Lilac is a breastfeeding aid that restores intimacy between mothers and their babies who could not otherwise breastfeed.

**Product Features**

- Comfortable Suction: silicone flange creates vacuum seal and supports multiple sizes
- Intimate Feeding: small size allows maximum skin-to-skin contact
- Flow Control: sensors automatically shut off pump to prevent overflow

**Our Plan**

- **Year 1**
  - FDA Approval as a Class II Medical Device
  - Further Testing
  - Design for Manufacturing
  - Patent Application
  - Target 2500 Boston Families via Lactation Experts
  - Begin Online Retail
  - Seek Insurance Coverage
  - Revenue: $48,000 (USD)

- **Year 2**
  - Target 500K Families in US
  - Expand via Post-Natal Care Centers and Hospitals
  - Increase Online Presence

- **Year 3**
  - Target 500K Families in US
  - Sold via First National Care Centers and Hospitals
  - Expand Online Presence

**Thank You**

2,009 Staff and Mentors
- David Wallace
- Juhan Sonin
- Victor Hung
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- Eugene Burt
- Mary Theking
- Allen Fromm
- Stephen Barcaert
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- 2,009 Lab Staff

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**Purple Team**

- Alexandra Flaherty
- Andrew DeShields
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- Carly Silverman
- Elizabeth Vasquez
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- Roger Montes
- Safa Jabri
- Sarah Tress
- Taylor V’Dovec
- Tiffany Tao
- Tiffany Xi
- Wassy Ameen

Contact us at lilac-feeding@mit.edu

**Retail Sale**

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<th>3M</th>
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<td>Lilac $400</td>
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**Suction Chamber**
- Silicone Flange
- Suction Chamber
- One-Way Valve
- One-Way Duck Valve
- One-Way Valve
- One-Way Valve

**Phototransistors**
- Specialty Feeding Nipple
- Sealed Diaphragm
- Diaphragm and Sensor Cover
- Bottlecups

**Specialty Feeding Nipple**
- Flow Control
- Sensors automatically shut off pump to prevent overflow

**Comfortable Suction**
- Silicone flange creates vacuum seal and supports multiple sizes

**Intimate Feeding**
- Small size allows maximum skin-to-skin contact

**Flow Control**
- Sensors automatically shut off pump to prevent overflow

**Silicone Flange**
- Comfortable Suction
- Silicone flange creates vacuum seal and supports multiple sizes
- Multiple sizes

**Phototransistors**
- Flow Control
- Sensors automatically shut off pump to prevent overflow

**One-Way Valve**
- Specialty Feeding Nipple
- Sealed Diaphragm