



MULTIPURPOSE MICROPIPETTE WITH PH INDICATOR

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Need of the product

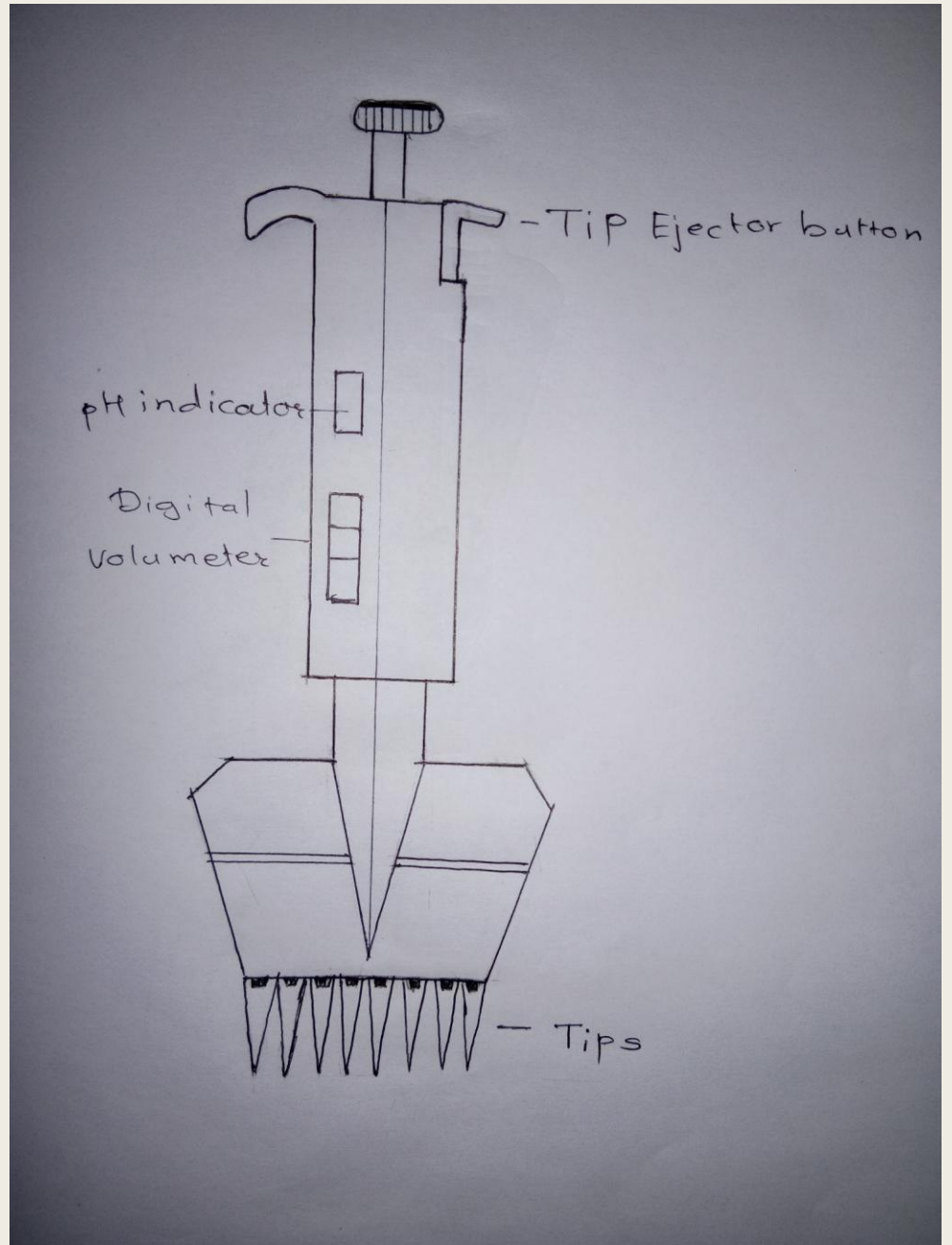
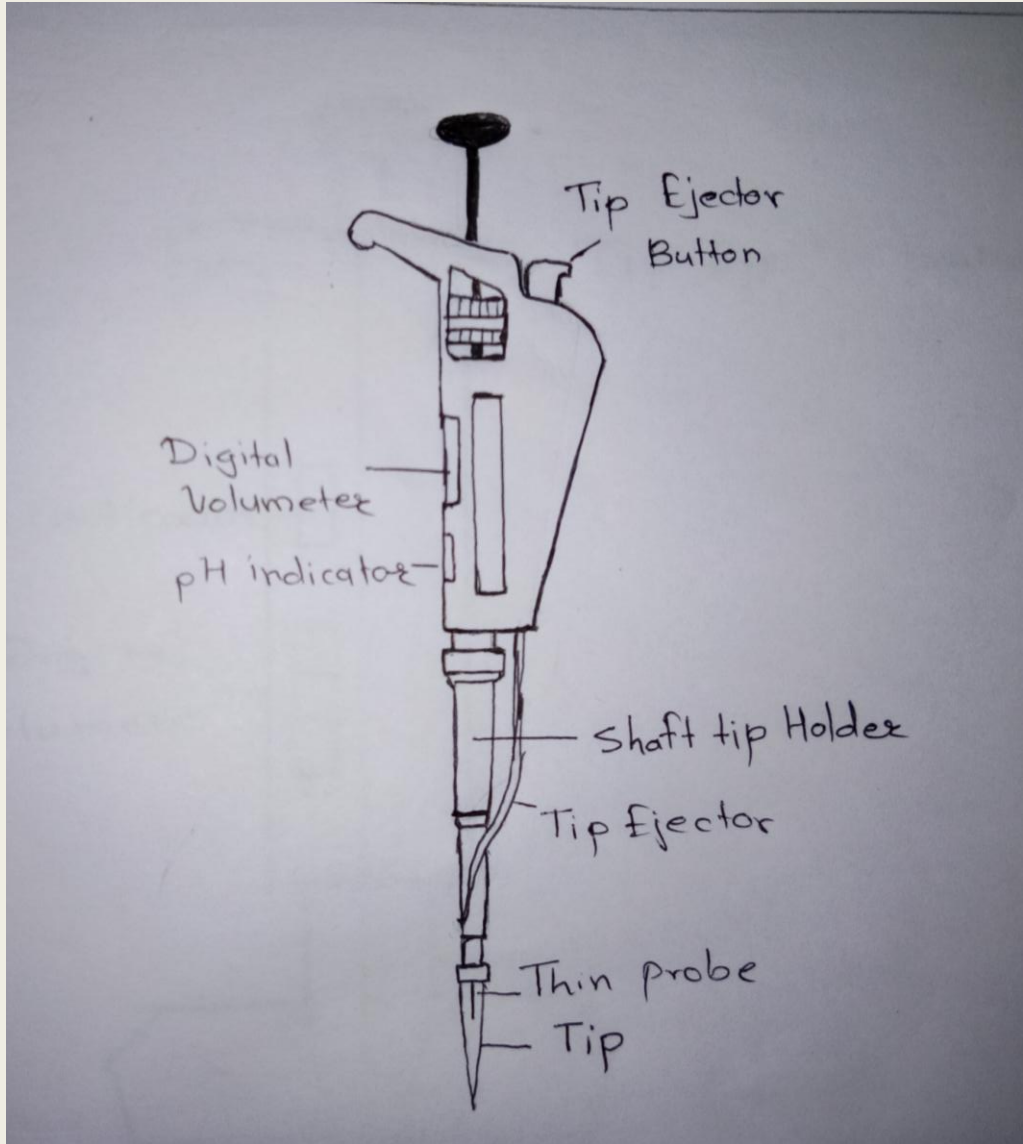
1. Accurate measurement of sample
2. Speed transfer of repetitive sample
3. Accurate pH
4. Prevention from uncertain change in pH
5. Multichannel pipettes for loading of sample in many wells.

PRODUCT FEATURES

- 1.pH Indicator
- 2.Double O ring for optimal seal
3. compatible with all other pipette tip brands
- 4.Sterile high quality low retention tips
- 5.Easy to use
- 6.Comfortable grip
- 7.High transparency and purity levels

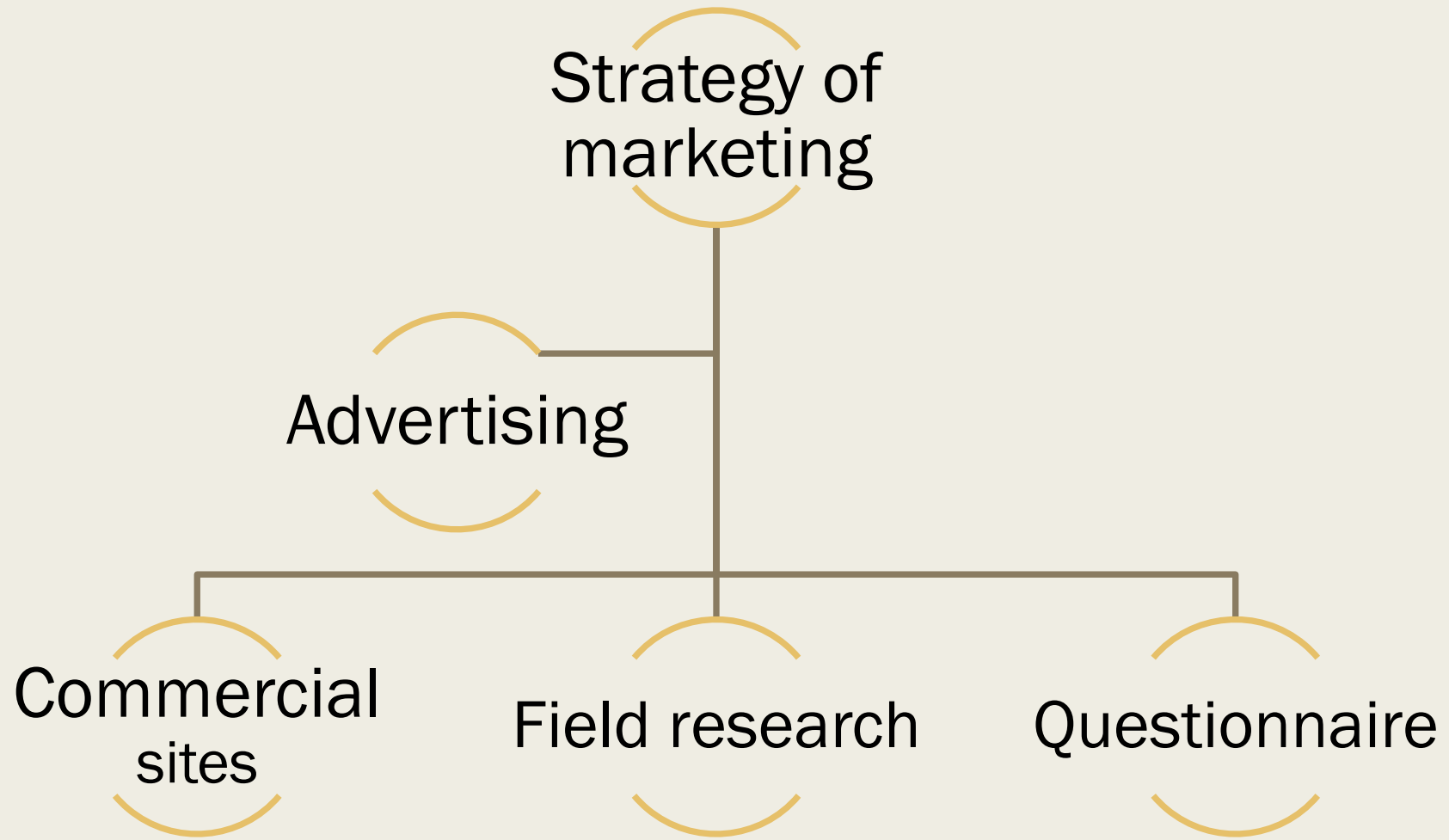
Raw Materials

1. Piston assay
2. Piston spring
3. Compression bush
4. Seal and O ring
5. Push button + knob
6. Ejector push button
7. Volume adjustment knob + locking ring
8. Shaft nut
9. Tip ejector
10. Shaft
11. Thin probe



Competitors

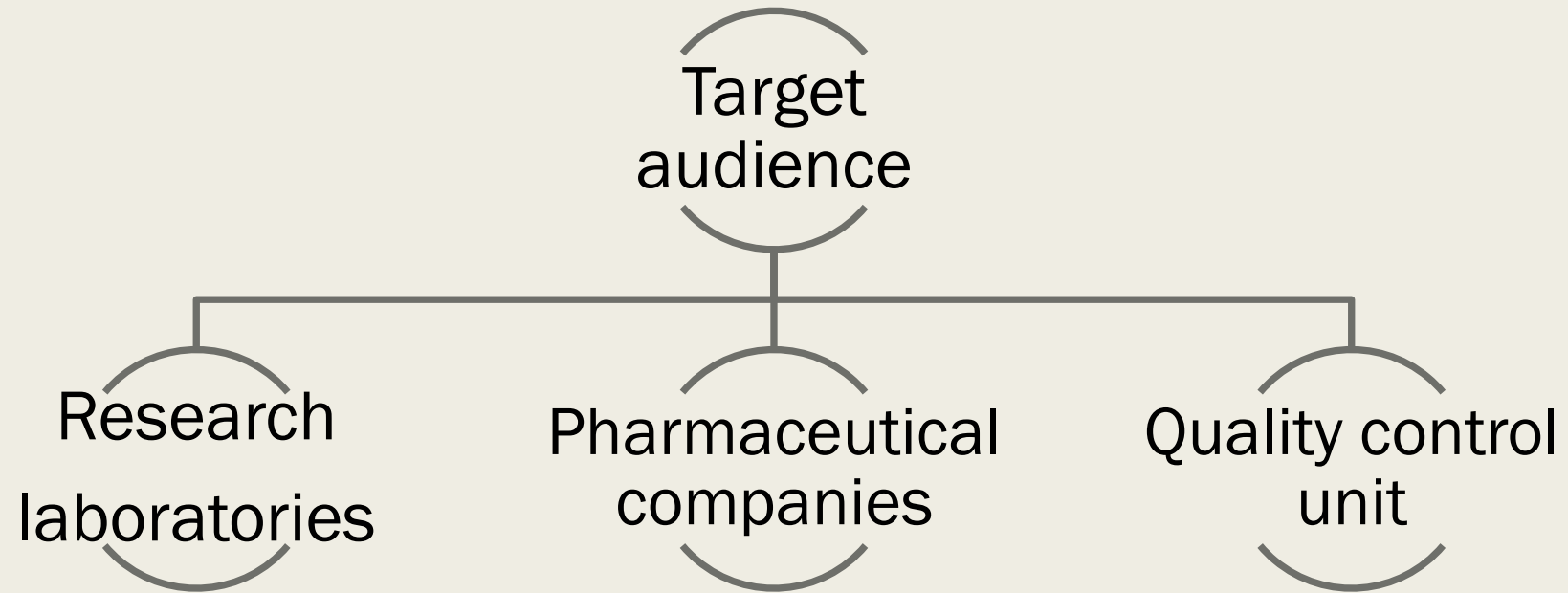
1. Thermo fisher scientific
2. Eppendorf
3. HI media
4. Mettler Toledo – Rainin
5. Gilson
6. Biotix



Men , Machine and Money

1. It is small company including 150-200 employees, which are divided under managing departments such as Raw material management , production management , packaging , sales and advertising department.
2. Machinery and equipment which are required provided to company with respect to production.
3. The price of the product for single channel pipette is 1,500 rupees and for multichannel pipette is 4,500 rupees

Target audience



Institute of government that would provide funding

- 1.The National Institute of Entrepreneurship and Small Business Development (NIESBUD)
- 2.IIE- Indian Institute of Entrepreneurship
- 3.iSEED- Indian School of Entrepreneurship
- 4.Ministry of skill development and entrepreneurship

Future prospects

In future, if product succeeds in national market then I will expand it in international market . Following countries will be included on the basis of product demand and economy.

1. USA
2. Japan
3. Germany
4. South Korea
5. Russia

Thank you