

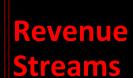
Cost Structure

- Value-Driven Business model
- Fixed Costs: Salaries for Managers, Advertising, Internet / Top-op, Transportation
- Variable Costs: DIrect Materials, Packaging



Equipping hospitals with functional SCD diagnostic devices to screen 90% of all newborns in Sierra Leone within 5 years, integrating it into their standard operating procedures.





- Selling our device to donors (UNICEF and WHO)
- The device will sell for \$4.50 indirect channels and \$5.50 direct channels.
- Profits generated will go into Sickle relief programs.