

A Revolutionary Toilet BED



MEDCOT

THE REVOLUTIONARY BED TOILET



Vision , Mission & Values



Vision

To Design one of the best Product which provides comfort for the bedridden and senior citizens in the world



Mission

To retain the Humanism and Respect for the bedridden and senior citizens through Automation and let them proud to be themselves



Values

- Proud → Feel Better
- Self Sustain → Emotional Value
- Self Respect → I Can
- Comfort → Enabling Technology
- Sustainable → Socially Responsible



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Problem Addressed

- **Bed Ridden people find difficult to use toilet and to clean**



- **Working People find difficult to take care of their grand parents and paralysed family members**



Pain Point

- **Care Takers Suffer Emotionally while making them to use lavatory**



- **Bed Ridden people feel the pain emotionally as they are seeking someone's help for using the lavatory**



- **Comfortless Life, Physical and Emotional Suffering**



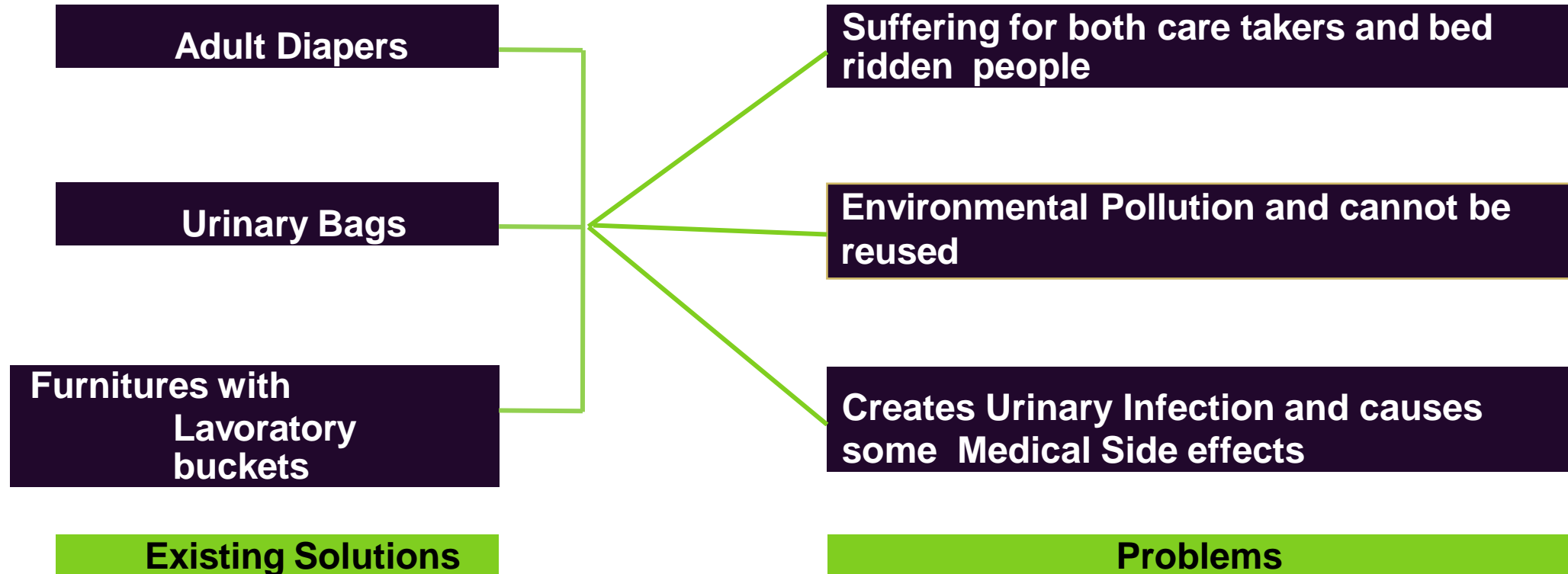
Our Solution

A cot attached with automated remote controlled toilet and flushing with proper sanitary system



A REVOLUTIONARY BED TOILET

Existing Solution And Problems



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Competitive Advantage



Fully Automated System

Toilet is directly connected with the Sewage Disposal Tank (Septic Tank)

Bed Ridden People feel the respect

Comfort for the existing life



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Market Opportunity

4.7 Billion Units of adult diapers are sold in India Per year

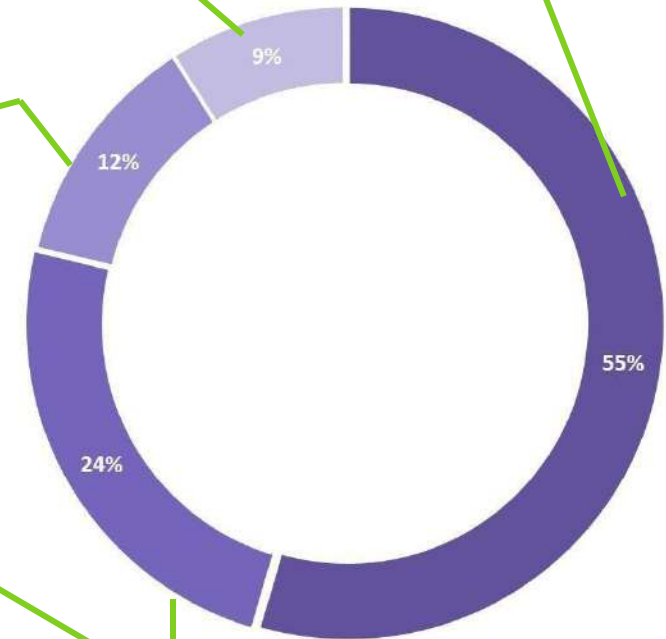
21.4 Million Units of Urine bags are sold in India Per year

People in the age of 55 to 65 by 2025 will be : **400 Million**

Old age homes and care taker companies : **1030 +**

Number of Hospitals in India: **35000+**

Paralysed people per year is **2.68 crore**



MARKET REACH STRATEGY

Customers



Hospitals



Old Age Homes &
Care Taker
Companies



Personal Selling for
elders in home

Channels



Online Markets



Subscription/
Rental Model



Hospital Equipment
resellers & Whole
sellers



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Recognitions



National Award for Toilet Bed



Recognition from Media (Thanthi TV)



Village Vignanzi Award



NIF Award Winner



Advanced Modal of Medcot



Recognition from Media (Vikatan TV)

THANK YOU



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