



# THE NOVA SPECULUM

Engineered by HER – Revolutionizing Women's Healthcare

## EXECUTIVE SUMMARY

### Company Summary

Cervical exams are critical for women's health and preventive care, yet the primary tool used for these exams—the vaginal speculum—has remained essentially unchanged for 200 years. Due to noisy mechanisms and awkward ergonomics, traditional designs often significant discomfort and anxiety. *Nova Speculum addresses these issues by introducing an innovative solution that utilizes pin-latch technology for noiseless operation and an ergonomic design to enhance patient comfort.* Importantly, this product integrates seamlessly into existing clinical workflows, ensuring minimal disruption for healthcare providers. Potential customers include obstetricians, gynecologists, hospitals, and clinics seeking to improve patient-centered care while maintaining efficiency and affordability.

### Team

Nova Speculum is headed by Emile Johnson (Mechanical Engineering) with business lead Alex Gustafson (Human Resource/Business Management) and technical lead Christina Mai (Biological Engineering). The engineering team also consists of Elle Dingel, Oaklee Woolstenhulme, and Natalie Zender, with financial advice from Liz Anne Soeth. They're also aided by University of Idaho professors Dr. Michael Maughn (Mechanical Engineering), Dr. Rayme Geidl (WWAMI Assoc. Director), and George Tanner (Director of Entrepreneurship). With this interdisciplinary all women's team, and advisors in the medical, engineering, and business fields, Nova Speculum is sure to find success.

### Customer Analysis

The primary customers for the Nova Speculum include obstetricians, gynecologists, nurse practitioners, and physician assistants—healthcare professionals who prioritize patient comfort and care quality. Secondary customers include hospital administrators and procurement managers, who are responsible for acquiring medical devices and are motivated by cost efficiency and regulatory compliance. Market research shows that 85% of OB-GYN offices currently use disposable plastic speculums due to their lower cost and patient-friendly features compared to reusable models. Nova Speculum builds on this foundation, offering enhanced comfort and usability at a competitive price point.

### Product or Service

The Nova Speculum is currently in the prototyping stage, testing now to validate its design and effectiveness. Comprehensive bench testing, biocompatibility testing, and sterility assessments ensure compliance with FDA Class II medical device standards. Early validation has shown that the pin-latch mechanism significantly reduces noise and is easily adopted by practitioners, demonstrating the product's readiness for clinical use.

### Investment Sought

To bring the Nova Speculum to market, the company seeks \$30,000 in pre-seed funding. These funds will be allocated to finalize prototyping, secure a patent, and prepare for production.

***This investment will enable the Nova Speculum to be put into the hands of health care providers and to reduce the stigma around gynecological health.***

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