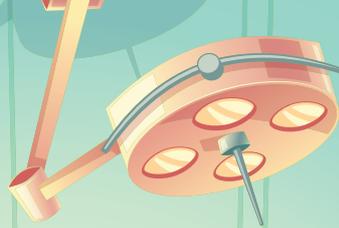


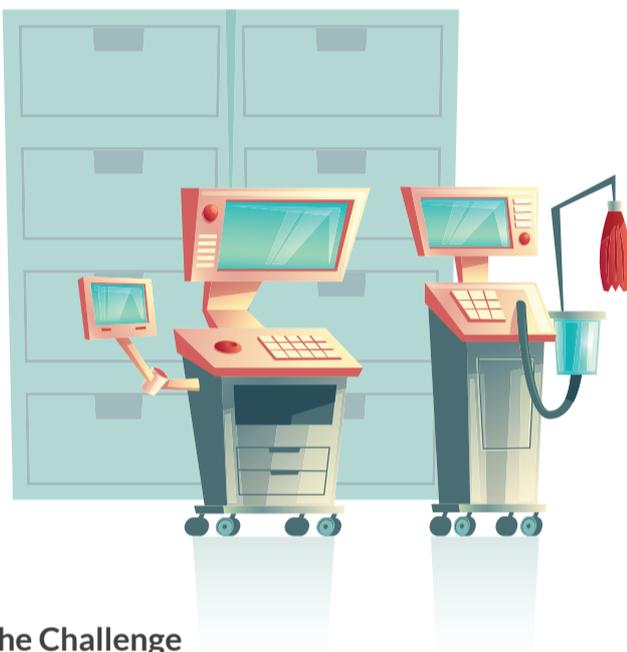


INCREDIBLE DEVICES



About Incredible Devices

Incredible Devices is a Chandigarh based medical device company that manufactures Catheter Reprocessing systems (CRS). Founded by Vikram, this startup aims to make healthcare safe, affordable and accessible for all. Catheters are extensively used in cardiovascular treatment procedures such as angiography & angioplasty. But the cost of catheters can go up to ₹ 1 lakh. Due to such high costs, catheters form 10-55% of the overall treatment cost for the patient. So Incredible Devices came up with the only commercially available automated catheter cleaning machine in the world.



More about CRS

- Inbuilt self-testing and calibration that ensures 100% accuracy in cleaning.
- It eliminates all kind of human error and ensures patient safety.
- It reduces the catheter cost by 99% for the patient.

The Challenge

As a young startup with a one-of-a-kind medical device, Incredible Devices relied heavily on customised production at a prototype level. The team didn't have the necessary expertise to scale up the production of the devices in an optimal manner. MIF realised that in order to scale the business the back-end system has to be completely robust to accept the demand that comes in with a clearly defined manufacturing process.

Scale-Up Intervention

MIF identified a manufacturing mentor in **Abhinav Gupta** who was based out of the Baddi plant of Marico which was very close to the manufacturing set up of Incredible Devices in Chandigarh. The mentor undertook a visit to the plant and identified areas of improvement in the manufacturing process of Incredible Devices.

Task List by MIF Mentor

- 1 SOP Creation for each and every manufacturing processes involved in making a CRS.
- 2 Streamline the processes to eliminate bottlenecks and improve manufacturing capacity.
- 3 Assist Incredible Devices in vendor management and optimising their vendor costs by looking at alternative sources of vendors.
- 4 Ensure hiring the right kind of labourers who understand the unique processes in the creation of a medical device.

Impact Generated

- The manufacturing capacity of Incredible Devices increased from 4 machines in a month to about 24 machines in a month with standardisation of product quality.
- MIF and Abhinav helped Incredible Devices in setting up the entire factory premises and the manufacturing line.