WRITE YOUR FUTURE WITH US

Start-Up Business Plan
Wakeland High School
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04/23/22
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The Nephro-Pen is a new and innovative product brought to consumers by our company RenTech, where we specialize in technology to treat renal diseases. The Nephro-Pen uses pluripotent stem cells harvested from the patient to create a patient-specific surgical pen with syringe-like capabilities. In just three weeks, cells are developed and identified creating a device that can instantly heal damaged kidney tissue. RenTech started with just an idea, and now we have brought a new device with the most up-to-date technology, innovation, and efficiency than ever before. From drawing diagrams out on a whiteboard, to our first meeting to see if this could really become true, The Nephro-Pen is the best thing to come from medical technology to-date.

EXECUTIVE SUMMARY

COMPANY OVERVIEW

The Nephro-Pen is a new and innovative product brought to consumers by our company RenTech, where we specialize in technology to treat renal diseases. The Nephro-Pen uses pluripotent stem cells harvested from the patient to create a patient-specific surgical pen with syringe-like capabilities. In just three weeks, cells are developed and identified creating a device that can instantly heal damaged kidney tissue. RenTech started with just an idea, and now we have brought a new device with the most up-to-date technology, innovation, and efficiency than ever before. From drawing diagrams out on a whiteboard, to our first meeting to see if this could really become true, The Nephro-Pen is the best thing to come from medical technology to-date.

CUSTOMER SEGMENTS

Primary
CKD Patients
65+

Secondary
Diabetic CKD Patients

Nephrologists
*to build trust in the medical field

Market Size
4% of Primary & 1% of Secondary

COST STRUCTURE

Distribution
Payroll
Additional Costs
Advertisement

15.7%
29.5%
47.3%
7.5%

UNIQUE VALUE PROPOSITION

An innovative alternative to today’s kidney disease treatments that utilizes pluripotent stem cells and 1080S medical grade stainless steel to rebuild damaged tissue.

PROBLEMS

Kidney Dialysis
Kidney Transplant
Donor Shortages

SOLUTIONS

No Need for Dialysis
No Need for Transplant
Complete Removal

REVENUE STREAMS

Direct Distribution
Website
Google
Medical Journals

Net Income: $550,000,000

KEY METRICS

Gross Margin
Customer Acquisition
Net-Profit Margin

COMPETITIVE ADVANTAGE

Cost Effective
Time Efficient
Regeneration
Patient-Specific

REQUEST FOR FINANCING

RenTech is asking for a capital investment of 15 million dollars for a 10% stake equity in our company RenTech: The Nephro-Pen.

RETURN OF INVESTMENT

Over the course of one year, the investor will have an investment gain of $40,007,813.30 and a return of investment of 266.72%.