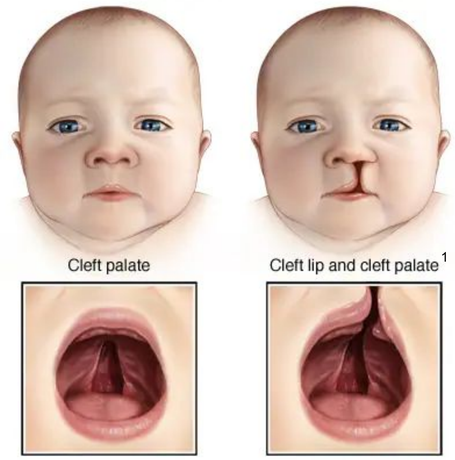
The BreastFeeder

Sophie Chritton, Annika O'Rourke, Mia Ricario, Laia Coronas Sala

Child Health Innovations

Master of Translational Medicine
UC Berkeley - UC San Francisco

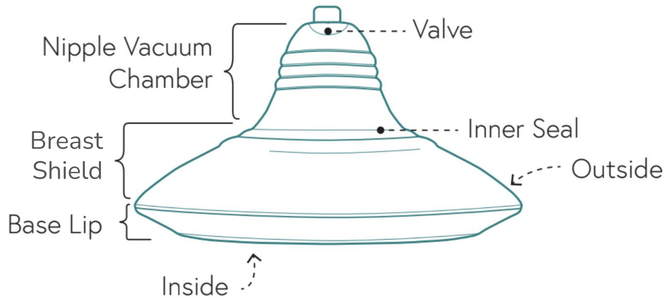
Clinical Need



There is a need for a safe and accessible way for infants born with cleft palate (with or without cleft lip) who cannot generate suction for breastfeeding to achieve effective feeding, thus supporting adequate weight gain, increased survival, and maternal-infant bonding.

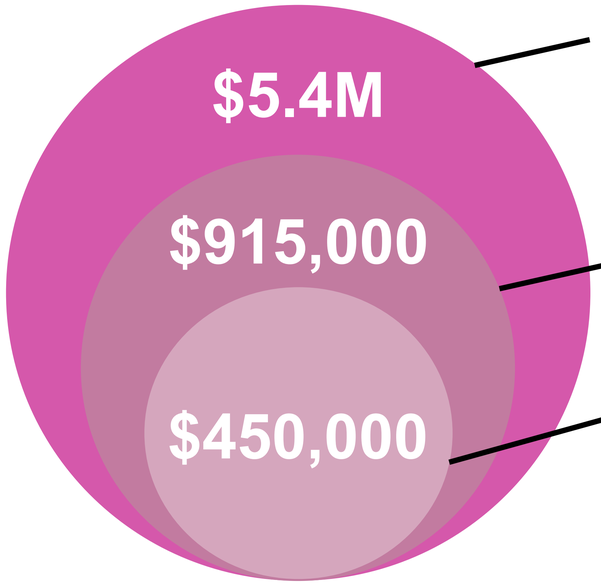
CURRENT SOLUTIONS	ACCESSIBLE & LOW BURDEN FOR CAREGIVERS	AFFORDABLE & LOW-RESOURCE COMPATIBLE	PROVIDES CONSISTENT, CONTROLLED MILK FLOW	SUPPORTS ALL BENEFITS OF BREASTFEEDING
Specialized bottles (Haberman, Dr. Brown's) [2]			✓	
Cup or spoon feeding (from hand expression)	✓	✓		
Nifty Cup [3]	✓	✓	✓	
The Breastfeeder	✓	✓	✓	✓

Our Product



- 100% silicone device
- Outer seal fits comfortably against the breast
- Inner seal that creates gentle suction over the milk ducts
- Duckbill one-way valve prevents leakage and directs milk efficiently toward the back of the infant's mouth
- Easy to clean due to its smooth interior
- Durable for the full breastfeeding period of up to two years
- Simple for users to learn to apply correctly

Market Analysis



Total Available Market
270,000 cleft infants globally/year [4]
x $20 device x 5 devices/patient

Serviceable Addressable Market
183 craniofacial centers in the US[5]

Serviceable Obtainable Market
Over the first 3 years, supply 30 major craniofacial centers worldwide, which see around 50 new cleft cases/year

Next Steps

Research and Foundations

Conduct Clinical Study
Stakeholder Interviews
Regulatory Strategy
Reimbursement study
IP and FtO

Concept Development

Concept Generation and Testing
Benchtop Rig Development and Iterations

Business and Funding

Grants and Sponsors
Business Strategy
International Strategy
Pitch Competitions and Campaigning
Publication

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Citations

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