EPILERT

One line pitch:
Epilert is a wearable device that detects and monitors epilepsy seizures, also it sends instant alerts to doctors and parents in case of seizures.

Market Analysis:
The market of epilepsy seizures is fairly tight, we have one direct competitor called Empatica, it’s a bracelet that offers the same services, however ours are more efficient (testing percentage) and we are targeting a wider customer selection.

Value proposition:
We offer a wider range of options than our competitor. Epilert’s technology can detect seizures before occurring, notify parents with location, send immediate doctor diagnoses and contact caregivers if the seizures reach a critical level. We are working on making this technology compatible with Apple Watch, Samsung Gear, Fitbit, Garmin.

Business Model:
Our business concept of building this product is to raise an amount of $100,000 to focus on marketing and improve product quality. 1- We will be generating profit by selling the technology to big industries to be used in their hardware materials. 2- Selling the bracelet through our E-Commerce Channels. 3- Get insurance accreditation (product to be refunded by insurance if written in a doctor’s note).

IP and Regulatory situation:
Currently working on our patents, we expect to register them by the 3rd week of November in the INORPI Tunisia.