



A comprehensive solution for addressing the leading cause of maternal mortality worldwide.

**Profile Sector:** Medical

**Product type:** Medical device

**Foundation date:** 2015

**Team members:** 9

**Capital raised:** 1,000,000 USD

**Capital sought:** 1,001,000 USD

Annual births in Mexico: 2.3 million with a 4% incidence. Personnel working in maternal and neonatal health in Mexico: 90,000 people. \* Annual births worldwide: 109.5 million with a 7% incidence.

Personnel working in maternal and neonatal health worldwide: 7 million people.

#### Patents

\***Granted:** USA, China, Mexico. 2024

\***Pending:** Brasil, Europa (CE)

#### Team



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#### Problem

Every hour, 36 women around the world die during childbirth. Obstetric hemorrhage (OH) is the leading cause of maternal death and complications in both Mexico and globally. Without proper care, this condition can claim the life of a healthy mother in less than one hour.

Although there are alternatives for managing obstetric hemorrhage, current procedures are very costly and require specialized skills, turning the solution itself into another problem.

#### Solution

A method and a set of instruments that allow non-specialized health personnel (nurses/midwives) to easily and economically stop the bleeding by clamping the main blood supply route to the uterus, thereby enabling, if necessary, the transfer of the patient for appropriate care.

#### Product

LifeClip is innovative, affordable, safe, and easy to use. Without surgery, anesthesia, or pain, it eliminates the risk of intrauterine infection. Its specific pressure control removes the risk of uterine perforation while immediately blocking and restoring blood flow, allowing for the use of any other maneuver in the protocol.



#### Market:

Mexico: 45,000 OH cases per year.

Worldwide: 6.5 million OH cases per year.

Validated segments:

\*Government public health organizations

\*Health centers, hospitals, and doctors

\*NGOs such as MSF, WHO, IDB, or the UN



#### Business Model

The main goal is to seek a transfer to a top global player in the segment. In the meantime, the initial commercial strategy will be B2B, selling training on the method which includes a lifesaving kit containing everything needed to manage an obstetric hemorrhage case. In parallel, a B2B2C strategy will be implemented with the support of a leading pharmaceutical company in the Mexican market for the sale and restocking of the device.

#### Roadmap

