

Our mission is to provide cost-effective personalized
wholistic healthcare services for every child.

Our Opportunity

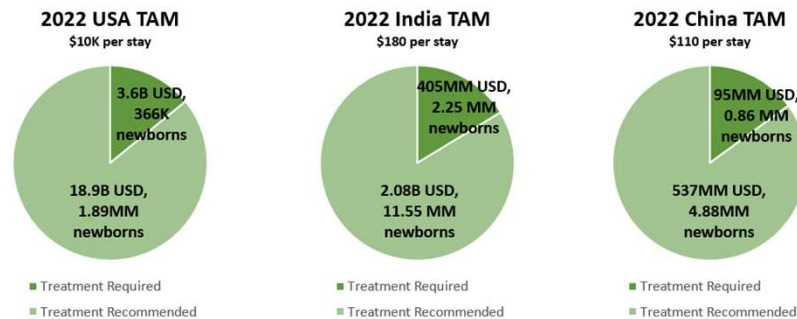
Problem Worth Solving

Newborn jaundice is a very common condition and The American Academy of Pediatrics (AAP) advises phototherapy as the first line of treatment for hyperbilirubinemia. About 10% US newborns (approximately 400,000 US newborns per year) require phototherapy treatment. There are notable shortcomings in the existing phototherapy systems for hyperbilirubinemia treatment. Firstly, these systems and the phototherapy blankets make it almost impossible to breastfeed and impede the parent-child bonding. Secondly, treatment modalities extend hospital stays, increase medical cost, lower the comfort level of caregivers, and may be harmful to newborns in the long-term. Thirdly, the required in-hospital treatment often requires readmission of formerly discharged neonates. The costs of readmission are on average \$10,000 for each occurrence, or an estimated \$1.5-2 billion/year healthcare burden in the US.

Our Solution

NuLite X is an improved phototherapy system being developed by IB504, Inc. The system comprises a fully contained phototherapy device inside a baby swaddle and has remotely adjustable light intensity for treatment as well as built-in sensors that wirelessly transmit treatment parameters to external monitoring systems. NuLite X effectively induces structural isomerization and improves upon existing treatment modalities at considerably lower total cost. With its superior design, whole body phototherapy is contained below the neck level. No special eye protection is needed for newborns or their caregivers. Throughout treatment, patients can be held in their parents' arms, enabling optimal feeding and bonding unimpeded. Additional advanced sensors are equipped with the device to provide monitoring of patients' existence inside the swaddle and inside temperature, to ensure comfort, prevent hypothermia or overheating. A bilirubin level monitoring sensor can be added to allow accurate treatment tracking.

Target Market






Funds To Date **\$506K**

Source of Funds: family & friends investments

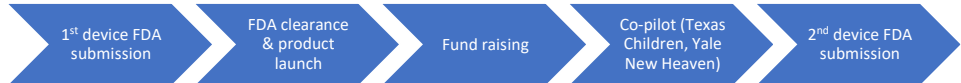
Funding Needed **\$1MM**

Use of Funds: team building \$300K, marketing & sales \$350K, regulation 125K, legal & other operations 225K






-----**Competition**-----

	IB504 NuLite X 	Phototherapy blankets 	Incubator light systems 
Insulation and comfort	✓	✓	✗
Prevents leakage of light (no eye protector required)	✓	✗	✗
Flexible infant care	✓	✓	✗
High intensity phototherapy	0-100 mw/cm ² /nm	0-75 mw/cm ² /nm	0-100 mw/cm ² /nm
Mobile application-enabled	✓	✗	✗
Cost	\$	\$\$	\$\$\$

-----**Milestones**-----



-----**Leadership Team**-----

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 Bo Hood
 CEO/co-founder
- 
 Mike Chen
 Co-founder
- 
 Ray Chen
 CTO
- 
 Tracy Guo
 Production Manager
- 
 Aidan Fincher
 Product & User Experience Manager