



Miller Center

for Social Entrepreneurship

Name of social enterprise: NemoCare Wellness

Mission statement: NemoCare aims to end all preventable neonatal and maternal deaths in the developing world by building innovative affordable, accessible, highly accurate monitoring solutions for the emerging markets

Webpage: <http://www.nemo.care>

GSBI (2019) business plan presentation: <https://www.youtube.com/watch?v=-8H2W7SxDxI>

Headquarters: Hyderabad, India

Location(s) of research: India

Regardless of the pandemic, the fellowship will run in 2021. We have designed 2021 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a GSBF info session.

Background: A key, cost-effective intervention in high rates of newborn infant mortality is enhanced observation and surveillance of infants in hospitals. NemoCare has developed a wearable infant monitoring device, which is the technological foundation of its newborn patient management system. NemoCare is presently conducting clinical trials to secure funding for scaling up production and necessary regulatory approvals, and create evidence of impact potential.

The challenge: NemoCare has requested research, based on clinical trials that presents the commercial viability of its wearable monitoring device and its potential social impact.

Action research products needed:

1. A business development study that outlines the entrepreneurial opportunities, commercial viability, and scaling potential of its neonatal wearable infant monitoring device.
2. A social impact model that demonstrates how social impact can scale with the commercial expansion of the device.

Student skills needed: business development, public health intervention analysis, interpretation of clinical trial data, opportunity assessment, social impact modeling.

Keywords: Neonatal care, maternal and child health, infant mortality, wearable medtech, business development.