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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 National Institutes of Health



National Institutes of Health Commercialization Assistance Program
 (NIH-CAP)

Company Profile (ADD KEYWORD PHRASES INTO TEXT)

Industry Sector: Medical Devices

Company Overview: Aviv Biomedical has been in the business of manufacturing, selling, and servicing **scientific and medical instruments** continuously since 1971. **HAVE AN ESTABLISHED POSITIVE CASH FLOW** [Research grade](#) ??instruments include high-end circular dichroism spectrometers, UV-Vis-NIR spectrometers, fluorometers, and a fluorescence detector for analytical ultracentrifuges. A **hematofluorometer** is sold for the purpose of screening for anemia and lead poisoning, with FDA approval. Customers include research labs in universities, biotech, and pharmaceutical companies, as well as clinical labs for hospitals, major medical service companies and health departments. Administration, manufacturing, sales, marketing are done in-house. Sales and support are also done by regional representatives. In addition, Aviv has been awarded several NIH SBIR and STTR grants.

Position: Bilirubin Market looking for a **TECHNOLOGY**>

SEGWAY into Bilirubin market here

Key Value Drivers

Technology*: The bilirubin hematofluorometer requires <50 ul of raw blood from a heel stick. It is capable of distinguishing between toxic free bilirubin, and nontoxic bound bilirubin, and of determining the reserve bilirubin binding capacity. Changes in hospital care now release newborns as soon as 24 hours after birth. As a result, there is an increased in neonatal brain injury in the USA and Europe. The technology allows for an easy-to-use instrument and reagent kit that can be used at the point of care.

Competitive Advantage: **REDUCE TECHNOLOGY RISK.** Commonly used bilirubin assays can not distinguish between toxic and nontoxic bilirubin species. This situation results in ambiguity, and unnecessary or missed treatment. No other technique measures the reserve binding capacity, which is a forward-looking indicator of the ability to tolerate additional bilirubin exposure.

Plan & Strategy: Begin small-scale production for research purposes only. Continue and expand on academic studies to validate technology. Initiate contact with FDA for approved clinical trials. Secure partner for commercialization.

Management



Leadership:

Jack Aviv President, CEO and Owner
 Debi Aviv Vice President of Operations and Owner
 Florence Aviv Treasurer and Owner

Glen Ramsey CHIEF SCIENTIST

Scientific Advisory Board:

Angelo Lamola, Ph.D. Visiting Professor, Stanford University
 Vinod Bhutani, M.D. Professor of Pediatrics in the Division of Neonatal and Developmental Medicine at Stanford University

Product Pipeline

	2013	2014	2015
NIH SBIR Phase II			
Instrument & reagent kit	Working	Finalize	
Academic clinical trial	Ongoing	Ends Q2	Publications
Intellectual Property	USA	Foreign	
New academic clinical trials	Initiate	Finalize	Publications
FDA			
Define study goals	Q2		
Secure study site partners	Q3		
Studies	Initiate	510(k)	PMA
Small scale research-only production	Ongoing	Ongoing	As needed
Reimbursement	Initiate	Initiate	Secure
Regulatory, Reimbursement, Manufacturing, Sales, Marketing, Distribution partner	Negotiate	Secure Q1	Production