# Using NAAT- testing to identify diseases in babies

innova nation

SALIVIFY

# Problems we are solving

- Late detection of viruses
- Parental anxiety
- Invasive Procedures
- Congestion in hospitals

# Late detection of viruses

Our product’s ease of use enables the early detection of viruses or bacteria. This is crucial for the baby’s health because it can be treated and cured faster and before it complicates.

# Parental anxiety

This tool allows the family to have more control of their baby's health leading to more tranquility in the family since they will have immediate responses from our diagnosis.

# Invasive procedures

Non-invasive prcedures help the faster detection of viruses and bacterias.

# Congestion in hospitals

We save families multiple trips to the hospital since everything can be done from home, in this way spaces are opened for more people to be treated by pediatricians.

# Our solution

01 Our product consists in a pacifier that takes samples of the baby's saliva and makes a NAAT test to determine some key factors of health in the baby.

02 Artificial Intelligence will review the NAAT test results, analyzing similarities with disease patterns in our database.

03 When the AI detects a similarity, it will generate a report in the user's app and provide a diagnosis for their baby.

# Benefits in NAAT

- provide more accurate results than the protein analysis
- detects and amplifies specific bacterial DNA or RNA sequences for the organism being tested
- improved turnaround times and markedly enhanced sensitivity
- Less invasive method of testing providing detailed sequences of the organisms

# Similar competitors

## Pacif-i

Pacif-i s a smart pacifier that connects to a smartphone app via Bluetooth to track temperature and send alerts if the baby's temperature rises above a certain threshold.

## Snoo Smart Pacifier

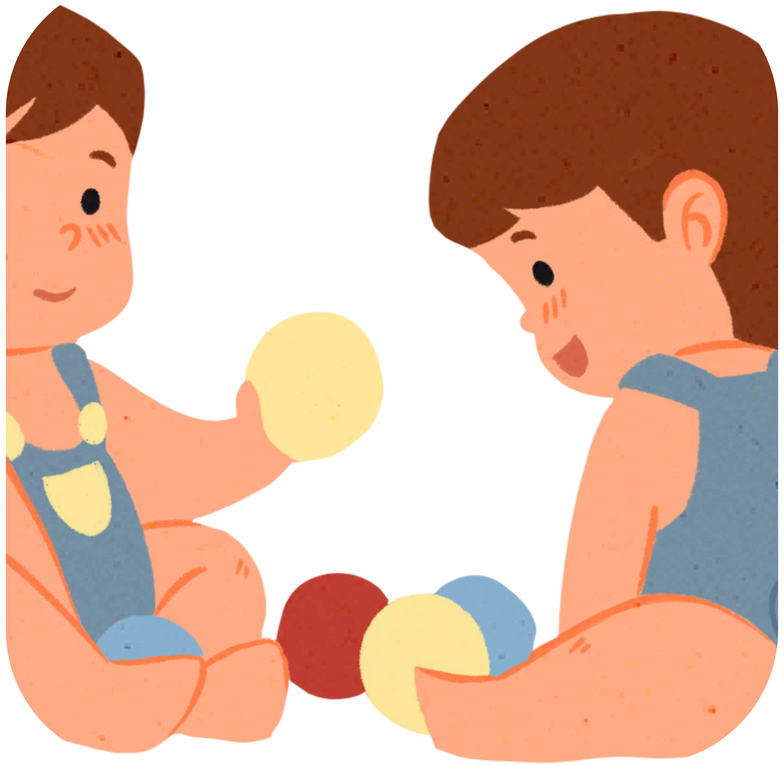
The Snoo system includes a pacifier that monitors the baby's state of calm or distress. The pacifier has a built-in sensor to detect if the baby is crying, and a bassinet that will respond with soothing sounds and motions.

## SalivIQ

SalivIQ detects bacteria in saliva named streptococcus that causes strep throut and the result is revealed in 20-22 minutes. (Not a pacifier, its a swab)

# Why are we unique?

No other product combines all these factors like saliva extracting, detecting bacteria and viruses, instant diagnosis and connections with pediatricians like Salivify does.



# Our market

**In Latin America..**

Ten million babies are born each year, and 70% of those families use a pacifier. This leaves us with 7 million babies a year using one, which is still a significant number. These babies could potentially become users of our product.

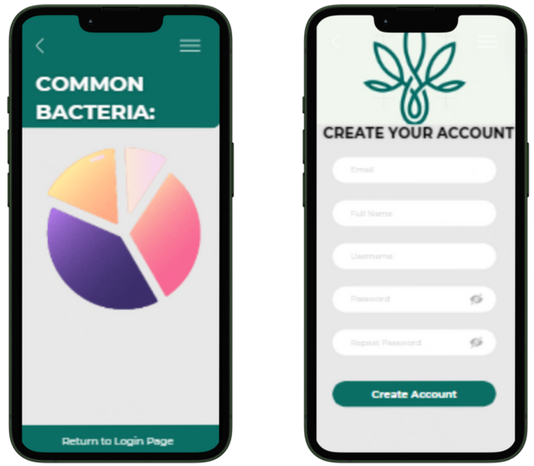
# Our target audience

- Pediatricians
- Families
- Pharmacies

# How does it work?

First, families will notice the baby's symptoms such as cough, fever or runny nose.


They will use the pacifier normally for 15-30 minutes, allowing the processor to detect any viruses or bacteria in the saliva.




After this period, parents will have access to our app that provides a diagnosis, personalized recommendations, an AI doctor, and, as an added feature, connections to pediatricians. It's important to note that our product is not intended to replace daily pacifiers.

# How to use NAAT tests in pacifiers

1. The pacifier will gather a sample of the saliva of the baby and will send the information to our data base.
2. Our data base will then review the sample and look for a sequence of RNA and DNA that matches with a sequence of a virus.
3. The system will then find the link on the sample and the data base and the baby will get a diagnosis based on their disease.

# Our impact


3
GOOD HEALTH
AND WELL-BEING


11
SUSTAINABLE CITIES
AND COMMUNITIES


9
INDUSTRIA,
INNOVACIÓN E
INFRAESTRUCTURA

# Our impact

3

- End preventable deaths of newborns and children under five
- Provide access to safe and affordable medicines and vaccines
- Improve people's health
- Provide quality health services for all

11

- Reduce the negative environmental impact of cities: this includes improving air quality and waste management.

9

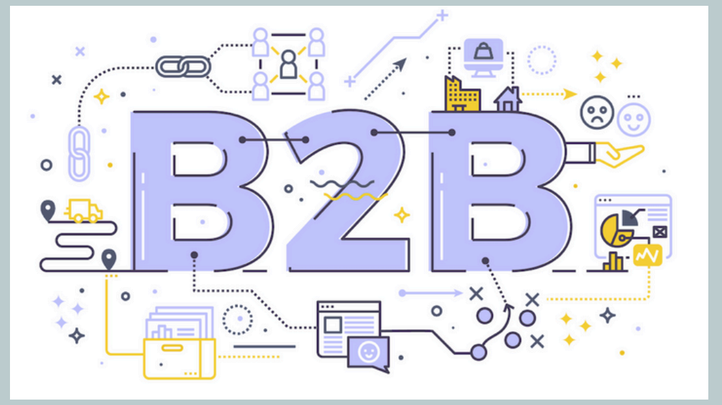
- Foster innovation, especially in key sectors such as technology, digitalisation, renewable energy and clean industries, to improve competitiveness and sustainability.
- Aumentar el acceso a la investigación científica, mejorar las capacidades tecnológicas de los países en desarrollo y promover la cooperación internacional en el campo de la ciencia y la tecnología.

# Positive Impact

Salivify uses our database as a ongoing source of information for different investigations around the world providing scientist with valuable insights about common viruses in babies in different countries.

# Business Model

We will be starting by selling our product to different companies such as pharmacies or pediatric offices.



# Next Steps

01 The main next step that we should take in this project is obstaining or registering a patent. A patent will help us secure our idea and would give us more time to prepare it.

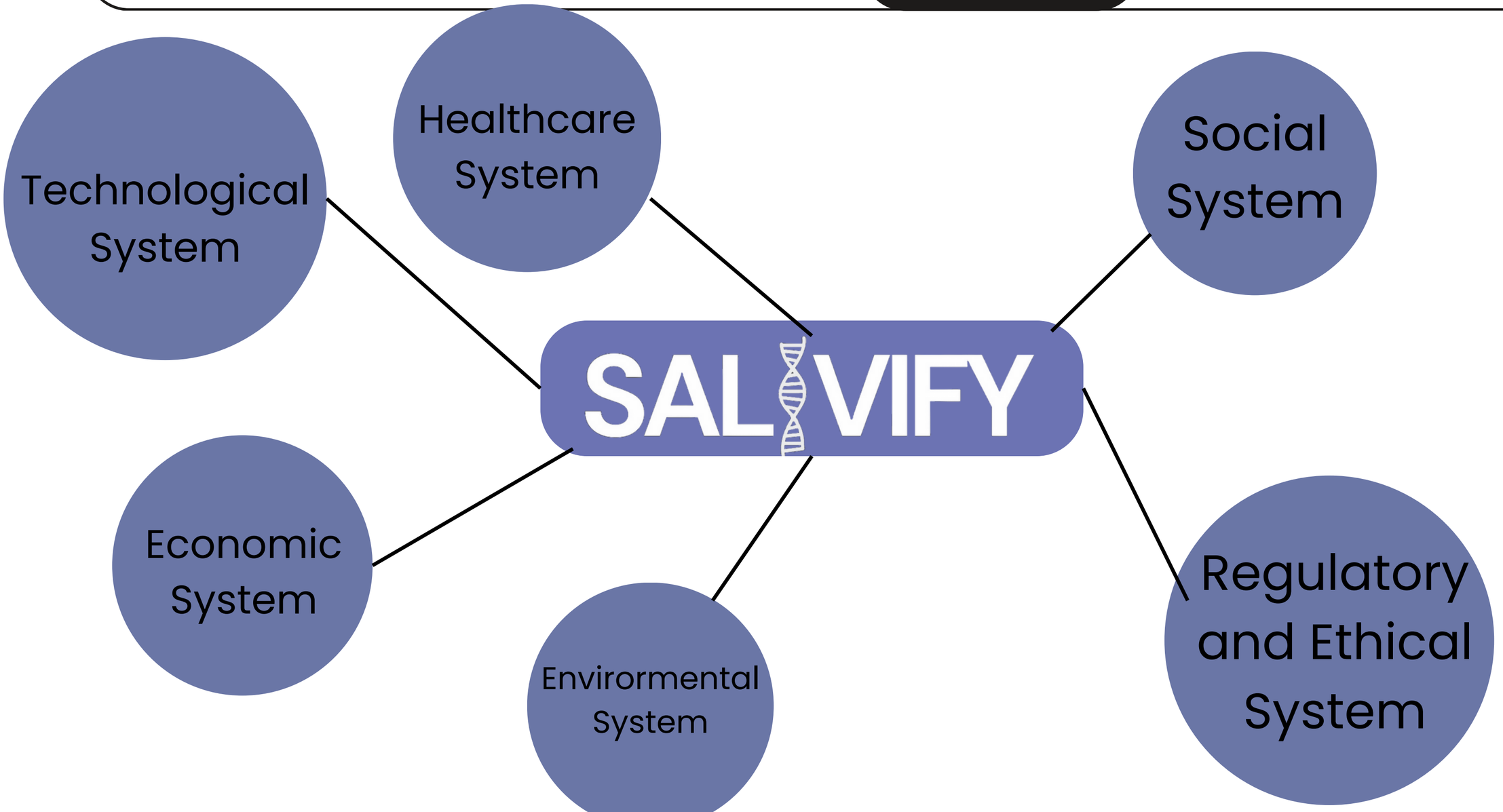
02 Another key step in the develpment of this product is to start brainstorming companies that may be interested in us so we can pitch our product to them. And also, as we grow we will be selling our product to our clients through websites (B2C).

03 In the future, after the product is developed and launched, we plan to release a second version with additional features and enhanced capabilities.

# Challenges

01 Placing a NAAT- test inside a pacifier is not an easy task, but it can be done. This is one of the hardest challenges on the project

02 Getting capital to start the research is also a challenge but we are convinced that a inovative idea like our atracts investors easily


Technological System
Healthcare System
Social System
SALIVIFY
Economic System
Envirormental System
Regulatory and Ethical System

01

- Enables non-invasive, early detection of pathogens in infants.
- Provides continuos remote monitoring, reducing the need for frequent hospital visits.

02

- Integrates microprocessors, NAT testing and AI driven analysis within a standard pacifier.
- Transforms traditional diagnostic methods into a seamless, real-time monitoring solution.

03

- Introduces an innovative business model with direct sales and subscription services.
- Challenges existing diagnostic practices by offering a cost-effective and user-friendly alternative.

04

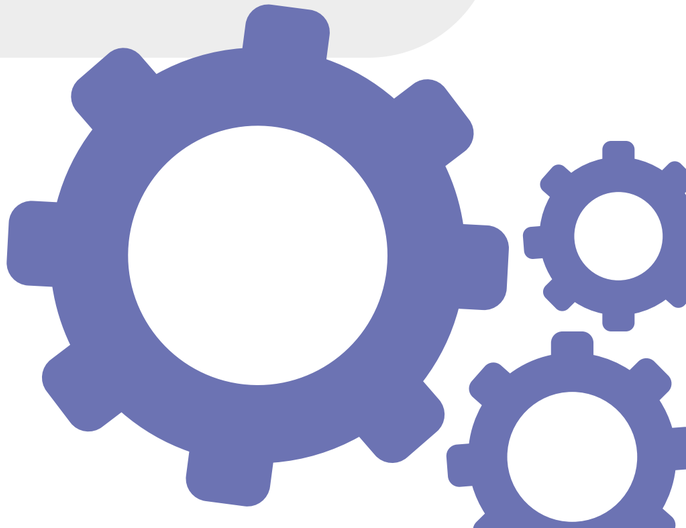
- Reduces hospital waste by enabling at home diagnostics.
- Lowers carbon emissions by minimizing multiples hospital visits.

05

- Alleviates parental stress by providing timely and accurate health monitoring.
- Enhances connectivity between families and healthcare providers, fostering proactive care.

06

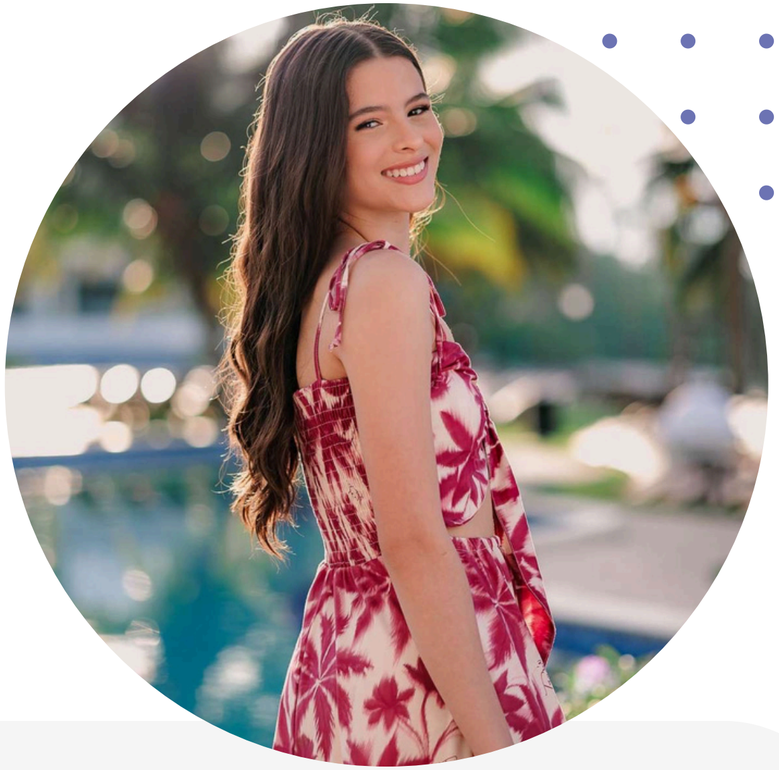
- Promotes responsible innovanation by balancing technological advances with ethical considerations.



# Our Team

Carolina Feliu

Daniel Feliu



Maria Victoria Saenz

# Brief reflection

- "What I gained from this program goes beyond just knowledge. It transformed the way I approach problems and think about my career. I now feel equipped to lead and innovate in my field."

-Carolina Feliu

# Lesson Learned

- Gained a deep understanding of NAT testing and health tech innovations.
- Developed technical skills related to microprocessor integration and data analysis.
- Learned how to create user-centric solutions while considering both healthcare and tech aspects.

# Thank You InnovaNation!

innova nation

**For helping Salivify!**

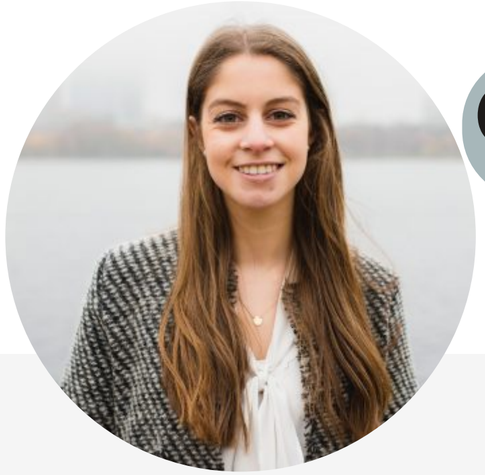
SALIVIFY

## Karin Sempf

Helped us in shaping the proyect by giving us resources and oportunities.

## Scarlett Sinisterra

Helped us with research, and gave us feedback since she is a doctor.



## Carmen Martin

Gave us information and ideas like NAT testing.


Our pacifier also helps in concientizing the importance of babies health by reminding that is crucial detecting and monitoring babies at all times but, Salivify makes it easier.

# Thank You!

Peace of mind for you and safety for your baby.

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