D-REV ANNUAL REPORT 2012
“BEAUTIFUL, WELL-DESIGNED DEVICE THAT CUTS TREATMENT TIME IN HALF.”

- DOCTOR IN MYSORE, INDIA

Cover: NJI Product Manager, Jayanth demonstrates proper treatment with a Brilliance unit in Changalpattu, India.

Baby being treated with Brilliance at a public hospital in India in July 2012.
DEAR FRIENDS,

In 2012, Brilliance launched!

Our flagship phototherapy device for severely jaundiced babies hit the market in September, and the first lot of 30 units quickly sold and were back ordered. Key here—and a radical departure from traditional approaches to foreign aid in global health—is that Brilliance is economically sustainable using only the market. Designed to be world class and radically affordable, Brilliance is scaling without relying on ongoing donations or subsidies through our partner Phoenix Medical Systems of Chennai, India. In most cases, purchasers have no idea a non-profit is behind the product. They purchase it because they see value. We see this as proof-of-concept.

While we are excited about our first product sales, our focus is and remains impact. By the end of the year, 11 of those installed Brilliance units had already averted 4 deaths and disabilities. From our data collection about product use, distribution, sales and impact assessment, we rapidly fold lessons learned into our other products—the ReMotion Knee and products in R&D.

We design all our products to scale for global impact. In 2012, we refined the design of the v3 ReMotion Knee for mass production. In parallel, the v1 JaipurKnee continued to scale through our partner the Jaipur Foot Organization. Look for the release of the ReMotion Knee in 2013 as it goes to field trials at four clinics in three countries.

More than anything we are grateful to you, our community of supporters—who also envision a future where people, regardless of their income level are able to make choices about their products, and leverage opportunities for better lives.

Krista Donaldson
D-Rev CEO

A QUICK OVERVIEW OF 2012

12 Countries using D-Rev products
257 Hospitals & Clinics visited
14 New Partnerships
7 New staff members
13 Countries we’ve received product inquiries from
2 Patent applications filed or under review

BRILLIANCE

22,000 INR (or $400) Retail price of Brilliance vs $3,000 for comparable devices
255 babies treated with Brilliance
4 newborn deaths and disabilities averted
22 babies treated who otherwise would not have received effective treatment

REMOTION

4,200+ Amputees fitted with the ReMotion Knee
59 Iterations for the v1 Jaipur Knee to become the v3 ReMotion Knee

OPERATING BUDGET

2012 Budget
$880,000
2013 Target
$1.6 MILLION
D-REV’S MISSION IS TO HELP IMPROVE THE HEALTH AND INCOMES OF PEOPLE LIVING ON LESS THAN $4 PER DAY

We design our products for scale to impact 1+ MILLION PEOPLE living on less than $4 per day

There are 4 billion people living on less than $4 per day, who engage in markets and purchase products and services that bring them value. It is rarely viable, however, for for-profit companies to develop critically needed products for these populations. D-Rev fills this gap by subsidizing R&D and working with a global network of partners to design disruptive and radically affordable products to improve health and incomes. In our delivery process, we leverage for-profit market mechanisms to ensure economic sustainability and scalable impact.

We do this by designing and delivering world-class, market-drive products that can sustainably impact over one million people.
In doing due diligence for Comet in peri-urban areas of East Delhi, we found a large sector of private micro-hospitals that serve poor populations. These facilities are small; we visited NICUs that were no larger than 8’x4’.
By 2012, our products reached Tanzania, Ecuador, Uganda, Sri Lanka, India, Senegal, Iraq, Fiji, Liberia, Colombia, Pakistan, and the Philippines.
BACKGROUND

D-Rev’s Neonatal Jaundice Initiative aims to drastically reduce permanent brain damage to babies from delayed jaundice diagnosis and treatment.

Every year, at least 12 million newborns worldwide need phototherapy treatment for severe jaundice. Jaundice is no longer considered an issue in the West, but a combination of factors in developing countries such as lack of medical care access, inadequate infrastructure, ineffective treatment, and education results in a relatively high level of preventable death and disability.

More than 6 million newborns each year do not receive the treatment they need. Yet jaundice is easy to treat. If detected early enough, it simply requires shining blue light onto a baby’s skin for 2-3 days.

There is a tendency to identify one customer for medical devices in the developing world: an under-resourced hospital. D-Rev recognizes that there are multiple customers with different needs. In our field work in India, Nepal, and Africa we visited diverse facilities—rural clinics, peri-urban micro-hospitals, and urban public hospitals. Each is in need of reliable phototherapy to save the lives of newborns, but operates in its own unique context.

D-Rev developed Brilliance as a world-class, affordable phototherapy device designed for low-resource hospitals in urban and peri-urban areas. It meets the American Academy of Pediatrics guidelines for intensive treatment and retails at 22,000 INR ($400), 90% less than the cost of comparable phototherapy devices in the market. Brilliance is scaling impact today.

D-Rev is developing Comet as an ultra-affordable, high performance, compact phototherapy device targeting rural clinics and micro-hospitals. Not every baby has access to a large public hospital. Most babies in the developing world are born at home and their parents bring them to the closest facility, a clinic. Comet addresses this market and its unique needs, by being lightweight enough to be delivered on foot to remote locations, and small enough to work in tight spaces.

**BRILLIANCE**

- **Minimal Maintenance**: Brilliance LEDs last 16-25x longer and consume half the power of compact fluorescent tube lights commonly used in low-resource settings.
- **Affordable Price**: Brilliance will retail at $400 vs $3,000 for comparable phototherapy devices.
- **Target Market**: Urban public hospital with a Neonatal Intensive Care Unit.
- **Launch**: Brilliance went on sale in November 2012 through D-Rev partner, Phoenix Medical Systems.

**COMET**

- **Target Market**: Rural clinics and micro-hospitals
- **Comet in R&D**
Project Results

Neonatal Jaundice Initiative

**BRILLIANCE 2012 HIGHLIGHTS**

+ Finalized manufacturable design

+ **Brilliance was launched on the market through our partner, Phoenix Medical Systems, in November 2012**

+ By the end of 2012 we had sold 30 units and were already back-ordered

+ Showcased Brilliance at NEOCON, an annual neonatal medical device fair in Chennai, India

+ Krista Donaldson, CEO, spoke about Brilliance and the importance of designing for context at TEDxStanford

**COMET 2012 HIGHLIGHTS**

+ Won USAID’s Saving Lives at Birth Seed Grant

+ Built 1st round of prototypes

+ Conducted need-finding and user research in India and Nepal

Photos clockwise from top:
Nurse with baby using Brilliance. First lot of Brilliance units. R&D Engineer, Garrett Spiegel sharing Comet prototypes with users.
First lot of Brilliance units ready for shipment from Phoenix’s factory.
BACKGROUND

In the developing world there are approximately 10 million above-knee amputees who lack access to prosthetics that would allow them to regain the freedom of mobility and return to work. Modern prosthetics are prohibitively expensive, costing thousands of dollars, and the knee joint is the most complex and expensive component of the leg prosthesis system. Existing solutions are inadequate: low cost, locally manufactured knees are often mechanically unstable and unreliable, while donated Western knees are cost-prohibitive to acquire and maintain, and often perform poorly in the more rugged environments found in resource-limited settings.

The ReMotion Knee is a radically affordable polycentric knee joint that provides comparable performance to high cost devices at less than $80.

REMOTION KNEE

High Range of Motion
165-degree range enabling activities like kneeling, squatting, and biking

Polycentric
A higher degree of stability compared to single-axis devices, blending gait with a natural swinging motion

Water Resistant
Withstands humid and wet climates without rusting or swelling

Durable
Benchtop tested to 3-5 years of use

Universal integration
Pyramid adapter and tube clamp allow for integration with standard prosthetics systems

Lightweight
Weighs only 0.68kg

Noise Dampening
Reduces noise during walking

2012 HIGHLIGHTS

+ Finalized the design for the v3 ReMotion Knee, focusing on improved manufacturability, performance, and aesthetics

+ Expanded business development to 5 new partners in 4 new countries

+ 4,250 amputees fitted with the ReMotion Knee by the end of 2012

+ Samuel Hamner, Design Engineer, spoke about the ReMotion Knee at TEDxSF

+ Featured in Fast Company Co.Exist

+ Filed a patent for our design

+ In 2013 we are deploying the ReMotion Knee to 5 clinics worldwide so we can study impact, iterate on our design, and prepare for market launch in 2014.
THREE GENERATIONS OF THE REMOTION KNEE

V1

V2

V3
"I WANTED TO GIVE MOHID THE BEST POSSIBLE PROSTHESIS WE HAVE SO THAT HE CAN LEARN QUICKLY AND GET BACK TO NORMAL LIFE AS QUICKLY AS POSSIBLE. THATS WHY I GAVE HIM THE REMOTION KNEE"

- PROSTHETIST IN DELHI

Photos (left): Mr. Rajinda was riding on the back of a motorcycle when he was 16 years old and lost his leg. He was fit with the ReMotion Knee in Delhi in July 2012. Mr. Rajinda, like many ReMotion patients, traveled to the JaipurFoot clinic with his wife and three children in tow — fitting is a big day for the whole family.
OUR FINANCIALS

+ 2012 REVENUE & EXPENSES
+ 2013 PROPOSED BUDGET
+ WHY DONATE?
2012 REVENUE & EXPENSES

Revenue
- 38% Individuals
- 57% Foundations
- 1% Earned Income
- 4% Federal

Expenses
- 31% Brilliance
- 23% ReMotion
- 16% R&D
- 14% General & Administrative
- 13% Fundraising

Form 990s are available on www.d-rev.org
Our target budget for 2013 is $1.6 million
WHY DONATE?
Reasons to invest—in people and technology—through D-Rev

1 Impact-centric
Our currency is impact. No convoluted corporate structure, no mission creep.

2 Cost-effective
We leverage the market to ensure our products sustainably reach the people who need them most.

3 Prioritizing People
We are focused on real human needs that are not being adequately addressed. Our projects are driven by users and implementers.

4 Economically Sustainable + Scalable
Our products are sold with profit margin. This holds us accountable to our customers and results in products that scale using markets, not donors.

5 Obsessively Solving Problems
We aim for nothing less than disrupting markets and changing people’s expectations of what is possible—for their healthcare, potential, and future.

6 Accountable
We are transparent. Check our website to see how we use our funds and measure our impact. Have a question about how we do something? Please ask.
WHO WE ARE

Our Board

Our Advisors

Our Team
OUR PARTNERS

Thank you to our partners. You catalyze and amplify our impact and successes.
THANK YOU!
Your support makes this possible.