AUTOMATED STAINING DEVICE

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What is the need?

• During staining procedures each slide has to be individually stained and kept for the prescribed amount of time.
• Each step of staining has to be performed manually.
• We have to pay attention to each slide and keep a track of time and the stains added.
• There is a chance of the slides being over stained if the incubation time is exceeded or not stained enough if washed of sooner than required.
• Staining of multiple slides together takes a lot of time and labour.
• Thus the process of staining is tedious and time consuming.

This calls for the need of:

**AN AUTOMATED STAINING DEVICE.**
AUTOSTAIN

• A device that stains our slides automatically.
• Just enter the slide with the culture heat fixed onto it into the machine.
• Load the various stains and reagents required in the protocol in the right order.
• Select the required staying time of each stain or reagent and the washes to be given in between steps etc. on the digital display of the machine.
• Since the device is fully automated the only thing we need to add are the various stains and reagents.

• We can also load multiple heat fixed slides which have to be stained in the same manner.

• Selecting and setting the right protocol and time on the display is very important.
Production

- **Men**
  This high end device would require the expertise of highly skilled engineers so that the design can be automated properly using suitable systems and softwares.

- **Materials and Machines**
  Raw materials would include the standard stainless steel and plastic to make up the body of the device. And various electronical products like wires, display systems, processors etc. along with appropriate softwares to control the working and functioning of the device.
Money

- The cost of creating the product would be very high given that it is fully automated and requires high end softwares and technology to work.
- Apart from the high production cost even the cost of hiring skilled engineers to look after the technical aspects of the device would be very high.
- Moreover setting up of the factory, hiring workers, buying raw materials etc. would also require a lot of money.
- Finally we will also have to spend money for marketing and advertisement purposes.
- The product is therefore priced at ₹1.75 lakhs. Which is reasonable when compared to the price of other staining devices existing in the market.
Dealing with Competitors

- Other devices already existing in the market aren’t **fully** automated and the slides and stains have to be removed and added at various steps like washing of slides etc.
- We can say that unlike our competitors once we put the slides inside the machine we don’t need to keep a watch at all and we will get fully stained ready to observe slide in the end.
- This device can carry out various types of staining like gram staining, acid fast staining, PAP, H&E staining etc. Whereas the other competitors devices are specialised for only one single type of staining.
Target audience

• The target audience will be various universities where high end research work is done, pathology labs and diagnostic centres.

• The target market is basically any institution or facility where staining is done on a large scale.

• We can appeal to them by highlighting the drawbacks of manual staining, and the requirement of newer and faster technology which will eventually save a lot of time and energy.
Marketing methods

• By giving presentations about our product during seminars, fests, conferences etc. that would ideally be attended by our target audience.

• Advertising through pamphlets or flyers that can be distributed to our target audience.

• Approaching companies that make stains and collaborate with them or ask them to recommend and endorse our product.

• We could give away some stains and the products required for the device’s cleaning complementary in the initial stages of marketing to attract customers.
• Planning promotional visits to the target facilities, marketing and advertising our product directly by showing its features and working mechanism.
THANK YOU