



COMPANY PROFILE

INDUSTRY:

Medical UX Product Design
First Product:
L-IV Portable IV System

FOUNDED:

2018

LOCATION:

Syracuse, NY

FUNDRAISING:

Seed Stage
Won: \$70,000 from Business Competitions.
Seeking: \$250k for Beta Testing, Marketing, and Launch

PATENTS:

Provisional patent filed August 2018

EXECUTIVE TEAM:

Founders:
Alec Gillinder & Quinn King

ADVISORS:

Dr. Robert A. Dracker
Gianfranco Zaccai
Linda Hartsock
Kathi Durdon
Adam Fazackerley
Chris Horacek
Kathy Ruscitto

KEY COMPANY CONTACT:

Alec Gillinder
201-819-0733 | apgillin@syr.edu
Quinn King
201-513-6114 | qmking@syr.edu

Creating innovative medical products through user-centered design

SUMMARY: Medical product design and research firm creating innovative solutions for inpatient, at home, and mobile care. Our first product is L-IV (Liberating Intravenous) a **wearable/portable IV system** that allows people in emergencies or disaster situations to get IV treatment quickly and efficiently while still keeping them mobile. A pressure infuser system is embedded in the device that enables delivery of high amounts of IV fluid quickly in the case of an emergency or when a patient may not be in a stable position. It is also very convenient and useful for hospital settings, stand-alone infusion centers, and home palliative care where a patient might need intravenous delivery and wants to be more mobile while being comfortable.

PROBLEM: Medical products are often only designed for function and lack consideration for the users' needs. Our company is flipping the approach to medical healthcare design. Patients want mobility, more personal control, and health care providers want more innovative solutions. This is particularly true for the infusion marketplace, one of the fastest growing sectors in the industry.

SOLUTION: Using new and pre-existing technologies we develop products that are considerate of the user, ergonomics, and effective function. We are starting with a disruptive product, a lightweight, wearable, portable, shoulder-mounted IV device. Using pressure, we have created a way to give the patient any desired flow rate without the use of electronics. Our goal is to better the lives of the millions of people who receive infusion treatments every day. With our product patients will be able to live their lives normally while receiving their treatment.

Many healthcare models haven't changed in 100 years. We considered this when creating our initial product LIV (Liberating Intravenous) which we developed through the Invent@SU accelerator program. Through extensive research and development over six weeks, we created this highly innovative and function mobile IV product and were awarded first prize by a panel of outside industry experts. We filed a provisional patent, and are now building a team and assembling resources to take this from concept to commercialization. We are seeking mentors, strategic partners and funders.