


1 MILLION CUPS
St. Petersburg



The Greenhouse hosts [1 Million Cups](#) from 9:00 to 10:00 am every Wednesday morning. The format of these caffeinated events is simple; a presenter speaks about their idea for six minutes followed by a twenty minute question and answer forum. The [Kauffman Foundation](#) seeks to bring awareness to the small business community and growth of local entrepreneurs. We invite you to come every week to enjoy delicious coffee brought to you by [Kahwa](#). Become familiar with [The Greenhouse](#) and be the diverse audience of mentors, advisors, and business owners who support entrepreneurship.

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- [Learn about our 2nd presenter](#), Designs for the World
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This Week at #1MCstp:

DESIGNS FOR THE WORLD®

Next at #1MCstp, Marc Nadeau came to give an "Encore Presentation" on his Tikü incubator with [Designs for the World](#).

Marc first presented [Designs for the World's Tikü incubator](#) at 1 Million Cups in [April 2014](#). This week, he returned to show us the product and talk about the traction they've gained.



DESIGNS
FOR THE WORLD®
Helping Humanity through Innovation

We ♥ Families!

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What We Do

Product Development and Consultation

			
Automotive	Hospitality	Medical	Inventors

Market Our Innovations

		
Lifestyle™ Induction Cooking Table	Blooming Magic™ Floral Arrangement Vase	OS 3D Printer™

Teach Digital Technologies



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At [Designs for the World](#), "we see that families are the cornerstone of human endeavor, so we're doing whatever we can to expedite that," Marc said. Aside from their work in product development, [Designs for the World](#) works "with entrepreneurs, investors, and corporations in a range of industries" and assists with "digital design, prototyping, serial production, and manufacturing." They also teach digital technologies and innovation to job candidates and schoolchildren in middle and high

schools.

With the [Tikü](#), "the problem that we've addressed is that each year, over 4 million infants die in their first year - most in their first 28 days." The majority of these incidents occur in the developing world, and "as it turns out, almost half of these deaths are the result of not being able to keep the baby warm." Marc and his team decided this problem was one they could tackle. The solution: Incubators.

	<h3>The Problem</h3> <ul style="list-style-type: none">• Over 4 Million Infants Die Each Year• 99% of This Infant Mortality Occurs in Developing Nations• 1.8 Million Premature and At-Risk Babies Perish for a Lack of a Consistent Heat Source <p>ALMOST HALF OF INFANT DEATHS RESULT FROM NOT BEING ABLE TO KEEP BABY WARM!</p> <p><small>© 2011: Designs for the World LLC</small></p>		<h3>The Solution: Incubators</h3> <table border="0"><tr><td data-bbox="1002 441 1177 699"><p>Commercial</p><ul style="list-style-type: none">• Expensive, >US\$30,000• High maintenance• Fail quickly with problematic electricity• Only available in hospital</td><td data-bbox="1180 441 1367 699"><p>The Tikü®</p><ul style="list-style-type: none">• Inexpensive, <US\$1,000• Low maintenance• Works without electricity• Available wherever Mother gives birth<p><small>© 2011: Designs for the World LLC</small></p></td></tr></table>	 <p>Commercial</p> <ul style="list-style-type: none">• Expensive, >US\$30,000• High maintenance• Fail quickly with problematic electricity• Only available in hospital	 <p>The Tikü®</p> <ul style="list-style-type: none">• Inexpensive, <US\$1,000• Low maintenance• Works without electricity• Available wherever Mother gives birth <p><small>© 2011: Designs for the World LLC</small></p>
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While commercial incubators are a good solution, "they're very expensive, high-maintenance, and - because they're controlled by electronic systems - they fail very quickly" in areas where electricity is limited. In addition, they are only available in hospitals, which are not always accessible to birthing mothers in the developing world. So, [Designs for the World](#) has developed the [Tikü](#). The [Tikü](#) is an inexpensive (< \$1,000 USD), maintenance-free incubator that runs on water - not electricity. And it can be available wherever a mother gives birth.

The unique device received a US Patent last September; "there's really nothing out there quite like it," Marc said. The secret to the [Tikü](#) is the use of flax seeds, which retain temperature. Essentially, the [Tikü](#) works by warming water and then extracting that warmth to maintain the infant's body temperature.

	<h3>Testing</h3>   <p>Evaluation of the Tikü® by Biomedical Students at Middleton High, Tampa</p> <p><small>© 2011: Designs for the World LLC</small></p>		<h3>Field Evaluation</h3>   <p>Ethiopia</p>  <p>Birthing Clinics</p> <p><small>© 2011: Designs for the World LLC</small></p>
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[Designs for the World](#) has tested the [Tikü](#) in their own facilities and are preparing to move on to third-party testing in collaboration with the biomedical students at Middleton High School in Tampa. "Their students are going to be doing a test using a spaghetti squash - about the same size as an infant preemie," Marc said. The students will benefit from the experience of testing a Non-invasive, Class II Medical Device, and [Designs for the World](#) will be generating a white paper to publish.

Following that, [Designs for the World](#) will be working to attain a Premarket FDA

Clearance, which is required in order to distribute the [Tikü](#) to most nongovernmental organizations (NGOs). Finally, the following step will be field evaluation of the [Tikü](#). [Designs for the World](#) will be collaborating with the University of North Carolina's School of Medicine to conduct these field studies. "They have a global health initiative in Ethiopia, and they've offered to work with us in introducing several of these incubator units in birthing clinics there," Marc said.

The [Tikü](#) has been entirely self-funded so far, but [Designs for the World](#) is interested in talking to prospective partners who might be interested in helping with the project.

"That saying that 'it takes a village...' -- well, it takes one to not only raise a baby but to get this project underway," Marc said, thanking everyone who has helped the project so far.

Click here to see this week's presentation video:



How Can We Help?

Marc said that [Designs for the World](#) is looking for contacts to anyone who might want to **partner** with them on the [Tikü](#). "We've mitigated a fair amount of the risk, with a patented device," he said. In addition, within about 60 days, the incubator will have completed third-party testing.



Path to Completion



Started Here



Actual Funding Method

Interested Partners Welcome!

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Thanks



*It Takes
A Village*

Mrs. Viola ("Tiki") Nadeau
Mr. David Outlaw
Mrs. Edna Ciminera

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If you would like to connect with Marc, he can be contacted at (727) 420-5795 or
marc_nadeau@designsfortheworld.com.

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