

# The Bleed-Less Bandage!!™

**By: OCC Inc.**

Have you ever met a hemophiliac or heard stories of someone who struggles from hemophilia? Have you ever gotten a cut that you have needed to go to the emergency room for??

**Meet the Bleed-Less Bandage - a coagulating clotting cream filled bandage that will stop the bleeding in under 30 seconds!!**



# Problem and Consumer

# Problem

As many people know, hemophiliacs have an inability to clot blood, meaning that a simple cut or gash has the potential to be fatal. Also, sometimes people cut themselves badly but can't afford or don't have time to get to the emergency room.

- This could be a very dangerous situation, not only when large injuries occur, but even small cuts could lead to an excess of bleeding.
- It could also lead to infection (5% of open cuts and wounds become infected) that can easily be prevented with the correct treatment and covering.

# Consumer

Our product will be over the counter - meaning anyone can buy it but it is designed to target hemophiliacs!

The product will also be available for hospitals and for EMTs/ambulances.

# Specifics of the Product

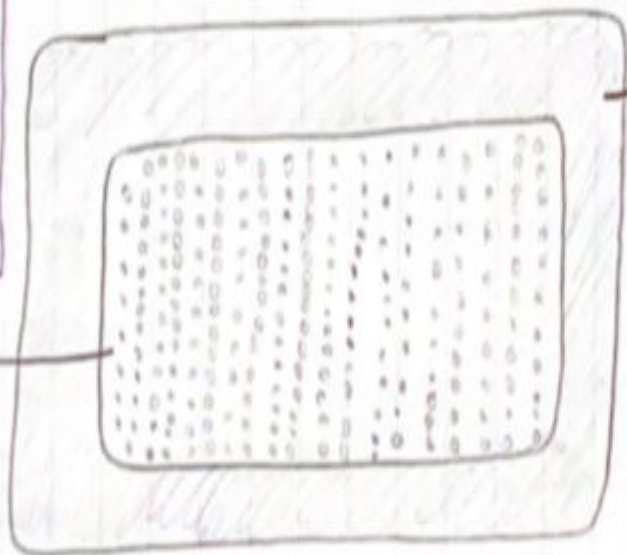
# The Bleed-Less Bandage™

Designed By: OCC Designs LLC

Bandage comes in a variety of sizes and will come in either singular size packs or variety size packs

→ package of the bandage will be vacuum sealed so that it remains sterile →

Center part filled with clotting cream



→ Adhesive part

→ special feature: if someone feels they need more cream, they can press down on the center and more will run out →

# Parts of the Bandage

- We are partnering with BandAid to create this product!!!
  - The BandAid is required
  - Clotting cream required (Similar to Vitagel and QuikClot)

\*\*\*Special Feature\*\*\* = Going to be made in a sterile isolated room of a factory by sterile machines and if needed, workers in hazmat suits to ensure the bandage is sterile and does not carry germs!

## How it works:

1. Open the bandage package.
2. Place the bandage on the open wound.
3. Press down on the center and allow to clot - you can leave it on or take it off when it stops bleeding.

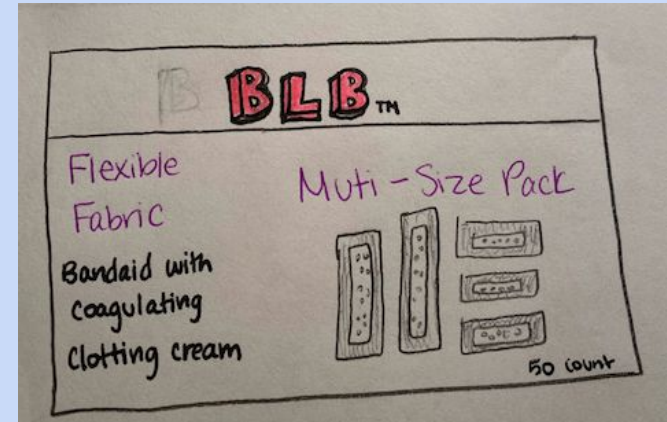
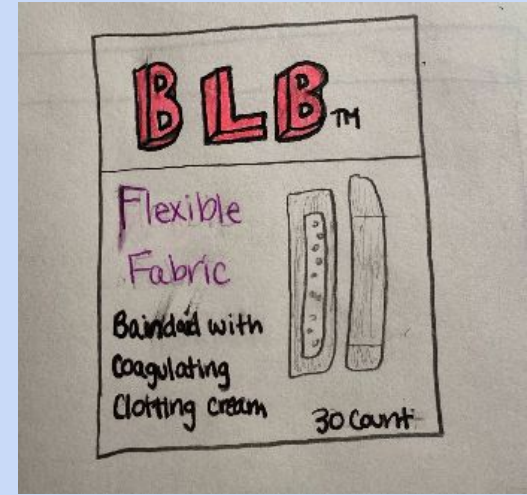


# Specifics

- In addition to allowing the blood to clot, our bandage will also be waterproof.
  - This will keep water and dirt out of the cut.
  - Allows the fresh wound to keep clean, decreasing the chance of developing a life threatening infection
- The Bleed-Less Bandage will come in a variety of sizes and skin tones in order to treat all customers and wounds.
- We will ensure our product is effective by having strong adhesive so that it doesn't fall off!!
- Celebrity Endorsement from Alex Borstein (actress from Family Guy and The Marvelous Ms. Maisel) who is a hemophiliac

# Packaging

- Colorful packaging
- Not too many words
- Simple exterior, easy to understand concept/use
- Appealing to all ages
- Eye Catching



# Some things to recognize or remember

- The Bleed-Less Bandage will have to be used in a timely manner - products similar to ours have a 5 year expiration date
- The Bleed-Less Bandage will have packages that come with a bandage holder to throw in your purse or backpack.
- Former products that are similar to ours struggle with the problem of the cream being too gritty and poor quality - we will clinically and repeatedly test our clotting cream to prevent this from happening.

# Requirements/Constraints

# Requirements

- Various sizing
  - Makes sure it is able to accommodate cuts of all sizes and anywhere on the body.
    - Ex: Large patch, small square patch, long rectangular, fingers/toes.
- Affordability
  - \$12 for a variety pack, \$6 for a single size pack - this price adds the cream's cost
    - Compared to a regular bandaid, it is more expensive
    - Compared to QuikClot or Celox (product similar to BLB), it is cheaper
- Accessibility
  - Designed for public use - people must be able to afford this product and have access to it.
  - Our product must be available in places where the public will have easy access to it such as department stores, convenience stores, groceries stores.
    - Ex: Target, Rite Aid, CVS, Walmart, Shoprite

Most important: We will use a clinically tested adhesive for our product, to ensure that the adhesive is safe for skin and that it will not cause allergic reactions.

**Why Choose our Product  
Over Other Products  
Similar to It?**

# Compared to other products like it...

- The Bleed-Less Bandage will be less bulky
- The clotting cream in the bandage will not be gritty and bad quality like some other products
- The Bleed-Less Bandage will be designed for more every day use as opposed to only heavy traumas and massive wounds
- The Bleed-Less Bandage will be in your local grocery stores (including Walmart and Target!)
- The bandage adhesive part will be biodegradable - for example, the bandage will be made of 100% certified bamboo fibre instead of latex or cloth
  - It can also be made of coconut oil or aloe in the adhesive to prevent unwanted reactions



**Advertising is going to sell our product (along with your help!!)**

**Ads on TikTok, Youtube, news channels, magazines, and our own personal website where the Bleed-Less Bandage can be purchased**