to solve the problem of neonatal deaths around the world by providing mothers with the means to track their baby’s health as well as their own. The early detection and notification of any unusual health signs allow for medical intervention to prevent and alleviate the problem.

## OUR PRODUCT

The BebeWatch kit, contains two devices: the BebeBand and BebePad.

The BebePad is used when the mother is still pregnant; it monitors the baby’s physical condition inside the womb. Mothers can use this product to track the baby’s blood pressure, heart rate, movement, temperature, and development to determine whether the baby is healthy. The BebePad uses the same scientific concepts of the archaic pinard horn, which amplifies sound waves in order to sense the baby’s movements.

The BebeBand, created on the basis that a mother’s health is a crucial part of pregnancy, is a bracelet-like device that the mother wears to track her own blood pressure, heart rate, stress levels, and temperature.

When the BebeWatch devices sense an unusual or dangerous change in either the physical condition of the mother or baby, they send a notification to the doctor, who is responsible for setting up an appointment with the mother to determine whether the baby or mother is healthy. This early medical intervention will allow the mother to treat her illness or symptoms before they begin to affect the baby.

For mothers who are interested in viewing the data tracked by the BebeWatch kit, Excelsior Technologies has produced a partner application, BebeWatch, that shows a complete analysis of the baby and mother’s physical condition, complete with interactive charts and graphs. However, a smartphone or use of the mobile app is not necessary for the devices to collect data and notify doctors.



## MARKET ANALYSIS

Our initial target audience is expecting mothers in Japan and their healthcare providers. In our first year of sales, we are hoping to capture five percent of the market, by distributing our product to five percent of maternity hospitals and obstetrics practices in Japan. Our second target audience is mothers in developing countries. After our first year of sales in Japan, we hope to work with non-profit organizations (NPOs) and volunteer groups to send gently used BebeWatch monitors to these countries. We are not only helping the mothers in developing countries but also the mothers in underdeveloped countries.

## STRATEGY AND IMPLEMENTATION

### → FIRST YEAR

For the first year, we are planning to focus on research and development, as well as marketing. We will be creating prototypes of our BebeWatch device kits, and recruiting expecting mothers to serve as testers for the product, and as a result we will be able to collect information about fetus development and make sure our devices provide accurate measurements. We are planning on building 1000 tester kits. Our marketing strategies include creating a product website, social media pages, and brochures to place in maternity hospitals, pediatric offices, and obstetrics offices.

### → SECOND YEAR

From the second year, we are going to sell the product to the developed countries, such as Japan, to earn enough sales to expand our business. As stated in our market analysis, we will be focusing on capturing five percent of our target market. We will also begin attending medical science and biotechnology conventions such as the International Conference and

Exhibition on Pharmaceutical Development and Technology (Osaka) and the Annual Congress & Medicare Expo on Primary Healthcare (Tokyo) as a way to market and increase awareness about our product. Our goal is to increase production and revenue by 10 percent.

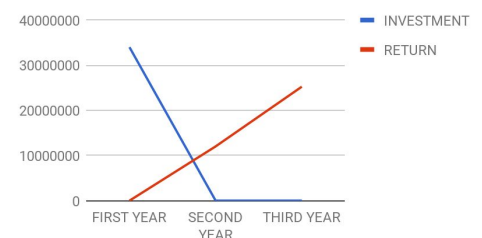
### → THIRD YEAR

More than 30 percent of the newborn deaths occur in underdeveloped countries because of the unconditioned environment and the lack of education that they have. Therefore on the third year, after getting enough sales, we shift the target to the mothers in the underdeveloped countries. Using the funds that we raised during our first year of sales, we will begin shipping our recycled BebeWatch kits to developing nations. Overall, we are able to protect the babies that can be saved in both the developed and the developing countries.

### → FOR OUR INVESTORS

Our investors and funders are the ones that will make this project possible. Therefore, we will be implementing an “investor return per unit.” For every unit sold, 500 yen will be put aside for investor returns, ensuring that every one of our supporters are reimbursed for their contribution.

INVESTMENT AND RETURN



## MANAGEMENT

The management for Excelsior Technologies is divided into four groups: Executive Management, Production Management, Social Management, and Strategy Management. The Executive Management team is in charge of resource allocation and making decisions that affect the company as a whole. The Production Management team is responsible for the research and development that go into creating the BebeWatch, as well as managing the production finances for the company. The Social Management team’s tasks include creating incentives for our employees to increase productivity and efficiency, and also confirming that Excelsior Technologies is following government regulations in its operations. All marketing and sales are managed by the Strategy Management team, who is also tasked with creating effective ways for Excelsior Technologies to maintain a close relationship with our clients.

## FINANCIAL PLAN

All values are in Japanese Yen (JPY).

	YEAR ONE	YEAR TWO	YEAR THREE
Revenues	0	360675000	528990000
Unit Price	0	20000	20000
Units Sold	0	24045	26450
Production Costs	5016000	120609720	132670692
Manufacturing Costs	4516	4516	4156
Investor Return per Unit	500	500	500
Unit Cost	5016	5016	5016
Expenses	13893000	15141205	18656362
Staff Salaries	919320	1838639	2757959
Marketing	373680	702566	3298403
Rent + Utilities	12600000	12600000	12600000
Other Expenses	0	0	0
Profit /loss before tax	-18909000	224924075	377662946
Income tax	-6546296	77868715	130746912
Net Profit Loss	-12362704	147055360	246916034
Start Up Cost	18909000	0	0
Capital Investment	419354	0	0
Free Cash Flow	-31691058	147055360	246916034
Funding Required	34000000	0	0
Cash Balance	2308942	149364303	396280337

## CONCLUSION

BebeWatch will contribute to a significant decrease in the infant mortality rate every year. Through early detection and intervention, mothers and doctors can work together to prevent neonatal death. By combining sound wave technology and software, Excelsior Technologies seeks to bring this innovative product to the market. Investing in our enterprise will mean cooperating to develop this new technology, as well as saving millions of future lives.