**Executive Summary**

Fluya LLC is a social venture dedicated to improving public health by making safe and effective blood clot prevention accessible and affordable. We strive to save lives through innovative technology, starting with the Pressure Thrombosis Prevention Device (PTP).

Blood clots are a leading cause of preventable death, accounting for 100,000-300,000 deaths annually in the United States, especially those with limited mobility. Existing solutions are often ineffective, inaccessible, or expensive. The Fluya PTP is an automated compression sleeve worn on the calf that uses air bladders to stimulate blood flow and prevent clots.

 A**ffordability:** The PTP is priced competitively compared to alternative preventative treatments, retailing at $125.99. Other compression sleeves with comparable technology can cost upwards of $500, and a year of blood thinners is even more expensive.

**Effortless user experience:** Designed for convenient and consistent use, PTP is built to last. An adjustable strap allows the PTP to fit a wide size range, the waterproof material is easy to clean, and the intuitive user interface allows the user to choose between different time and pressure settings.

**Clinically proven results:** Our product utilizes evidence-based technology with an innovative multi-bladder inflation sequence to effectively promote circulation and prevent blood clots. The sleeve is worn on the upper calf and contains 3 bladders that inflate sequentially in 2-second intervals to 80 or 120 mmHg. This fast-cycling compression cycle compresses the muscle, causing an increase in blood flow that is proven to reduce the risk of blood clots.

**Portable and discreet:** The PTP is fitted with a rechargeable battery with 2.5 hours of battery life. Its slim, lightweight design is easily incorporated into daily routines. Its portable design is also ideal for traveling.

Fluya is based in Ferndale, WA and led by a dedicated team of 6 with diverse experience in business and engineering: **Ximena Juarez,** Director,provides overall leadership and strategic direction to the team; **Brandon Cook,** Financial Manager, manages all company finances; **Maria Rivera, our M**arketing Lead, heads up marketing and sales; **Megan Rouse,** Head of Operations, oversees all aspects of product development, manufacturing, production planning, quality control, inventory management, and supply chain logistics; **Anna Rogers:** Head of Engineering, leads product design, development, and testing; **Joel Martin:** Head of Manufacturing, manages the day-to-day operations of the manufacturing department

Financial projections demonstrate strong growth potential. We expect to end our first year with a net loss of 12,711.88 and anticipate a profit of $52,000 in year 3. Each member is contributing $10,000, eliminating the need for external investors at this stage. Fluya is dedicated to long-term sustainability through responsible financial practices. We are committed to reinvesting profits in: **Research and development:** Our multidisciplinary team of dedicated engineers will work to continuously improve the PTP and eventually develop new solutions for necessary medical or therapeutic devices, applying input from medical professionals and feedback from our customers; **Expanding access:** Blood clots continue to be a leading preventable cause of death due to lack of awareness and accessibility. We plan to redirect 15% of profits into marketing to educate people about the dangers of clots and promote our product. We are committed to making the PTP available to underserved communities, including donating 1 PTP for every 10 sold to local low-income senior facilities; **Long-term sustainability:** Our product and business are built to last. Our plan demonstrates responsible financial practices that will help us achieve long-term growth and impact.