

COMPANY HEALTHPAL INTRODUCES A MEDICAL DEVICE INSTACHECK

GROUP MEMBERS:

SAFA AURANGZEB (1805917)

KAINAT FATIMA (1806920)

TANZEELA ASIF (1708843)

ABDUS SAMAD (1805637)

WASEEM SHAHZAD (1303668)

MANARAT MAHFUZA (1811264)

INSTACHECK



BY: HEALTH PAL®

ENTREPRENEURS:

**SAFA AURANGZEB
KAINAT FATIMA**

INVESTORS:

**MANARAT MAHFUZA
ABDUS SAMAD
TANZEELA ASIF
WASEEM SHAHZAD**

InstaCheck



- Investment - £300,000
- Equity – 20%
- Rate of return:
 - 1ST YEAR : 25%
 - 2ND YEAR: 33%
 - 3RD YEAR: 41%



COMPANY INFORMATION



- HEALTHPAL – CO-FOUNDED BY SAFA AURANGZEB AND KAINAT FATIMA EACH ENTITLED TO 50% SHARE IN THE FIRM.
- INITIAL INVESTMENT WAS £300,000 IN TOTAL
- PRODUCT SELLING FOR PAST TWO MONTHS
- 500 PRODUCTS SOLD TILL DATE

MARTKET GAP



- As everyone knows the current declining quality of health care services by NHS, we found a gap in the medical field where we thought of a product which can benefit everyone in one way or the other.
- Keeping the health department scenario in mind we came up with the idea of InstaCheck so that the patients would not have to visit the gp for the basic preliminary tests before the main appointment.

PRODUCT FEATURES

• INSTACHECK MEASURES:

- HAEMOGLOBIN
- BLOOD GLUCOSE
- LIVER FUNCTIONS
- SERUM CREATININE
- ELECTROLYTES
- CHOLESTEROL LEVEL

THIS DEVICE HAS ALSO A DEDICTAED APP IN WHICH FOUR PROFILES CAN BE SETUP AND RESULTS CAN BE STORED AND SHARED DIRECTLY TO YOUR NHS PROFILE (SUMMARY CARE RECORD)



PRODUCT DETAILS



- **PRODUCT LIFE: 24 MONTHS**
- **FREE MAINTENANCE PROVIDED AFTER ONE YEAR**
- **REPLACEMENT WARRANTY OF ONE YEAR**
- **3% PRODUCT COST DEDICATED TO MAINTENANCE AND TROUBLESHOOTING, 5% MARKETING AND 10% REASEARCH AND DEVELOPMENT**

PRODUCT DETAILS



- **INSTACHECK HAS BEEN APPROVED BY MHRA IN TERMS OF ACCURACY AND SAFETY**
- **REGARDING ACCURACY, THE DEVICE CAN HAVE A DIFFERENCE OF 5% IN ITS READINGS AS COMPARED TO THE LAB RESULTS WHICH IS ACCEPTED BY THE DOCTORS**

BUSINESS DETAILS



- **PRODUCT RETAIL PRICE: £249.99**
- **PRODUCT COST PRICE: £124.99**
- **PROFIT MARGIN: 50%**
- **DURATION OF PRODUCT SELLING: 2 MONTHS**
- **SALES ESTIMATES: 3000-5000 units (based on current sales)**



DIVISION OF POTENTIAL INVESTMENT



- **MASS PRODUCTION: 60%**
- **RESEARCH & DEVELOPMENT: 20%**
- **MARKETING: 20%**

COMPETITORS IN THE MARKET



- ACCUCHECK
- LIFE STYLE BY LIBRE
- OMRON
- UNIQUE SELLING POINT FOR INSTACHECK: SIMILAR NATURE PRODUCTS ARE AVAILABLE HOWEVER THEY ONLY MEASURE SINGLE PARAMETERS WHEREAS INSTACHECK IS AVAILABLE TO MEASURE READINGS FOR 6 PARAMETERS SO FAR.

TARGET AUDIENCE



- CARE HOMES
- DOMESTIC USERS
- PRIVATE CLINICS

