

Zackcup[®]
Urinal Collector

Project Strategy

for the Zackcup[®]

www.zackcup.com



Key Components

the way forward...

Zackcup[®]
Urinal Collector

Product
Definition

Objective

Customer

Competition

Business
Perspective





Product Definition

What is the Zcup?

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- The Zackcup[®] (Zcup) is a patented soft, disposable male urinal, **primarily** designed for non-ambulatory male users with urinary incontinence.
- The Zcup is the only soft male urinal that features a design that houses the penis, and keeps it dry and away from the absorbent core.
- Zcup is primarily an alternative to products like a condom catheter, bedside urinals, and can be used together with adult diapers.
- The Zcup helps circumvent problems such as skin infections, irritation, and hypersensitivity, as well as addresses patients' mental well-being and comfort.



**Product
Definition**

Major Benefits of the Zcup

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- Helps prevent IAD (incontinence-associated dermatitis, commonly known as diaper rash) and pressure sores.
- No spills
- No leakage
- No Pain
- No soiled linen
- No wet diapers
- Easy on, easy off
- No room for bacterial growth



**Product
Definition**

Major Benefits of the Zcup

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- Only a single Zcup is needed to accommodate high or low urine pressure flow
- Flows down into the super absorbent core not upward like other products
- No leakage with Zcup when used properly
- Zcup has as 360-degree protection, non-invasive urine management device
- Patients can utilize and dispose of the Zcup without assistance
- No additional pads or scotch tape are needed for the Zcup to help retain urine in the device
- Because of the Zcup's patented design, moisture is kept away from the penis head
- Ease of disposal



Objective

Why are we doing it?

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- The Zcup initially started as a personal quest by the owner and inventor to introduce a comfortable, non-invasive, easy-to-use urinal collector to help her father, who was bed-ridden for a long period of time.
- Based on positive feedback and testimonials, it is evident that patients **want** and **need** the Zcup.
- With an overwhelming amount of incontinent men in the U.S. and globally, there is an inexhaustible need for the Zcup and its benefits.
- Personal and professional need to offer non-ambulatory males a chance to once again experience comfort and dignity.



Customers

Potential Customers

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- Of the roughly 164 million men in the United States, approximately 3-11% (5 -17 million) have incontinence issues. Globally, the number may well reach into the hundreds of millions.
- While male incontinence is largely focused on elderly patients, and men of ALL ages who are non-ambulatory (temporarily or permanently) and afflicted with incontinence either after injury or accidents, including military and first responders
- Caregivers (home and professional)
- Families of patients
- Hospitals, clinics, private facilities



Customers

Potential Advocates

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Incontinence Support Groups

- Life After Spinal Cord Injury - LASCI is a peer support program for individuals with spinal cord injuries, their families and caregivers.
- Simon Foundation for Continence - *"Provides help and hope to people with incontinence, their families and the health professionals who provide their care."*



Competition

Who else is doing it?

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There are multiple competitors to the Zackcup®, but the closest is **Quick Change**. Like the Zcup, Quick Change is designed for urinary incontinent men that are non-ambulatory, but it can also be used by men who do minimal walking.

Quick Change Pros: Similar to incontinence briefs, incontinence shields, and incontinence pads. Offers quick change capability, is soft and flexible material.

Quick Change Cons: unknown

Price Point: 10 Ct trial size (\$12.99), 50 Ct (\$59.99), 100 Ct (\$99.99)

Performance (feedback): Ranges from didn't work at all to superior product. On Amazon, Quick Change has a 3.9 out of 5 favorability rating

Zackcup®

Benefits

- Only a single Zcup is needed to accommodate high or low urine pressure flow
- Takes less than 60 seconds to place on and less than 60 seconds to take off.
- No leakage with Zcup when used properly
- Zcup has as 360-degree protection, non-invasive urine management device
- Patients can utilize and dispose of the Zcup without assistance
- No additional pads or scotch tape are needed for the Zcup to help retain urine in the device
- Because of the Zcup's patented design, moisture is kept away from the penis head.
- Ease of disposal

Risks

- May have Allergic reaction to the materials in this device.

Limitations

- Limited to limited-mobility and non-ambulatory users.
- Limited volume capacity.

Quick Change®

Benefits

- Non-invasive urine management device.
- No lifting and rolling of patient.
- Can replace catheters and briefs.
- Breathable and waterproof.
- Soft, self-fastening fabric that wraps around the penis and collects urine.
- Easy to put on and take off, made of soft, comfortable materials.
- Convenient, discreet, easy to use, folds and wraps around the penis in less than a minute and takes less than 60 seconds to change.

Risks

- Skin irritation, especially if worn for a long period of time.
- May have Allergic reaction to the materials used in the QCPW.
- Can cause urine to leak down the penis shaft.

Limitations

- Not suitable for all men with urinary incontinence.
- Top remains open for heat and moisture to escape.
- May require two or more wraps and tape to close and prevent leakage

Brief and Pads

Benefits

- Absorbency: Highly absorbent, helps keep wearer dry and comfortable.
- Convenience: Easy to wear and take off.
- Discretion: Discreet can be worn under clothing.
- Protection: Help protect the skin from irritation caused by urine and feces.

Risks

- Skin breakdown: People with poor circulation or who are bedridden
- Urinary tract infections (UTI's): briefs and pads can increase the risk
- Discomfort: Can be uncomfortable to wear

Limitations

- Capacity: Changed frequently
- Mobility: if wearing a large size or using drainage bag
- Cost: can be expensive if used daily

Competition Comparisons

Ur24 TECH MALE CATHETER

Benefits

- Non-invasive, option for people at high risk for complications from a traditional catheter.
- More comfortable than traditional catheters, in insertion.
- Eliminate risk of CAUTI's
- No urine contacts with skin, leak-proof.
- Help improve hygiene and reduce skin breakdown.
- Empties bladder without any effort by the patient.
- Portable, easily cleaned and reused.

Risks

- More prone to leakage if the size is too large.
- May have allergic reaction to materials used.
- Skin irritation.
- If the size is too small, may cause pressure ulcer on the shaft of the penis.

Limitations

- Tubing either taped or strapped to the leg.
- Requires frequent emptying/changes.
- Prescription required.
- Needs frequent changes.

Plastic Urinals & Bedpans

Benefits

- Relatively affordable
- Lightweight and portable
- Durable and can withstand heavy use.
- Nurse or Caregiver can easily measure volume.

Risks

- Can develop an odor if not cleaned and disinfected regularly.
- Can harbor bacteria, which can lead to infections.
- Will leak if not properly sealed.
- May cause cross-contamination because of urine splashing.
- Spillage, wet floors can lead to slip and fall hazards.
- Skin irritation
- Limited volume Capacity

Limitations

- Can be difficult to position.
- Can be difficult to clean.
- Not as aesthetically pleasing.



Competition

Factors to Investigate

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Factors to investigate and rate against potential competitors

- Affordability
- Ease of Use
- Availability
- Performance
- Like-ability
- Eco-Friendliness
- Packaging
- Incentives
- Company Trust



Competition

Factors to Investigate

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Affordability - Is the product at a reasonable price point?
(including shipping, handling, specials or discounts)

Ease of Use - How easy is the product to use by patient, or patient and care-giver?

Availability - What is the average time from order to receipt of product? What methods of shipping? Is ordering online easy?

Performance *(including safety)* - Does the product measure up to its advertised function and features? Are there potential issues with the product?

Like-ability - What is the product's overall favorability rating? Is it a product consumers just want, or something they say they desperately need?



Competition

Factors to Investigate

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Eco-Friendly - Are any of the competitor's products eco-friendly? Can be a decision factor for some facility administrators and customers.

Packaging - First impressions.... Do competitors offer attractive or sensible packaging, with catchy marketing phrases?

Incentivizing Customers - Do competing companies offer specials, discounts, rewards, or other incentives to customers to buy or tell other potential customers?

Company Trust - Like the product itself, does the company enjoy a positive favorability rating? People may love the products, but hate the company, or what the company stands for. Also, does the company involve itself in corporate responsibility to communities, charities etc?



Business Perspective

Expectations

Zackcup®
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- Coming soon, the Zcup will be available for mass production. Contracted third-party manufacturers (TBD) will produce and supply the high quality Zcup to customers through a dedicated distributor and retail chain system (TBD).
- Since the Zcup is a single-use daily use consumable, it is expected to be in constant demand, and will generate revenue for Zackcup LLC through weekly, monthly or annual subscriptions.



Business Perspective

Expectations

Zackcup®
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- Price points for the Zcup are expected to be close, or less than competitors while offering the same or better quality and results.
- Zackcup® LLC has built-in expansion and growth through the sale of additional Zcup related products, and next generation Zcup development.
- After mass market insertion, it is expected Zackcup® LLC will enter into non-exclusive, license agreements with multiple retailers, hospitals, hospices and other care facilities.
- The long-term goal is to also get the Zackcup® adopted by Medicare and the federal VA hospital system.

Focus Points

- Designing attractive product packaging
- Getting potential customer support
- Getting product advocacy from medical professionals
- Getting product advocacy from VA personnel
- Develop preliminary license agreements
- Promulgate social media, mass marketing
- Gain affiliate connections (churches, non-profits)

FOCUS

Resources, Links, and References

[Simon Foundation for Continence](#)

[Simon Foundation HealthUnlocked](#) - Member Posts

[Quick Change](#) - Incontinence Products

[National Library of Medicine](#) - The Prevalence of Urinary Incontinence



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**THE
ZACKCUP
CHOICE**

