POPP TEST, LLC

Making Diagnostics Devices
Consumer Friendly for Marketing

Case Study of the POP TEST™,
a Saliva-Based Monitoring Tool
with Multiple Applications,
Including Glucose Testing in Diabetes

Randi Altschul
John Gregg

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WHO ARE WE?

Randi Altschul, Founder of POP TEST, LLC. Inventor named by the World Intellectual Property Organization as “One of the World’s Notable Inventors”

John Gregg, Partner. Product development consultant and a veteran of the pharmaceutical industry with more than 25 years experience.
We bring toy mentality to devices and diagnostics

- INNOVATIVE
- USER FRIENDLY
- LOW COST
INNOVATIVE

K.I.S.S.
KEEP IT
SIMPLE STUPID!
USER FRIENDLY

LOW COST
The POP TEST™
is a “lollipop” paradigm for saliva testing; a simple, inexpensive, non-invasive, multiple application platform for:

- GLUCOSE
- CHOLESTEROL
- CORTISOL (STRESS)
- ALCOHOL
- DRUG PRESENCE
- KETO LEVELS
- PREGNANCY
- ANIMAL HEALTH DIAGNOSTICS (e.g. Glucose)
Simple technologies like saliva based tests can be complementary to more sophisticated, precise electronic devices providing:
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the benefit of more convenience,
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the benefit of more convenience,
reduced frequency of *invasive* testing,
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- the benefit of more convenience,
- reduced frequency of invasive testing,
  
  and

opportunities for vast distribution of screening devices to widespread communities underserved by health professionals.
A key to consumer uptake in diagnostic devices is consumer ease of use.
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The POP TEST™ is simple, reliable, easily understood, unobtrusive, & convenient.

These attributes are ideally combined with non-invasiveness to minimize pain and discomfort and enhance access.
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The POP TEST™ is a new, inexpensive platform for diagnostic devices addressing these timeless issues in product development, an example of how BIG ideas can be simple.
Saliva Testing for Indicators of Health and Disease:
A Synopsis of Clinical Trial Data on the Clinical Utility of Saliva Testing for Glucose, Cholesterol and Cortisol
NEXT STEPS for
The POP TEST™

• CLINICAL TESTING
  FOR EACH PROSPECTIVE USE

• FDA APPROVAL

• COMMERCIALIZATION
WE CREATE!
@ POP TEST, LLC.

WE CREATE!

YOU COMMERCIALIZE!
@ POP TEST, LLC.

WE CREATE!

YOU COMMERCIALIZE!

PARTNER WITH US!
@ POP TEST, LLC.

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TO BRING NEW, INNOVATIVE, PRODUCT DESIGN TO DIAGNOSTICS AND DEVICES