



SPEECH DRIVEN HEALTHCARE SOLUTION

Team 16

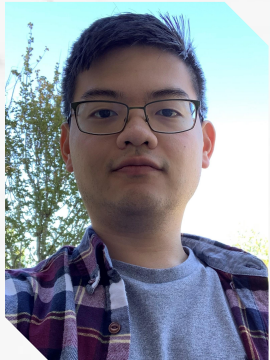


HOWDY



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Project Statement

Hands free, air gestures to control computer interfaces. Manipulating images in OR places where sterile conditions prevail and contact with non-sterile elements is prohibited.



Challenge

Computer Interfaces in the OR

- Many people in an OR room
- Hard to keep sterile





CAScINATION

Challenge

Computer Interfaces in the OR

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Sterile Speak

“Speech Driven MediTech”

Design



Solution Approach

An application that uses voice recognition to control computer interfaces in the operating room



Implementation



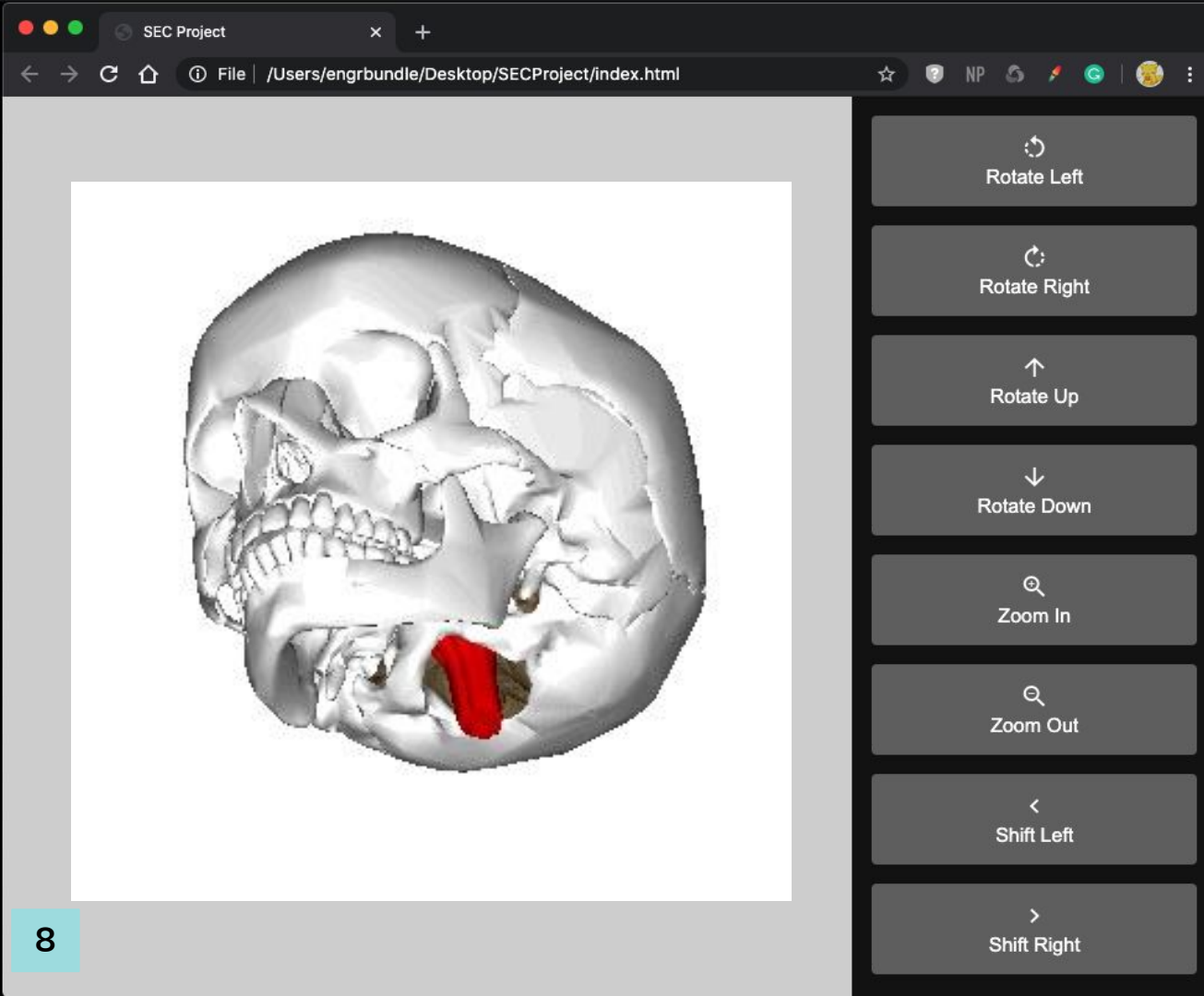
KEY TECHNOLOGY:

Speech Recognition
Algorithms

Speech recognition software exists, it just hasn't been integrated into these essential systems yet

- Examples:
Alexa, Siri, Google Assistant

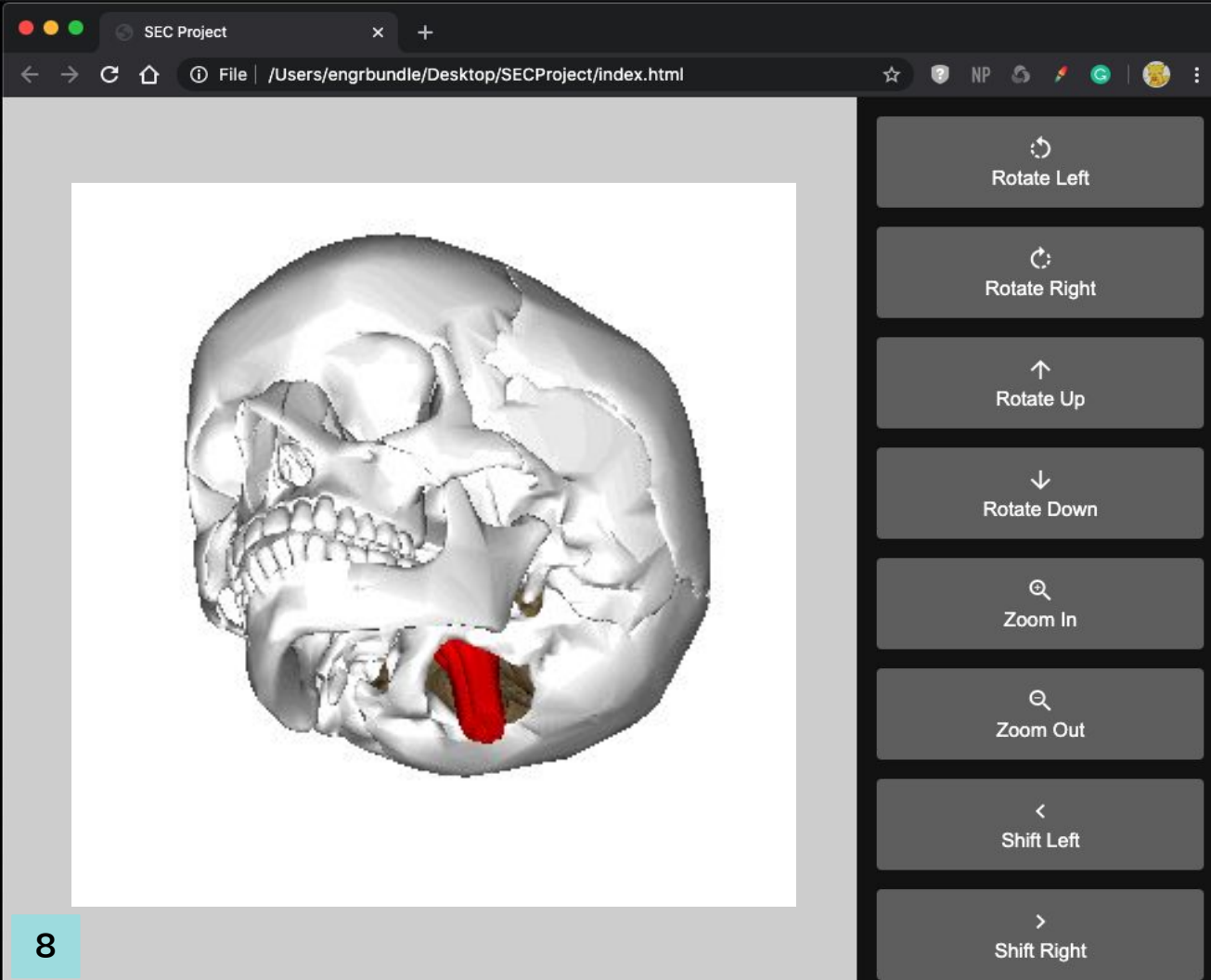




Imagine...

- Instead of clicking the rotate button you could say the command "Rotate Right"
- Can pause and play the virtualization software using "Play" and "Pause"
- No need for any physical contact!

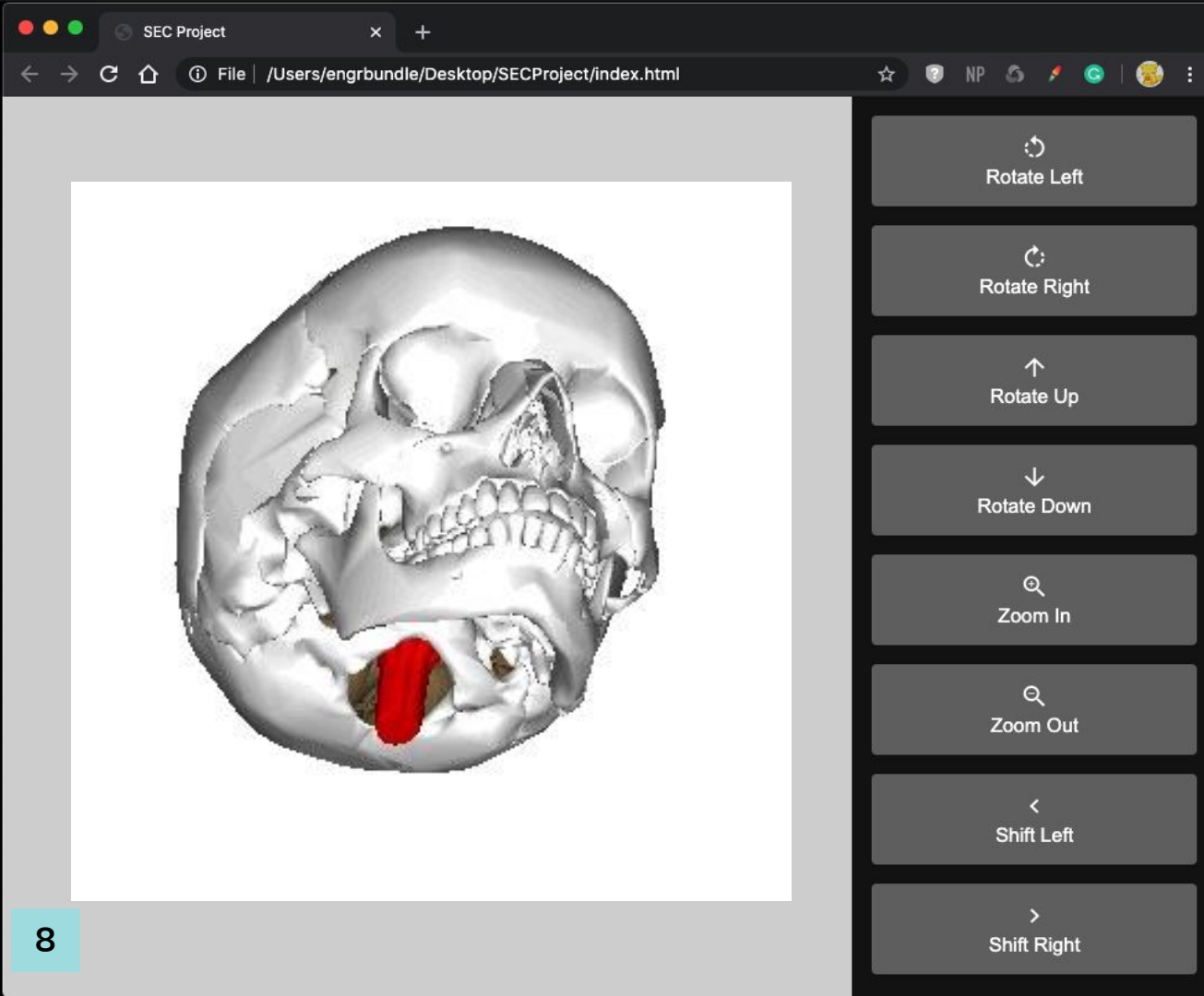




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Marketing Plan



Three Step Plan

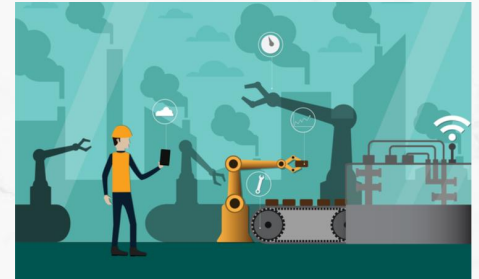
1. Research

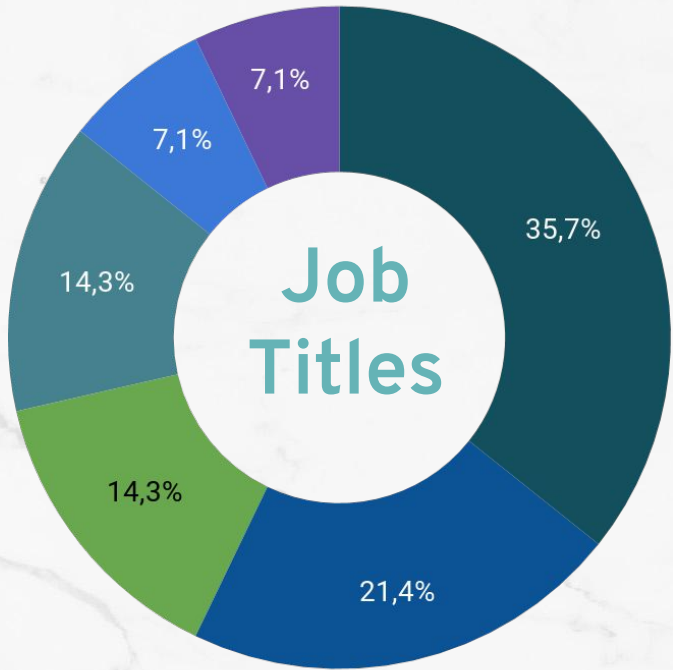


2. Pitch to Hospitals

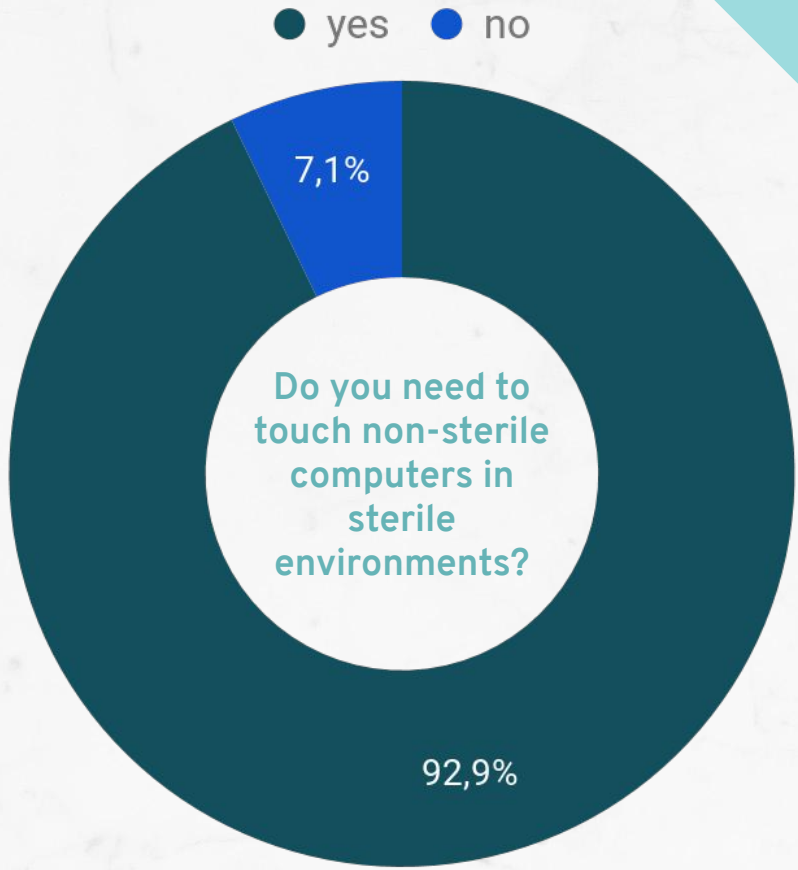


3. Pitch to Software Companies





- Med Student
- Nurse
- Medical Specialists
- Dentist
- Surgeon
- Vetnarian



- yes
- no

Survey Results



Concept Feedback



100%

Survey Participants said it would be useful

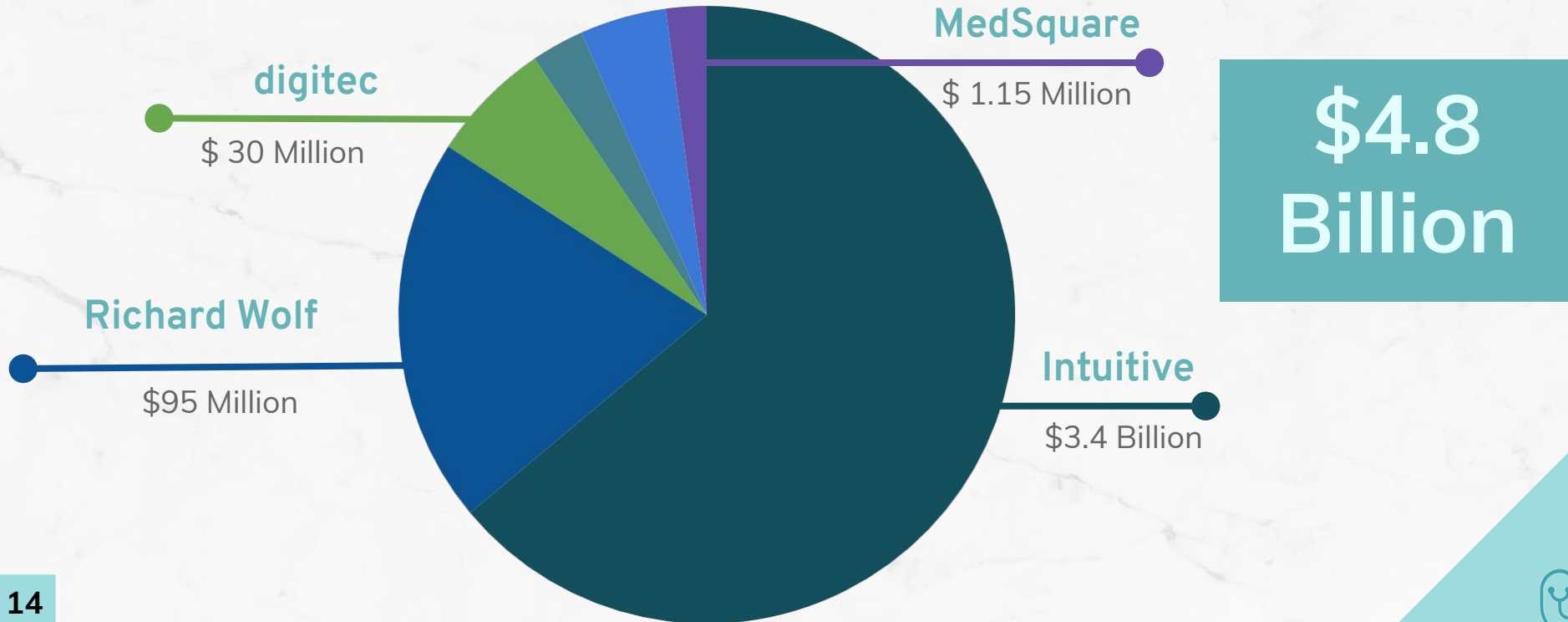


Market to...

Medical Imaging Software Companies



Market Segment



Sales

Plan



Sales Strategy

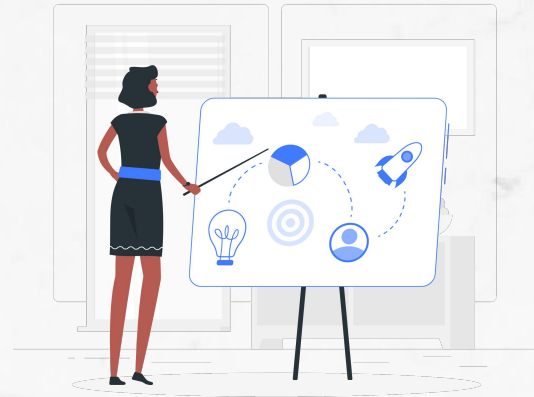
Risk Free & Versatile















Establish Brand Name



Become Industry Standard



Pricing Strategy

	Basic	Standard	Sterile
Base Fee	\$50k/per model	\$100k/per model	\$200k/per model
Annual Licensing Fee	20% of Base Fee		
2D Control			
3D Control			
Voice Recording			
Cloud Services			



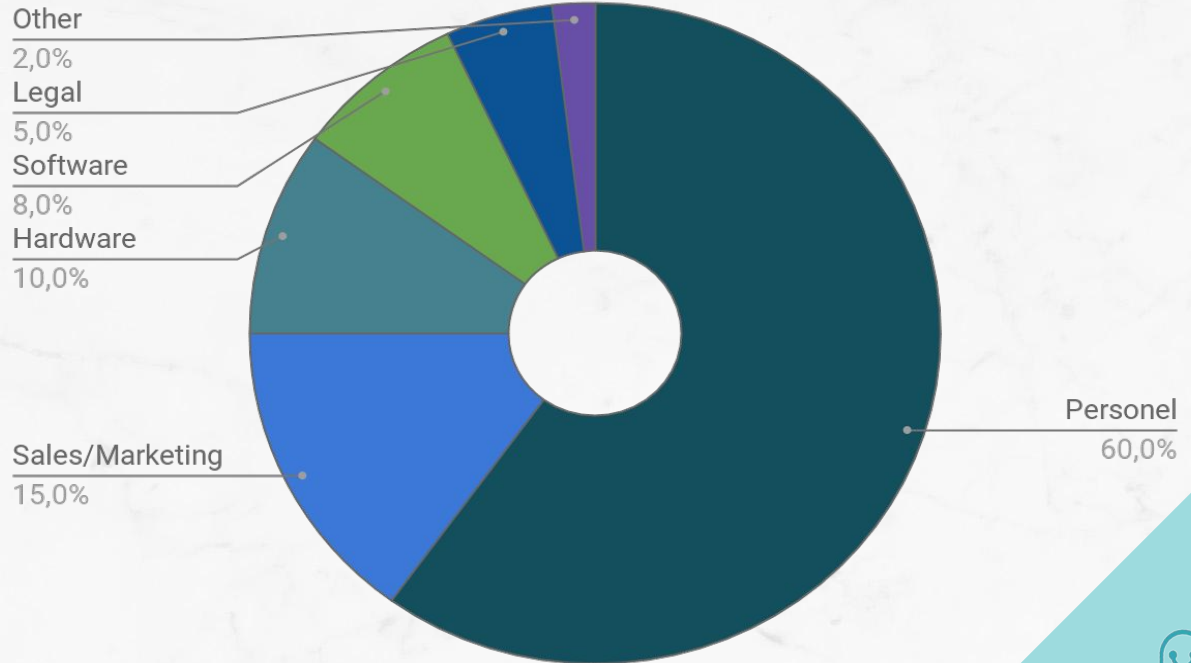
Financial Plan



Capital Need

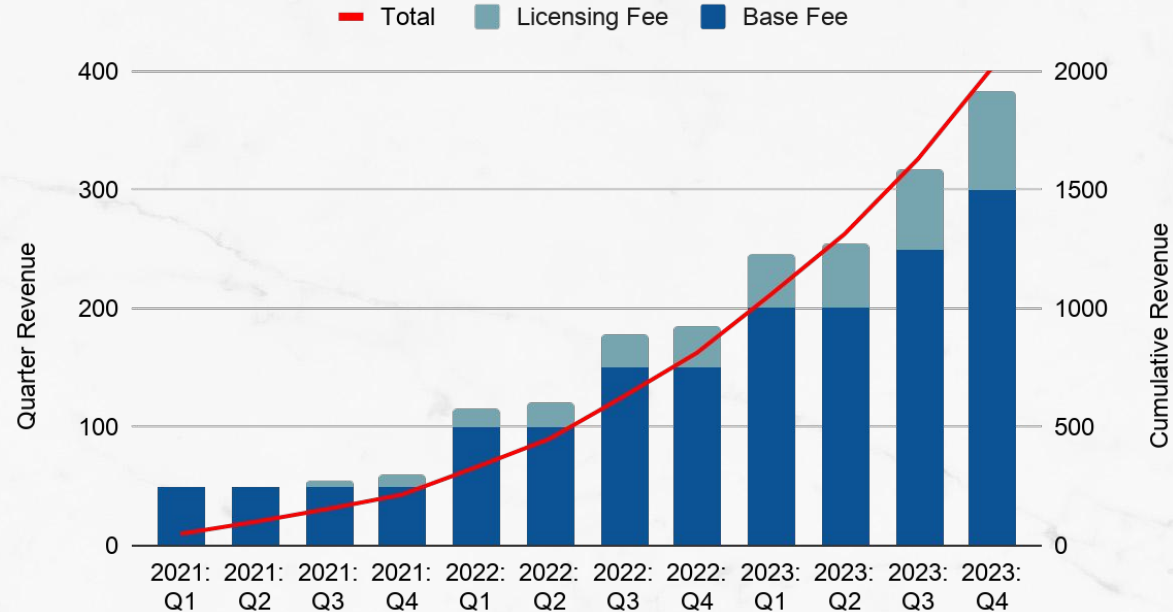
STARTUP BUDGET

\$300K



Revenue Forecast over 3 Years

Base Fee, Licensing Fee and Total



Summary

- Speech Recognition Solution
- Viable Examples in Market
- Large Potential Market
- Positive Feedback
- Flexible Pricing Strategy
- Exponential Forecast



Thanks and Gig'em

Questions?

