



مركز خليفة للابتكار
khalifa INNOVATION CENTER



**KHALIFA INNOVATION CENTER
STARTUP PORTFOLIO**

VALIDITY

Q2-Q3 - 2021

FOUNDING TEAM

SAEED AL TENEIJI, CEO

THE PROBLEM

Each year there are about 2.6 Million Stillborn.

The main cause for stillborn is the mental health state of the pregnant mother.

Many mental health challenges that pregnant mothers face during their pregnancy period are as follows

- Hospital appointment.
- Road Traffic.
- Angry husband.
- Long waiting in the clinic.
- Unnecessary fear.

All the mental health challenges eventually affect the fetal health state as well.

These mental health challenges can be prevented if the pregnant mother is alerted in advance.

CURRENT SOLUTIONS IN THE MARKET

1. Sonography
2. ECG (fetal electrocardiogram)

Currently, there is no safe, affordable, easy-to-use, and long-term fetal monitoring solution in the market.

MARKET OPPORTUNITY

Based on 2017 UAE data, there is approximately 92000 birth per year. That accounts for about a similar number of pregnant mothers.



THE SOLUTION

Medical Advanced Research Projects (MARP) is part of Advance Research Projects (ARP) that works on introducing a low-cost device that allows pregnant women to monitor the fetal heart via a fetal phonocardiography-based signal system.

MARP's FirstBeat is a monitoring device that comprises a set of phonographic sensors held on the maternal abdomen. This gives a very reliable measurement of fetal and maternal heart sounds without needing special skills. The device doesn't emit any harmful waves/signals.

FirstBeat is a standalone device that can be connected to a smartphone. Its portability makes it an ideal solution for fetal remote monitoring.

BENEFITS

- Safe & easy to use.
- 95-98% accuracy.
- Collaboration with hospitals and clinics.
- Affordable.
- Long-term usage.

BUSINESS MODEL

B2C - Product sales through the website
B2B - Hospital Collaboration

TRACTION

Pilots in 2 Abu Dhabi hospitals.
Tested on over 100 pregnant mothers.

CONTACTS

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