



## Feeding for Health, LLC

**Problem:** In the United States, \$4 billion is spent annually in newborn intensive care units specifically for oral feeding and respiratory issues. Premature infants have immature oral feeding skills and respiratory function. Feeding with traditional bottles further hampers their feeding performance due to the presence of an inherent hydrostatic pressure and vacuum buildup. Inability to feed by mouth delays hospital discharge and increases medical costs. Costs in a neonatal care intensive unit range between \$3000 and \$5000 per day per infant.

**Solution:** PreemiUm eliminates the hydrostatic pressure and internal vacuum-buildup inherent to traditional bottles. By removing these elements, oral feeding performance is enhanced by allowing infants to feed safely, at their own pace, while using more mature and efficient feeding skills. The sooner infants successfully feed by mouth, the sooner they go home, reunite with their mother and the greater the medical cost savings.

### Competitive Advantage:

- The first system to assist premature infants who have difficulty feeding by mouth
- Evidence-based validation of PreemiUm claims
- Long-term relationships with international neonatal intensive care units
- Protected by patents pending in the U.S., Canada and EU

**Target Market/Business Model:** In the U.S., 500,000 infants are born prematurely each year. PreemiUm will capture this market in two steps:  
1. penetrating neonatal intensive care units (where the majority of these newly born infants must spend varying amounts of time);  
2. attaining repeat purchases by mothers whose infants benefited from the PreemiUm in the hospital, as customers needing to purchase larger PreemiUm sizes (6-8oz).

In Year 5, our goal is to reach 25 percent of the U.S. neonatal intensive care units (112,300 new births). International outreach will begin in Year 2. A unit sale per infant will be comprised of four reusable PreemiUm systems (\$40.00/system) or \$160 per unit.

**Sales/Marketing Strategy:** Six U.S. and European hospitals have committed to conduct the clinical validations for PreemiUm. Immediately following completion of these studies, PreemiUm will be introduced to neonatal intensive care units and available for sale. Educational webinars, seminars, in-services and professional meetings will provide the gateway to the neonatologists, neonatal nurse practitioners and feeding therapists who will write the medical orders for PreemiUm. Commissioned medical distributors will be incentivized to accelerate sales.

**Management Team:** Chantal Lau Ph.D., CEO, inventor, internationally recognized expert in infant oral feeding; \$5 million NIH funding since 1992. Sabrina Guillebeaux, CFO / COO, managed \$6 million annual spending for eBay, Inc.; directed operations for IMG client portfolios (\$4 million annually).

**Funding Request:** \$1.5 million.



CHANTAL LAU

**Investors:** Founder  
**Year Founded:** 2010

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**In Attendance:**  
Chantal Lau, CEO  
Sabrina Guillebeaux, CFO / COO

**Revenue Forecast:**

2012:	\$	1.3M
2013:	\$	8.9M
2014:	\$	23.1M
2015:	\$	38.7M
2016:	\$	61.8M