



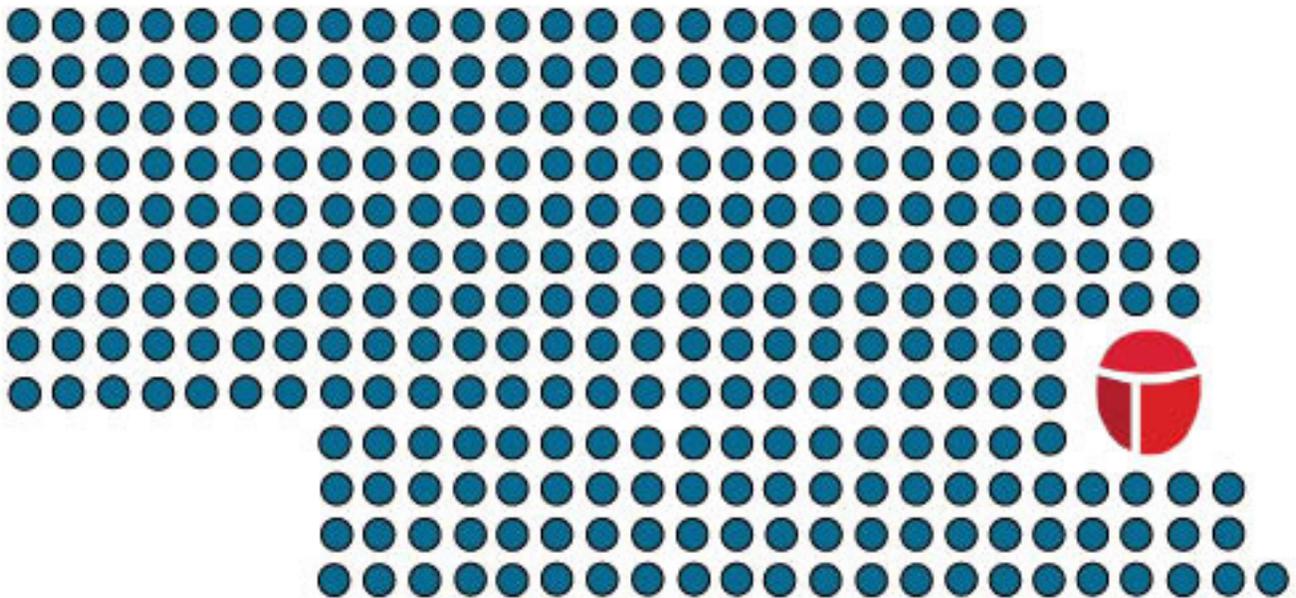
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## STRATEGIC ANALYSIS

# Microwash Home specimen collection kits for viral panels

These materials are for informational purposes only. The information is not intended to provide legal, accounting, or tax advice or to serve as the basis for any financial decisions. Please consult an accountant and or attorney regarding legal, accounting, or tax matters.

- PCR range accuracy with superior comfort
- Increasing scope for upper respiratory testing in pandemic and post pandemic global markets
- Scope for retail markets along with the potential for government endorsements due to simplicity cost and ease of use



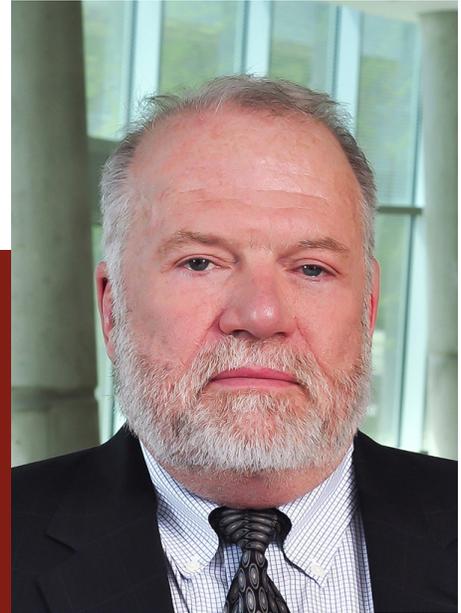
# Building the Future

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UNeTech is a startup incubator and translational research institute for the University of Nebraska Medical Center and University of Nebraska Omaha that provides funding for projects that fall between basic science research grants and private investment.

# From the Director

Though we are all done with COVID it sure isn't done with us. I am so proud that UNeTech is helping to bring the MicroWash to market and make the next phase of this pandemic a lot less painful.



A handwritten signature in blue ink, appearing to read 'D. Purtilo', written in a cursive style.

Associate Vice Chancellor for Business Development  
Executive Director of UNeTech

David T. Purtilo Distinguished Professor of Pathology & Microbiology  
Professor of Pathology & Microbiology, Surgery (C) and Psychiatry (C)  
University of Nebraska Medical Center  
986685 Nebraska Medical Center

# Executive Summary

## Value Proposition

Microwash is a unique spin on a traditional COVID-19 test. This version focuses more on user comfort and ease of use. Unlike the competition, Microwash utilizes saline rather than a swab, making the testing experience much more enjoyable.

## Markets

Hospitals/clinics/medical centers/CDC

- Over 1.1 million tests per day performed on an average in the entire united states for the year 2020 and 2021.
- Hospitals & state medical centers along with clinics account for 80 percent which is 850 to 900 K tests per day.
- This is the major market for COVID tests. However, considering the ease of use and potential of Microwash, Retail sales can also have a viable market.

## Biggest Opportunities

### Comfortability and Safety

- The comfort of a saline spray test removes the issue of testing being uncomfortable for patients.
- The increased comfort of saline spray tests can help Microwash tests gain market share while the need for upper respiratory testing is extremely high.
- Saline spray tests are easier to self-administer, making them more viable for home use or use before entering a business.
- Global need for upper respiratory testing may fluctuate, but Microwash can use superior comfort as a reason for testing facilities to continue using their tests.

## Biggest Threats

- Need for upper respiratory tests could massively fluctuate in the future.
- The U.S Government could stop allocating money to buy tests in the future.
- Governments could increase regulation for test manufacturing.
- Already established testing companies have existing relationships with manufacturers and testing facilities.
- Product would be easy to copy if a patent is not acquired.



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# Overview

The Microwash test is a saline spray test that can be used to test for upper respiratory diseases. The saline spray test is significantly more comfortable than a traditional nasal swab test. The test consists of a saline spray that goes into the patient's nose. That sample is then collected and tested for an illness, which is significantly more comfortable than inserting a nasal swab into the patient's nose, then testing the swab.

The priority market for the Micro wash test would be testing clinics and hospitals and Federal contracts. In the US, about 1.1 million nasal tests are being made and this number is forecasted to be last post-pandemic as well. The state & federal medical test centers itself accounts for about 800,000 to 900,000 tests per day. The vast majority of current testing is done with nasal swabs. The increased comfort of a saline spray test can help patients be more willing to go in for a test, and therefore increase adoption.

The secondary market for the Microwash is direct to the consumer. About 500 million test kits were sold in the retail market including individual and online sales (Walmart, CVS, target, Walgreens & Amazon) within the United States and this number has a high potential to increase if ease of use can be a value proposition, there is high amount of chance that users would prefer individual personal tests than visiting a test center as the tests are going to be new normal. The saline spray test can also easily be administered at home, with no need for formal training. This, along with the increased comfort, will help consumers test themselves easier from the comfort of their homes.



# External Analysis

## Markets

### 1. Hospitals/clinics/medical centers

- Over 1.1 million tests per day performed on an average in the entire United States for the year 2020 and 2021
- Out of which hospitals & state medical centers along with clinics account for 80 percent which is 850 to 900 thousand tests per day
- This is the major market for COVID tests. However, considering the ease of use and potential of microwash, Retail sales can also have a viable market.

### 2. Retail sales (Walgreens/CVS/e-commerce etc.)

- Retail sales of testing kits accounted for 12 percent of the total testing kit sales in the United States which is 100-120k tests per day on an average
- Considering the ease of use and simplicity in performing the test, this product has the potential to have a new record in the retail market including offline and online (Ecommerce) Market.

### 3. Federal Long-term Contracts

- On the current trend of the Govt agencies are looking into rapid and easy methods of testing and efforts are being made to make the testing free to the individuals, finding a way to attract such agencies would open higher opportunities to this product considering the ease of use and affordability and comfortability of the test itself.
- Ideally, government agencies may promote and recommend if this product is proven. Hence business opportunities with such agencies would be the best for this product.

### 4. Global markets

- Many countries across the globe are still struggling when it comes to testing.
- The current testing logistics & methods in many countries such as Russia, India, Nepal and Sri Lanka are not only scarce but also time-consuming and cost ineffective. Launching microwash in such markets would see promising sales.



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## Overseas Markets

### United Kingdom & Countries in Europe:

Per Statista, about 500,000 nasal swab tests are being conducted on an average per day just in the EU and UK regions. The combined majority of these markets prefer individual at-home testing according to behavioral stats. Concentrating on the segment of the retail market in this region would highly benefit.

### India/Sri Lanka/Nepal:

About 800,00 tests are being made on daily basis in these countries combined. Many of these countries have a huge demand for Covid testing at the same time they also have logistic issues for the legacy PCR tests for transport of the samples to main laboratories. These countries would highly prefer effective ease of use testing method where they could simply avoid logistical issues. Again, the retail market segment for these countries can be a viable option.



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## Go-to-Market Strategies

### Sales to hospitals/testing centers

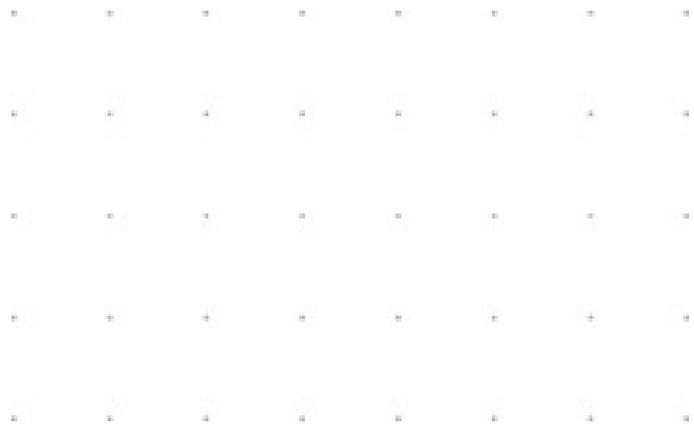
The most common way to be tested for an upper respiratory illness is for the patient to go to a hospital or testing center to be tested. Microwash tests could be used in the same fashion, with the increased comfort making their tests more desirable to purchase.

### Sales to retailers

Retailers are a potential market for Microwash that is not as saturated by established companies. Currently, rapid tests are much less accurate than other means of testing. A Microwash test can help solve the problem of inaccurate rapid testing. This would be valuable to retailers because employees or customers could be required to take a rapid Microwash test upon entry into the building. This would be especially beneficial to large office buildings, or retailers that have a significant volume of people coming into and out of their business every day.

### Sales direct to consumer

At-home testing is becoming more common as companies make tests that consumers can use from the comfort of their home. This way of testing is still much less common than going to a testing center, but it could have a larger market if the at-home tests can produce similar accuracy to tests from a testing center. The increased comfort of the Microwash test will help consumers be more willing to purchase a Microwash test. Saline spray tests are also easier to self-administer than a nasal swab test.



## Competitor Analysis

### RHINOstic



Firms headquartered Location:

Brookline, MA, USA

Revenue: \$10-\$50 Million

Cap Value: N/A

Low Price: N/A

High Price: N/A

Link: <http://www.whinostics.com>

RHINOstic's elegantly designed nasal swab features rapid, automated accessioning and robotic removal of caps. The scale-up solution for meeting high volume demands while reducing errors and manual repetitive motions. It offers dry transport in a compact size. Is designed to greatly increase productivity in a lab by automating manual tasks like removing the cap. Has barcodes to enable the identification of 96 organisms at once. Also has numbers to read manually in case the bar code fails. There are four different versions of the automated swab in order to accommodate the different lab types. RHINOstic also sells standard manual nasal swabs. This company could very much be an issue when launching this product.



# Accula SARS-CoV-2 Test



Firms headquartered Location: Thermo Fisher Scientific Waltham, MA USA

Revenue: \$32.21 Billion

Cap Value: \$250 Billion

Price: Contact for Pricing. Will not sell to individuals and companies must show CLIA Certificate of Waiver before orders are filled

Link: <https://www.thermofisher.com/order/catalog/product/COV4100>

The Accula SARS-CoV-2 Test combines the accuracy of PCR with the speed and simplicity of rapid antigen tests, delivering visual results in 30 minutes. The system delivers rapid, accurate, PCR testing with these features: Accuracy and sensitivity comparable to or better than standard lab-based PCR. Self-contained using a fully integrated single-use cassette and reusable dock. Simple workflow, it takes only one minute of hands-on time. Fast turnaround, using Proprietary Oscar technology that shortens PCR cycling times, providing results in about 30 minutes. Authorized for CLIA-waived environments. It is available under FDA Emergency Use Authorization (EUA) in settings operating minimally under a CLIA Certificate of Waiver. This product is sold by Thermo Fischer Scientific.



# Navage Nasal Irrigation



Firms headquartered Location: Brooklyn, Ohio USA

Revenue: <\$5 Million

Cap Value: can't find it because it's privately owned but the most recent deal was \$10 million from an angel investor.

Low: \$59.95+\$9.95 shipping=\$69.90

<https://navage.com>

Navage is developed by RhinoSystems. RhinoSystems is the legal name. It is also known as Navage Nasal Care, Navage, RSI. The Navage Nose Cleaner is intended to help relieve nasal and/or sinus congestion and stuffiness by washing and moisturizing the nasal cavity with a pressure-controlled stream of irrigant rinse.

Navage is a powered nasal irrigator intended for use to wash and moisturize the nasal cavity. Navage simultaneously uses negative pressure (suction). That is, the device uses a combination of positive pressure (gravity) to introduce irrigant rinse into the nasal cavity, and negative pressure (powered suction) to aspirate the rinse out of the nasal cavity.



# INDICAID



Firms headquartered Location: No Data Identified

Revenue: Private Listed

Cap Value: can't find it because it's privately owned

Low: \$8-10 / Test

For Purchase: <https://sunlinesupply.arnoldsofficefurniture.com>

The INDICAID™ COVID-19 Rapid Antigen Test is a lateral flow immunoassay intended for the qualitative detection of nucleocapsid protein antigen from SARSCoV-2 in direct anterior nasal swab specimens from individuals who are suspected of COVID-19 by their healthcare provider within the first five (5) days of symptom onset or from individuals without symptoms or other epidemiological reasons to suspect COVID-19 when tested twice over two or three days with at least 24 hours and no more than 48 hours between tests. Anterior nasal swab specimens may be collected by a healthcare provider (HCP) or self-collected (by individuals 18 years of age or older, under the supervision of an HCP). Results are for the identification of SARS-CoV-2 nucleocapsid protein antigen.

Antigen is generally detectable in anterior nasal swabs during the acute phase of infection. Positive results indicate the presence of viral antigens, but clinical correlation with patient history and other diagnostic information is necessary to determine infection status. Positive results do not rule out bacterial infection or coinfection with other viruses



# Safe Collect Swab Collection Kit



Firms headquartered Location: No Data Identified

Revenue: \$10-\$50 Million

Cap Value: can't find it because it's privately owned

Low: \$7 Test

TRT-PCR sample has to be sent within 30 days at room temperature. The product is intended to be used for collection, transportation and storage of samples. Made by Zymo Research.



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### **JSHXRT (viral transport medium tube with swab)**

Firms headquartered Location: Jiangsu Province, China

Revenue: \$10 Million

Cap Value: Unable to find; foreign company

Price: contact for pricing

The product is intended to be used for collection, transportation and storage of samples (viruses, chlamydiae, mycoplasma and ureaplasma). The sample has to be shipped at low temp. (-20 or 2-8 within 48 hours) Made by HAXIARUITAI. (a Chinese company)

[https://www.ruitaimed.cn/product/1.html?gclid=CjwKCAiAv\\_KMBhAzEiwAs-rX1LLsX6VxFxUTLWAsVDPA8MeDYCYZHgi4Ahtq36l6lrbfAfARc8iAARoCSp4QAvD\\_BwE](https://www.ruitaimed.cn/product/1.html?gclid=CjwKCAiAv_KMBhAzEiwAs-rX1LLsX6VxFxUTLWAsVDPA8MeDYCYZHgi4Ahtq36l6lrbfAfARc8iAARoCSp4QAvD_BwE)

### **UTM viral transport of COPAN FLOQ swabs (collaboration)**

Firms headquartered Location: Murrieta, California

Revenue: \$10M

Cap Value: \$26.9M

Price: \$130/test

Used for Rapid Antigen Testing, DFA, and for Molecular-Based Assays. Sample has to be collected and sent. CDC recommended. Sample can be stored for 48 hours at room temperature or lower. UTM provides storage and COPAN provides swabs.

<https://copan-diagnostics-inc.myshopify.com/collections/collection-kits-all-in-one>

### **Pixel by LabCorp (Self Collection Kit)**

Revenue: \$13.98 billion

Cap Value: \$27.20 billion

Price: \$119/test

Nasal swab used for RT-PCR (variants can be screened as well). Customers can view their results online a few days after the company receives the return shipment.

<https://www.pixel.labcorp.com/at-home-test-kits/covid-19-test-home-collection-kit>

### **GENETWORx, Self-Administered COVID-19 Test Kits**

Firms headquartered Location: Glen Allen, Virginia

Revenue: \$31.45 million

Price: \$129/test this includes shipping

RT-PCR test that uses a gentle nose swab to test for COVID-19. The results are shared within 48 hours of the company receiving the return shipment. GENETWORx's innovative molecular diagnostic testing is able to find out which infections are present and how much of each without waiting days for samples to grow as traditional laboratories do. Within hours, they are able to see exactly what the sample is made up of and break it down- making the lab reports and solutions timely. This could be a big threat.

<https://genetworx.com/at-home-covid-test-organizations/>



# Internal Analysis

## Integrative Strengths, Weaknesses, Opportunities, Threats (ISWOT)

The identification of the strengths, weaknesses, opportunities, and threats of Microwash, is located in Exhibit 2 (SWOT Analysis) By leveraging strengths to locate opportunities and overcome shortcomings, Microwash has the potential to become a relevant brand in the medical device field.

<p><b>iSWOT</b></p>	<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Use of saline spray increases comfort compared to nasopharyngeal swab</li> <li>2. Increased comfort of saline spray increases adoptability</li> <li>3. Microwash tests are more convenient for administrators (nurses, test clinics)</li> <li>4. Microwash tests are easier for patients to use at home and businesses</li> <li>5. Microwash tests are as accurate as nasal swabs</li> <li>6. Inventor has a connection to UNMC</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Already established testing companies have existing relationships with manufacturers and testing facilities.</li> <li>2. Product would be easy to copy if a patent is not acquired.</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Current need for upper respiratory tests is very high.</li> <li>2. Rapid tests for upper respiratory tests are very unreliable.</li> <li>3. Nasal swabs tests are uncomfortable to use.</li> <li>4. Nasal swabs are hard to self-administer.</li> <li>5. Governments are allocating money to make testing free for citizens.</li> </ol>	<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. The comfort of a saline spray test removes the issue of testing being uncomfortable for patients. (S1+O3)</li> <li>2. The increased comfort of saline spray tests can help Microwash tests gain market share while the need for upper respiratory testing is extremely high. (S2+O1)</li> <li>3. Saline spray tests are easier to self-administer, making them more viable for home use or use before entering a business. (S4+O4)</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Established companies have pre-existing relationships with testing facilities, but the increased demand for testing creates more opportunities to gain market share. (W1+O1)</li> <li>2. Saline spray tests being easier to self-administer may make testing facilities more apt to switch to Microwash tests. (W1+O4)</li> </ol>
<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Need for upper respiratory tests could massively fluctuate in the future.</li> <li>2. Government could stop allocating money to buy tests in the future.</li> <li>3. Governments could increase regulation for test manufacturing.</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Global need for upper respiratory testing may fluctuate, but Microwash can use superior comfort as a reason for testing facilities to continue using their tests.</li> </ol>	



# Exhibits

Exhibit 1: Five Forces

Threat of Entry	Power of Suppliers	Power of Buyers	Threat of Substitutes	Threat of Rivalry
<p>Economies of Scale - Medium</p> <p>Manufacturing and shipping costs will reduce as the test is more widely used.</p>	<p># of Suppliers -Low</p> <p>There are a large amount of suppliers that could manufacture a saline spray test.</p>	<p># of Buyers - Low</p> <p>There are a very high number of buyers looking for upper respiratory testing devices.</p>	<p>Availability of Substitutes - Medium</p> <p>There are substitute tests available, but the vast majority use nasal swabs.</p>	<p>Industry Structure - High</p> <p>Industry has multiple well-established testing companies.</p>
<p>Network Effects - Medium</p> <p>Hospitals could see another hospital successfully using a different test and feel the need to switch to it.</p>	<p>Degree to which industry firms are important - Low</p> <p>Suppliers have freedom in manufacturing, as no FDA oversight is required.</p>	<p>Degree of Standardization of Products - High</p> <p>Testing standards for test mediums are the same throughout the world. The risk could increase if there is greater governmental regulation on testing.</p>	<p>Threat of Switching Costs - High</p> <p>Testing facilities could easily switch back and forth between different tests.</p>	<p>Industry Growth - Medium</p> <p>The demand for upper respiratory is very unpredictable over the next few years due to the unpredictability of COVID-19</p>
<p>Threat of Switching Costs - High</p> <p>Testing facilities could switch to a new test very easily.</p>	<p>Switching Costs - Medium</p> <p>Suppliers can switch products for a minimal to medium cost.</p>	<p>Threat of Switching Costs - High</p> <p>Buyers have the ability to easily switch between tests with little to no additional costs.</p>	<p>Price Performance - Medium</p> <p>Customers may be willing to pay more for a test if it has increased comfort.</p>	<p>Degree of Strategic Commitments - Medium</p> <p>Manufacturers, transportation, and relationships with testing facilities are all relationships that need to be established.</p>



Exhibit 1: Five Forces

Threat of Entry	Power of Suppliers	Power of Buyers	Threat of Substitutes	Threat of Rivalry
<p>Capital Requirements - Medium</p> <p>Capital requirements to manufacture a saline spray test will not be high. An agreement with a manufacturer will need to be reached.</p>	<p>Degree of Differentiation of Supplier's Products - Low</p> <p>There are a large amount of suppliers that can all produce the same quality product.</p>	<p>Threat of Backward Vertical Integration - Low</p> <p>Testing facilities and hospitals will not likely try to manufacture their own tests.</p>	-	<p>Exit Barriers - Low</p> <p>There are no real exit barriers for switching tests unless a contract is signed with a provider.</p>
<p>Gov. Policy - Low</p> <p>The government is currently buying tests to make testing free. The FDA is also fast-tracking products to help fight COVID-19.</p>	<p>Available Substitutes for Supplier's Products - Medium</p> <p>There are other types of tests that suppliers could use their products in.</p>	<p>Buyer's Price Sensitivity - High</p> <p>Due to the high number of available tests, buyers can choose the cheapest products.</p>	-	-
<p>Threat of Retaliation - High</p> <p>Other companies may try to make tests for upper respiratory illnesses that do not require nasal swabs</p>	<p>Threat of Forward Vertical Integration - Low</p> <p>It is very unlikely suppliers will try to vertically integrate a testing company.</p>	<p>Availability of substitutes - Medium</p> <p>Buyers have multiple substitute tests to choose from, but they are not saline spray tests.</p>	-	-
Threat = High	Threat = Low	Threat = Medium	Threat = Medium	Threat = High



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## Exhibit 1: Five Forces - Summary

### Threat of Entry



Economies Of Scale: **Medium**

Reason: Manufacturing and shipping costs can be reduced by scaling the microwash test.

Network Effects: **Medium**

Reason: Hospitals and other endorsements could cause other hospitals and companies to use the microwash test.

Switching Costs: **High**

Reason: Testing facilities can cheaply switch to new tests if there is not a contract in place.

Capital Requirements (Threat of Entry): **Medium**

Reason: Capital requirements to create a saline spray test will not be significantly different than capital requirements for a nasal swab test.

Government Policy (Threat of Entry): **Low**

Reason: The government allocating money to make testing free across the country is a large near term tailwind that may continue into the future.

Threat of Retaliation (Threat of Entry): **High**

Reason: Other companies could see the demand for saline spray tests for upper respiratory illnesses and be enticed to enter the market.



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## Exhibit 1: Five Forces - Summary



### Power of Suppliers

Number of Suppliers: **Low**

Reason: Many different suppliers have the ability to manufacture a saline spray test.

Degree to which industry firms are important: **Low**

Reason: No FDA oversight is required in manufacturing, allowing suppliers to freely manufacture the tests.

Switching Costs: **Medium**

Reason: Suppliers could switch to manufacturing a new product for a moderate cost.

Degree of Differentiation of Supplier's Products: **Low**

Reason: Many suppliers can produce a high-quality saline spray test.

Available Substitutes for Supplier's Product: **Medium**

Reason: Suppliers could use their products to create many different types of tests or other products.

Threat of Forward Vertical Integration: **Low**

Reason: Suppliers will most likely continue to manufacture tests for other companies, instead of creating their own testing company.



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## Exhibit 1: Five Forces - Summary



### Power of Buyers Summary

Number of Buyers: **Low**

Reason: The total addressable market of buyers for upper respiratory tests is very high.

Degree of Standardization of Products: **Low**

Reason: Governments across the world do not have significant regulations on testing mediums for upper respiratory tests. This could change with further government regulation in the future.

Threat of Backwards Vertical Integration: **Low**

Reason: Testing facilities and hospitals are not likely to try to manufacture their own tests.

Switching Costs: **High**

Reason: If a contract is not in place, buyers could easily switch back and forth between different tests.

Buyers' Price Sensitivity: **High**

Reason: Buyers can choose products based on price due to the high number of tests on the market and relative standardization of the product.

Availability of Substitutes: **Medium**

Reason: Many upper respiratory tests are available, but the others use nasal swabs instead of a saline spray.



## Exhibit 1: Five Forces - Summary

### Threat of Substitutes



Availability of substitutes: **Medium**

Reason: Substitute tests are available, but the vast majority are nasal swabs.

Switching Costs: **High**

Reason: Testing facilities can easily switch to substitute tests.

Price performance of Substitutes: **Medium**

Reason: Customers may be willing to pay more for a saline spray test that has increased comfort.



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## Exhibit 1: Five Forces - Summary



### Threat of Rivalry

Industry Structure: **High**

Reason: Many well-established testing companies already exist.

Industry Growth: **Medium**

Reason: Industry growth will be unpredictable in the future, and it will be based on the number and severity of upper respiratory illnesses.

Degree of Strategic Commitments: **Medium**

Reason: Manufacturers, transportation, and other relationships will need to be established, which already exist for the established testing companies.

Exit Barriers: **High**

Reason: No real barriers to discontinuing use of the Microwash test exist, unless a contract is signed.



The following lists a summary of MicroWash biggest identifiable Strengths, Weaknesses, Opportunities, and Threats.

### **Strengths**

1. Use of saline spray increases comfort compared to nasopharyngeal swab
2. Increased comfort of saline spray increases adoptability
3. Microwash tests are more convenient for administrators (nurses, test clinics)
4. Microwash tests are easier for patients to use at home and in businesses
5. Microwash tests are as accurate as nasal swabs
6. Inventor has a connection to UNMC

### **Weaknesses**

1. Already established testing companies have existing relationships with manufacturers and testing facilities.
2. Product would be easy to copy if a patent is not acquired.

### **Opportunities**

1. Current need for upper respiratory tests is very high
2. Rapid tests for upper respiratory tests are very unreliable.
3. Nasal swabs tests are uncomfortable to use.
4. Nasal swabs are hard to self-administer.
5. Governments are allocating money to make testing free for citizens.

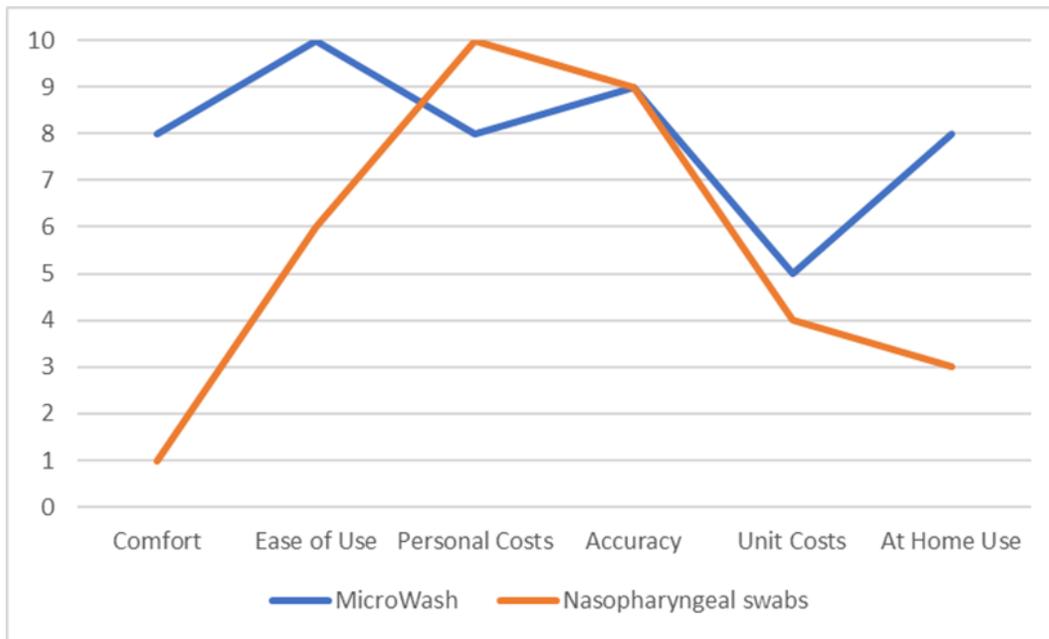
### **Threats**

1. Need for upper respiratory tests could massively fluctuate in the future.
2. Government could stop allocating money to buy tests in the future.
3. Governments could increase regulation for test manufacturing.



<p><b>Political Factor</b></p>	<ul style="list-style-type: none"> <li>• Long Term Contracts with Distributors who can potentially market &amp; distribute these swabs to Hospitals &amp; public testing facilities</li> <li>• CDC regulations &amp; Guidelines for Testing swabs in USA during/post pandemic</li> <li>• Grants for production</li> <li>• Government sanctioned competitors</li> </ul>
<p><b>Economic Factor</b></p>	<ul style="list-style-type: none"> <li>• Nasal Testing requirements spiked up due to the pandemic. -Studies reveal that this may continue post pandemic due to the huge testing policies for public safety.</li> </ul>
<p><b>Social Factor</b></p>	<ul style="list-style-type: none"> <li>• Ease of use and end-user comfort could be a major benefit.</li> <li>• Word of mouth benefit due to painless testing</li> <li>• Almost every other kind of nasal test is very painful</li> </ul>
<p><b>Tech Factor</b></p>	<ul style="list-style-type: none"> <li>• Strong Intellectual Property rights which can prevent potential imitation.</li> <li>• Complex working mechanism to imitate</li> </ul>
<p><b>Environmental Factor</b></p>	<ul style="list-style-type: none"> <li>• Logistics of testing &amp; manufacturing are less compared to other testing mechanisms which is a benefit to the environment</li> <li>• Ideally, components in such swabs would have some effect on the environment during manufacturing and Disposal</li> </ul>
<p><b>Legal Factor</b></p>	<ul style="list-style-type: none"> <li>• Should have Strong Intellectual Property Norms with manufacturing entities to prevent duplication /imitation.</li> <li>• Must be aware of legal issues relating to side effects due to the compounds used in the swab for ease of testing</li> </ul>





The comfort of a saline spray test removes the issue of testing being uncomfortable for patients. The increased comfort of saline spray tests can help Microwash tests gain market share while the need for upper respiratory testing is extremely high. The saline spray tests are easier to self-administer, making them more viable for home use or use before entering a business. The provides a global need for upper respiratory testing which may fluctuate, but Microwash can use superior comfort as a reason for testing facilities to continue using their tests.



# Exhibit 3: Preliminary Diagnostic Lab Profiles

	B2B		B2B_S	
	Non-Profit	Private		
Mega		<p>Quest Labcorp</p> <p><b>Abbott Diagnostics</b>, James Pickering (Chicago), Brand &amp; Product Manager, Diagnostics business, james.pickering@abbott.com                      Brian Donovan, Op Excellence &amp; Strategic Programs, brian.donovan@abbott.com</p>	Mega	
Large	<p><b>CHI</b> (Div. in Omaha) Kelly Nielsen, Div. VP, Strategy &amp; healthy Communities, kelly.nielsen@alegent.org; Stephanie Eberly, Market Director, Strategy and Business Development, stephanie.eberly@alegent.org</p>	<p><b>CentraCare</b>, St. Cloud, MN Joe Hellie, VP of Strategy and Network Development helliej@centracare.com                      Alyssa Kangas, Sr. Director Contracting &amp; Procurement kangasa@centracare.com</p> <p><b>Sonic HealthCare USA</b> (Austin, TX), Philip Chen, Chief Strategy Officer, pchen@sonichealthcareusa.com (touting patient-centered testing solutions; gov't and business testing)</p>	Large	<p><b>Scarlet Health</b> ("At-Home On Demand Specimen Collection" Division of Bio-Reference, sub of OPKO), Barbara Abbott, Senior Director Strategic Ventures, babbott@bioreference.com</p> <p><b>Spectra Labs</b> (Naseopharyngeal Cultures Administered by techs at home and transported to own labs)</p>
20s	<p><b>Douglas County Health Dept.</b> Carlos Memije-Gonzalez, Covid-19 task force  <b>Minnesota Dept of Health</b>, Joanna Dornfeld, Director COVID-19 Response, joanna.dornfeld@state.mn.us</p>	<p><b>PLS Physicians Laboratory, Inc.</b> "PhysLab", 4840 F Street, Omaha, Blaine Roffman, President, broffman@physlab.com, HQ No. 402-731-4145</p> <p><b>Regional Pathology Srvc</b>, Omaha, Dana El-Hajjar, Business Dev. Coordinator</p>	20s	<p><b>Carbon Health</b> (remote services division) Myoung Cha</p>



Exhibit 5: Customer Discovery Map

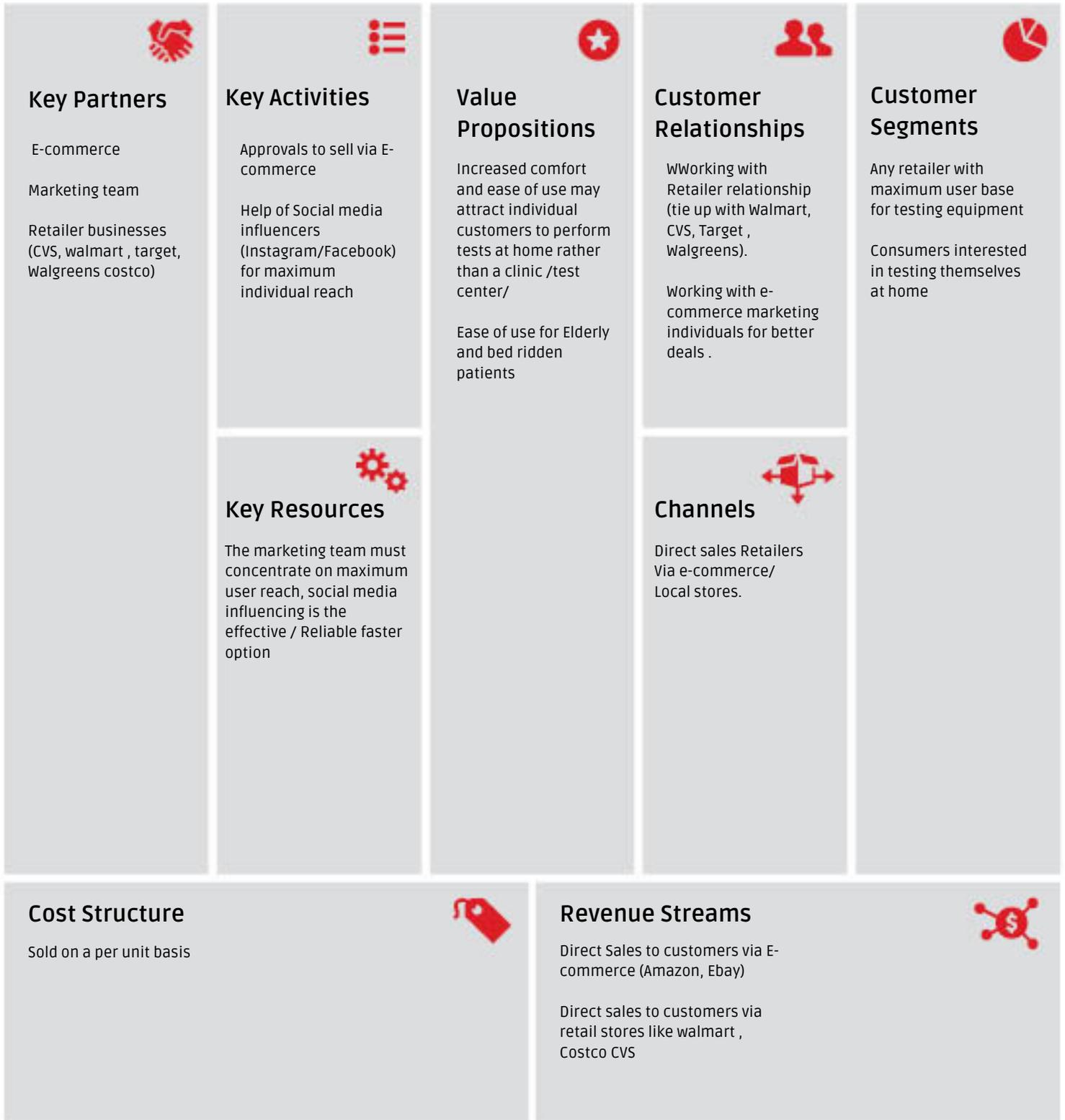
MVP Feature 3	Customer Prompt	No. of Responses
Freedom from brand monopoly in buying lead wires	Would you value the ability to use leads other than those offered by your EKG brand?	11
<b>Summary</b>		
Half of respondents averred that the freedom to use other brands' leads would be appreciated. With the Corline model, the customer becomes dependent on the Corline lead, so freedom is a bit of an illusion; customers discerned this.		
<b>Application</b>		
Selling opportunity is preservation of brand leads (which are not replaced w/ Corline). Using Corline lead eliminates wear and tear on existing leads. Freedom from brand monopoly shifts power from our competitors to our customers.		
MVP Feature 4	Customer Prompt	No. of Responses
Preventing infections from EKG sharing	Do you consider cross-contamination from EKG leads to be a significant problem?	12
<b>Summary</b>		
Only two customers (nurse, doctor) expressed concern with cross-contamination from using EKG leads on many patients. Purchasers were openly dismissive of this concern.		
<b>Application</b>		
Because customers were not aware of cross-contamination as a problem to be solved: 1) deprioritize (but do not exclude) this in marketing; and 2) opportunity for customer development. Perhaps a LinkedIn article on issue can be prepared with (or for) Dr. Ghaffari as lead in to product. This feature should be directed at insurance providers, quality control, and risk management.		



Sales to Hospitals & government contracts



Retail Sales



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James@microwashllc.com



**James Young, MBA  
President / CEO  
Serial Entrepreneur**

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