



Mission Statement

Our mission is to provide **pediatricians** with the ability to **ease the nerves** of **young patients** while **administering injections** by decreasing pain, hiding the needle, and incentivizing good behavior.

Bringing Relaxation to Vaccination

Problem

2 in 3

children have strong fears of needles



Do your patients/children dislike getting injections? What's the worst part of the experience?

"The worst part is looking at the needle going in the arm." -Parent

"My kids hate vaccines - the anticipation of it is awful... Having to hold them still when they try and pull away, etc. it's so sad!" -Parent

"Yes, the worst part is the crying and kicking from toddlers and school age. The second worst, is the fear and anxiety experienced by new parents having to see their new baby squirm and cry." - Pediatric Medical Professional

Solution

Market Analysis

Total Available Market

33,000 Pediatricians in the U.S.

Serviceable available market

23,000 Pediatricians who work in Physician offices

Serviceable Obtainable Market

8,000 Pediatricians who work in private-practice offices

Product Testing & Marketing

Competition

	Booster Buddy	Buzzy	ShotBlocker	Automatic Injector	Status Quo
Unchanged Process	😊		😊		😊
Pain Minimizing	😊	😊	😊		
Distracting	😊	😊		😊	
Incentivizing	😊				
Hidden Needle	😊			😊	

Clinical Research



Attend Conferences

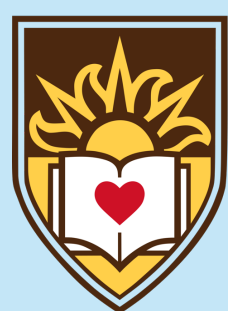


Publish Literature

JAMA **Pediatrics**

The JOURNAL of PEDIATRICS

Medscape



LEHIGH
UNIVERSITY



Integrated Business and Engineering
Honors Program

Professor: Pat J Costa
TA: Lucy Moos



Asaf Dvir '26
IBE Industrial & Systems Engr



Hannah Gordon '26
IBE Financial Engr



Aidan Lynch '25
IBE Mechanical Engr



Liam McLafferty '26
IBE Mechanical Engr



Amelia Otto '26
IBE Marketing & Mechanical Engr

Spring Semester 2023