

## **1. NexusHealth Tele-Diagnostics (Health-Tech)**

**Idea:** A platform utilizing remote-sensing IoT kits for clinical-grade diagnostics from home.

### **I. Executive Summary**

NexusHealth aims to solve the "access gap" in chronic disease management. By 2026, healthcare costs in urban centers have risen by 15%, while rural access remains stagnant. Our platform provides patients with a "Nexus-Kit" containing modular sensors for ECG, spirometry, and blood analysis, connected via a secure HIPAA-compliant AI cloud to licensed physicians.

### **II. Market Analysis**

- **Target Market:** 120 million patients with chronic conditions (diabetes, hypertension) in North America and Western Europe.
- **Competitive Advantage:** Unlike standard telehealth (video calls), NexusHealth provides real-time, clinical-grade data to the doctor during the call.
- **Regulatory Status:** FDA Class II pending; GDPR and HIPAA certified.

### **III. Financial Projections**

- **Revenue Model:** B2B2C (Insurance-reimbursed) and direct subscription (\$49/month).
- **Projected Year 1 Revenue:** \$12.4M with an anticipated 20% MoM growth.
- **Burn Rate:** \$850k/month primarily allocated to R&D and medical compliance legal fees.

### **IV. Operations & Risks**

- **Supply Chain:** Hardware components are dual-sourced from Vietnam and Mexico to mitigate geopolitical risk.
- **Key Risk:** Data breach. **Mitigation:** Zero-trust architecture and quarterly third-party penetration testing.