Dr. C.C. Liu has developed a method to test for the presence of select biomarkers that correspond to various conditions and diseases present in the human body.
Of all the many diseases that could be tracked using the biomarker technology...
We chose to focus on PROSTATE CANCER
And these are some of the conversations that we had

- Home use vs Clinical
- Frequency of Use
- Disposable or not
- Emotional Impact
The Market

40 million men over the age of 40

Price Point

- Digital pregnancy tests cost $15
- iBG*Star costs $45
Future Challenges
Future Vision
Thanks to:
Dr. C.C. Liu
Michael Allen
Lee Ponsky M.D.
Richard Buchanan
Michael Goldberg
Kip Lee