



## BRIEF PRODUCT INFO

*Intravenous Cannula Protector (IVC Protector) is a handheld device integrating hand securement technology with the insertion of an intravenous cannula. IVC Protector guides the paramedic to correctly cannulate, reducing dislodgement and increasing confidence in the IV process for both patient and practitioner. Hence, this technology help to reduce the pain of complication during IV cannulation.*

## PITCH INFO

### IVC Protector:

- Solve the issue of IV cannula dislodgement, in which IVC protector is 70% more secured
- Reduce the painful of cannula needle inside the vein when movement
- IVC Protector can be reusable with sterilizer procedure
- Reduce the cost of replacing IV cannula rapidly
- Reduce the issue of inflammation, phlebitis, bleeding, infection
- Cost effective

### Our customer:

- Hospitals (Government and Private)

### What we do:

- The design is non-destructive standard PIVC securement protocol (As per norm by medical practice)
- Fast and easy to apply and remove
- Universal design (paediatrics and adult use)
- Better securement (70% more secured)
- Usage as per norm by today's practice

### How are we better than competitor:

- Our product (IVC Protector) is a local product for IV securement medical device
- Universal usage for both pediatrics and adults
- Low cases for dislodgement issue
- Low chances that lead to other complications
- Less frequent change due to dislodgement
- Save up to 50% of cost benefit compared to current practice

## MARKET VALIDATION ACHIEVEMENT / TRACTION SALE



Figure 5: No. of Bed in Malaysia Hospital 2012-2016

Item	No. of Bed
Total No. of Bed	60,000
Bed Occupancy Rate (70%)	43,400
Expected Intravenous Treatment (70%)	30,380
Round Off Total (Per Day)	30,000

- ✓ Malaysia market size: 10 mil-set/year
- ✓ ASEAN market size: 50 - 70 mil set/year
- ✓ For medical device market in Malaysia is estimated to be US\$1.4 billion
- ✓ Projected growth rate 16.1

## NEXT MILESTONE

- To seek funding in order to push this product to market
- To commercialize the product widely
- To improve our R&D product to meet the market need



**Researcher:**  
**DR. ADI AZRIFF BIN BASRI**



**Chief Executive Officer:**  
**DR. ERNIE ILLYANI BINTI BASRI**

## CONTACT INFO

(Dr. Adi Azriff Basri)

013 754 8944

[adiariff@upm.edu.my](mailto:adiariff@upm.edu.my)

## STARTUP NAME & LOGO

BRAINNOVYTE SDN. BHD.



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