Vita

INNOVATION PLAN
Deca Vaughan
Vaughan Secondary School
1401 Clark Ave West
Thornhill, Ontario, L4J 7R4
Eddie Sun
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## I. Executive Summary

**Company overview:** Vita means life in Latin and safeguarding lives epitomizes the core philosophy of our Canadian biomedical company. The company plans to accelerate the advent of biotechnology by providing innovative, affordable, effective, and accessible cardiac arrest prevention devices that feature autonomous alarm and treatment options.

### Problems:

- **Preventable Deaths:** Every 40 seconds, someone suffers from a heart attack—the number one killer in the world. Preventable heart attack induced cardiac arrest has a 6% survival rate.

- **Current Devices:** The praxis of modern day devices are counterproductive. Many are cumbersome, too costly, and can often do more harm than good.

- **Soft Infrastructure:** The health care system is not built to save everyone. The ratio of practitioners to citizens are alarmingly low and the Emergency Service System has its own fatal flaws.

### Target Market:

- **Primary:** Authorized distributors on Medical Devices Active License Listing (MDALL)
- **Secondary:** Generation Y (45+)

### Solutions:

- **Preventing Deaths:** First aiders are immediately dispatched with the occurrence of silent attacks. The *Vita Chip* widens blood vessels, thins the blood, and marks the point of congestion when an attack occurs.

- **Vita in Practice:** Utilizing the newest innovations in medicine, the *Vita Chip* is the first ever electronic device to be implantable through Coronary Angioplasty. The *Vita Band* will be the precursor to a future line of economic yet elegant noninvasive prevention devices.

- **Filling the Cracks of Healthcare:** The *Vita* products bypass the Public Safety Answering Point (PSAP) system, directly assigning the nearest first aiders to the patient's current location as shown by the Global Navigation Satellite System (GNSS).

### Finances:

The business will need a total investment of $7.8 million. A loan of $300,000 will be needed and will be repaid in four years with 8% interest rate.