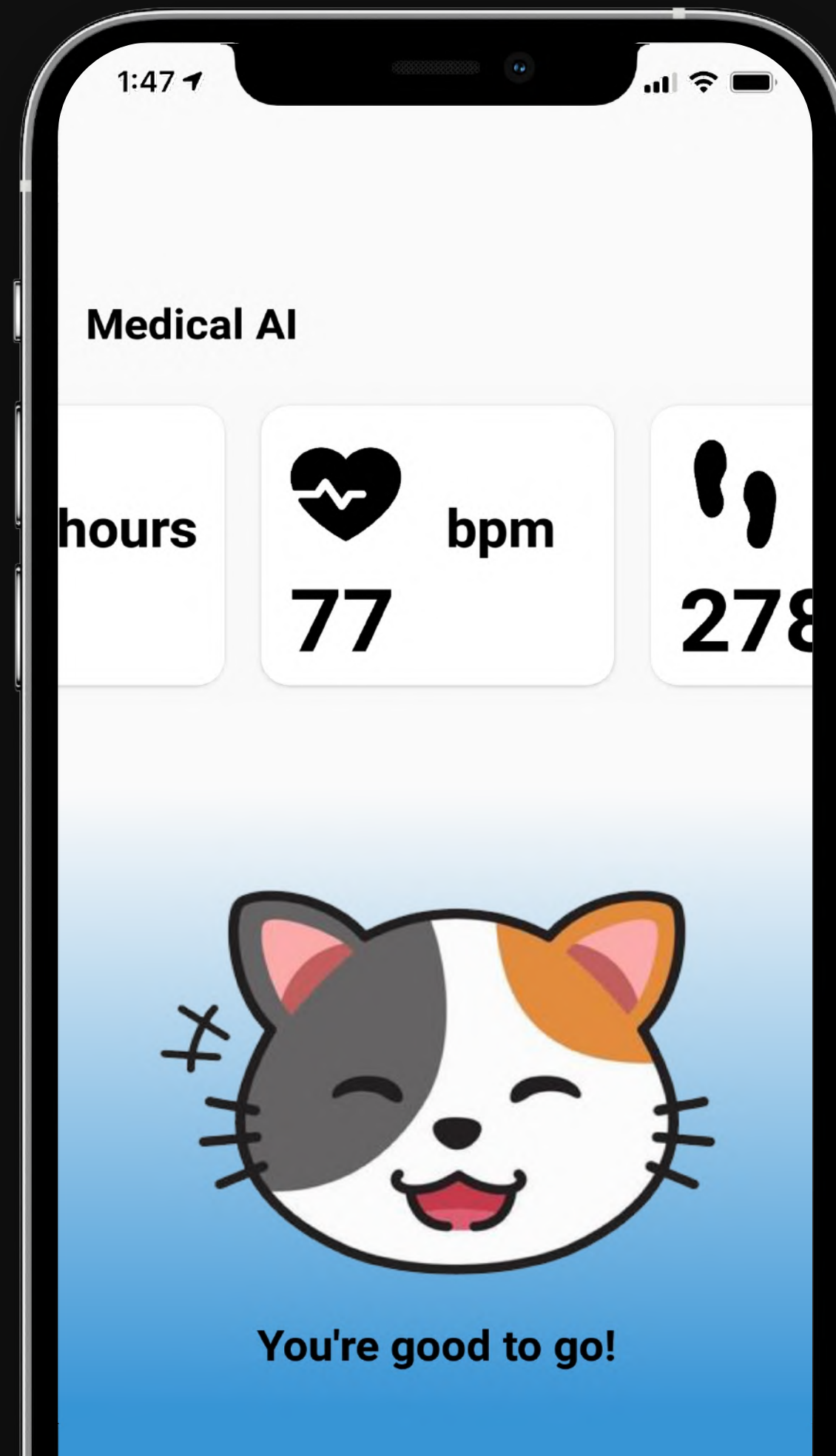


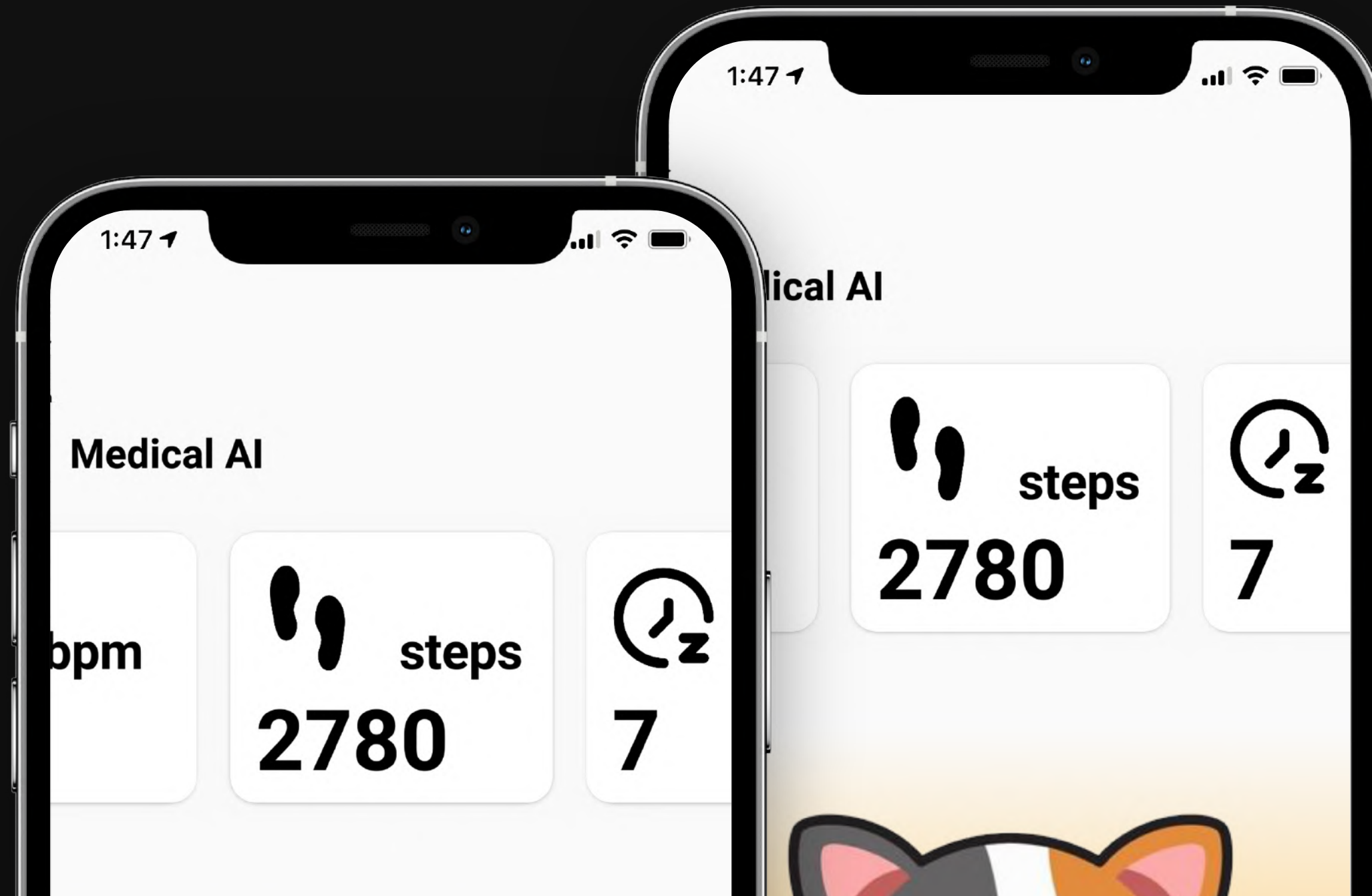
Pitch Deck

Pitch



AI4Medicine

Supporting personal health management
underpinning economic growth and prosperity



Date
August 2024

The problem —

Poor health reduces economic potential by keeping people out of the workforce.

The first year of the pandemic Europe's GDP fell 7.5 percent.

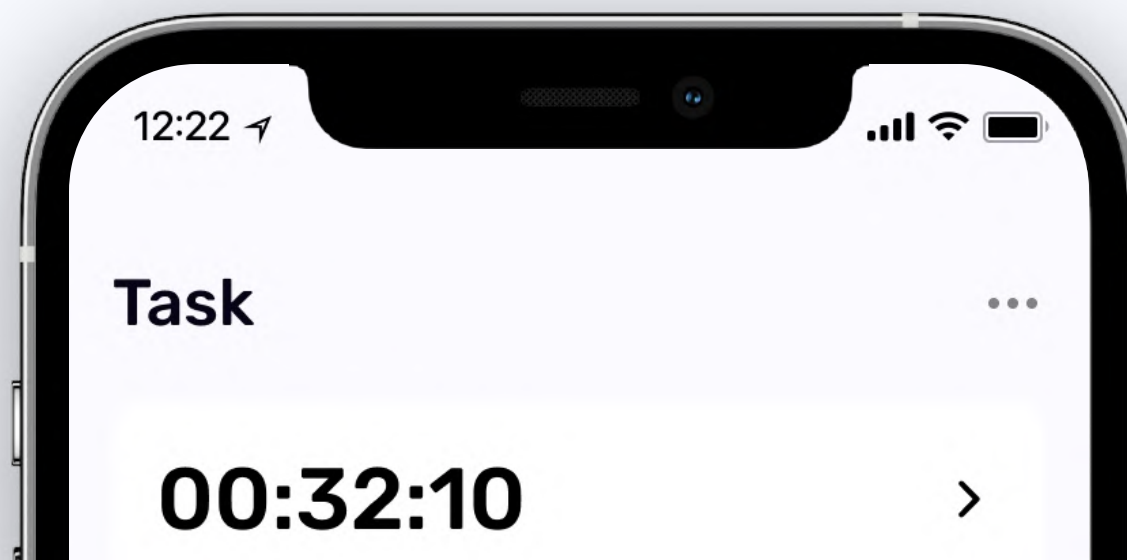
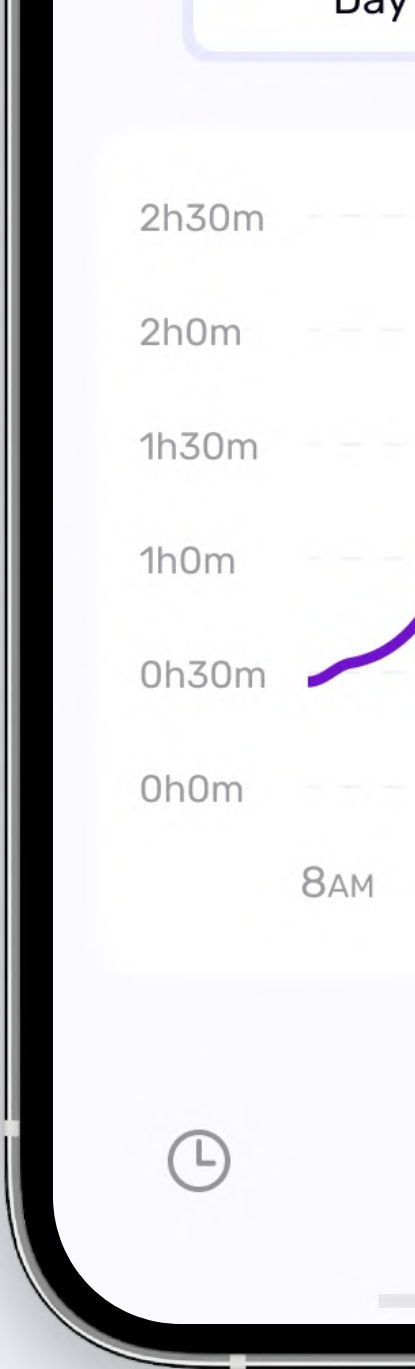
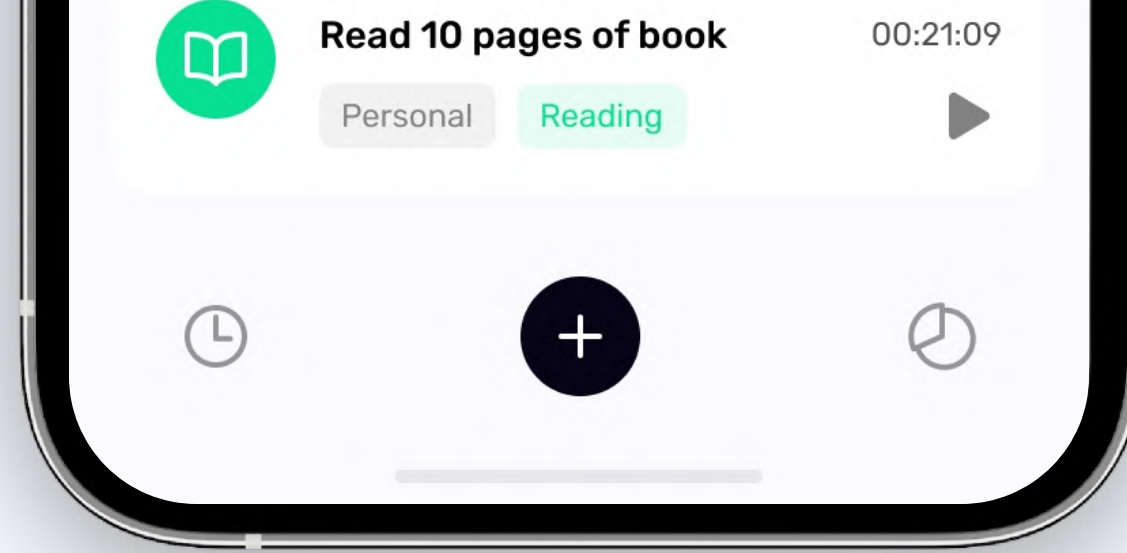
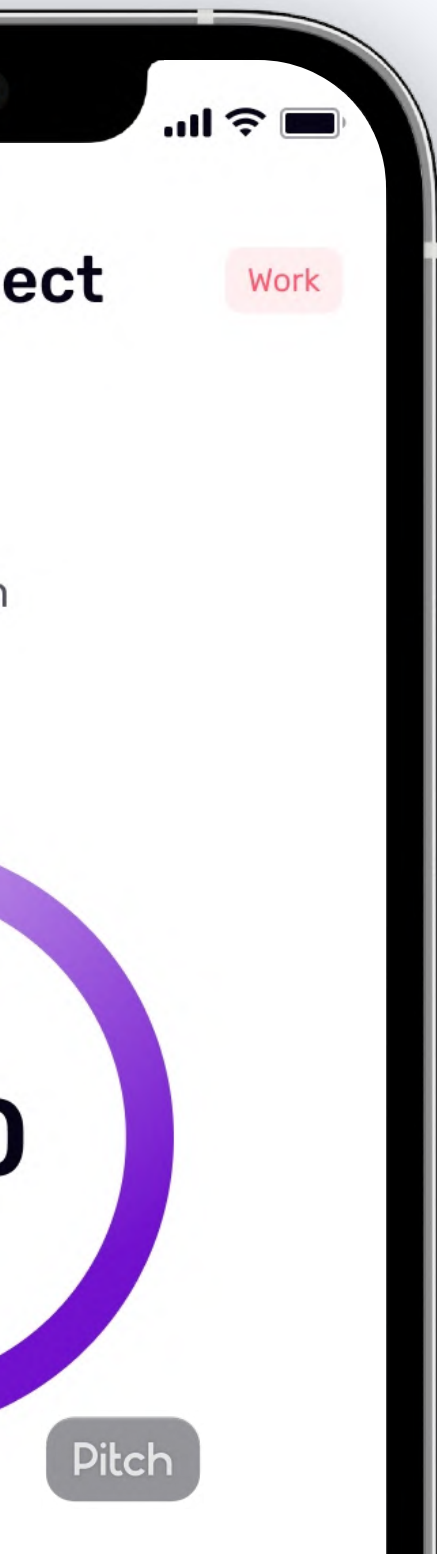
Each year, poor health costs the European economy on average about...

15 % of GDP

about \$2.7 trillion

in lost economic
opportunity equivalent to
about \$5,000 per person

Significant socioeconomic impact on
European health systems.



By estimating the number of saved lives, the cost savings and the hours freed up for HCPs, it is possible to quantify the potential impact of AI on Europe's healthcare systems.

400,000 lives saved
yearly

200 billion Euros in
annual savings

1,8 billion hours freed up
every year

health-tracking
platform



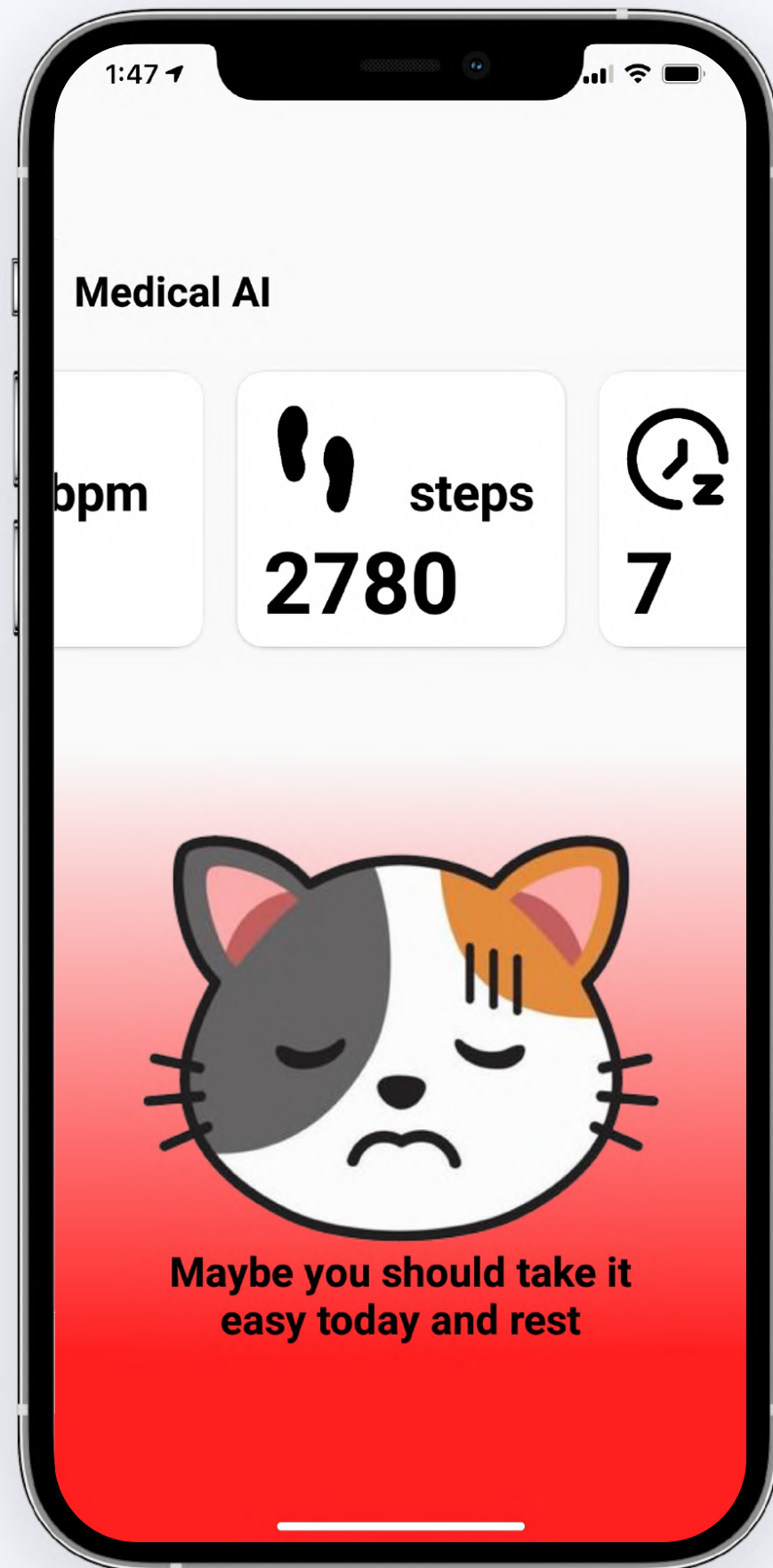
AI Platform



Personalised app



Wearables



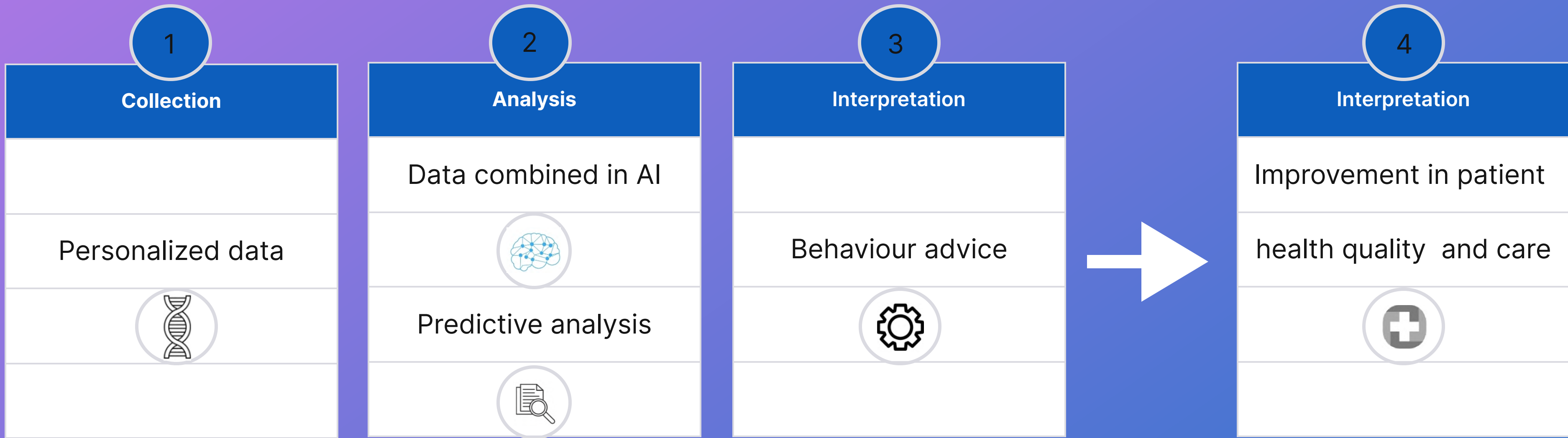
Solution

Processes gathered user's data via wearable and uses it for further predictions in the personalized app.

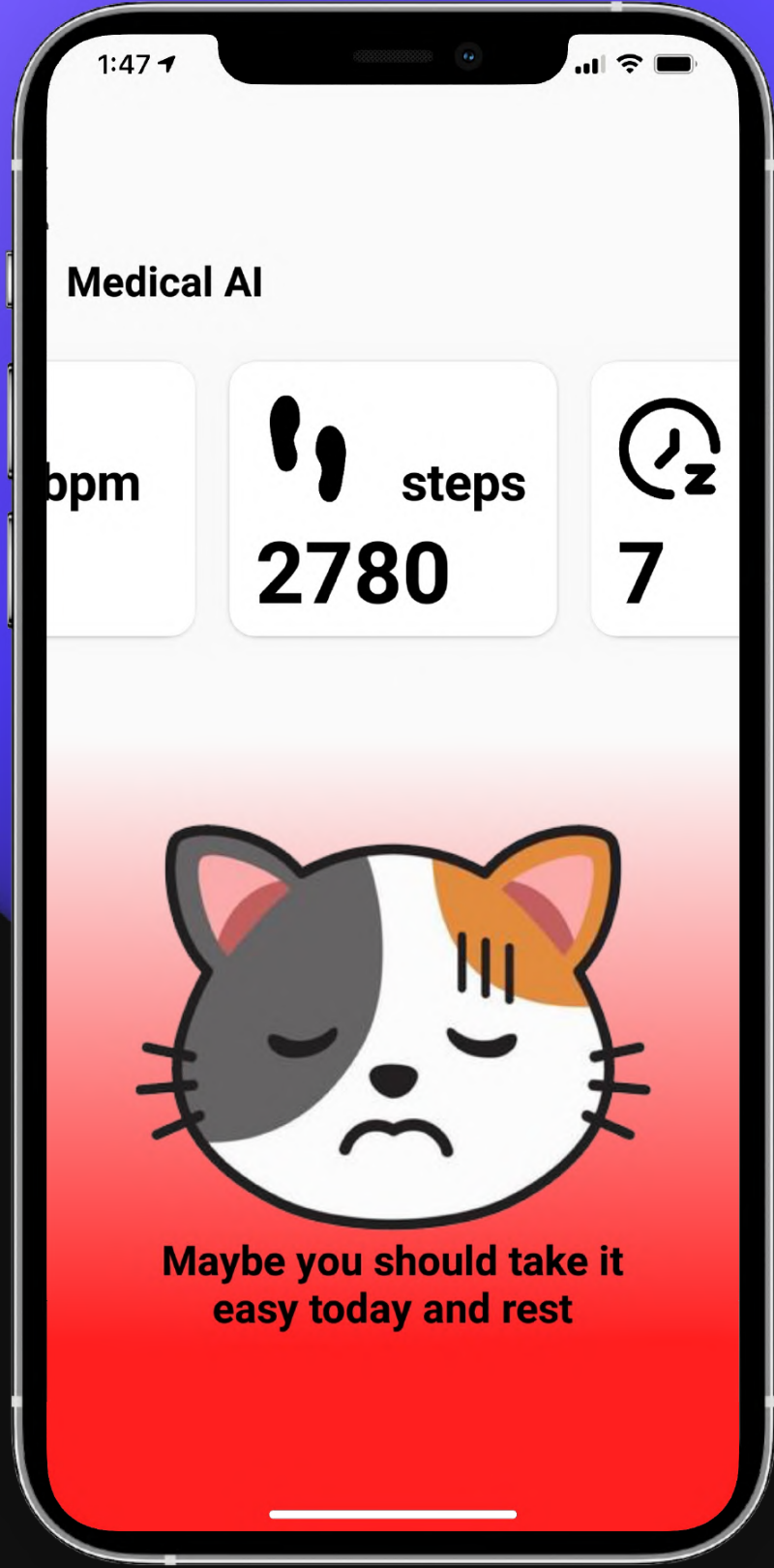
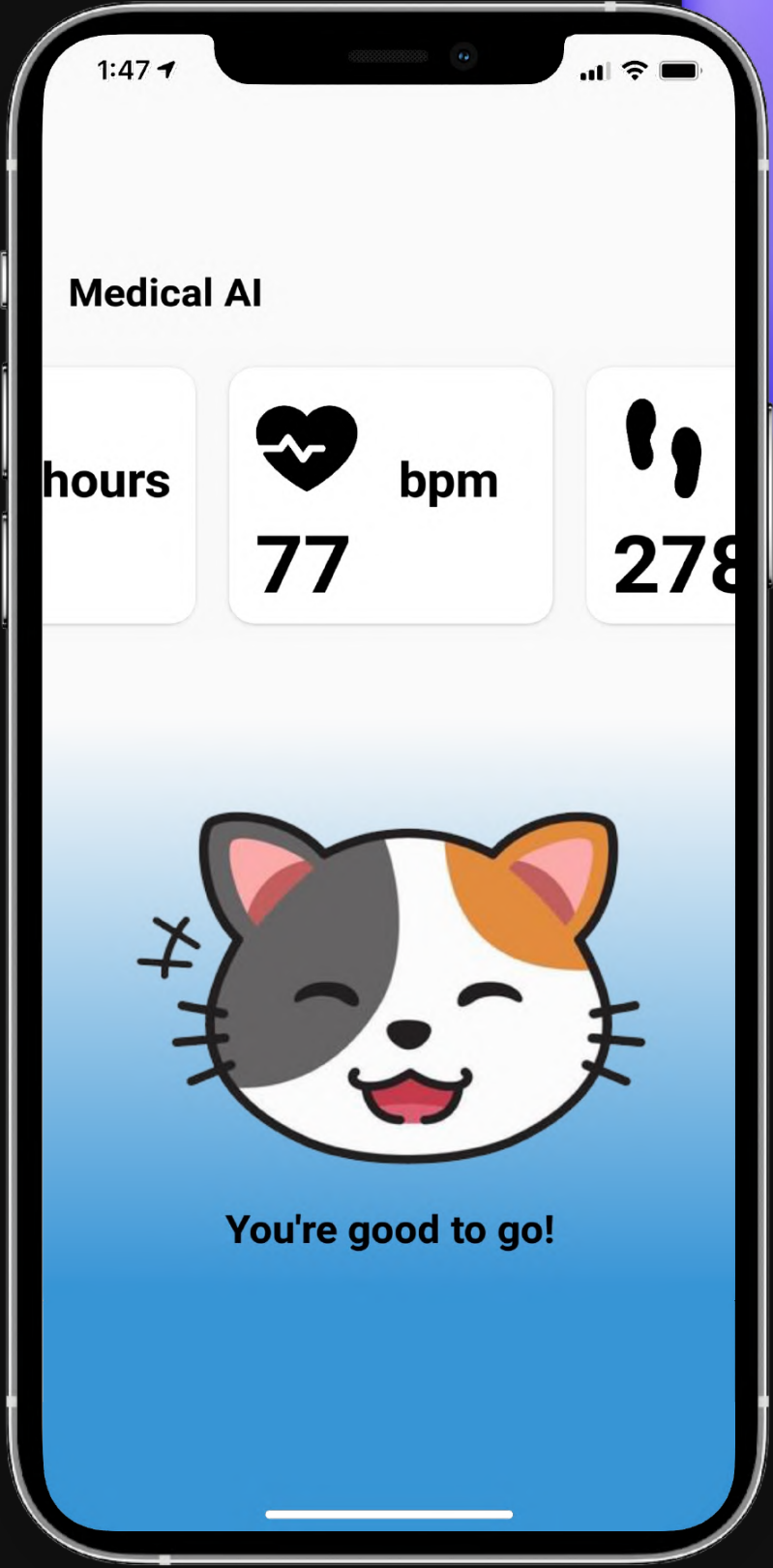
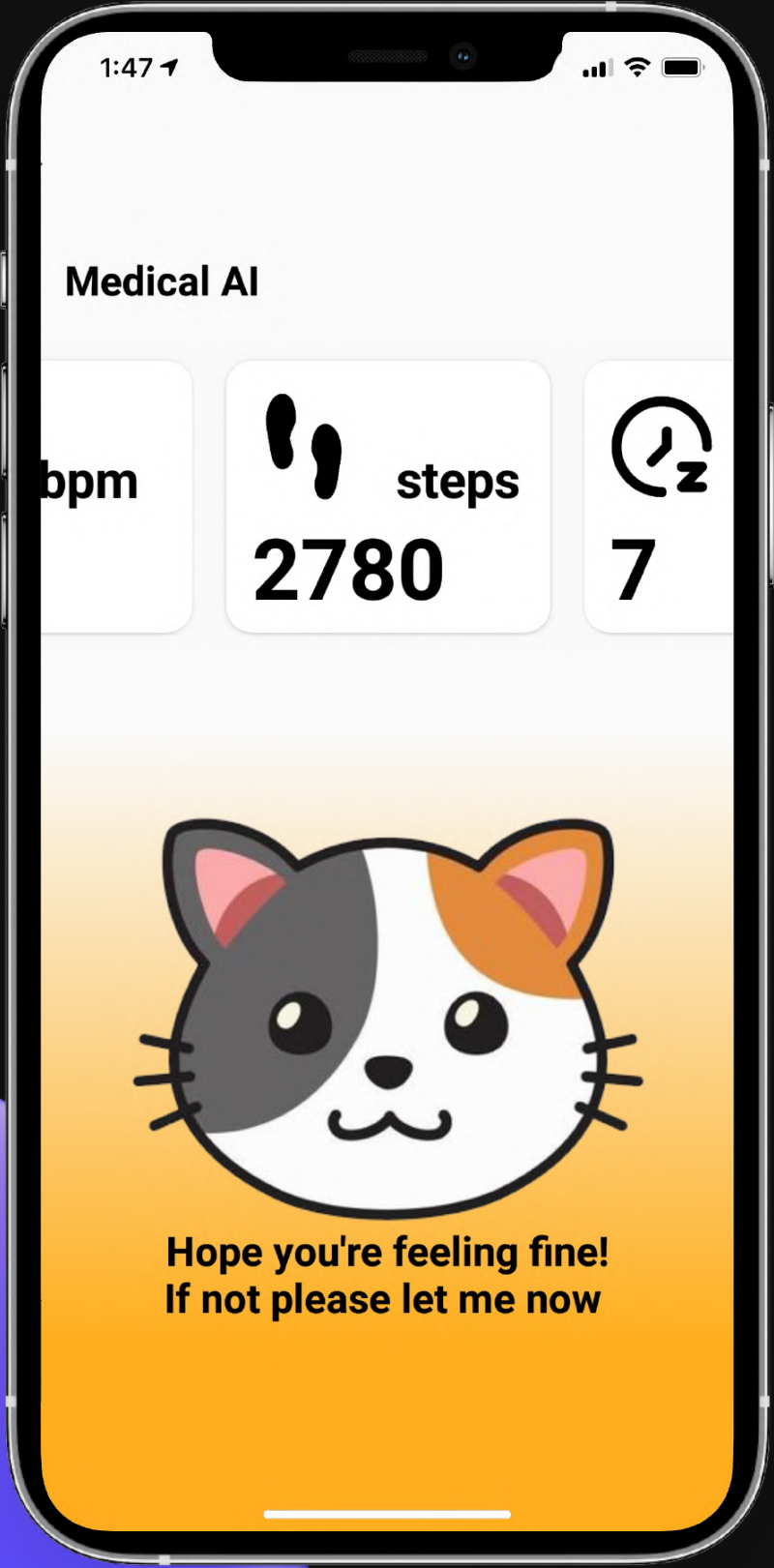
User's chosen pet gives a predictive analysis of the health condition for a particular day.

User receives the advice for a day and by doing as his pet advises - he gets closer to maintaining his health.

Personalized advice via personalized apps improves health quality and care



User experience



User profiles

Maria

25 years old / Project Manager / Munich, DE



Goals:

- To keep tracking on her health and gain more healthy habits due to received advices
- Be more productive due to cutting of poor health

Pain points:

- Can't deal with her data received from the fitness tracker
- Loses interest on health tracking due to a large amount of data without further explanation

I love AI4Medicin because this gives me a conclusion and advice on how to deal with my health condition on the current day. This is why I do not have to investigate the data on my health status, but it is enough to do what my pet tells me in order for my health to improve.

Jacob

37 years old / CEO of Software company / Munich, DE



Goals:

- To help his employees with their health tracking
- Increase his earning potential

Pain points:

- Loses profit when a number of employees get sick
- Loses revenue and important deals due to poor health

I love AI4Medicin because It helps my workers to monitor their health. So if they have any problems, the app will help them prevent them, so they won't have to spend weeks in bed in critical illness, but will spend just a few days at home staying in touch with the team.

B2B Go-To-Market Strategy

Target group

Companies struggling with low profit due to employees poor health



Marketing channels

Targeted social media marketing



LinkedIn



Conferences relating to AI and healthcare



Email marketing



B2C Go-To-Market Strategy

Target group

Companies struggling with low profit due to employees poor health



Marketing channels

Targeted social media marketing



facebook



Outdoor advertising(mostly student events, conferences etc.)



Online marketing (PPC)

