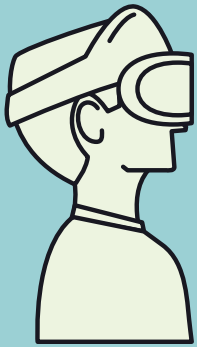


- ACTIVITY 4 : UHMT 1012 •

THE IRON ARM



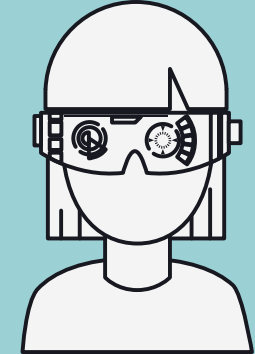
GROUP MEMBER



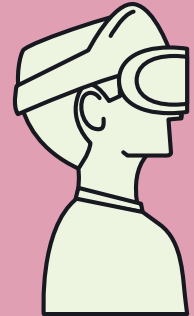
Ooi Wei Tat
A21BS0125



Remus Chin
A21EA0180



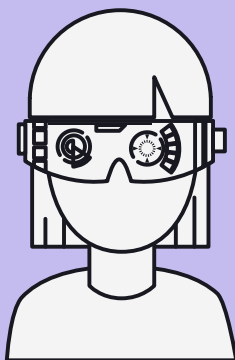
Nurin Amni
A21BS0111



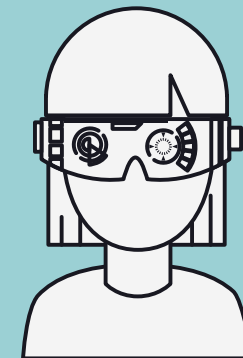
Ruvanesh
A21EB0075



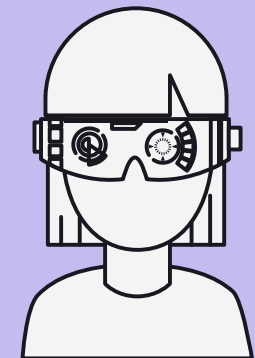
Gan Kien Hong
A21EA0033



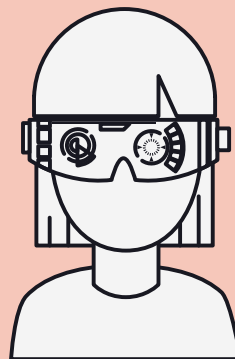
Shini
A21EB0078



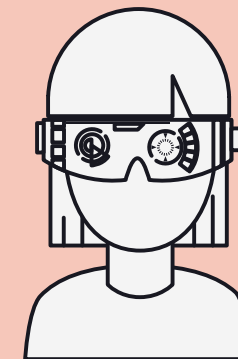
Barrani Sitha
A21EB0010



Syafinaz Azwa
A21EA0112



Fariah Nayli
A21BS0106

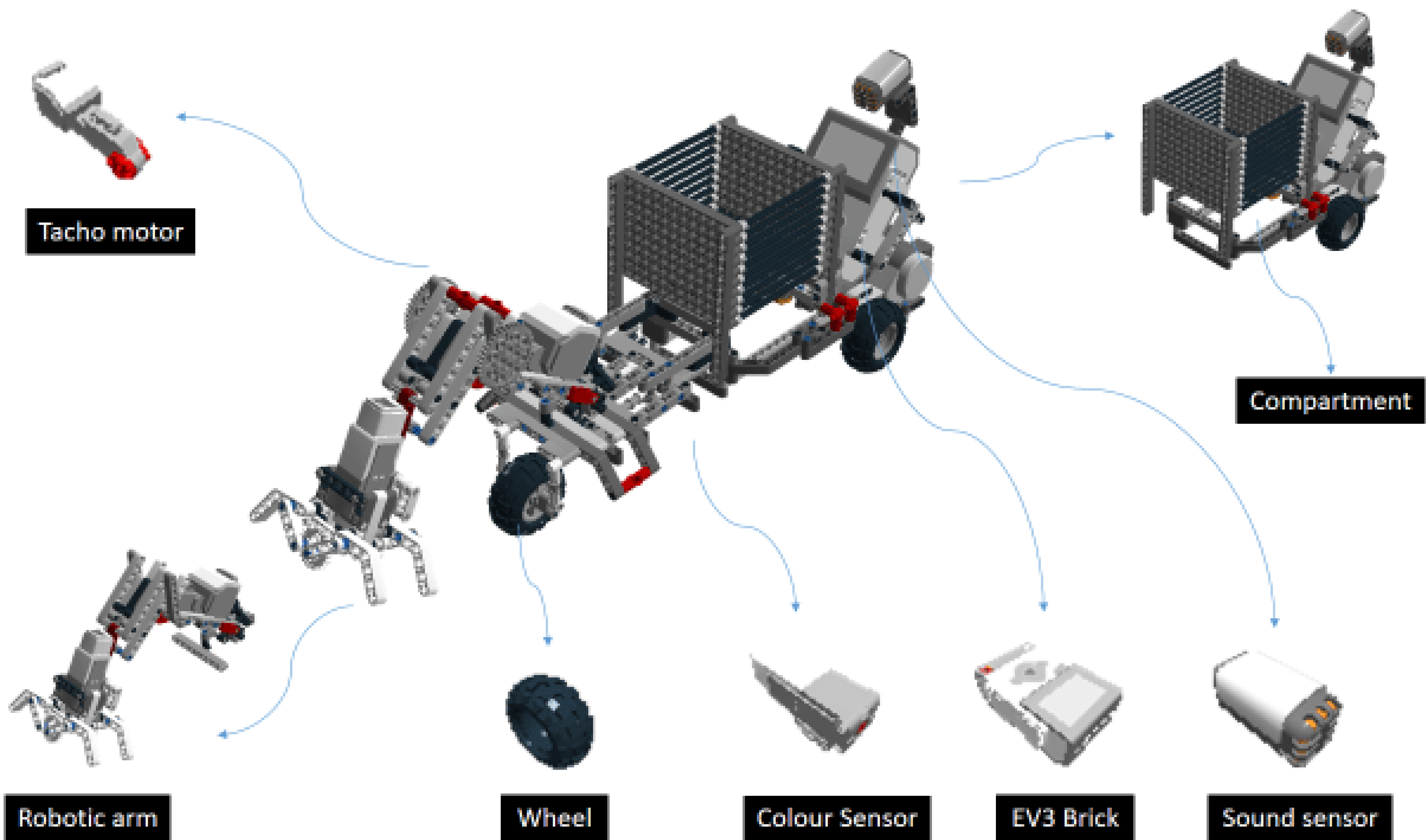


Siti Safura
A21BS0137

THE IRON ARM

- ONE AND ONLY ROBOTIC ARM





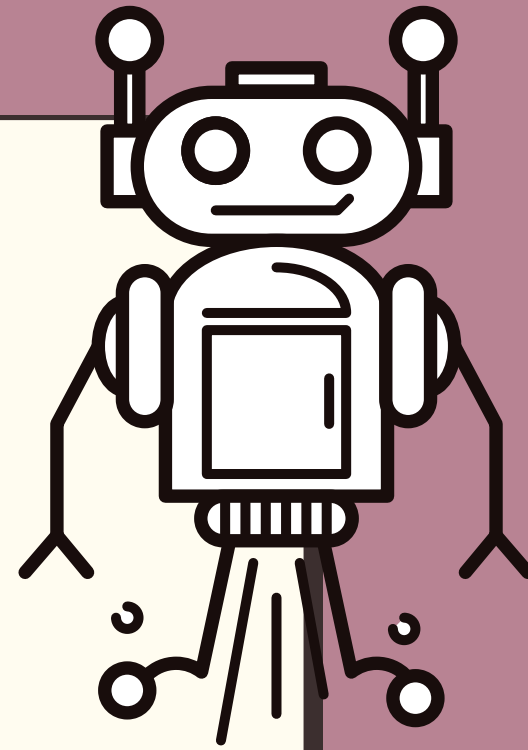
Objectives

Used as a
medical
assistant in a
hospital

To assist
hospital staff
by lightening
their work
pressure

To aid people
in need by
offering a
hand to
patients

The
intention of
delivering
some sort of
comfort to
the patients



The Function of Robot

SIMILARLY TO THE
HUMAN HAND

ADDRESS THE
SHORTAGE STAFF

PROVIDE BASIC
MEDICAL CARE TO
PATIENTS

CAN IDENTIFY
INDIVIDUALS OR OBJECTS

RECEIVE SUPPLIES AND
CARRY OUT TASKS

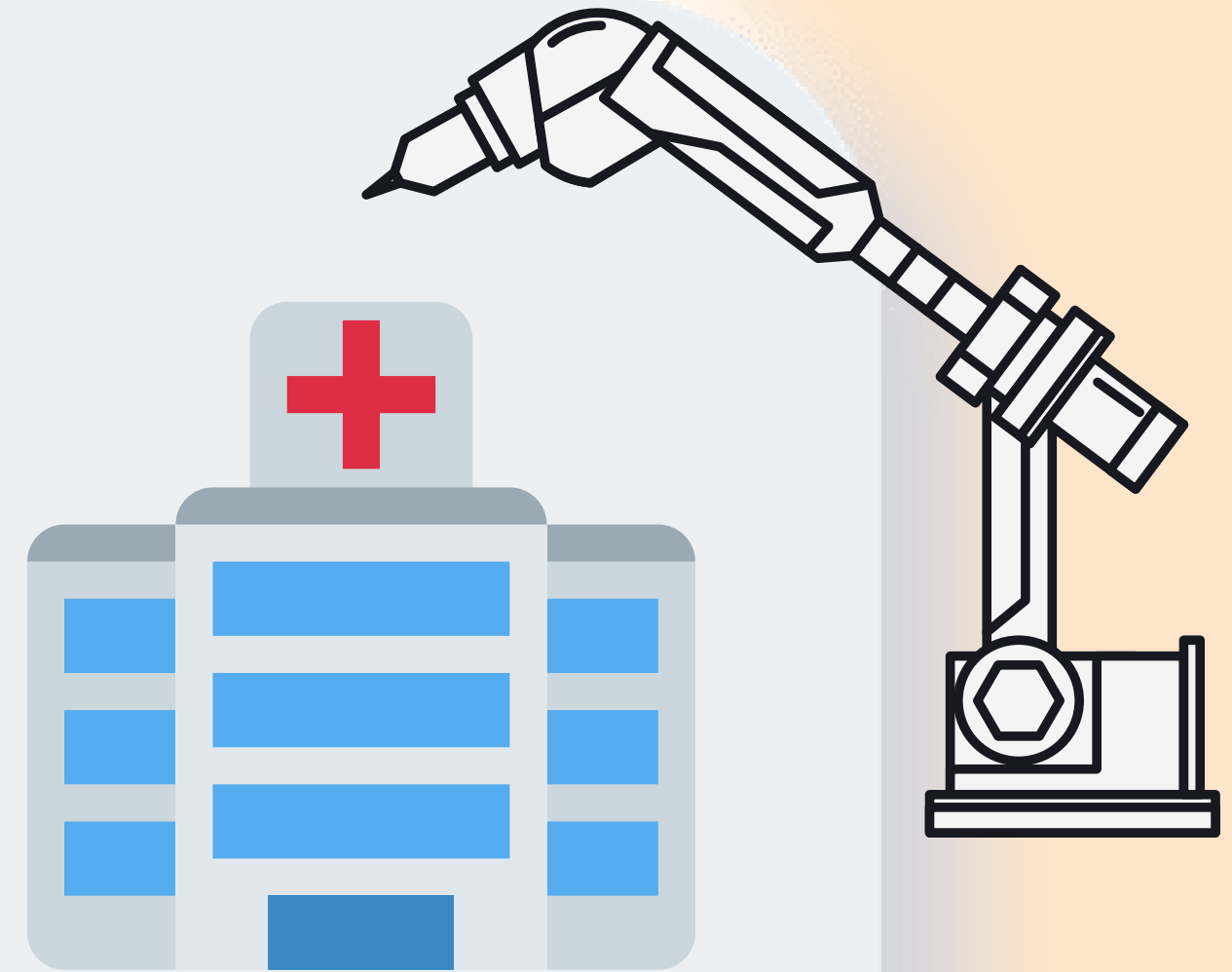
PROVIDE
COMPANIONSHIP

KEEP TRACK
ENVIRONMENTAL QUALITY

RESPOND TO
ALARMS

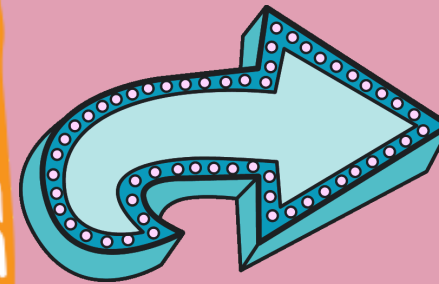
TARGET MARKET

- **medical centers**
- **hospitality sites**



SIZE OF THE MARKET

100 medical authorities spend RM 7.34 million on the purchase of medical robotic arm per year.

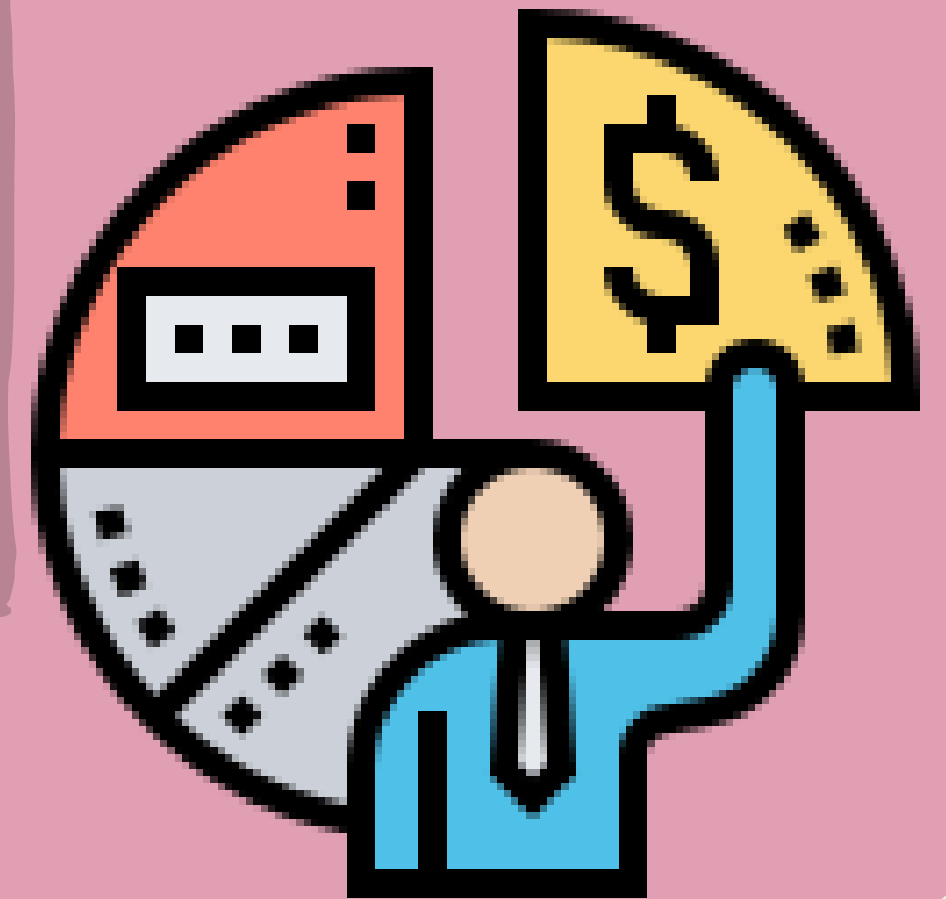


Market share is estimated to be 7.33%.



The total market size is estimated to be RM734 million.

**7.33% of RM734 million =
RM 53802200 per year**



1. Intuitive Surgical

- have the best procedures and service and maintenance fees.

2. Stryker

- entering the robotic surgery market after their acquisition.
- in orthopedic surgical platform

6. Accuracy

- offer robotic of radiosurgery system.
- system uses image guidance

COMPETITOR

3. Smith & Nephew

- use for robotic-assisted surgical unicondylar or partial knee replacements

5. Auris Health

- latest advancements in robotics, micro-instrumentation, endoscope design, sensing, and data science

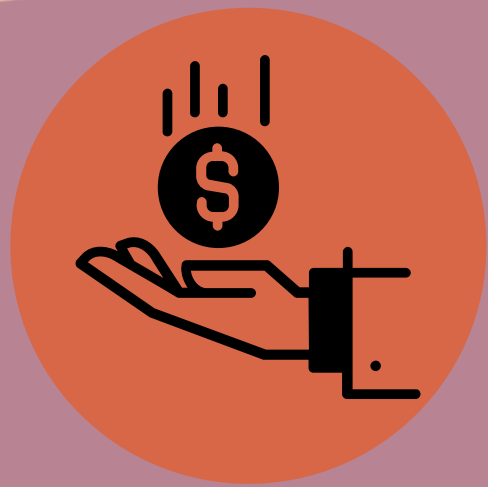
4. Mazor Robotics

- as the fifth position in the spinal surgery segment of robotic surgery.



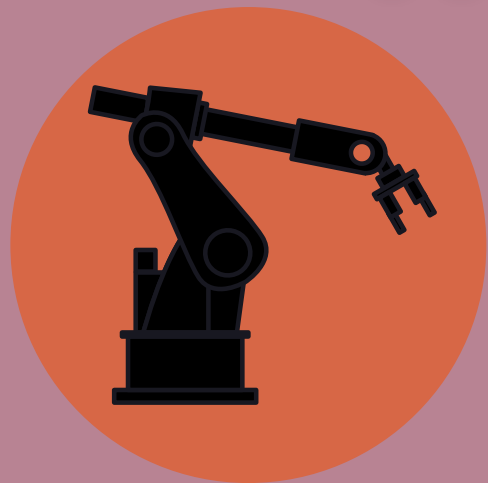
Business Model

1. Cash Flow (RM 150 000-300 000)



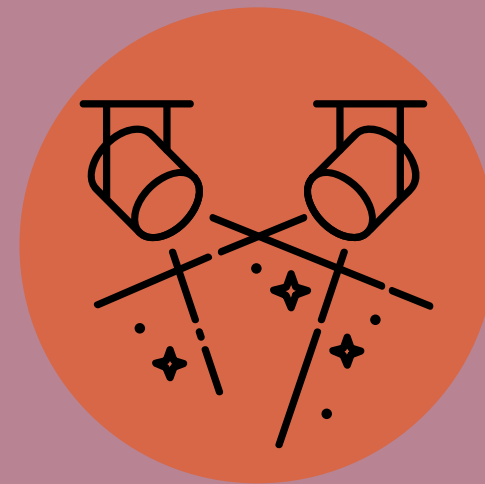
- Utilities
- rent factory
- workers salary
- equipment,etc

2. Supplier (RM 200 000)



- steel
- rubber
- aluminium
- component,etc

3. Launch Event (RM 25 000)



- Hall
- Expert talk



UNIQUENESS



Safety is our number one priority. All equipments went through thorough quality check.



Truely unique, isn't used by many medical field yet



Precision is key, machines are more efficient and consistent compared to humans.



Thank You

Do you have any questions for me before we go?