

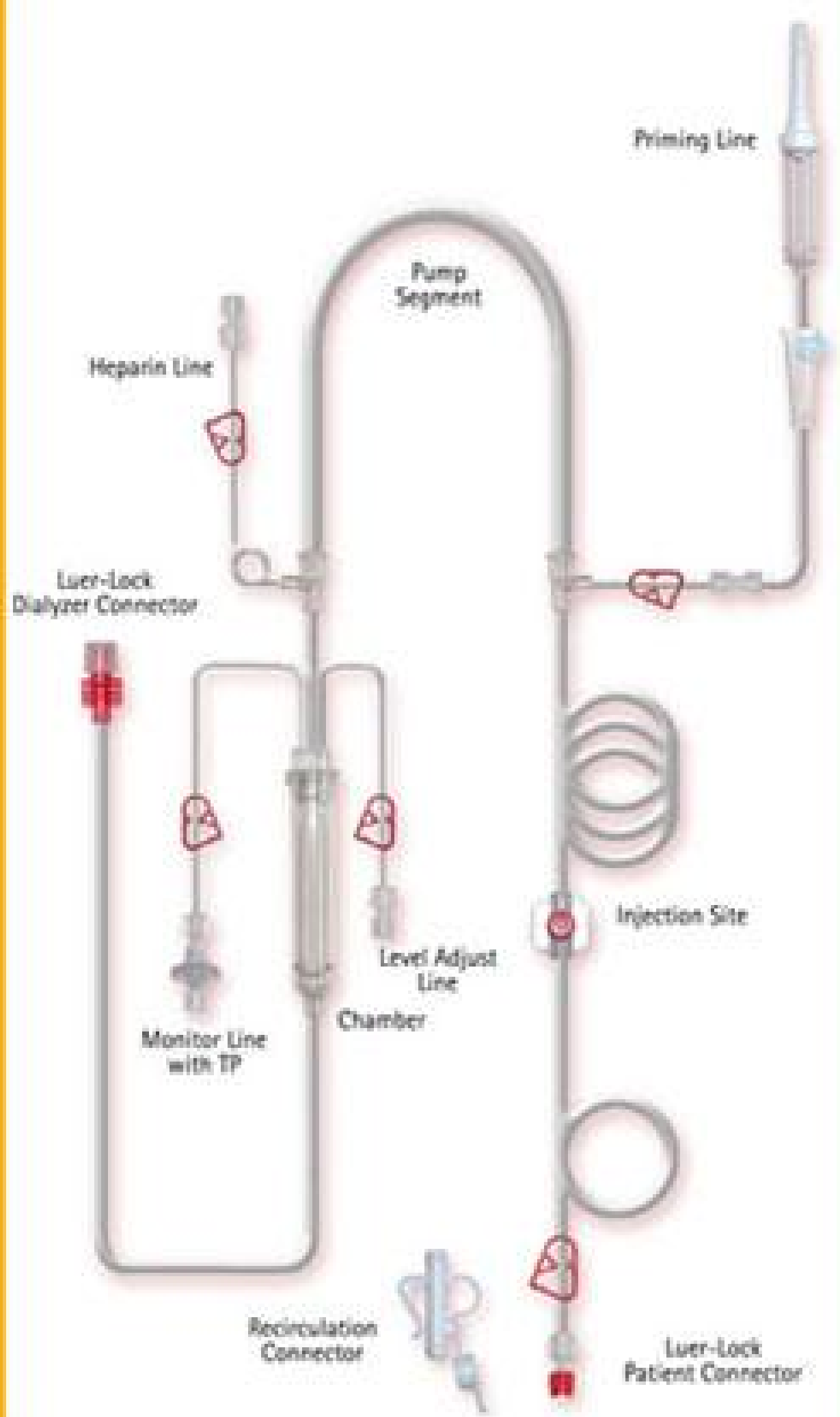


# **A Renal Care Clipping Aid Device for Dialysis Nurses in Canada**

A 2 . 3

**BETHANY**





**100,000  
Clips/year**





# **120K Nurses in Canada at Risk of Osteoarthritis**



# Problem

Nurses are facing **thumb osteoarthritis** from repetitively clipping of renal clips onto blood tubing, highlighting a need for a **portable, adaptable, durable** device that **alleviates thumb strain**, and ensures **ambidexterity** and **quick operation**, while **withstanding frequent sanitization**.



# **A Renal Care Clipping Aid Device for Dialysis Nurses in Canada**

A2.3



## Vision ( Global )

Innovate ergonomics in renal care by providing solutions that enhance the well-being and efficiency of healthcare professionals, ultimately contributing to better patient care worldwide.



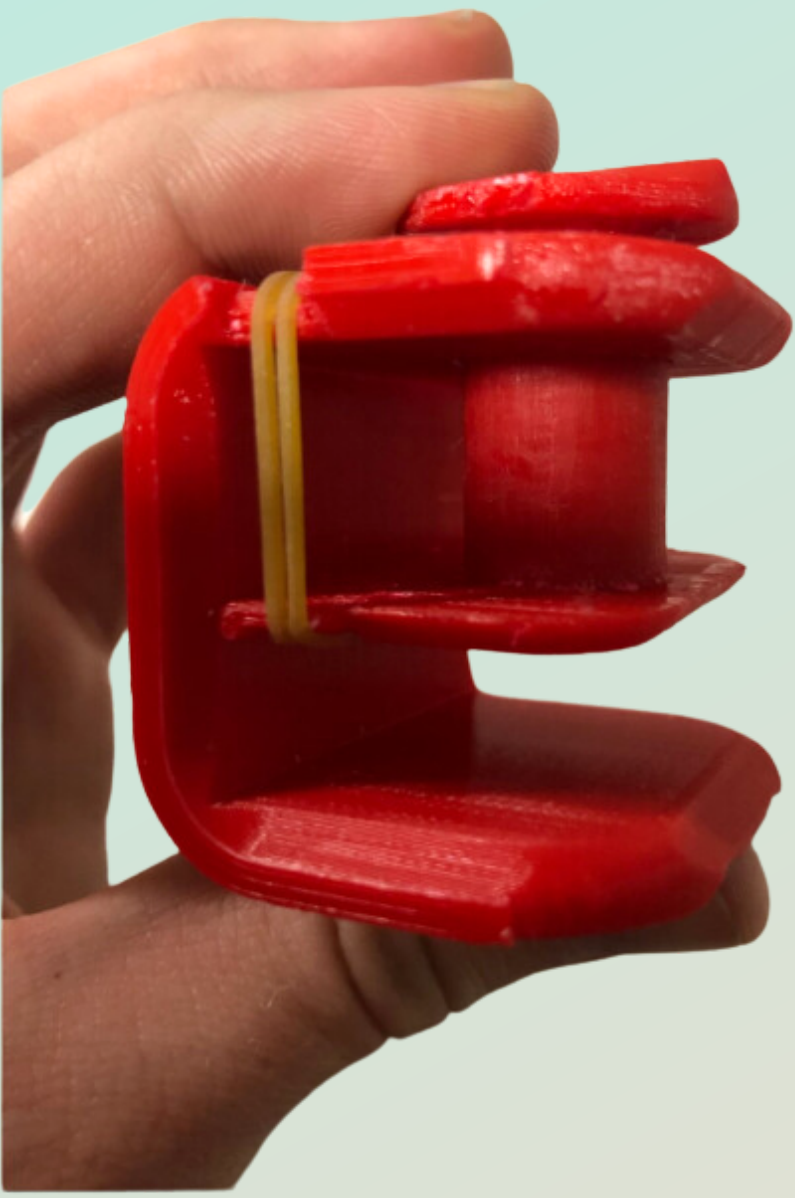
## Mission ( Canada )

To protect dialysis nurses through ClipFit ensuring our healthcare heroes can continue their vital work with comfort and safety.



# The ClipFit

The Ultimate Solution to Our Problem



01

ABS Plastic & Rubber

Cheap, Strong, Medical Grade

02

Limited Ridges

Easy and quick to clean

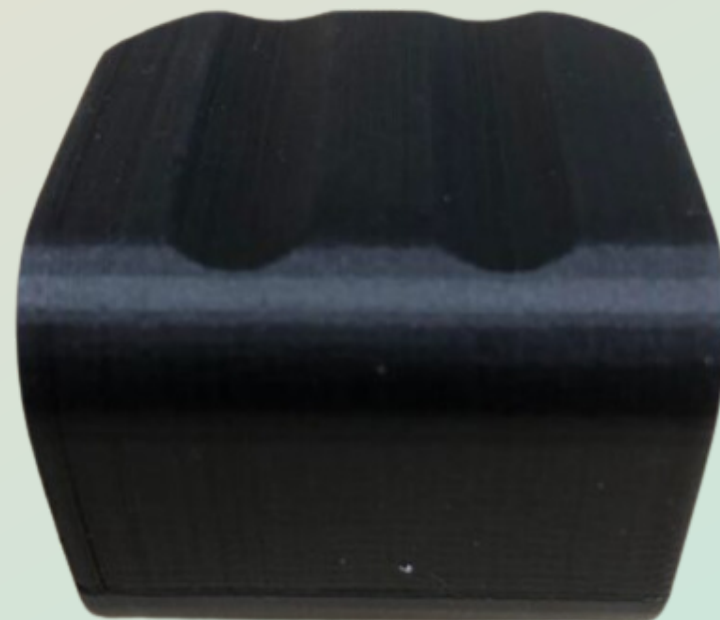
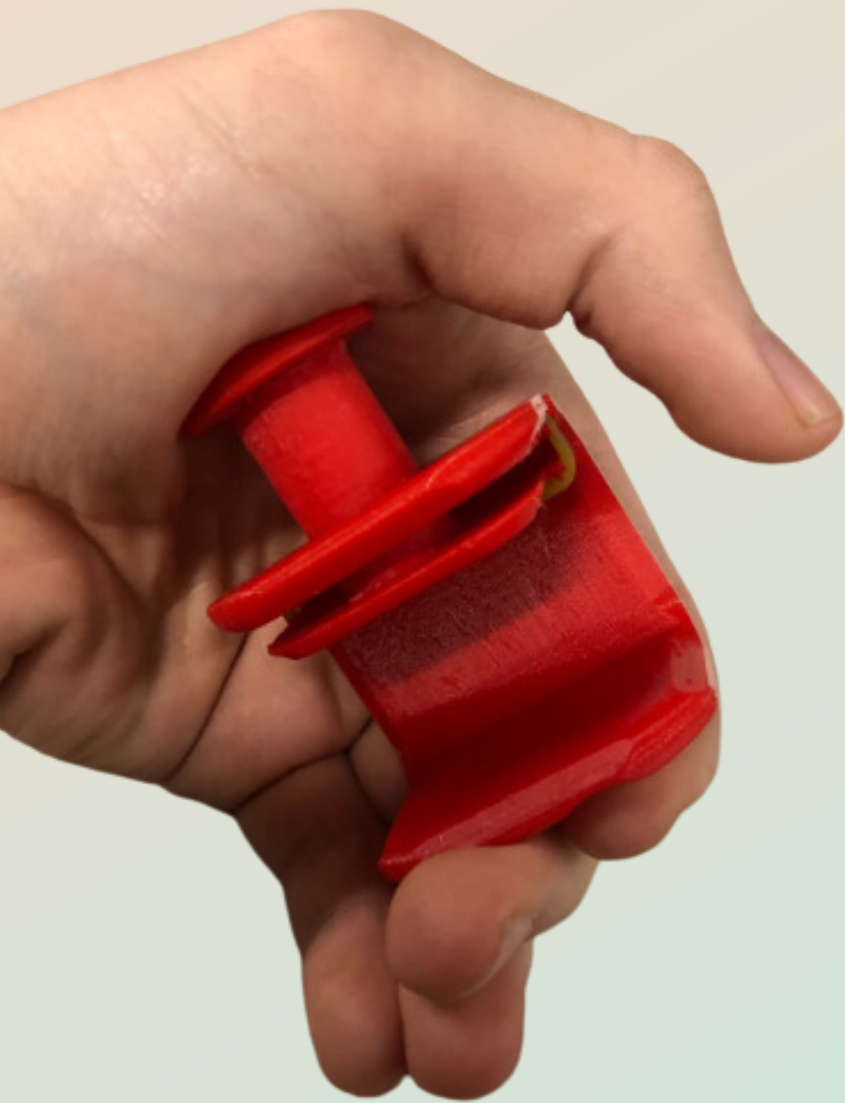
03

Small & Lightweight

Portable, Easy navigation between tubing,  
Doesn't slow down nurses

# The ClipFit

The Ultimate Solution to Our Problem



04

## Squeezing Motion

Eliminates Thumb Strain. Distributes Force Across Hands.

05

## Ergonomic/ Grooves

Fits Onto Natural Shape of Average Hand

06

## Accommodates Different Clip Sizes

# Compared to Competitors



**Medical Pliers**



**Hydraulic Clamp**



**WECK Clip Applier**



**CLIPFIT**

**Cheap**



**Accommodates different renal clip sizes**



**Reduces Thumb Strain**



**Easy to Clean**



**Portable/ Lightweight**



**Durable**



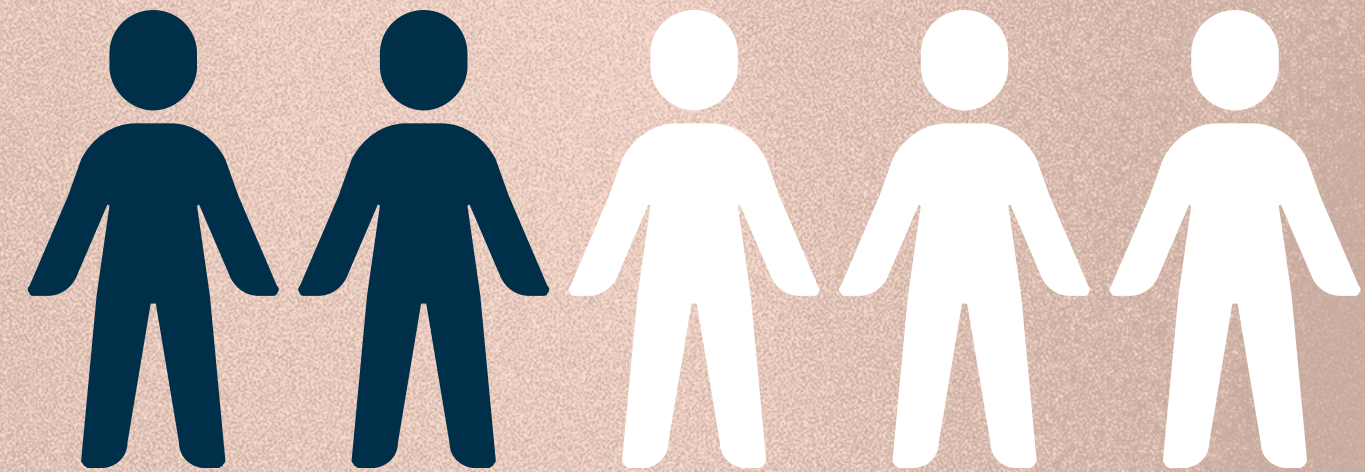
**Quick Operation**



# Target market

Registered Dialysis Nurses and the Renal Care Clinics in **Canada**

As of 2022, there are **347 renal care locations** in Canada and **119,368** registered **dialysis and renal care nurses** on average.



# Go to Market Strategy



**Step 1**  
**Clinics/ Hospitals &  
Medical/ Nurse  
conventions ( Free  
samples to nurses )**

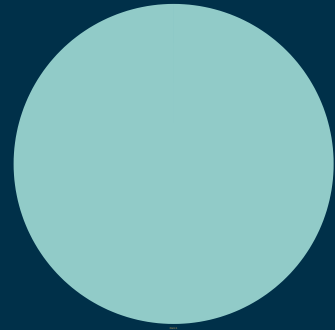
**Step 3**  
**Sell to Partnered  
Clinics/Hospitals**

**Step 5**  
**GO GLOBAL - Repeat  
Strategy**

**Step 2**  
**Partner w/ Nurse  
General Stores**

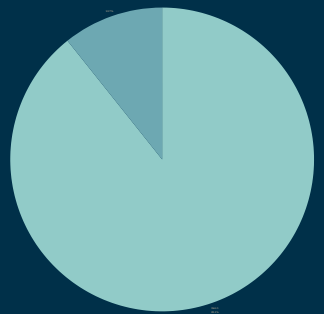
**Step 4**  
**Set Up Online Store (  
Digital Marketing  
Campaigns Launch )**





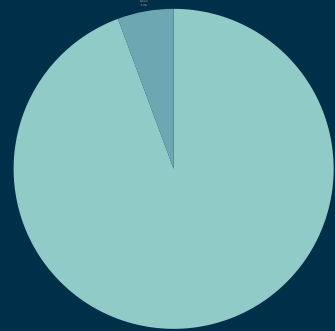
30 Million

Total Available Market (TAM) - Global



3.6 Million

Serviceable Available Market (SAM) -  
Canada

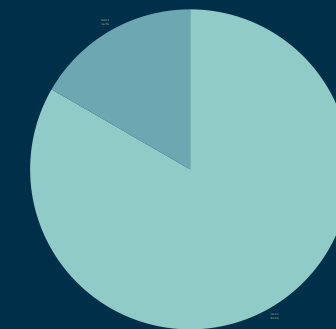


215 K

Serviceable Obtainable Market (SOM)  
- **6% Market Share** @ first year, then  
**12.5% CAGR**

# Market Opportunity

Subtracting Injection Molding Machine startup cost.  
We start to make a **profit after the first year**. The  
TAM, SAM, SOM outline the opportunity here.

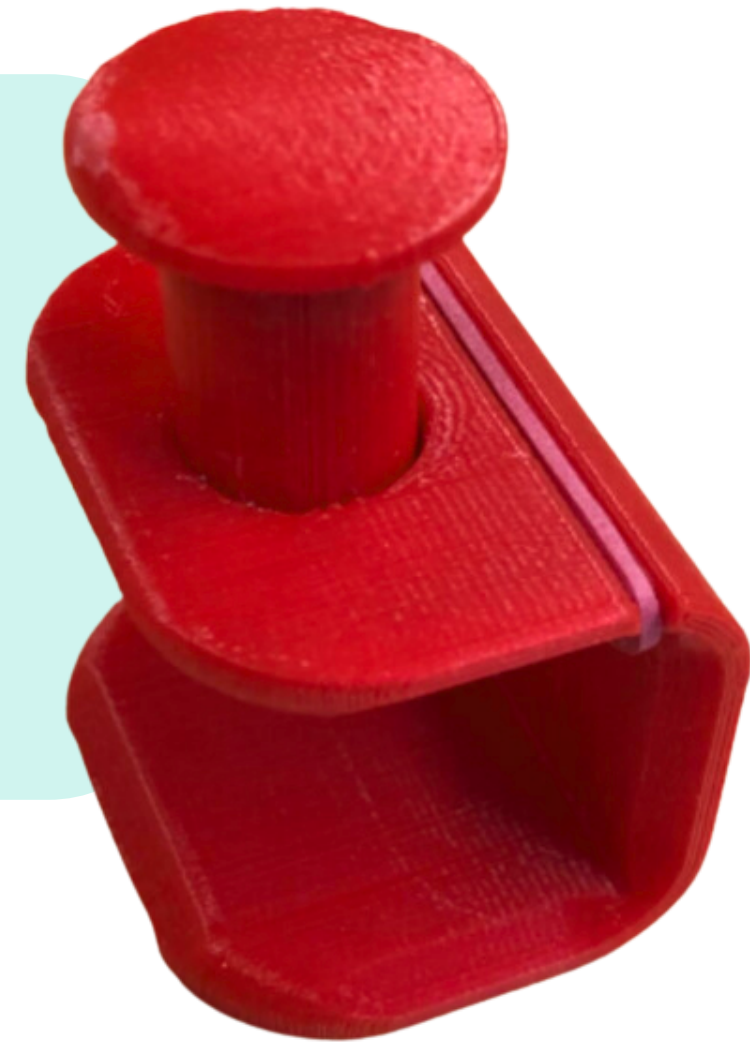


730 K

Total Revenue after 3 years

# Business Model

**30\$/unit = ~200% Markup** from  
Manufacturing/ Labour/ Material Costs (~11\$/  
unit) After the 3 years.





# Why Us? Why Now?



01

Osteoarthritis on Rise

02

Nurse Shortage

03

Nurses need to be healthy to do job optimally

# Validation

SO FAR....w/ elastic design of device



## Client

Sydney Livermore ( Occupational  
Therapy Master's Student who had  
a placement at arthritis clinic in BC )

Testing at clinic soon.

## Nurses in Ottawa

Expressed love for elastic and  
spring design. Loved the idea and  
vision.

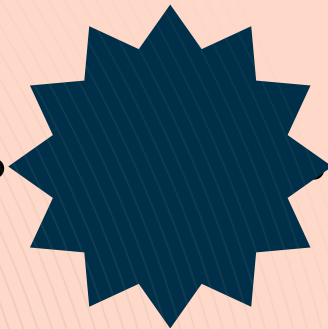
# Road Map to Success

Q4 2023



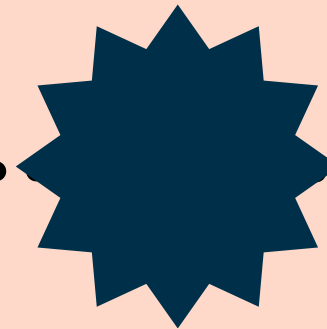
Test in the Field  
w/ partnered  
clinics (**free  
samples**)

Q1 2024



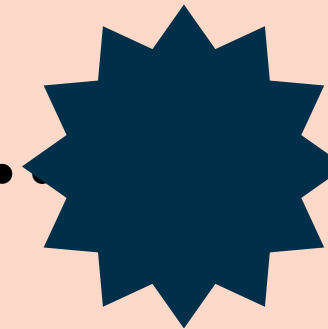
**Iterate** on the product  
further and start raising  
small **friends and family  
round (1K)** to set up  
**online store**

Q2 2024



Create focus  
groups w/ clinics  
and **partner with  
Clinics and  
Hospitals**

Q3 2024



**Raise Pre-seed:  
610K**

## Thank You!

With ClipFit we will prevent the development of osteoarthritis in the thumb joint of dialysis nurses and still maintain the same level of efficiency when working with blood tubing.

**PROTECT OUR BELOVED NURSES**



## Our Team:

Zachary Chaloux, Steven Dunbar, Farah El Siss, Valentin Mugabo, Aaditya Shah. ( Students at UOttawa - Engineering Faculty )