Entrepreneurial Design for Extreme Affordability

http://extreme.stanford.edu/

In the US, an infant incubator costs twenty thousand dollars. A farm irrigation system costs a hundred thousand. An electric grid costs millions. But what if you could rethink the problem and provide the world’s poor with incubators, water pumps, and electric lighting, each for under $30? Now that would be Extreme Affordability.
Extreme Affordability

- Infant incubator: $20,000
- Farm irrigation system: $100,000
- Electric grid: Millions of $

< $30
Embrace

A $25 thermoregulator for premature and low birth weight babies

Our mission is to help the 20 million vulnerable babies born every year around the world, who can not access traditional incubators that cost up to $20,000.

Guamote Clinic Ecuador
Embrace is an innovative $25 infant incubator.

Embrace incorporates a phase change material in a sleeping bag design to regulate a premature or low birth weight baby’s temperature. It can be used at home, in clinics, or as a transportation device. We are launching in India in 2009.

how it works

1. Boil water and pour into heating unit. Place unit underneath phase change material pouch.

2. Within 10-15 min, the pouch warms to the temp critical for the child’s survival. Place heated pouch into the sleeping bag and lay the baby inside.

3. The device works for over four hours at a time. Repeat these steps when the temp indicator on the bag shows that it should be reheated.

www.embraceglobal.org  comments@embraceglobal.org
Ruptured Ectopic Pregnancy

- In **Africa**: women are 10 times more likely to die than in industrialized countries.
Blood Salvage for Ruptured Ectopic Pregnancy

Cell Saver

Tanguetieta funnel
Tanguiesta Funnel
Sustainability

- Socially Acceptable
- Reliable
- Affordable
- Appropriate