

Product Sheet

1.opportunity

-What need exists?

- Diabetics need an easy way to look at their blood sugar without having to prick their fingers.

-How much value in the market?

- Market estimated value of \$38 billion dollars in 2010 and estimated to grow to \$51.2 billion dollars in 2015.

-What trends can you identify to support the opportunity?

- Growth in overweight and obesity rates which result in more people having diabetes.

2.product or services

-What are you selling?

- Arm band that measures your blood glucose levels with no pricking involved
- Package deal with app that receives the results that your armband picks up your glucose levels
 - any info you can get from a prick you can get on the app
 - monthly fee for usage of app

-how does it work?

- Uses reverse iontophoresis

-How does it meet identified need?

- Measures your blood sugar level with no pricking and in a discrete way

-How will it be packaged?

- Armband and pager come in one package'
- App available for download in appstore and google play

-How much will it cost?

- Arm Band=\$500-\$1000
- App=\$.99 with a \$5 monthly fee for

3.competitive landscape

-How is the need currently being met?

- Currently there are companies who make meters for diabetics that help them check their blood glucose levels
- You need to prick your finger then put the blood on a special strip then wait

-What companies are in this market?

- Oak tree, fifty50, arkray, pharma .etc

-How will you differentiate?

Them...	Us...
Meter:\$10-\$80(needing to buy at least 2/year) test strips:\$20-40(needing to buy three packs a month) total=\$1540 Needles Many devices Hassel	Band:\$250 App:free download with \$5 monthly fee total=\$250 with \$5 monthly fee Pain free Discrete Hands free

4.customers

-Demographic

- Our plan is to sell our product to anyone who is diagnosed with Diabetes and because people can be diagnosed with Diabetes at any time in their life.
 - main target = people between the ages of 45-65 because the concentration of diabetes is stronger here
 - also primarily males because they are more prone to having diabetes