

# Camp BizSmart™ Product Innovation Case 2019

**PsiBands®**  
Drug-Free Wrist Bands for the Relief of Nausea



**Problem Statement:** The use of autonomous vehicles (AV) or “driverless cars” is predicted to grow 35% a year and is expected to be a \$42 billion dollar market by 2025. One of the problems is that everyone is a passenger! A study from the Transportation Research Institute at The University of Michigan predicted that 6-12% of people are likely to feel sick in autonomous vehicles. The researchers believed the main reason is that passengers would be doing more things, like texting, emailing, and reading, while riding. “Passengers get sick and not drivers, because the driver is in control. The feedback system in the brain can anticipate what the motion is, at a millisecond level, whereas the passenger can’t. The passenger can only react.”

**Opportunity:** Create a co-branded wearable acupressure device or accessory based on the Psi Bands technology specifically to dramatically reduce nausea for passengers in driverless cars and autonomous vehicles by giving the rider real time information and control over the quality of the ride.

**Objectives: Reduce motion sickness in passengers of AV’s, improve the experience, and give them some control over the quality of the ride**

- Create a device with motion capture technology to collect data on the road choice and quality of the ride
- Design the new, innovative device to interact with the AV’s GPS system
- Build in technology so the passenger can **control the quality of the ride** by selecting the route of the vehicle
- Capture all data from the sensors and send it wirelessly to personal mobile devices and databases like **WAZE**
- Design the Psi Bands for comfort and to fit various ages. Be sure it is visually appealing to your target customer
- Collect biometrics like heart rate and respiration and how the data will be used
- Co-brand with AV makers like **Google (WAYMO), Apple, Uber and Tesla**

**Outcomes:**

- A data base for “car sick” riders allowing them to select smooth ride routes
- Collect data on which AV brands have a higher “nausea free ride” factor
- Demonstrate what an “experience will be like as if you are the customer”
- Identify a specific customer market in which your product would gain most traction and viability
- Develop a marketing plan which describes product features, advantages and benefits (FAB’s) and specific marketing tactics to drive sales

**Apple  
Self Driving Car  
Prototype**



**Business Plan Requirements:**

- A customer based product design which allows the rider to control the ride in a self-driving vehicle like Tesla
- A basic physical prototype to demonstrate look, fit, feel and visual appeal
- A product name, a product logo and packaging design
- Tell a real-life story to illustrate customer use and benefit
- Competitive analysis: features, benefits, and advantages and how your product is better than the competition
- Pricing plan including cost of goods (COGs) and marketing
- Tell the investors how you will make money on the product and the data collection
- How **data collection** from your new Psi Bands will generate revenue for your company
- A marketing and sales promotion strategy
- Customer input and feedback to show you have listened to the voice of the customer (VOC)
- Name companies that would make strong partners and describe how they will add value

**Constraints:**

- A price point of no more than \$59.00 per package @ two bands per package; (one band is worn on each wrist). Will one band be different than the other? One with technology included and the other without?
- The product **MUST** have a revenue stream from data collection
- Be sure that your product design matches the use and customer for whom it is intended



## A message from Romy Taormina, Psi Bands Founder, CEO and Nausea Relief Chief

### Hi Camp BizSmart World Shakers:

I am so delighted that Psi Health Solutions, Inc., the maker of Psi Bands, and I get to play a role in your entrepreneurial journey! Being an entrepreneur is *about the journey*. I encourage you to be brave, passionate, curious, creative, and strategic through this process. Lift others up, be effective not right, actively listen and ask questions, be a team player, and be grateful for the opportunity to play a role in your growth as well as those of others.

I created Psi Bands because I was ill and wanted something more for those who suffer from nausea. I didn't know anything about taking a product to market. It was one step at a time. Every day I am reminded that we are learning. And every day, our team is humbled by the warm testimonials that we receive letting us know that Psi Bands has made a meaningful and positive difference in their or a loved one's life. We remain brand strong and united because we share the same passion.

I can't wait to see your teams Psi Bands solution to dramatically improve travel to be a more enjoyable and fulfilling experiences rather than suffering nausea. Currently Psi Bands provide nausea relief. Your efforts to incorporate technology into Psi Bands will result in a measurably improved passenger experience by empowering riders to take control of their travel routes. A smoother ride means more productive, relaxed, and happy passengers, and improved sales for autonomous vehicle manufacturers. Thank you for allowing us to ride this journey with you.



### *Meet Romy*

Puking was what inspired Romy to take the leap of faith into the entrepreneurial stratosphere. Romy suffered from debilitating morning sickness during both of her pregnancies. She found nausea relief through acupressure wrist bands but was dissatisfied with existing products on the market so she set out to create a superior product to help those who suffer from nausea due to motion sickness, morning sickness, anesthesia, and chemotherapy. And Psi Bands were born. Psi Bands are acupressure wrist bands, a medical device, that require regulatory clearance and clinical studies to back it up. Psi Bands sell at Target, CVS, REI, Meijer, Motherhood Maternity, Amazon, etc.; hospitals; and internationally. Approx. 1m sets sold, an Oprah Magazine "O Pick", and *Entrepreneur Magazine* calls Psi Bands a "stroke of genius."

[See Romy on Shark Tank](#)