

ROOTED TO THE SBDC

San Luis Born Medical
Device Company is Making
World Wide Impact in
Women's Health

Cal Poly CIE SBDC and Alydia Health



ABOUT THE CAL POLY CIE SBDC

The Cal Poly CIE SBDC offers a wide variety of services for both startups and established companies. Our services include no-charge expert counseling, low-cost training, information resources, events, and seminars. All counseling services are confidential and free of charge. Our Business Advisors assist their clients with a wide range of services, including

business planning; marketing strategies and planning; sales; access to capital, including bank finance, SBA loans, and asset financing; venture funding; government contracting; strategic technology acquisition and practical, hands-on application; financial projections and budgeting; and operating challenges.



The SBDC helps entrepreneurs launch new businesses, and small business owners survive and thrive in SLO County. To take advantage of our no cost, expert business services, visit SBDC.CALPOLY.EDU.

ABOUT ALYDIA HEALTH

Inspired by the possibility of saving millions of women's lives around the world, in 2010 two Cal Poly biomedical engineering students set out to design a definitive treatment for postpartum hemorrhage (PPH). Their vision led to the creation of a device that replicates the natural contraction of the uterus to rapidly stop bleeding. Through extensive research, development, and incubation with the Cal Poly Center for Innovation

& Entrepreneurship and the Fogarty Institute for Innovation, that early concept grew into the Jada[®] System—the flagship product of Alydia[®] Health. Today, Alydia Health is a privately held, venture-backed company headquartered in Menlo Park, California. Alydia Health was previously known as InPress Technologies.



“What we learned in class was great, but the resources at the SBDC helped us decipher what we learned and apply to what was becoming a real-world business.”

– Jessie Becker Alexander
Co-Founder, Alydia Health

THE CHALLENGE

The founders of Inpress Technologies knew they were onto something — a medical device that could treat post-partum hemorrhage, the number one cause of maternal death in the world. This device had the power to help so many women, in so many countries; this technology could not be ignored.

The challenge was the team was young. At the time it was comprised of three recent Cal Poly San Luis Obispo undergraduates with degrees in Biomedical Engineering and Business. They had theoretical experience, but not practical experience. The team knew they were going to need guidance, mentors, and experienced business consultants— they turned to the SBDC.



“The SBDC team, in particular Judy Mahan, was instrumental in guiding us through founder agreements, legal agreements, and early partnership agreements.”

**- Jessie Becker Alexander
Co-Founder, Alydia Health**

THE SOLUTION

After the Alydia Health leadership team's initial meeting with the SBDC, Judy Mahan, the CIE Economic Development Director, also understood the global impact that this technology presented. She knew the team was young, but smart and driven to solve a very real-world problem. Judy connected the entrepreneurs with SBDC lead consultant Nathan Bair, who had a vast background in mechanical engineering and was an expert at bringing concepts to market and through the various product development engineering cycles. Nathan Bair ultimately became a

Co-Founder of Alydia Health — given the young team, they needed veteran experience in this particular technology space. Simultaneously Mahan introduced the Alydia Health team to SLO Seeds a local angel group that made some of the initial investments in the company that propelled them to the next level.

"It is always bittersweet when a consultant leaves the SBDC consulting roster to join a team. In this case in particular though, Nathan was a perfect fit and truly the missing piece to the leadership team."

-Judy Mahan
CIE Economic Development Director



RESULTS

Alydia Health has been acquired by Organon, a publicly-traded global health care company dedicated to making a world of difference for women, their families, and the communities they care for. Organon has the experience and infrastructure to propel access to the technology to women worldwide, especially in lower economic areas where the technology is greatly needed.

“Right now, with everything that’s happening with the acquisition, I just feel an immense sense of gratitude that there are so many people out there who believe in the same mission. When you have a mission like we have, to save women’s lives around the world, being true to that mission in everything we do — that’s what created success for us.”

– Jessie Becker Alexander
Co-Founder, Alydia Health

