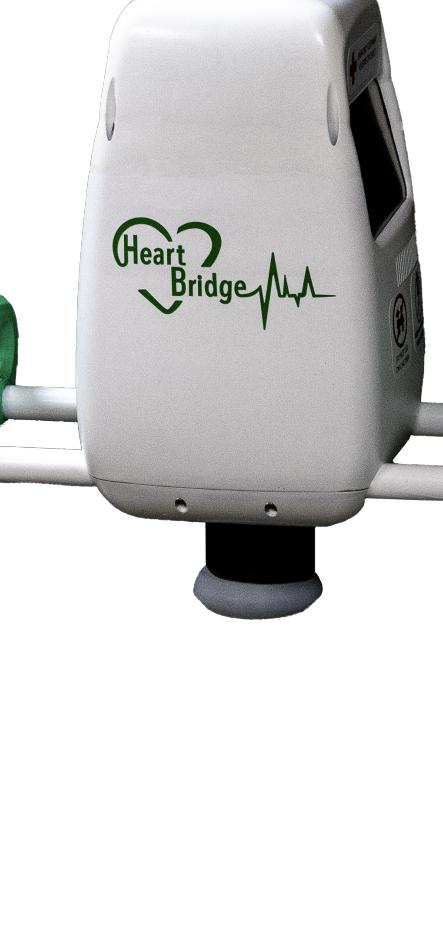
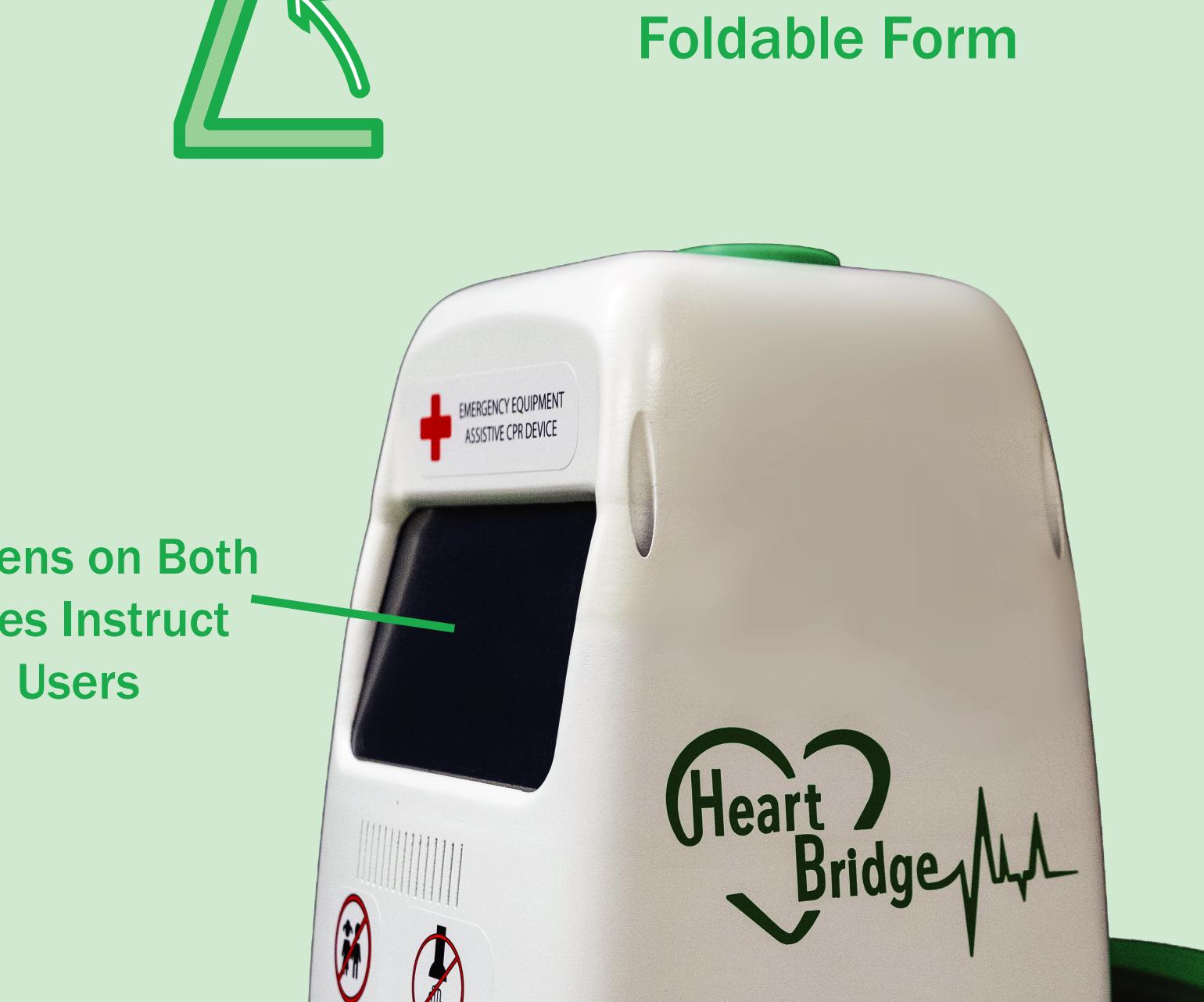


an automated CPR device



350,000 people experience cardiac arrest every year

We designed an automated CPR device that empowers bystanders to deliver consistent, high-quality chest compressions



## Features



Audio Directions



Intuitive User Interface



Foldable Form



## Licensing Model

+500k potential units sold in US

Gyms, recreation centers, churches, malls... everywhere!

Profit 39%

Licensing Royalty 5%

Overhead 32%

Materials 24%

Wholesale \$7,500

Overhead \$2,300

Licensing earnings of \$940K

\*at recommended retail price of \$15,000

First 3 years of sales:

0.5% market capture → ~2,500 units

\$38M total revenue for our partners\*

Licensing earnings of \$940K

## THANK YOU

To Rory Beyer from Avive,  
our dedicated user testers,  
MIT EMS,  
the 2,009 shop staff,

Steve Banzaert,

Dr. Ellen Roche,

and—of course—Rob, Mike, and Prof. Brisson.

Thank you for your support!

It means the world to us.

With love and gratitude,

The Heart Bridge Team

Helena Usey

Kayla Robertson

Jack Hammer

Trent Lee

Alex Shanafield

Ashley Galitto

Carlos Requena

Kenny Logan

Julia Hoeffner

Ricky Hernandez

Melinda Reyneke

Kimaya Rangasamy

Joshua Isaacs

Kalin Le

Eli Costa

Emily Ha

Daniel Glikberg

Vealy Lai