

# PH<sup>2</sup> Group's Baby Cry Analysis Tools Selected for Oyster Health Incubator – Pioneering a New Frontier in Baby Tech

*PH<sup>2</sup> Group's baby cry analysis tools join Oyster Health Incubator, driving innovation in early diagnosis and healthcare efficiency for infants.*

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[/EINPresswire.com/](https://EINPresswire.com/) -- PH<sup>2</sup> Group, led by award-winning baby tech entrepreneurs Erasmus van Niekerk and Satu Niemelä, is thrilled to announce that their innovative baby cry analysis tools family has been selected for development within the new Oyster Health Incubator. This selection marks the beginning of an exciting journey, as PH<sup>2</sup> Group steps forward into uncharted territory, aiming to revolutionise how parents and healthcare providers understand and manage infant distress.



Parents interacting with a concept of PH<sup>2</sup> Group's baby care tool, currently under development as part of their mission to revolutionise infant care.

## A Bold Vision for the Future

Although the tools are still in the early stages of development, PH<sup>2</sup> Group is advancing with a clear and market-driven plan designed to address critical gaps in the baby care industry. The company's vision is to create a suite of tools that can accurately diagnose the underlying causes of a baby's distress, offering parents and healthcare professionals vital insights that could significantly reduce the time, stress, and costs associated with conditions like colic.

"We are standing at the threshold of something truly transformative," said Erasmus van Niekerk. "While much remains to be built, we are driven by the knowledge that our efforts could make a real difference in the lives of families worldwide. Our participation in the Oyster Health Incubator is a key step in bringing our vision to life, providing us with the resources and guidance needed to develop these tools in close alignment with real-world needs."

Opportunity for Collaboration



We are at the threshold of something truly transformative, with the potential to make a real difference in families' lives worldwide."

*Erasmus van Niekerk, Co-founder, PH<sup>2</sup> Group*

As PH<sup>2</sup> Group embarks on this ambitious project, they are seeking a team member with expertise in algorithm development who shares their passion for innovation and can contribute to the strategic direction of the company. Additionally, the company welcomes the involvement of an investor or advisor who can provide strategic guidance and support, helping to accelerate the development process. This collaborative approach ensures that the final product will not only meet but exceed the expectations of parents and healthcare providers alike.

## Aligning with Global Healthcare Goals

PH<sup>2</sup> Group's work is perfectly aligned with global efforts to reduce healthcare costs and improve efficiency. By creating tools that assist in early diagnosis and reduce unnecessary doctor visits, the company is poised to make a meaningful impact on healthcare systems worldwide. This alignment with broader healthcare goals adds an additional layer of appeal for those looking to partner with a company that is both innovative and socially responsible.

## Building on a Legacy of Innovation

Erasmus van Niekerk and Satu Niemelä are no strangers to innovation. With a track record that includes pioneering work in baby monitoring solutions, they have been recognised with over 15 prestigious awards and nominations globally. Their accolades include the European Commission's Seal of Excellence—awarded twice for their groundbreaking proposals in both baby and eldercare technology. They also received the Gold Award in the Dutch Baby Innovation Awards and the double Gold Award in the Belgian European Product Design Awards for their 'Twinkle' remote access video baby monitor. Additionally, they have been celebrated in major international design and innovation competitions, such as the Italian A'Design Awards, the German Design Awards, and the Finnish Kasvu Open competition.

Their new project represents the next chapter in their ongoing mission to make baby care safer, more intuitive, and more effective for families around the globe.

## Looking Ahead

As the first phase of this groundbreaking project moves forward, PH<sup>2</sup> Group is committed to maintaining the momentum needed to bring their vision to life. "We are excited about the journey ahead," added Satu Niemelä. "With the support of the Oyster Health Incubator and our future collaborators, we are confident that we can fast-track the development of these tools and deliver a product that will truly enhance the well-being of families worldwide."

## About PH<sup>2</sup> Group

PH<sup>2</sup> Group, founded by award-winning entrepreneurs Erasmus van Niekerk and Satu Niemelä, is dedicated to revolutionising baby care through innovative, technology-driven solutions. Specialising in the development of cutting-edge tools, PH<sup>2</sup> Group aims to empower parents by providing them with advanced insights and practical resources to better understand and care for their babies. Their mission is to transform the landscape of infant care, making it safer, more intuitive, and more effective for families worldwide.

## About OYSTER Incubator

The OYSTER Incubator is a collaborative effort involving BusinessOulu, OuluHealth, the University of Oulu, and Oulu University of Applied Sciences. This initiative is delivered through the OYSTER project, co-funded by the EU, and supported by the Council of Oulu Region.

## Contact Information

For more information, please contact:

Erasmus van Niekerk: [erasmus@ph2.group](mailto:erasmus@ph2.group)

Satu Niemelä: [satu@ph2.group](mailto:satu@ph2.group)

Erasmus van Niekerk

PH<sup>2</sup> Group

+358 40 8352635

[email us here](#)

Visit us on social media:

[LinkedIn](#)

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