



# STARTECH INOVATORI 2021.

## SISTEM ZA PRAĆENJE TEMPERATURE BEBE

Globalno novi proizvod / Informacione tehnologije

**BabyFm**

[info@baby.rs](mailto:info@baby.rs) | [www.babyfm.rs](http://www.babyfm.rs)

BabyFM je sistem koji roditeljima omogućava kontinuirano praćenje temperature deteta, uz alarm obaveštenja, praćenje doziranja lekova i grafičke izveštaje o temperaturi i efektu leka koji se mogu poslati pedijatru iz aplikacije. Sistem je primenjiv u kliničkim i kućnim uslovima, a u prvoj fazi biće preporučivan roditeljima ukoliko deca imaju febrilna stanja. Sistem je dizajniran da omogućava deci neometano kretanje, igranje i spavanje. Senzor se nalazi u traci od organskog pamuka sa srebrnim nitima koje omogućavaju stabilnije merenje temperature i imaju antialergijsko dejstvo. Plastična kutija sa senzorom se može ukloniti, tako da se traka može ponovo upotrebiti i održavati pranjem.

### TRŽIŠNI FOKUS I POTENCIJAL

U prvoj fazi se radi na test tržištima Srbije i Balkana, dok su u drugoj fazi planirana tržišta EU i SAD sa 8 miliona rođenih beba godišnje. Za prodaju prvih 10.000 uređaja od 50\$ sa prosečnom godišnjom pretplatom očekivani prihod je veći od 3 miliona \$. Kompanija je i u pregovorima sa investitorima za MENA regiju.

### TIM

Ivan Soldatović, lekar i biostatističar, profesor na Medicinskom fakultetu u Beogradu, konsultant za međunarodne farmaceutske kuće, Tamara Papić, doktor senzorskih tehnologija, prethodno angažovana na projektima za Frontech Solutions Inc, Brainwave Science, Swiss IPG Group, i Vladimir Jeftovic programer i inženjer skalabilnih softverskih arhitektura i rešenja sa uticajem na milione korisnika, kao što je Alexa voice recognition system, na kojem je prethodno radio u Amazonu.

### MOGUĆNOSTI ZA PARTNERSTVO

Kompanija je u fazi testiranja i izrade MVP2 kroz program Star Tech, proizvod će biti klinički testiran u Q2 2022 na Klinici za pulmologiju KBC i Tiršovoj dečijoj klinici, a od septembra 2022. i u klinici Acibadem Bel Medic uz uključivanje pedijatara i roditelja, što je ujedno i korak testiranja ekosistema proizvoda i priprema za tržište.

Tim radi na pripremi patentne dokumentacije i CE znaka, što je planirano u 2022. U zavisnosti od distributerskih dogovora i plana izlaska na druga tržišta, moći će da proizvedu 1-10K uređaja u 2022. Potrebna investicija za skaliranje sistema i tima, i završnu fazu sertifikacije i patenata na drugim tržištima je €300K na 15% equity.





# STARTECH INNOVATORS 2021

## TEMPERATURE MONITORING SYSTEM FOR BABIES

Global innovation / Information technologies

**BabyFm**

[info@baby.rs](mailto:info@baby.rs) | [www.babyfm.rs](http://www.babyfm.rs)

BabyFM is a system enabling parents to monitor baby's body temperature continuously, with alarm and notification features, monitoring of drug dosage, and graphic reports that can be sent to doctors from the app. The system can be used at home and in clinics and recommended to parents whose children have febrile conditions. It is designed to allow children to move, play and sleep comfortably. The sensor is placed in an organic cotton band with silver threads with an anti-allergenic effect. The plastic box with the sensor can be removed and band reused upon washing.

### MARKET FOCUS AND POTENTIAL

The first phase and the test market are the Serbian market and the Balkan Region. The second phase focuses on EU and US markets, with 8M babies born annually. For the first 10k units sold for 50\$ and average annual subscription, expected revenues exceed 3M\$. There are ongoing negotiations to enter the MENA region.

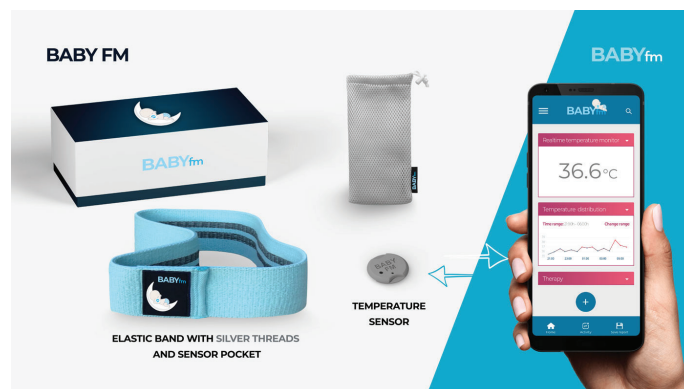
### TEAM

Ivan Soldatović, doctor and biostatistician, professor at Faculty of Medicine in Belgrade, consultant for international pharma companies, Tamara Jakovljević, PhD in sensorial technologies, previously engaged on projects for Frontech Solutions Inc, Brainwave Science, Swiss IPG Group, and Vladimir Jevtovic, engineer and programmer of scalable software for millions of users, such as Alexa voice recognition system.

### PARTNERSHIP OPPORTUNITIES

The company is currently testing and developing MVP2. The product will undergo clinical testing in Q2 2022 at Pulmonology and Children's Clinic in Belgrade. From September 2022, the product will be tested in Acibadem Bel Medic clinic, involving doctors and parents, also serving as product ecosystem testing and market preparation phase.

The team works on patent and CE mark registration, planned for 2022. Investment needed for system and team scaling and certification and patents in new markets, is €300K with 15% equity.



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