



Paracelsius

Max Spohn, Erik Sulimma, Andrei Cursaru, Christian Schmid, Thomas Caganek

Content

The Product

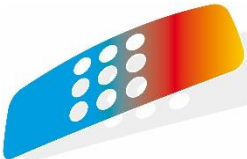
Market Opportunities

Value chain

Corporate Structure

Economic Situation

SWOT



What is Paracelsius?

Name:	Paracelsius
Description:	a band-aid-thermometer, that measures the body temperature
Measurement:	42 x 22 mm; on a dark matrix; comes with a colour pattern
Target Users:	Carers and travellers
Professional Users:	retail homes, homes for the disabled, kindergardens
Competitors:	Traditional thermometers, „Fieberschnelltests“, pacifier thermometer
Mode of operation:	Liquid crystals change their colours
Price:	RRP: 19,99€ for 5 patches

The Product

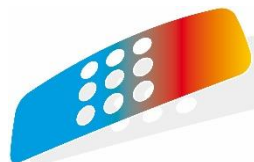
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Classical thermometers

Average sold thermometers per pharmacy in one year:
200



Traditional Thermometer (without mercury)

Measuring time: 3-4 min
Measuring spots: ears, forehead
Accuracy: very accurate (+0,1/-0,15)
Disadvantages: fragile
Price: 4,50-7,00 €



Digital Thermometer

Measuring time: 60-90s
Measuring spots: oral, rectal, armpits
Accuracy: relatively accurate, 0,5° below actual body temperature
Disadvantages:
Price: 7,40-12,10€

Infrared Thermometer

Measuring time: 3s
Measuring spots: ears, forehead
Accuracy: very accurate
Disadvantages: earwax, position
Price: ca. 36-45 €

The Product

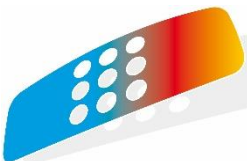
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Competitive settings – but not in Austria

Pacifier-thermometer

2-3 min; 7,99€ for 1
Conclusion: more of a gadget,
only Babies
Not permanent



Zeal Forehead Thermometer

2-3 min; ca. 7,3€ for 1
Conclusion: low accuracy, only
in the UK, „Fieberschnelltest“



Fever Bugz

?min; ca. 4,7€
Conclusion: very inaccurate,
only in the USA

NexTemp by Zeal

2-3 min; ca. 7,2€ for 5
Conclusion: hardly readable,
works best axillary, only in the
UK



The Product

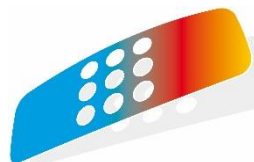
Market
Opportunities

Value Chain







Corporate
Structure

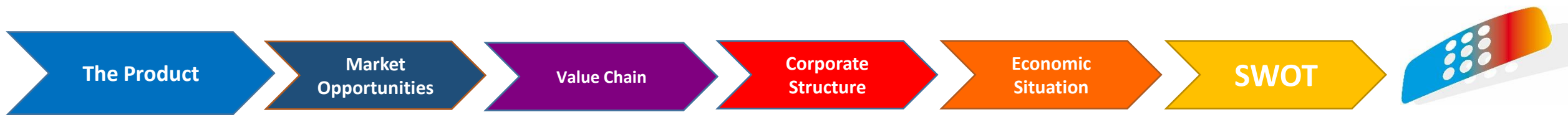
Economic
Situation

SWOT



That's what Paracelsius can do better!

-  disposable patch – very hygienic
-  permanent supervision – up to 2-3 days with one patch
-  measurement during sleep
-  useful for first-aid-kits and on journeys
-  No batteries are needed
-  Production in europe



Carers and Travellers will use Paracelsius



Carers

Parents, nurses, kindergardeners



Travellers

For first-aid-kits
Especially long distance journeys/trips to
dangerous areas

The Product

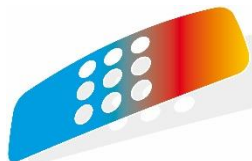
Market
Opportunities

Value Chain

Corporate
Structure

Economic
Situation

SWOT



Professionals are enthusiastic about Paracelsius

“Paracelsius is very convenient for supervising sick toddlers. Actually one would only need the gradations red, violet, blue – high temperature, temperature, no temperature – an accuracy of 0,5°C is definitely sufficient – basically even for paediatricians.”

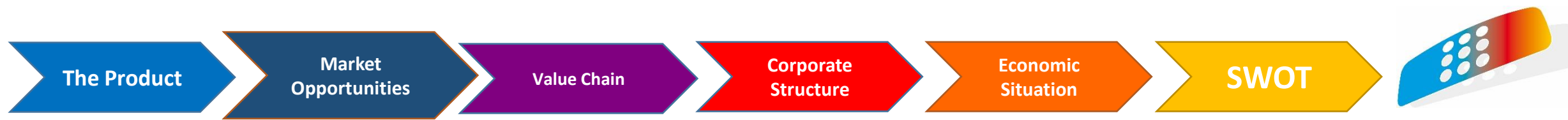
– Dr. Christian Gabriel, Paediatrician in Vienna

“I can definitely imagine to use Paracelsius, mainly because of its hygiene-consciousness and easy usage. Additionally it is convenient to take with on excursions or on the playground – Paracelsius is always at hand.”

– Ruth Odehnal, Head of KIT

Especially for travelling, Paracelsius is very comfortable to take with you instead of a classical thermometer. The more one is on the road only with a backpack or on their own, the more important it is to be able to measure your body temperature. Particularly when travelling in Malaria-effected territories a thermometer is indispensable, as fever is the only symptom.

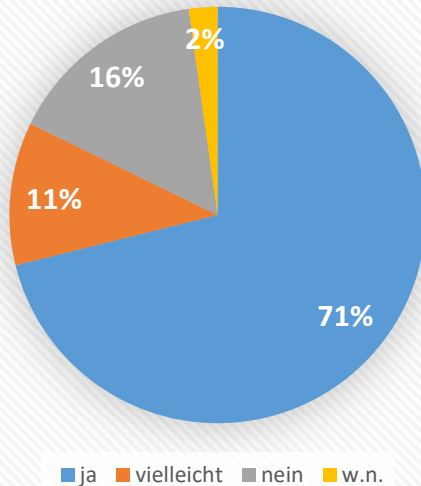
– Univ. Doz. Dr. Ursula Hollenstein, Degree for Emporiatics



Customers are convinced by the product – but are price sensitive

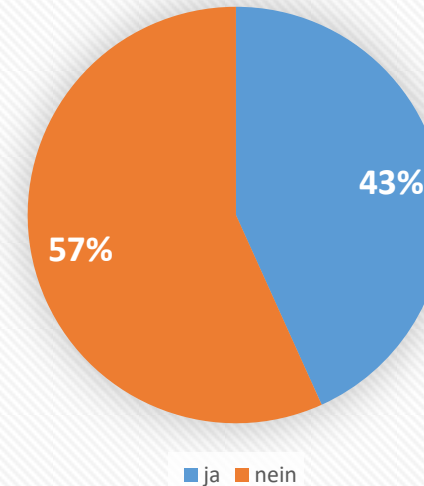
8 out of 10 Parents would buy Paracelsius

“Would you buy that product?”



4 out of 10 parents would pay our price

„If yes, would you pay 15-20€ or more?“



Survey amongst mothers, fathers, grandparents and nannies with children at KIT/VIT

Children (0-14 Jahre): 1,13 Mio.

Estimated market share: 4,6%-----52.000 packages in year 1

The Product

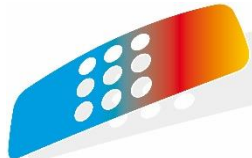
Market Opportunities

Value Chain

Corporate Structure

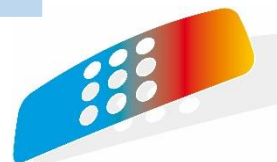
Economic Situation

SWOT

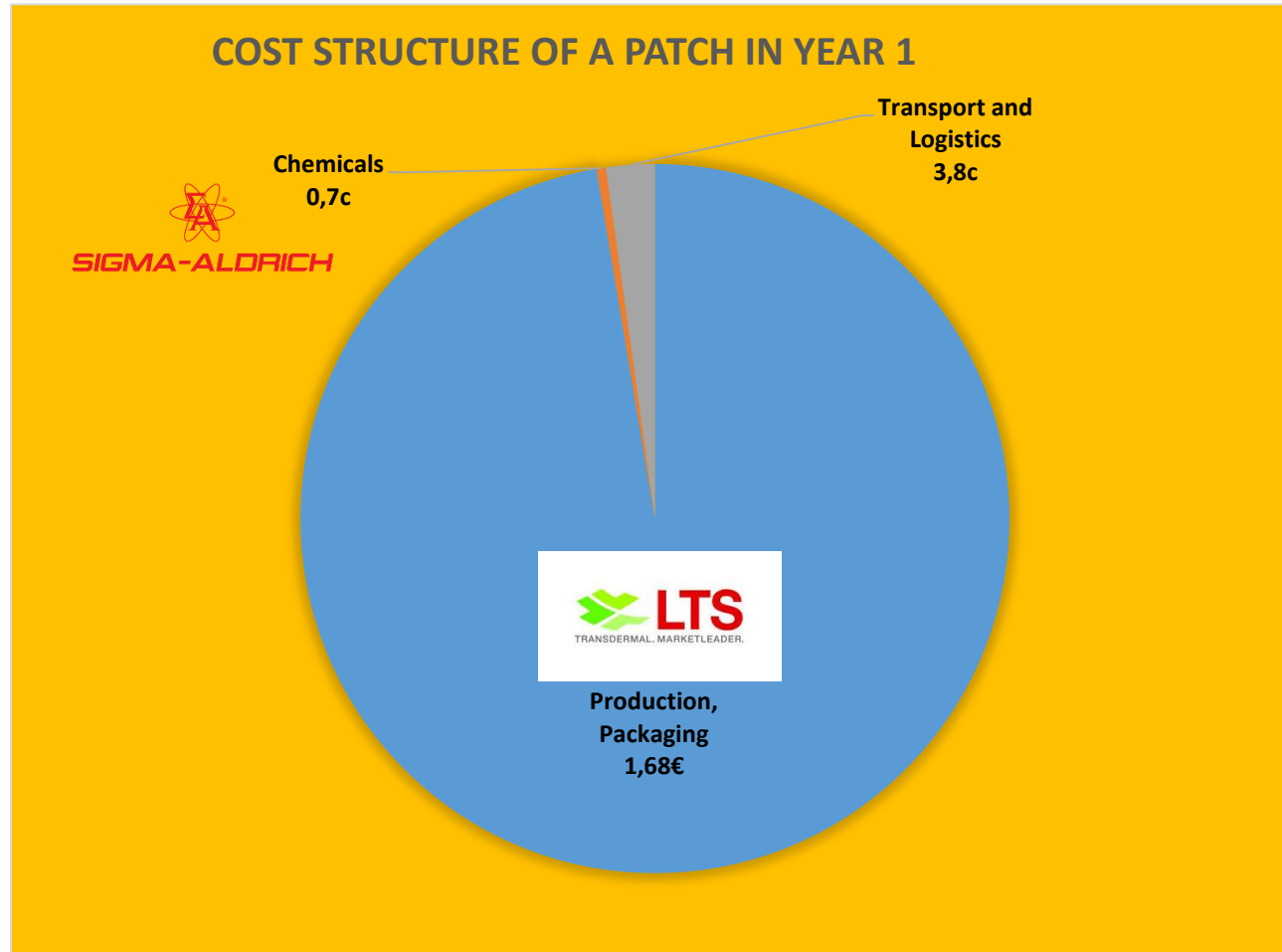


A considered value chain

	Product Development	Supplies	Fabrication	Transport and Logistics	Marketing and Distribution
Tasks	<p>Further development of the product</p> <p>New liquid-crystal products</p>	<p>Chemicals</p> <p>Matrix of the patch</p>	<p>Finishing of the patch with the chemicals</p>	<p>Transport from Germany to Vienna</p> <p>Transport to distributors</p> <p>Storage</p>	<p>Advertisement</p> <p>Distribution through pharmacies</p> <p>Distribution to retail homes etc.</p>
Core Business	✓			✓ (Storage)	✓
Partners	Chemical Institute of the Uni Wien	Sigma-Aldrich	LTS Lohmann	DB Schenker Austrian Post	Pharmaceutical representatives



A patch costs 1,73€ at a batch of 100.000 in year 1



Costs for 5 patches
+ ~4,15€ contribution margin
12,80€

+ ca. 30% pharmacy margin
~16,66€

+20% VAT



**Recommended retail price for
one package with 5 patches:
19,99€**

The Product

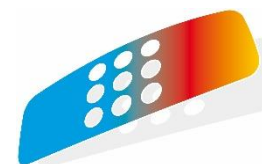
Market Opportunities

Value Chain

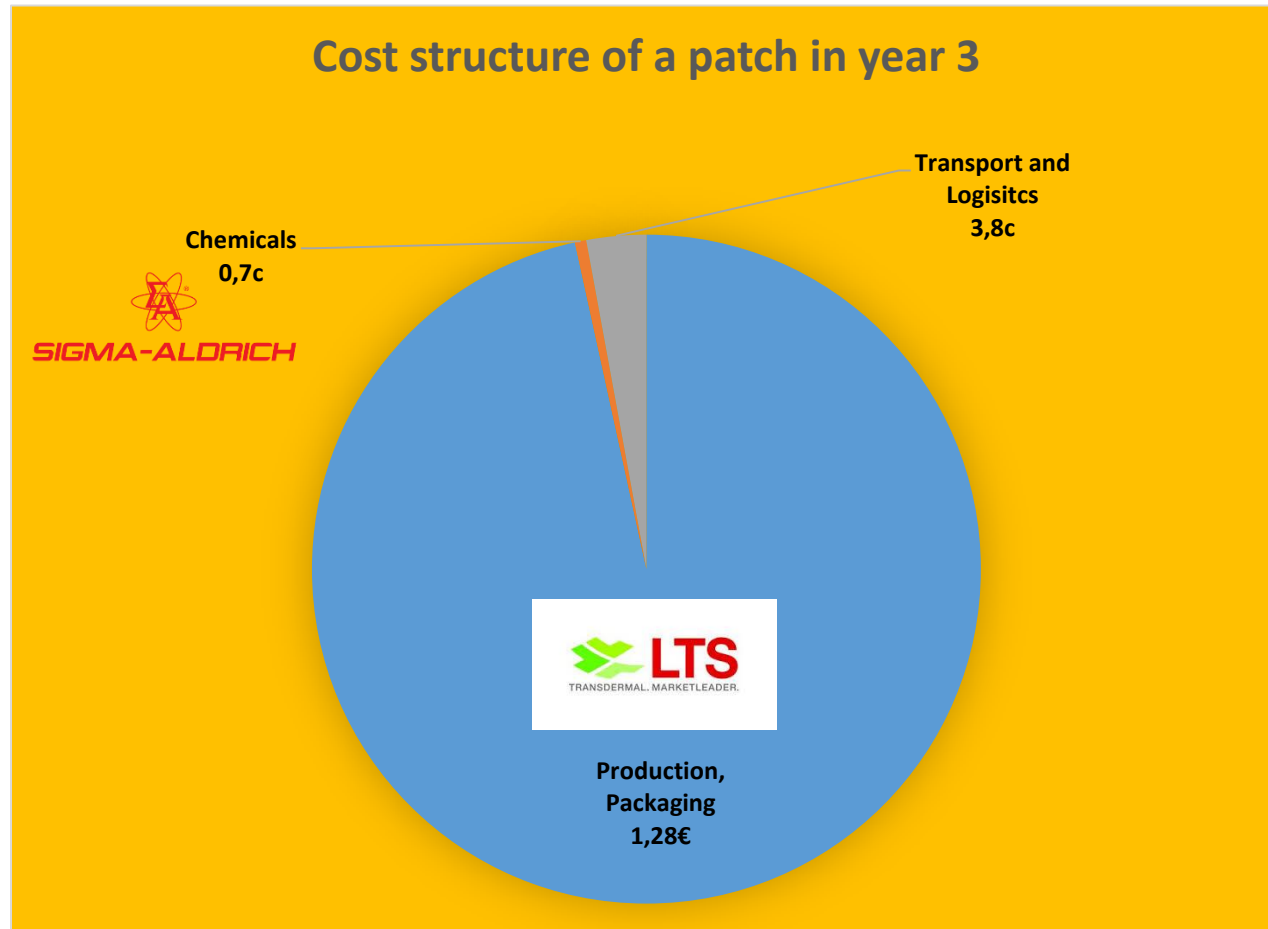
Corporate Structure

Economic Situation

SWOT



A patch costs 1,33€ at a batch of 500.000 in year 3



Costs for 5 patches
+ ~4,85€ contribution margin
11,50€

+ ca. 30% pharmacy margin
~14,99€

+ 20% VAT



**Recommended retail price for
one package with 5 patches:
17,99€**

The Product

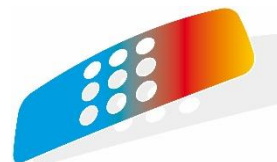
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Distribution via pharmacies in Year 1



Pharmacies in Austria

2.252 (of which 1.303 are public)
315 public pharmacies in Vienna

Margin: about 30%

6 out of 7 pharmacies would take the product
in their assortment

Average of **12 packages** per pharmacy at market
launch

In addition:
Average **1-2 free** as an offer
Stand-up displays and shopwindows

In case of success: 10-25 per Quarter
imaginable

The Product

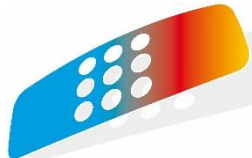
Market
Opportunities

Value Chain

Corporate
Structure

Economic
Situation

SWOT



New sales market for the future – B2B



Nursing and retirement homes

893 nursing and retirement homes in Austria

Permanent supervision of the patients with little time exposure



Childcare facilities

8322 playschools, daycare centers etc. in Austria (of which 60% are public)

Easy supervision of sick children to prevent contagion



First-Aid-Kits

Quick chance of body temperature measurement

The Product

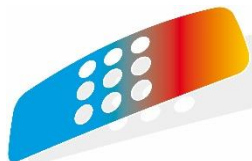
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



An aggressive marketing-strategy

Free testing patches at
paediatricians and general
practitioners

Web appearance

Shopwindows and stand-up
displays at pharmacies
Posters at practices

Insertion in pharmacy journals
and in daily newspapers in
influenza-times

Customer-oriented advertisement

Gainig new destribution partners

Pharmacy visits

Fairs
Austropharm

Pharmaceutical representative
2% commission

The Product

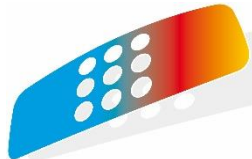
Market
Opportunities

Value Chain

Corporate
Structure

Economic
Situation

SWOT



Corporate structure

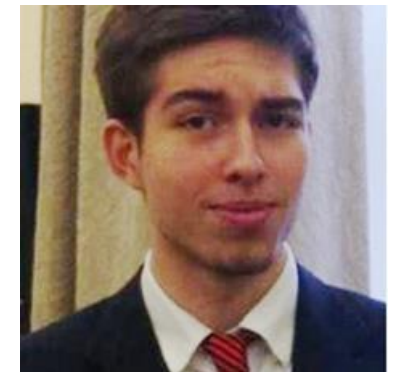
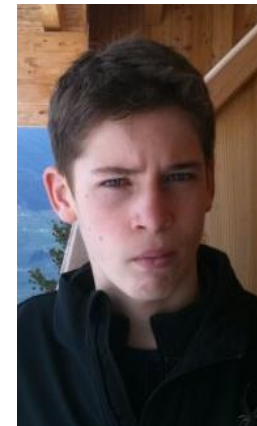
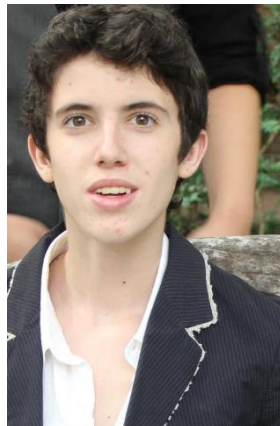
GmbH (Ltd)

Product development:
Thomas Caganek

Supply chain management:
Christian Schmid

Management and Finances:
Max Spohn

Marketing and Distribution:
Erik Sulimma, Andrei Cursaru



The Product

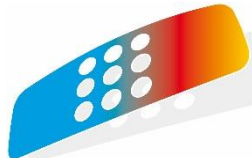
Market Opportunities

Value Chain

Corporate structure

Economic Situation

SWOT



Gründerfonds and Credit line function as spinal of our Funding

Early stage investment:

Company foundation:	2.300€
Development:	30.000€
Registration costs:	12.500€
Patents:	4.300€
Graphic designer, website, advertisement:	11.400€

Funding:

equity:	20.000€
aws Gründerfonds:	200.000€
Credit line:	100.000€
Crowdfunding:	50.000€ (nur best case)

The Product

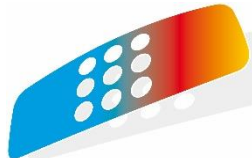
Market
Opportunities

Value Chain

Corporate
Structure

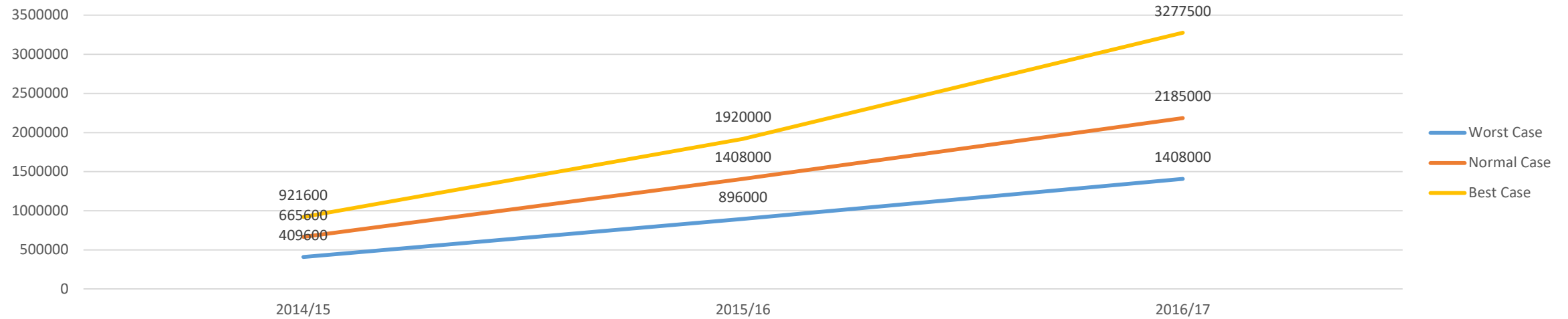
Economic
Situation

SWOT

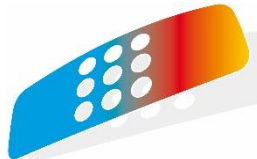
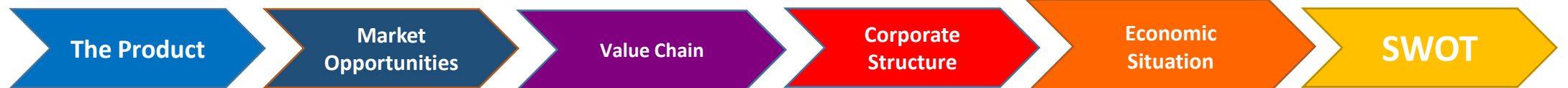


Moderate Case: 1.4 Mio. revenue in year 2

Paracelsius revenues in € 2014/15-2016/17

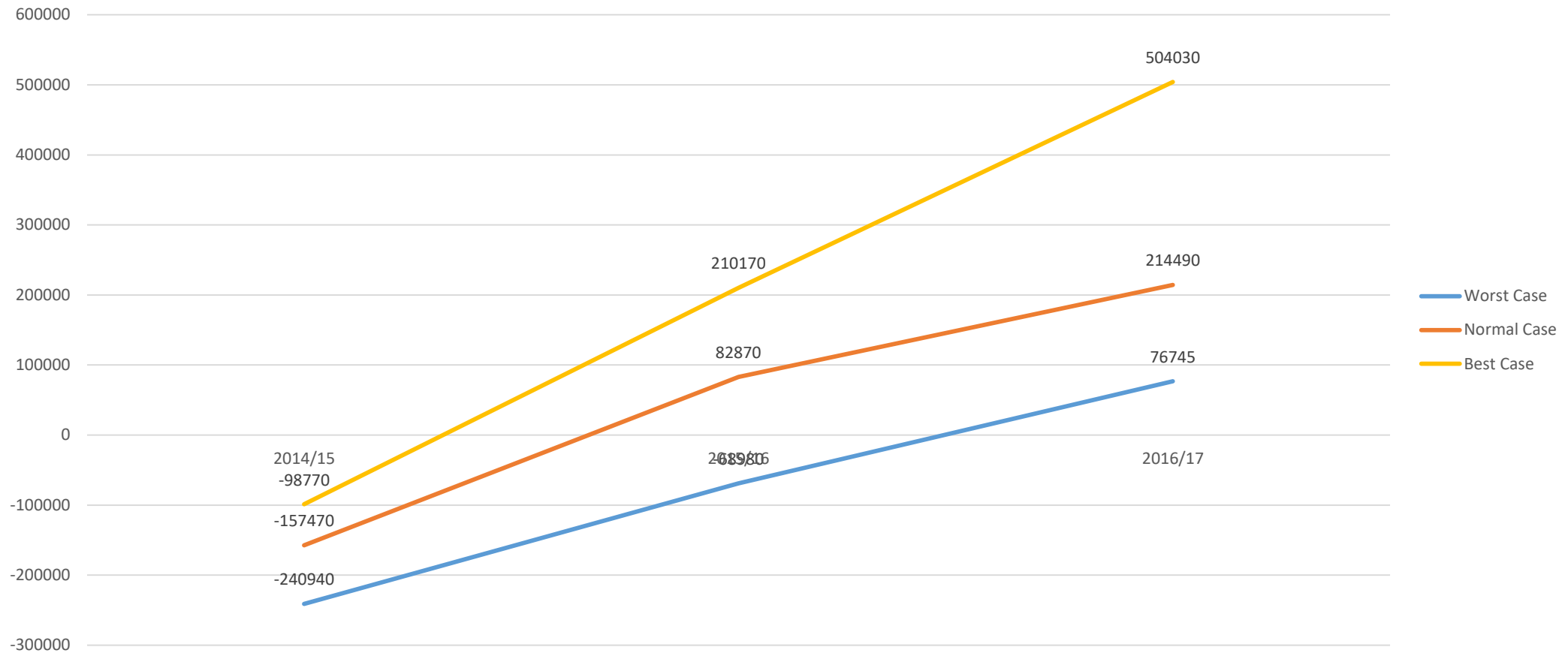


Scenarios	2014/15: Austria	2015/16: Austria + southern Germany	2016/17: Austria + Germany
Aggressive Case:	~70.000 packages	~150.000 packages	~290.000 packages
Moderate Case:	~50.000 packages	~110.000 packages	~190.000 packages
Worst Case:	~30.000 packages	~70.000 packages	~110.000 packages



Break-Even Point in 2. Year

Paracelsius EBIT in € 2014/15-2016/17



The Product

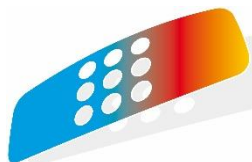
Market Opportunities

Value Chain

Corporate Structure

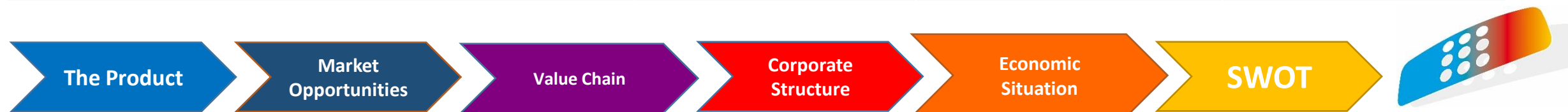
Economic Situation

SWOT



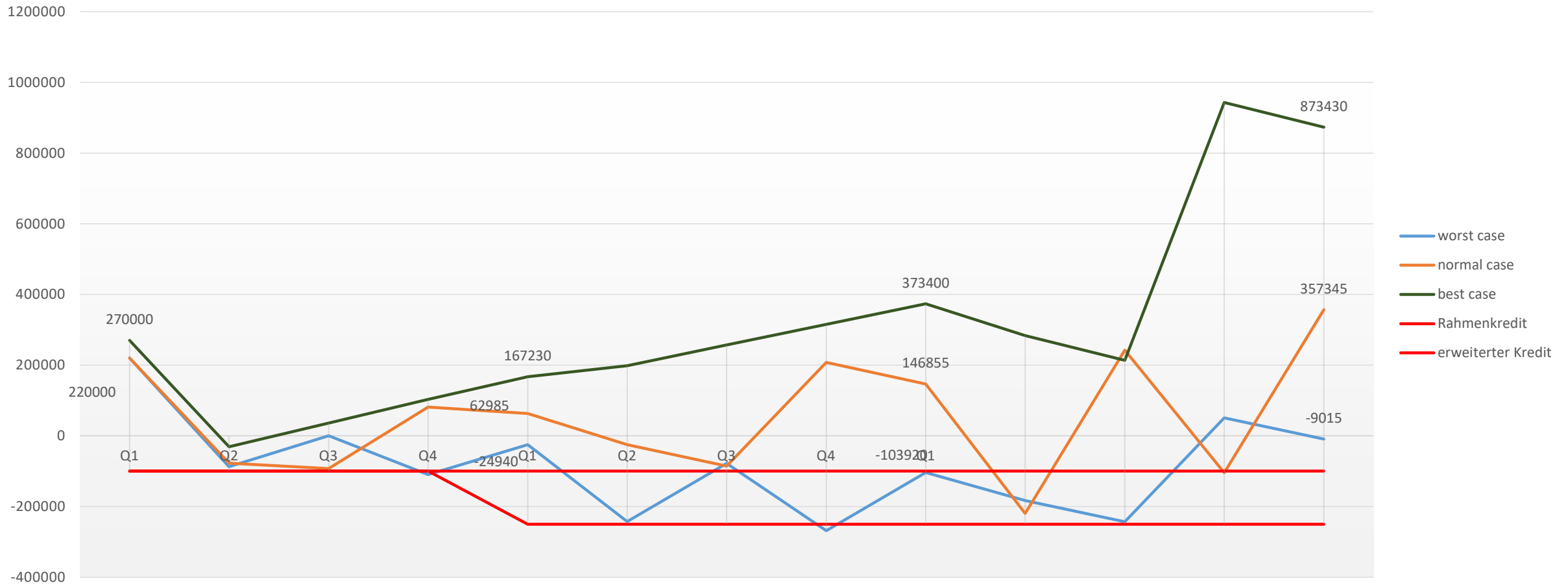
Profit and loss statement – normal case

	2014/15	2015/16	2016/17
+Income	665.600€	1.408.000€	2.185.000€
- Expenses for fabrication	506.190€	892.380€	1.287.300€
- Personnel expenses	140.000€	140.000€	175.000€
- Office expenses	16.540€	25.600€	23.100€
- Amortization	-	2.750€	2.750€
- Transport, Logistics, Storage	11.460€	21.610€	35.140€
- Vehicle and travel expenses	29.560€	44.560€	54.560€
- Avertisement- and marketing expenses	64.350€	173.900€	334.500€
- Other expenses	54.970€	24.330€	58.160€
= EBIT	-157.470€	82.870€	214.490€
+/- Financial performance	-4000€	-4000€	-4000€
= EBT	-161470€	78.870€	210490€



Cash Flow is continuously increasing

Paracelsius Cash Flow in € 2014/15-2016/17



The Product

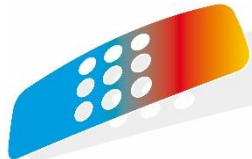
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



SWOT

Innovative product – many advantages to normal thermometers

Wide market

Aggressive marketing strategy – distribution via pharmacies guarantees stable price

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W

Relatively high price

Heavy competition – need for the product needs to be created

O

T

Product becomes an alternative to conventional thermometers

Retail homes etc. as new sales market

New distribution channels – new target groups

Product is not very well received by the market

New competitive products (me2-companies)

The Product

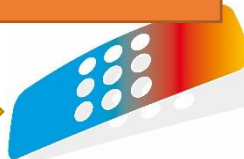
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Future prospectives

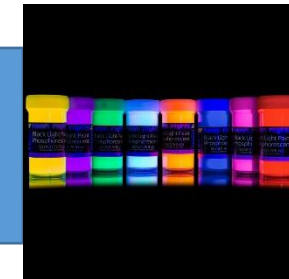


Expansion to Europe

New shapes of the thermometer



Further development of the Thermometer (phosphorescing display for the night; for extreme athletes with different temperature settings)



The Product

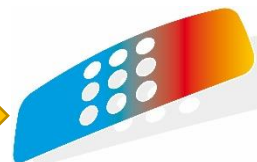
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Back-up: Reviews

★★★★★ **Hard to read**

By [Les Borean](#) on June 3, 2012

Verified Purchase

These are very convenient to use, except that they are hard to read. The dots are very tiny and even with my reading glasses it is hard to determine the temperature. If you have good eyesight this might be a non-issue for you.

LOVE LOVE LOVE - These are amazing. I have a 11 month old and a 3 year old girl who HATE me taking their temp. I have tried the forehead ones, the ear ones...I have done them all. This absolutely by far is the most amazing thing and puts your mind to ease. The only thing I would change is a way to make it glow so reading it at night would be easier. Thank you for making these and putting this moms mind at ease.

[Kelly Mc, Florence, KY](#)

★★★★☆ **great concept, wish it was more accurate**

i bought this pacifier when my son was 3 months old, wiggly and had his first temp. i was having a hard time getting frequent readings with the under-arm thermometer and i decided to give this a shot. it's a great concept. when my son was sick i replaced his regular pacifier with this one, and simply pressed the button when i (nervous first time mom that i am) needed...

[Read the full review >](#)

Published on January 17, 2011 by K. Hunt

NexTemp by Zeal

Feverbugz

Schnuller-Thermometer

The Product

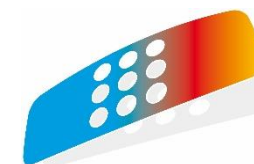
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Back-up: Production costs

Production costs	506.190 €
Raw materials, fabrication, packaging	504.000 €
Chemicals	2.190 €



SIGMA-ALDRICH



Back-up: office expenses

1.Jahr

Office expenses	16.450 €
Rent inclusive OPEX	15.240 €
IT-expenses	800 €
Office supplies	500 €



Ab dem
2.Jahr

Office expenses	25.600 €
Rent inclusive OPEX	7.200 €
Electricity/Gas	1.000 €
Office supplies/materials	3.500 €
IT-expenses	8.400 €
Service and maintainance	5.500 €



The Product

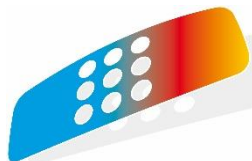
Market
Opportunities

Value Chain

Corporate
Structure

Economic
Situation

SWOT



Back-up: Transport, Logistics, Storage

Transport, Logistics, Storage	11.460 €
Storing expenses	1.310 €
Transport of the Chemicals	30€
Transport from manufacturer to warehouse	1.120 €
Transport to pharmacies	9.000 €



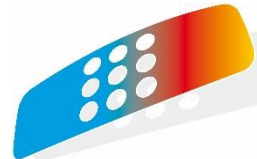
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 Fax: +43 57686 211909
 E-mail: wien@schenker.at

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Dokumentenempfänger: THE BOSTON CONSULTING GROUP GMBH LUDWIGSTRASSE 21 80539 MUENCHEN Deutschland Kontakt:	Datum: 2014-04-24 Seite: 1 von 4 Kontakt: Herr Heinz Krcil Funktion: Sachbearbeiter Tel.: +43 57686 211 131 Fax: +43 57686 211 129 E-mail: heinz.krcil@dbschenker.com

Sehr geehrte Damen und Herren,
 Wir bedanken uns für Ihre Anfrage. Nachstehend unser Angebot:

Sendungsdaten:						
Abgangsort: Deutschland 56626 Andernach Kontakt:	Empfangsort: Österreich 1050 Wien Kontakt:					
Markierung	Anzahl	Lademittelart	Anzahl	Paackstückart	Warenbezeichnung	Gewicht
			1	Partie	PFLASTER	660,00 KG
Total:		1 Colli	2,000	CBM	0,00 LDM	660,00 KG
Frankatur:		EXW - AB WERK				
Frachtkosten:		EUR	154,63			
Nebengebühren:			EUR	29,38		
	Dieseltreibstoffzuschlag		EUR	9,19		
	Maut AT		EUR	9,00		
	Maut DE Import		EUR	7,50		
	Security Fee (TAPA)		EUR	11,00		
	Fixe Taxe		EUR	17,01		
	SVS		EUR	135,00		
	separate Transportversicherung		EUR			
Zahlungsziel		innerhalb von 10 Tagen ohne Abzug				
Gültigkeit		Das Angebot ist gültig bei Verrechnung in Österreich; bis auf Widerruf, max. 30 Tage ab Angebotsdatum.				

PH 3002140 Ma, UDA Nr. ATU 1427140 CUR: 001623 ECR: #E2010000016
 hechen:Spezialschulung/A0307 Info:www.schenker.at/vertrieb/02008/Adressdaten.pdf sowie
 die in den Anlagen enthaltenen Informationen sind verbindlich und ersetzen
 keine Zusage und Haftung im Falle der ungenügenden Ausführung.



Back-up: Vehicle- and travel expenses

Vehicle- and travel expenses	29.560 €
Leasing inclusive insurance	4.560 €
Travel expenses	25.000 €

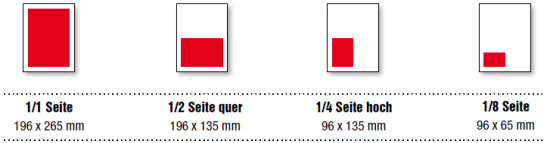


Back-up: Advertisement and Marketing

Advertisement and marketing expenses	
Fairs	2.950 €
Stand-up displays	2.900 €
Posters, Businesscards, Folder	2.000 €
Insertions	50.000 €
Other advertisement	1.000 €
Web appearance	3.000 €
Graphic designer	2.500 €



TARIFE FIXFORMATE (B X H)



	1/1 Seite 196 x 265 mm	1/2 Seite quer 196 x 135 mm	1/4 Seite hoch 96 x 135 mm	1/8 Seite 96 x 65 mm
Anzeigenteil				
Mo – Sa	31.405,-	16.000,-	8.000,-	3.855,-
So, Fei	33.560,-	17.100,-	8.550,-	4.115,-
Textteil Basis				
Mo – Sa	31.405,-*	25.435,-	12.720,-	6.125,-
So, Fei	33.560,-*	27.730,-	13.865,-	6.675,-
Textteil Top				
Mo – Sa	36.120,-*	29.255,-	14.630,-	7.045,-
So, Fei	38.595,-*	31.890,-	15.945,-	7.680,-
Textteil Premium				
Mo – Sa	39.260,-*	31.795,-	15.900,-	7.660,-
So, Fei	41.950,-*	34.665,-	17.335,-	8.345,-
Textteil Exklusiv				
Mo – Sa	47.110,-*	38.155,-	19.080,-	9.190,-
So, Fei	50.340,-*	41.595,-	20.800,-	10.015,-

Unter der redaktionellen Leitung von Dr. med. Wolfgang Exel behandelt das große Service-Magazin der Krone zentrale Themen des täglichen Lebens: Von Medizin & Gesundheit über Partnerschaft & Kinder bis zu Ernährung und Fitness. „Gesund & Familie“ bietet jeden Samstag praktische Lebenshilfe und Tipps für mehr Lebensfreude.

Zielgruppe

Reichweite	
Ressort-Interesse: Medizin und Gesundheit	38,6%
Ressort-Interesse: Wellness und Fitness	39,4%
Werte – sehr große Bedeutung: Familie	37,1%

Quelle: Media-Analyse 10/11, 28.000 Haushalte, 47-64 J.

KLASSISCHE ANZEIGEN Preis für 1 mm: € 22,00 (Gesund & Familie/Gesund Aktuell)

GEBIETE
Krone Gesamtausgabe

ERSCHEINUNGSWEISE
Gesund & Familie: wöchentlich am Samstag
Gesund Aktuell: Dienstag bis Freitag

SATZSPIEGEL
ANZEIGENFORMATE

The Product

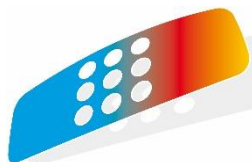
Market Opportunities

Value Chain

Corporate Structure

Economic Situation

SWOT



Back-up: Other expenses

Other expenses	54.970 €
Product Development	30.000 €
Company incorporation	2.300 €
Fees for medical products	12.500 €
Patents	4.300 €
Legal and M&A consulting	3.750 €
Insurance	1.620 €
Other expenses	500 €

Pauschalversicherungssumme: EUR 1.500.000,00

Die Versicherungssumme gilt für Personenschäden, Sachschäden und Vermögensschäden, die auf einen versicherten Personen- oder Sachschaden zurückzuführen sind, zusammen.

Im Rahmen der gewählten Produktvariante sind folgende Deckungen mitversichert (Versicherungssumme in Prozent der Pauschalversicherungssumme):

Deckung	Versicherungssumme
Europadeckung einschließlich GUS und asiatische Türkei	100 %
Genomte Vertragshaftungen	100 %
Haus- und Grundbesitz, auch ganz/teilweise verleast, vermietet oder verpachtet	100 %
Mietsachschäden an geleasteten, gemieteten oder gepachteten Gebäuden oder Räumlichkeiten (subsidiär)	100 %
Verleihung oder Vermietung von Geräten und Maschinen	100 %
Bauhermhaftpflichtrisiko für Bauvorhaben bis Euro 375.000,00	100 %
Privathaftpflichtrisiko (subsidiär)	100 %
Mitversicherung freier Mitarbeiter, Subunternehmer (subsidiär)	100 %
Amts- und Organhaftpflichtrisiko	100 %
Innehabung und Verwendung von Radionukliden (z.B. in Rauchgasmeldern)	100 %
Kfz ohne Kennzeichen - Kurzfristiges Befahren öffentlicher Verkehrsflächen im Bereich der Betriebsstätte (subsidiär)	100 %
Personenschäden durch Umweltstörung	100 %
Sachschäden durch Umweltstörung	25 %
Umweltsanierungskosten	25 %
Sachschäden durch Tätigkeiten an beweglichen und unbeweglichen Sachen (z.B. Be- und Entladen von Kfz, Schäden an eingebrachten Sachen von Besuchern und Gästen)	10 %
Sachschäden durch Verwahrung; Verlust/Abhandenkommen (analog zu Sachschäden durch Tätigkeiten)	10 %
Sachschäden durch Allmählichkeit	10 %
Sachschäden durch Überflutung (aus stehenden oder fließenden Gewässern)	10 %
Reine Vermögensschäden durch Behinderungen	10 %
Erweiterte Deckung der Produkthaftpflicht	nicht gewährt oder nicht möglich

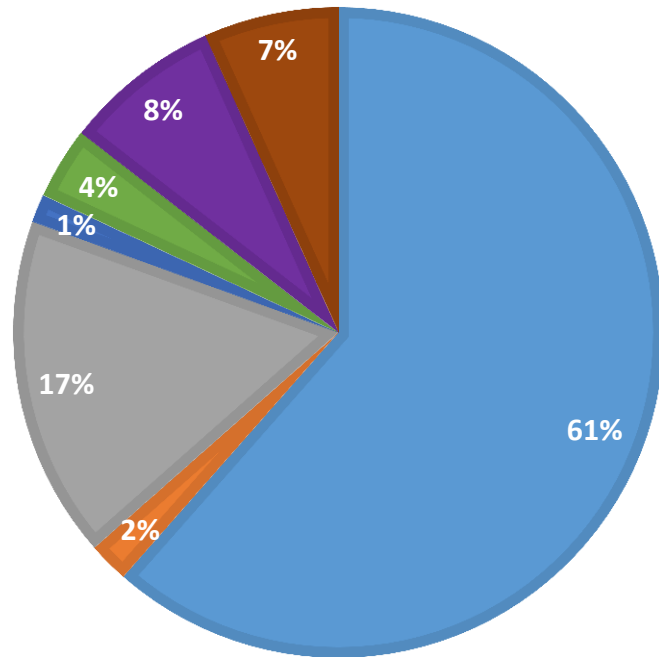
Die monatliche Gesamtprämie inkl. Steuern beträgt EUR 138,69



Marketing expenses become more important

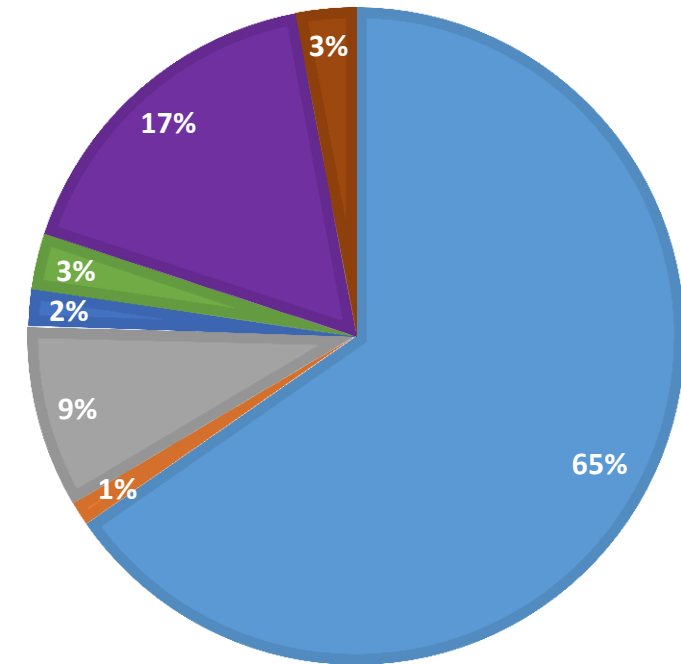
KOSTENSTRUKTUR PARACELSIUS 2014/15

- Aufwendungen für Herstellung
- Büro und Lageraufwand
- Personalaufwand
- Abschreibungen
- Transport, Logistik
- KFZ- und Reiseaufwand
- Werbe- und Marketingaufwand
- Sonstige Aufwendungen



KOSTENSTRUKTUR PARACELSIUS 2016/17

- Aufwendungen für Herstellung
- Büro und Lageraufwand
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The Product

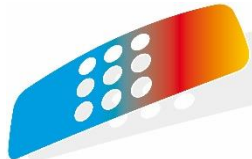
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Thanks to...

-  Prof. Tiefenbrunner and Prof. Bauer
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