Noncontact Vital Sign Monitor

Structured Monitoring Products (SMP) is a medical device company developing an off-the-shelf baby monitor that detects infants’ breathing patterns remotely. The company’s first product, SAMAY™, will be the first patented, noncontact, noninvasive infant vital sign monitor on the market.

Technology

SAMAY™ immediately alerts parents if their sleeping infant’s breathing slows or become erratic. The radar transmitter is encased in a LCD frame that is placed in a room were the baby sleeps. It remotely monitors the infant’s movements and transmits this information to a cell-phone size receiver that the parent/guardian can place on a bedside table or comfortably carry in a pocket. The video receiver vibrates and sounds an alarm in response to abnormal breathing, allowing parents to take immediate life-saving actions.

Market Potential

The industry for infant products reached $8.9 billion in 2012. Parents with annual incomes between $59,410 and $102,870 spent an average of $1,125 in 2012 on miscellaneous infant products. The use of baby monitors, in particular, is on the rise. New models are available every year that tout improved safety features, such as increased audio clarity, improved video color or resolution, or motion detectors requiring some type of contact with the infant’s body. SAMAY™ is being designed with first-time parents in mind, especially those who are concerned about Sudden Infant Death Syndrome (SIDS) and caregivers to children with breathing problems. The company will focus marketing efforts on the 4.5 million college-educated parents over age 30 who have annual incomes that exceed $40,000, own their own homes, read parenting magazines, and shop at specific stores (including branded and baby specialty stores, as well as certain ecommerce retailers). The expected market penetration for this product is 25 percent of the 4.5-million-person target population – approximately 1.2 million customers.

Strategy

SMP will outsource product manufacturing to decrease fixed costs and lower capital requirements. The company plans to develop an in-house marketing and advertising strategy to focus on making a positive difference in families’ lives while simultaneously raising awareness of infant breathing issues. A distribution and inventory company will distribute the product to retail giants and baby specialty stores and SMP will ship the device to individual buyers who purchase it through direct sales. Once the product has been proven in the marketplace, SMP will license the monitor to high-end baby retailers for sales and distribution.
Management Team

Vik Ramprakash, CEO
Vik Ramprakash, SMP’s CEO, is responsible for the company’s vision and manages product development. An experienced business system consultant with technology expertise, he has implemented technological solutions in the geospatial field and the financial industry. Mr. Ramprakash earned an M.S. in Civil Engineering at Ohio State University, where he researched remote sensing technologies. He also acquired an M.B.A. from the University of Florida.

Karan Arora, Finance Manager
Karan Arora, the company’s Finance Manager, is responsible for all of SMP’s financial aspects. He is also the Principal at Natural Vitamins Laboratory and Core Ingredients & Packaging. He has ten years of experience in the nutraceutical industry, with expertise in product invention/development, formulation, manufacturing, and clinical trial execution. Mr. Arora has a B.S. in Computer Science with a minor in Business Management from Arizona State University and an M.B.A. from the University of Florida.

Vikram Sreeram, Product Manager
Vikram Sreeram, SMP’s Product Manager, oversees the company’s product development at an offshore site. He is actively involved in the healthcare, hospitality, education and property development in industries. Mr. Sreeram is the joint managing Director of Mallige Medical Centre Pvt. Ltd., the flagship company of the 30-year-old Mallige Group in Bangalore, India. He is also the Co-founder and Director of Regal Urban Pvt. Ltd., a property development startup company. Mr. Sreeram studied Computer Science at the University of Maryland, Baltimore County.

Brent Walters, Legal Counsel
Brent Walters, a licensed attorney, is SMP’s in-house Legal Counsel. He is located in Taoyuan, Taiwan, where he teaches at Chung Yuan Christian University and works as a consultant for local Taiwanese research firms. In the United States, Brent practiced business law and litigation. He has an M.S. in Civil Engineering and a J.D. from Ohio State University.

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