



NEUTRA





THE PROBLEM

INCONTINENCE IN NURSING HOMES

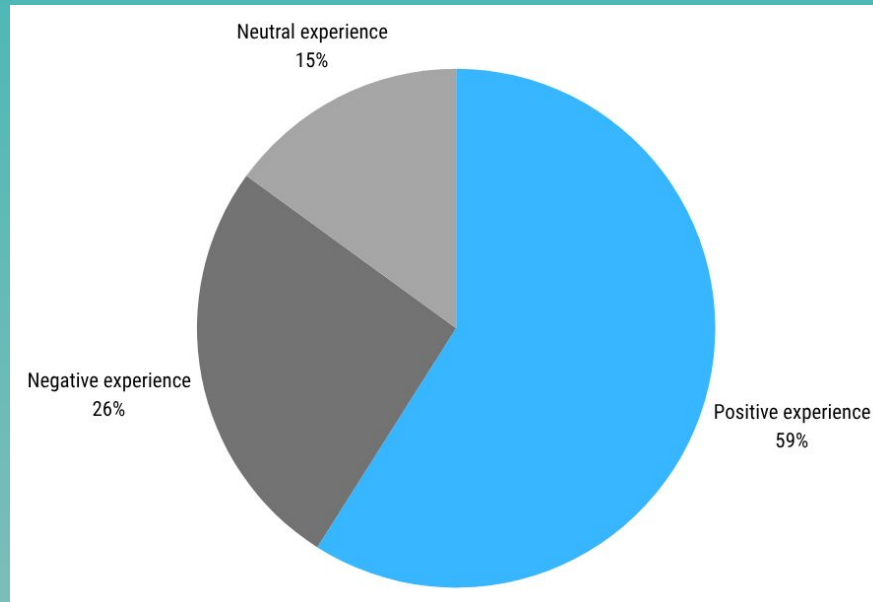
Why is it a problem?

- Undetected episodes lead to infections and skin issues
- Manual diaper checks overload caregivers
- Complaints and hygiene concerns affect reputation



SATISFACTION INDEX IN NURSING HOMES

This graph is based on a study that analyzed 423 reviews of nursing homes over one year on the platform “avaliarlare.pt”



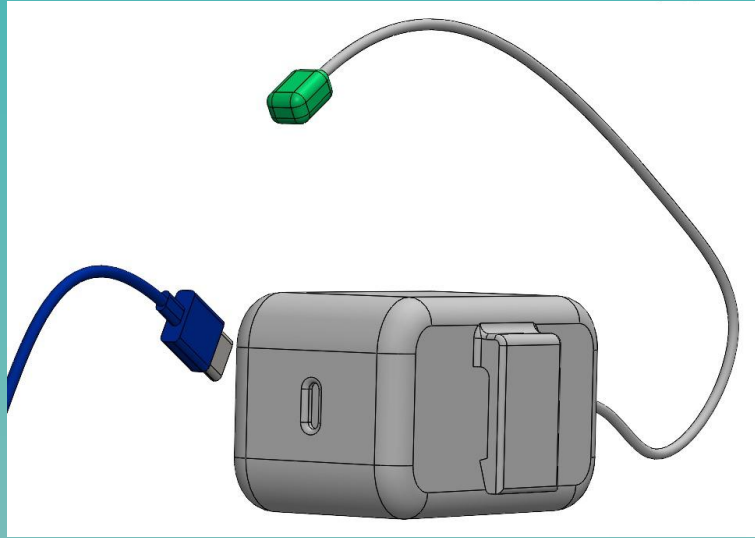
Source: <https://www.laresonline.pt/pt/blog/indice-de-satisfacao-em-lar-7-em-cada-10-portugueses-tem-uma-experiencia-positiva/>



OUR SOLUTION

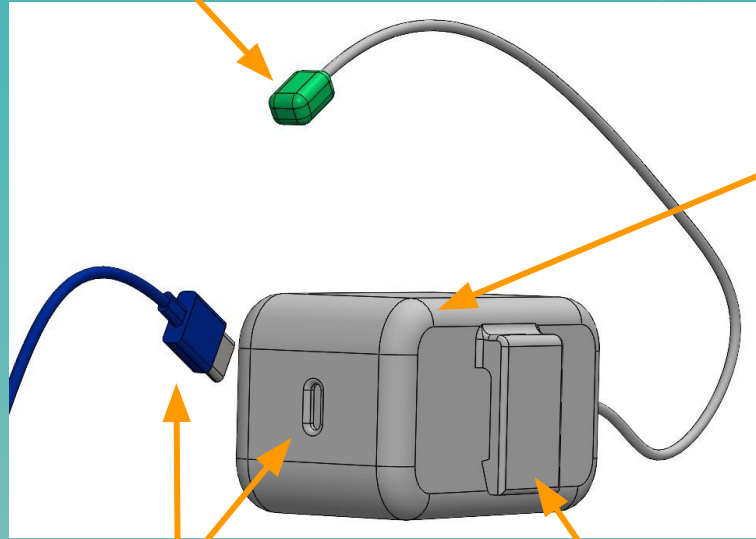
IOT MONITORING DEVICE

Replacing guesswork with smart alerts for every moment that matters



MVP

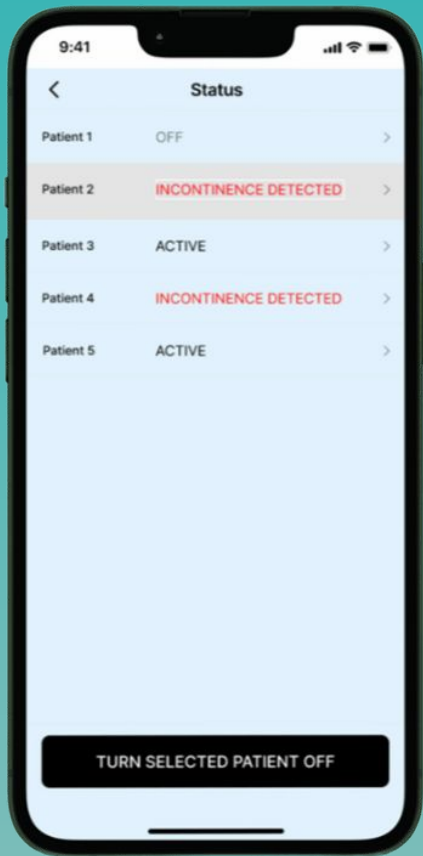
Temperature & Humidity
Sensor



Micro-controller
& Battery Inside

USB-C Cable and
Charging Port

Strapping Clip



APP MOCKUP



The background is a solid teal color. It features a repeating pattern of white hexagons. Some hexagons are solid white, while others are outlined. Small white dots are scattered at various points, some appearing to be connected by thin white lines, creating a network-like structure. The overall aesthetic is clean, modern, and tech-oriented.

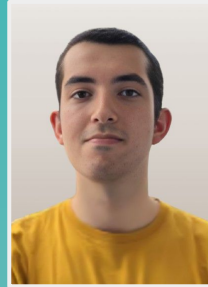
OUR TEAM

OUR TEAM

FABIAN



JOÃO GOUVEIA



JOÃO DUARTE



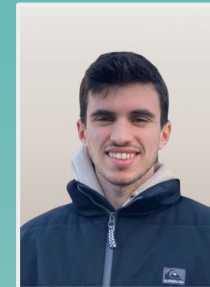
MIGUEL



CAROLINA



GONÇALO





VALIDATION

VALIDATION

- **Nurses gave us indication that this is a real hassle**
- **Caregiving Facilities Directors agreed and said they'd be willing to be pilots for the program**

The image features a teal background with a repeating pattern of white hexagons. Some hexagons are solid, while others are outlined. The word "MARKET" is centered in a bold, white, sans-serif font.

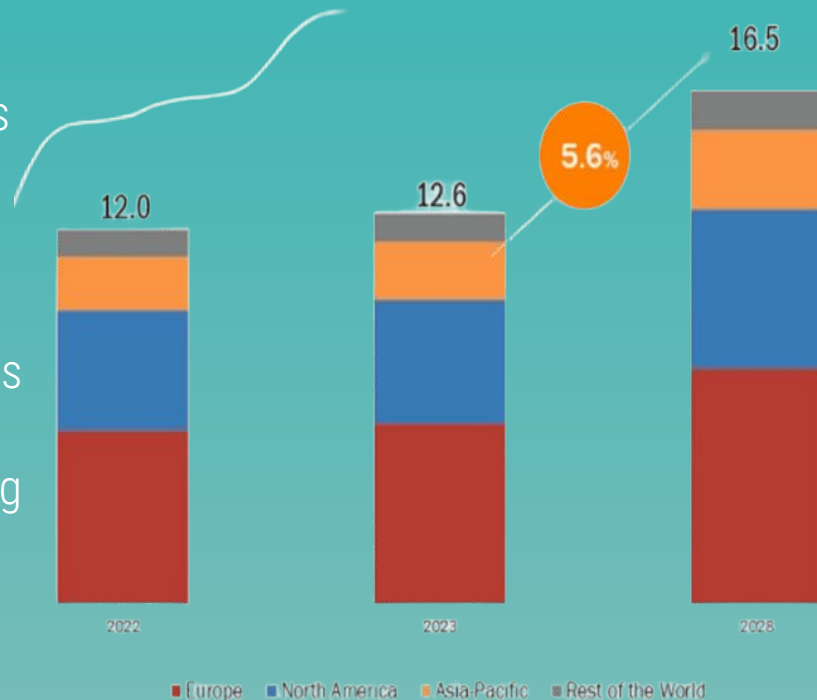
MARKET

MARKET

The global market for incontinence care products is expected to grow steadily to \$16.5B by 2028

There are around 2700 nursing homes in Portugal

- “Supply only meets 4% of the needs, and prices are rising”
- “Two out of three nursing homes are operating at full capacity”



Source:

<https://www.marketsandmarkets.com/Market-Reports/incontinence-care-products-inc-market-71950351.html>

<https://www.sabado.pt/vida/detalhe/dois-em-cada-tres-lares-de-idosos-estao-esgotados>

<https://rr.pt/noticia/pais/2025/03/18/lares-de-idosos-oferta-apanas-satisfaz-4-das-necessidades-e-precos-estao-a-aumentar/417937/>

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COMPETITION

COMPETITION- MAIN COMPETITORS



DigniSens



Europe
INCONTINENCE

O'proq

COMPETITION- POSITIONING IN THE MARKET



Focus on the Portuguese market



O'proq Personal Use





SWOT Analysis

Strengths

- Focus on nursing homes
- Local presence in Portugal
- Flexible HaaS model

Weaknesses

- Still developing
- Small team
- Limited capital

SWOT

Opportunities

- Growing elderly population
- Potential partnerships with care groups
- Lack of strong competitors in Portugal

Threats

- Established players
- Regulatory delays
- Budget constraints in some care homes may slow adoption

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BUSINESS MODEL

REVENUE STREAMS



HaaS (Hardware-as-a-Service)

Lower Upfront Costs for Clients

Ongoing Support & Updates

Predictable Revenue

DIGITAL CHANNELS



Website



Email Outreach

PHYSICAL CHANNELS



Healthcare institutions



In-person meetings



Trade Shows

CUSTOMER RELATIONSHIP

- Customer Support
- Technical Support
- Updates
- Warranty
- 1 Month Free Trial



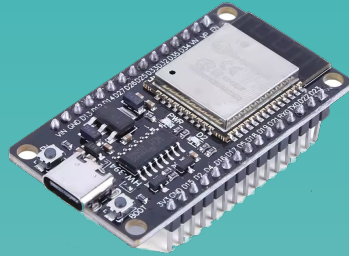
KEY PARTNERS

- Healthcare Providers
- IoT Device Manufacturers
- Senior Care Organizations
- Facility Management Software Providers
- Hardware Suppliers



Cost Structure

Cost Structure - Main Parts



ESP32: 3.80€



500 mAh LiPo Battery and
Protection Circuit: 5.70€

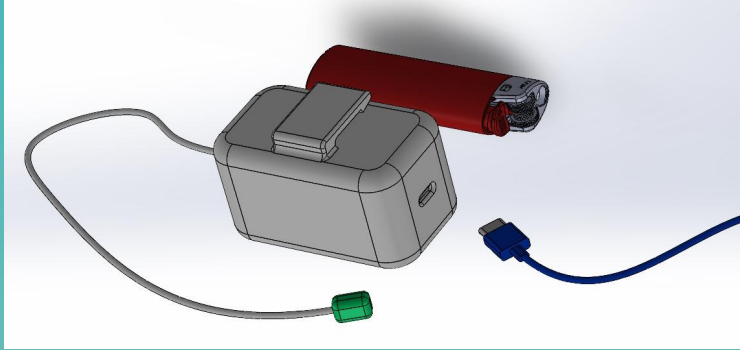


Battery Charging
Module: 1€



BME280 - Humidity and
Temperature Sensor: 2.75€

Cost Structure – Exteriors



3D Sketch of our Product, Bic
Lighter for scale

Costs of exterior parts:

- Mounting Mechanism/Clip: 0.50€
- Indicator LED: 0.10€
- Case: 2€
- Sensor Cables: 1€
- Encapsulation/Waterproofing: 0.20€



Total estimated cost of the product:
17.05€



The image features a teal background with a white hexagonal grid pattern. The grid is composed of interconnected lines forming a series of hexagons. Some hexagons are filled with a lighter shade of teal, while others are empty. The text "MARKETING & SALES" is centered in the middle of the image in a bold, white, sans-serif font.

MARKETING & SALES

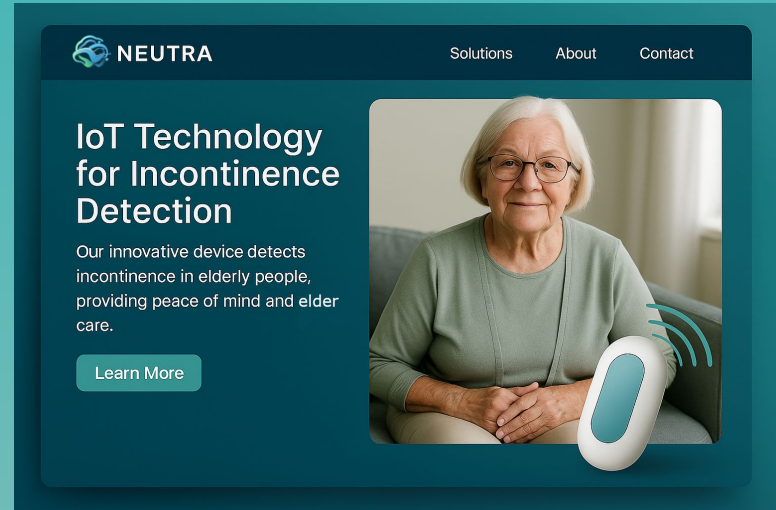
MARKETING & SALES

Digital:

- Neutra Website
- Direct email contact to caregiving facilities

Physical:

- Going to caregiving facilities to advertise our product



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FINANCIALS

FINANCIALS

Revenue		
Customer acquisition cost (CAC)	1	kEUR
Percentage of paying users (PPU)	100	%
Monthly average revenue per paying user (ARPPU)	0.4	kEUR
Periodicity of next asset sales	12	months
Monthly Churn Rate (CR)	3	%
Direct asset sales	100	%
COGS - Costs of Goods Sold		
Monthly direct costs per paying user	0.2	kEUR
Asset sale gross margin	100	%
SG&A - Selling, General & Administrative costs		
Monthly costs	3.78	kEUR

The background is a solid teal color. It features a repeating pattern of white hexagons. Some hexagons are solid white, while others are just white outlines. The outlines are arranged in a staggered grid. Small white dots are placed at the vertices of the hexagonal grid.

MILESTONES

MILESTONES



The image features a teal background with a white hexagonal grid pattern. The grid is composed of interconnected hexagons, some of which are slightly offset or faded, creating a sense of depth and movement. The text "INVESTMENT NEEDED" is centered in a bold, white, sans-serif font.

INVESTMENT NEEDED

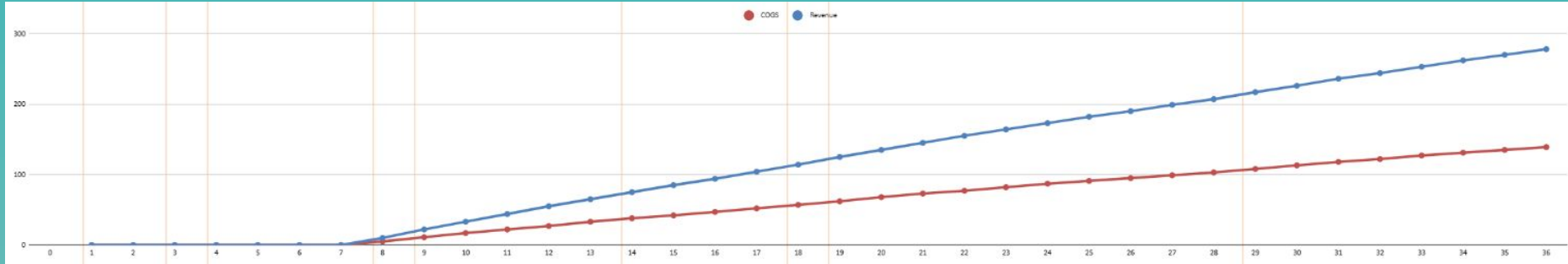
INVESTMENT NEEDED

Month	Investment Need
0	50 kEUR
7	80 kEUR
8	50 kEUR
13	50 kEUR
Total	230 kEUR

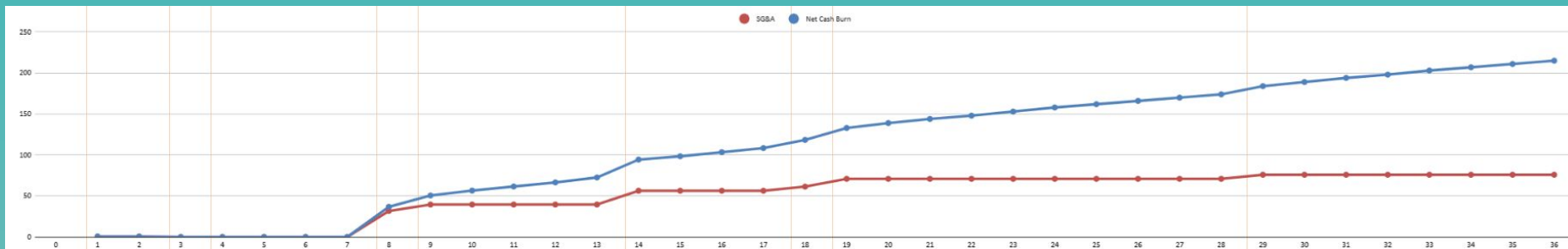
The image features a teal background with a white hexagonal grid pattern. The grid is composed of interconnected hexagons, some of which are slightly offset or faded, creating a sense of depth and movement. In the center of the image, the text "3-YEARS PROJECTIONS" is displayed in a bold, white, sans-serif font.

3-YEARS PROJECTIONS

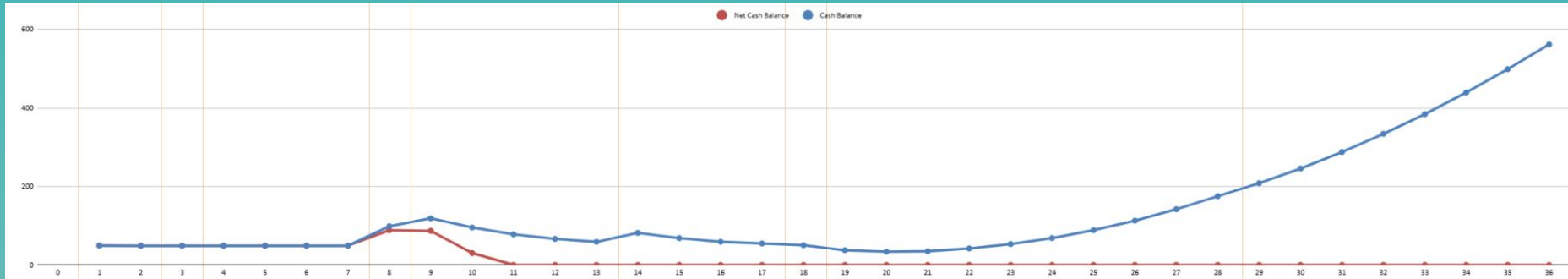
REVENUE VS COGS



SG&A VS NET CASH BURN



NET CASH BALANCE VS CASH BALANCE



Results	
Totals	
Investment	230 kEUR
Marketing	1000 kEUR
New Users	1000
Revenue	4362 kEUR
Metrics	
CAC	1 kEUR
Average revenue per user (ARPU)	4 kEUR
Churn	3%
Estimated Exit Value (in year 3)	5528 kEUR
Ending Cash Balance	561.28836 kEUR



THANK YOU