

# RECOPAD® by Bioana

Urine sample collection device for dependent patients

recopad



## Business Summary

RECOPAD is a non-invasive urine sample collection device specially designed for people with disabilities, able to easily collect a clean urine sample for analysis for a correct and timely diagnosis/monitoring of chronic diseases. Our clients are family members, nurses, caregivers who seek convenience and comfort of patient.

## Customer Problem

It is extremely difficult and time consuming to get a viable urine sample out of dependent patients. Current methods available have contamination rates up to 40%, and invasive alternatives are accountable for 90% of Urinary Tract Infections (UTIs). The outcome is misdiagnosis, delay in treatments, time and money wasted.

## Our Solution

Non-invasive urine collector device with unidirectional membrane integrated into incontinence garments, capable of collecting a clean urine sample into a syringe or vacuum container for lab analysis.

## Target market

U.S. market: 54.3 million urine samples taken from dependent patients each year. UK market: 20 million samples/year from dependent patients. Current production capability 10,000 units/year. Potential target market access \$720,000 USD/year.

## Competitors

	Cup	Catheter	Puncture	RECOPAD
Easy to use	X	X	X	✓
Non-invasive	✓	X	X	✓
Quick collection	X	X	X	✓
Everyone can do it	✓	X	X	✓
Low contamination risk	X	✓	✓	✓
Painless	✓	X	X	✓
No urine contact	X	✓	✓	✓
Price (USD)	\$10	\$102	\$2,000	\$36

## Competitive Advantage

Gives the user flexibility of their time, low contamination risk (5%), low risk of UTIs, time and money saved, user gets sample without seeing or smelling urine, comfortable and dignifying to the patient.

## Customers & Partners

### Partners



### Customers



*"It was very useful. Quite practical. We needed to make a urine analysis for my grandmother, who was without the possibility to stand up from her bed. Recopad allowed us to collect samples without problems. Very easy to use. Total recommend it.*

-Gabriela

## Revenue Model

Value proposition to customers: Convenience in urine sample collection. Channel: Online sales and distributors. Sell Price: 30-36 USD. Production cost: 6 USD. Margin 75% (no distributors), 65% with distributors. MTO production.

## Management

Andrea Siller (Biomedical engineering – regulatory)

Adriana Torres – (Biomedical engineering – design)

Advisor Elda Cota - +40 years of experience in MD commercialization

Advisor José Wapinski - +40 years of experience in business development

## Achievements

Patents granted in USA, Mexico, Canada and Spain. Pending in UK. Government funding \$100,000 USD.

## General information:

Medical Devices

Start-up

2013 - Bioana

4 staff members (biomedical engineers)

Shareholders:

Andrea Siller 33%

Adriana Torres 33%

Alicia de Hoyos 33%

## Financials

Revenue 2020 – 3,000 USD

## Exit Strategy

Exit strategy through a 5-year share buyback or through the selling of company to incontinence product manufacturers such as TENA.

## Video Investor Pitch

[www.youtube.com/watch?v=7g564Pb-37s](https://www.youtube.com/watch?v=7g564Pb-37s)

## Country of origin



Mexico

## Contact

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