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What is epilepsy?

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It is a neurological disorder affecting millions worldwide

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It presents significant challenges to individuals and caregivers

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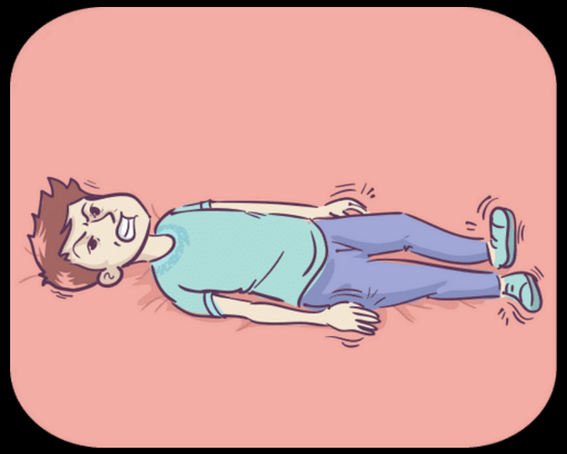
Daily life is marked by the fear of sudden seizures, the risk of injury, and the limitations on personal freedom and activities



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Uncontrolled seizures pose significant dangers, causing injuries, accidents, and life-threatening situations like **drowning** and **road accidents** which culminates in mortality.

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while falls during seizure episodes lead to severe injuries as the person might fall on a sharp object

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Individuals with epilepsy also refrain from activities like **hiking**, **hanging out**, and professions which include being at vulnerable places like **construction site**.

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People with epilepsy often feel insecure and avoid activities, including social interactions, due to the fear of seizures

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Accurate identification of epilepsy signs and symptoms is crucial for risk mitigation as the problem is incurable and current solutions are outdated.

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Introducing!

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A groundbreaking wearable solution for seizure detection

With a sleek smartband, stylish headband,

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and an intuitive mobile app

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we offer unparalleled accuracy in detecting seizures

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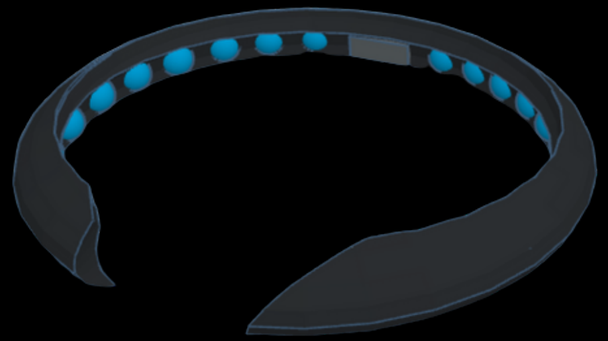
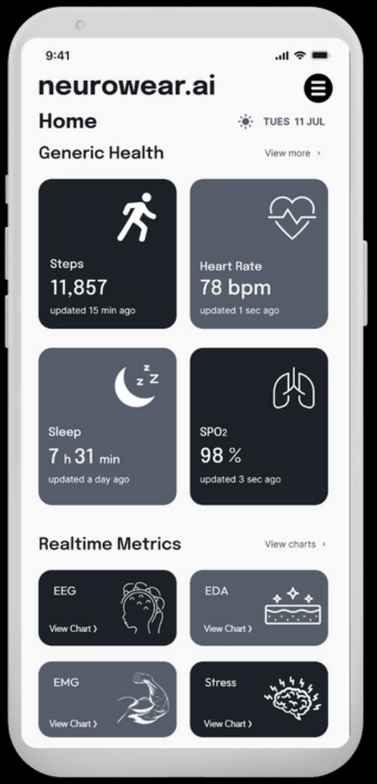
OUR SOLUTION

Headband



Smartband

Mobile App



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Our headband combines fashion and function, which has cushioned electrodes to measure the EEG and detects any abnormal neural activity in the brain.

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This headband helps in pre-detecting seizures, wearable in risky situations like driving or swimming. It provides a warning 30-45 minutes prior to a potential seizure.

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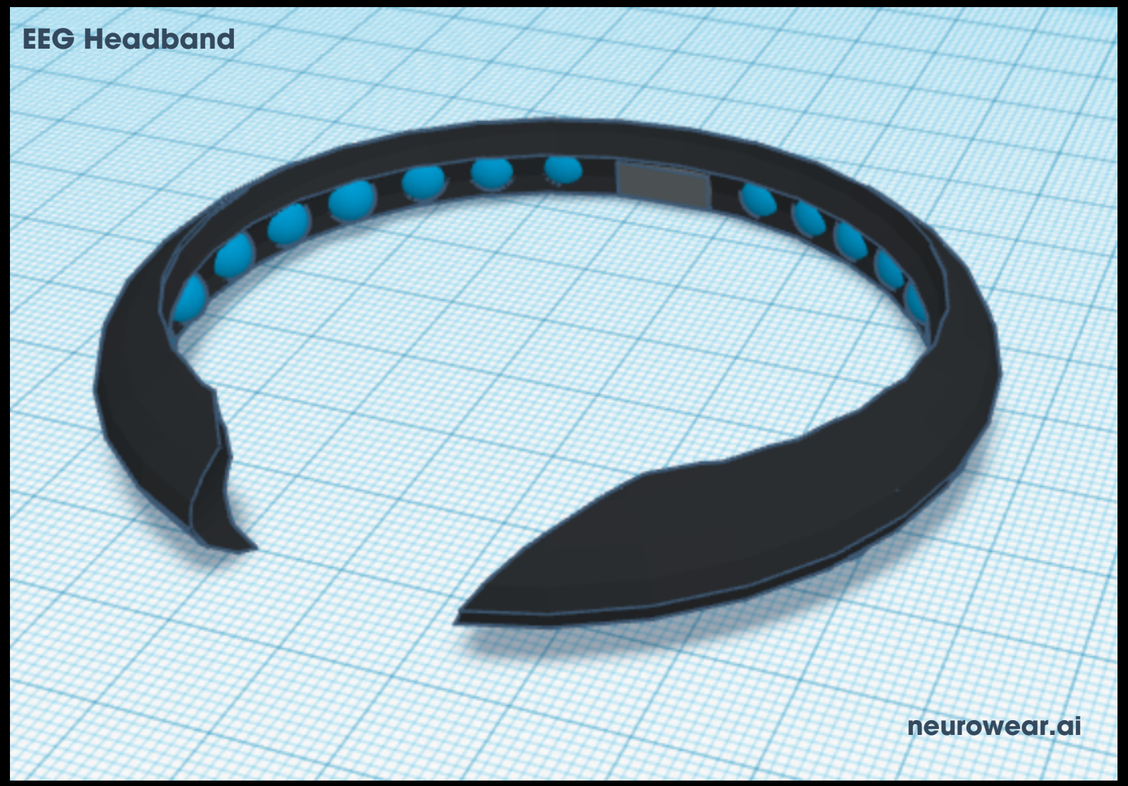

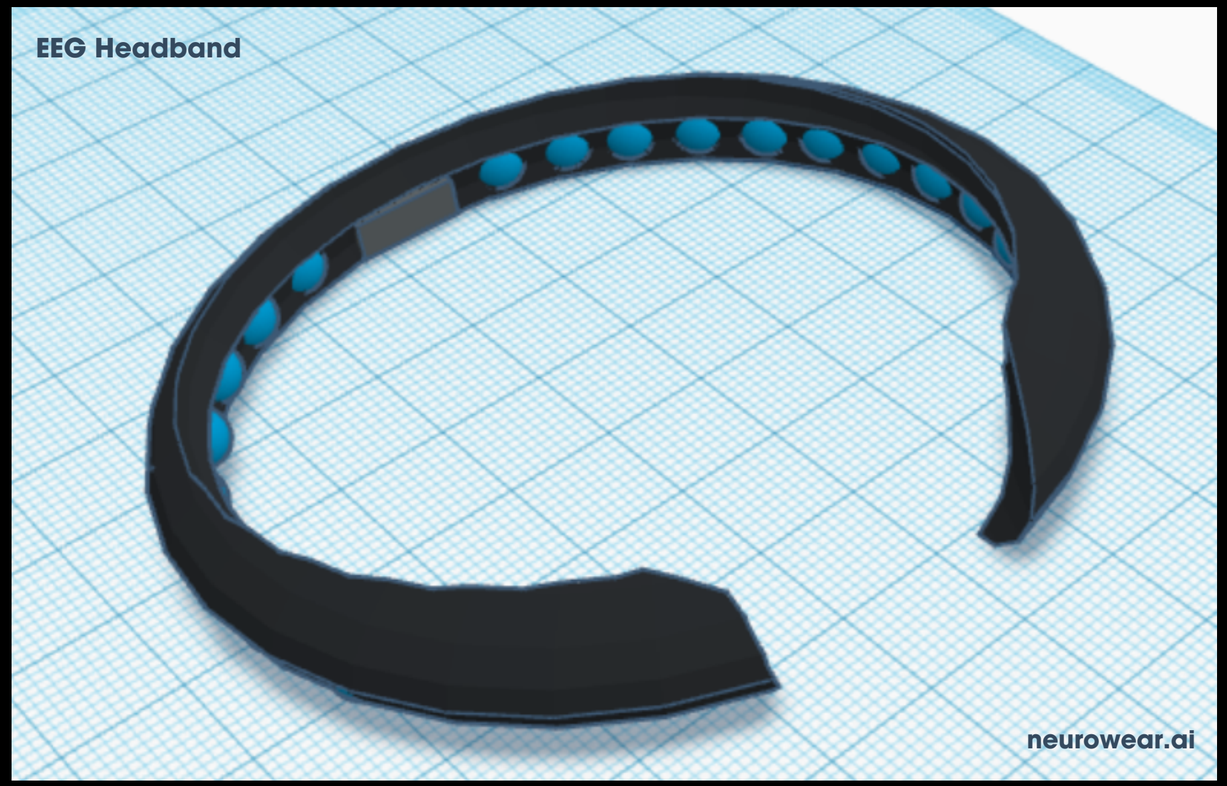

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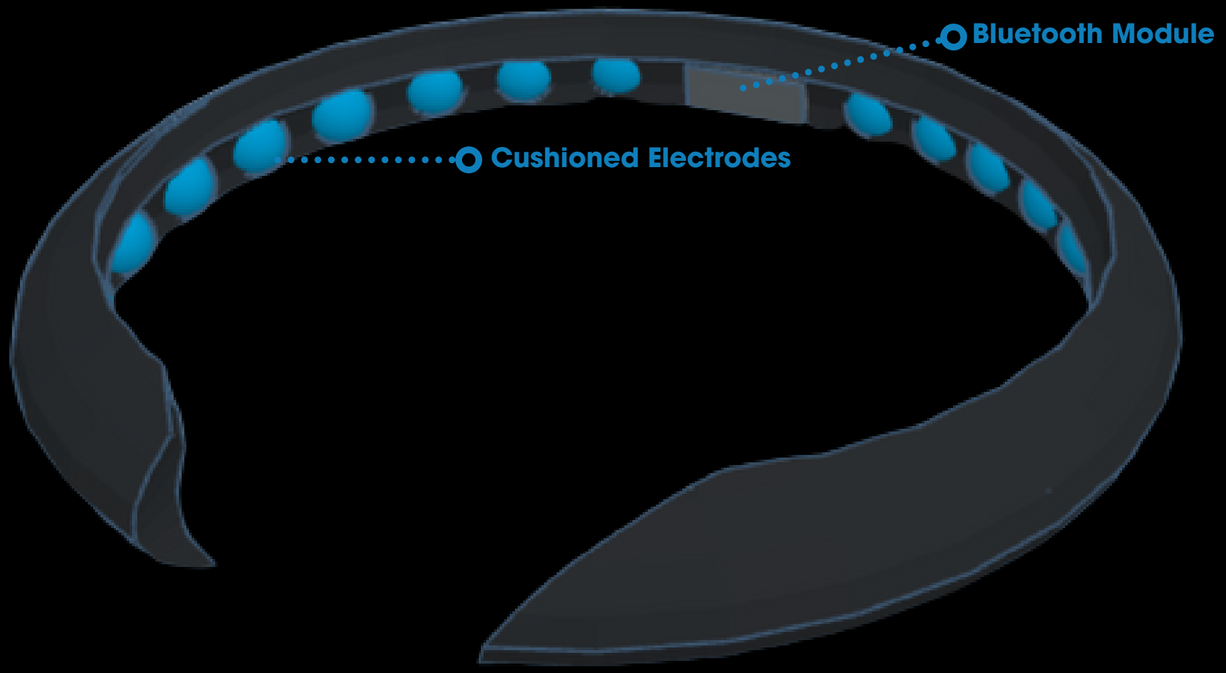

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Our smartband is highly specialized for epilepsy patients while also boasting appealing aesthetics

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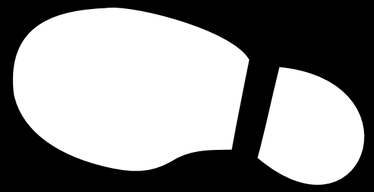
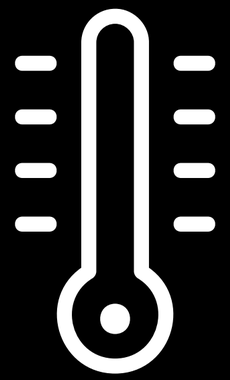
Aesthetics & General Health

Step counter, Body temperature, stress measurement,
heart rate, oxygen saturation and others





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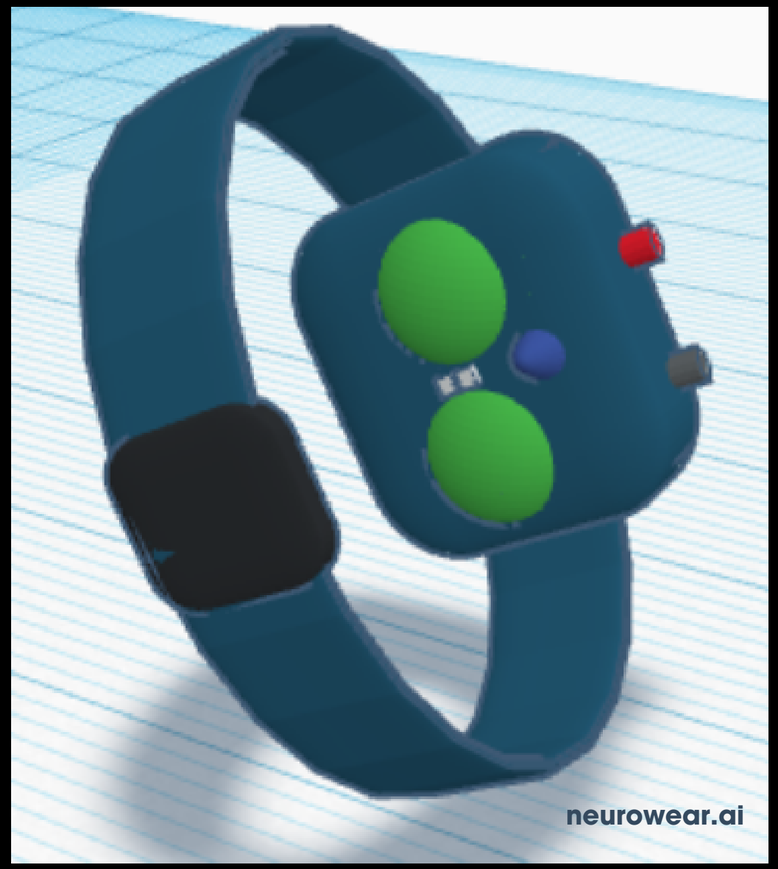

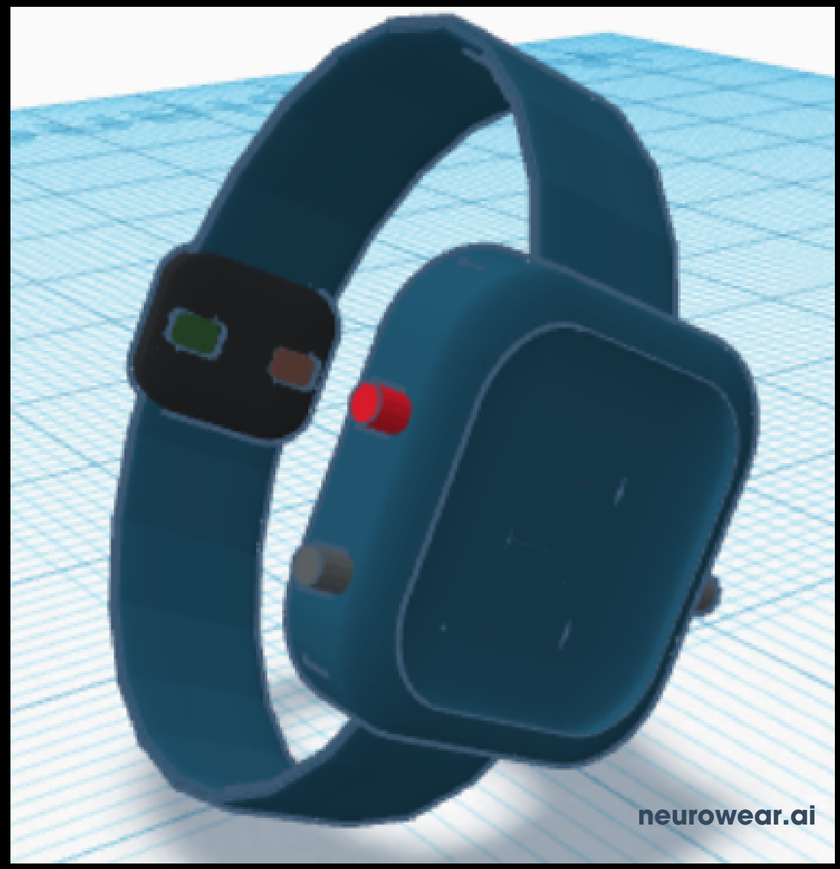

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The smartband uses highly advanced sensors to detect seizures, like:

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EMG SENSOR

for detecting rapid muscle contraction and relaxation during seizures

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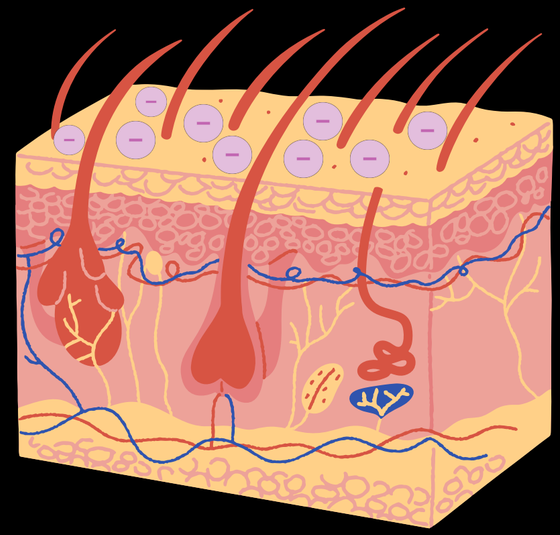
EDA SENSOR

for detecting increased skin charges and stress levels during seizures



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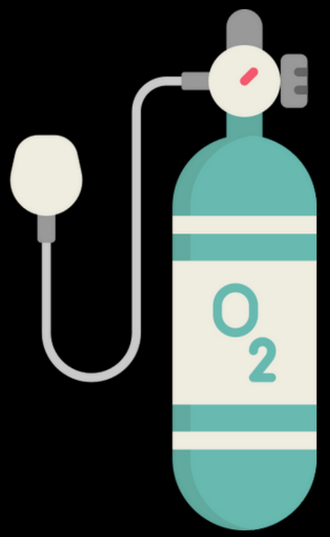
IR SENSOR

for detecting temperature, oxygen saturation and heart rate during seizures



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Accelerometer and Gyroscope

for detecting falls during seizure and also for step counter

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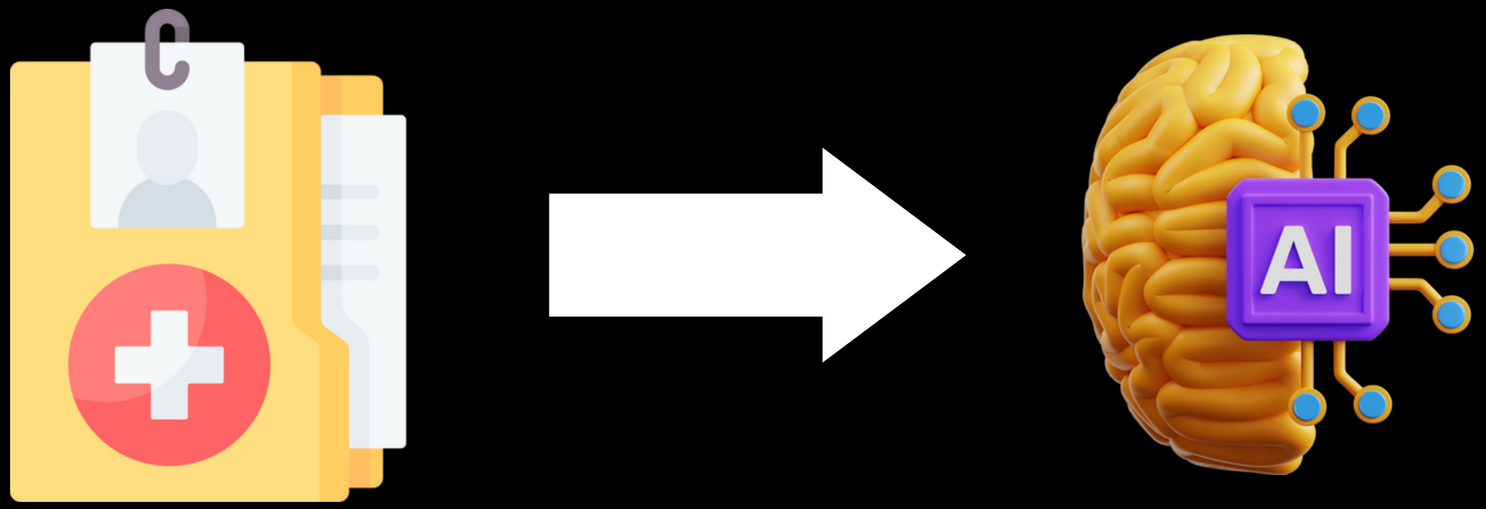
Our sophisticated AI model analyzes sensor data, having been trained on a vast dataset of epilepsy patients. It tailors itself to individual symptoms, assigning higher importance to major indicators using LSTM (Long Short Term Memory Neural Network) supplemented by a sleep scoring algorithm powered by Hidden Markov Model



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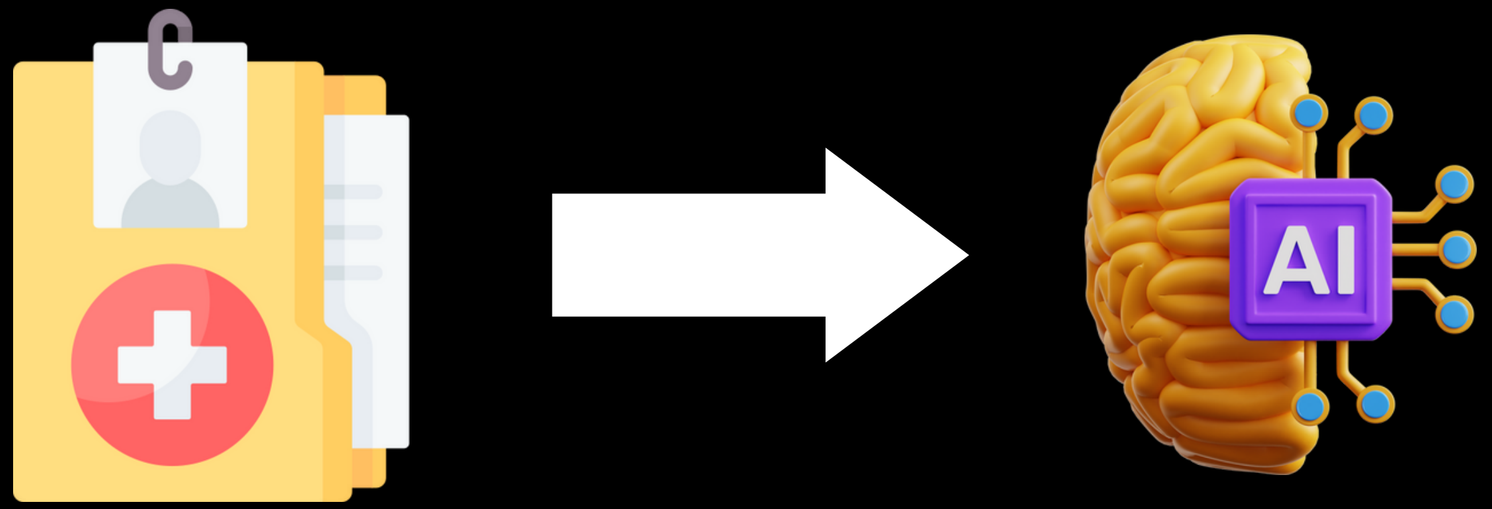
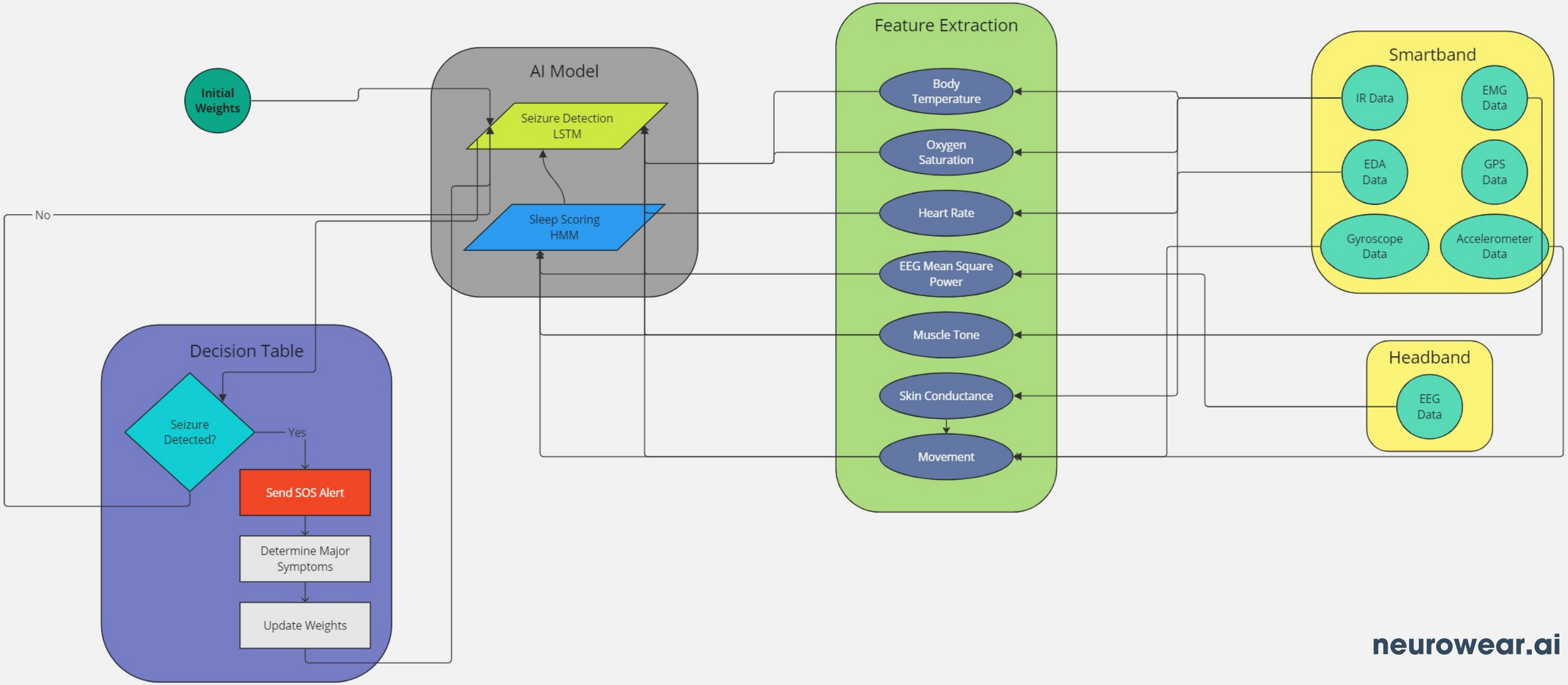
For instance, if high neural activity and low oxygen saturation are prominent, it prioritizes readings from EEG and IR sensor over others sensors, reducing false-positive cases.



AI Model Pipeline



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Symptoms during Seizures	Relevant Sensors
-High Body Temperature	-IR SENSOR (Smartband)
-Low Oxygen Saturation	-IR SENSOR (Smartband)
-High/Low Heart Rate	-IR SENSOR (Smartband)
-High Neural Activity	-EEG SENSOR (Headband)
-Rapid muscle relaxation and contraction	-EMG SENSOR (Smartband)
-Changes in levels of charges on skin	-EDA SENSOR (Smartband)
-Falls during seizure and Steps Counter	-Accelerometer and Gyroscope (Smartband)

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Caregivers and emergency services are promptly notified, enabling swift intervention and support upon seizure detection.

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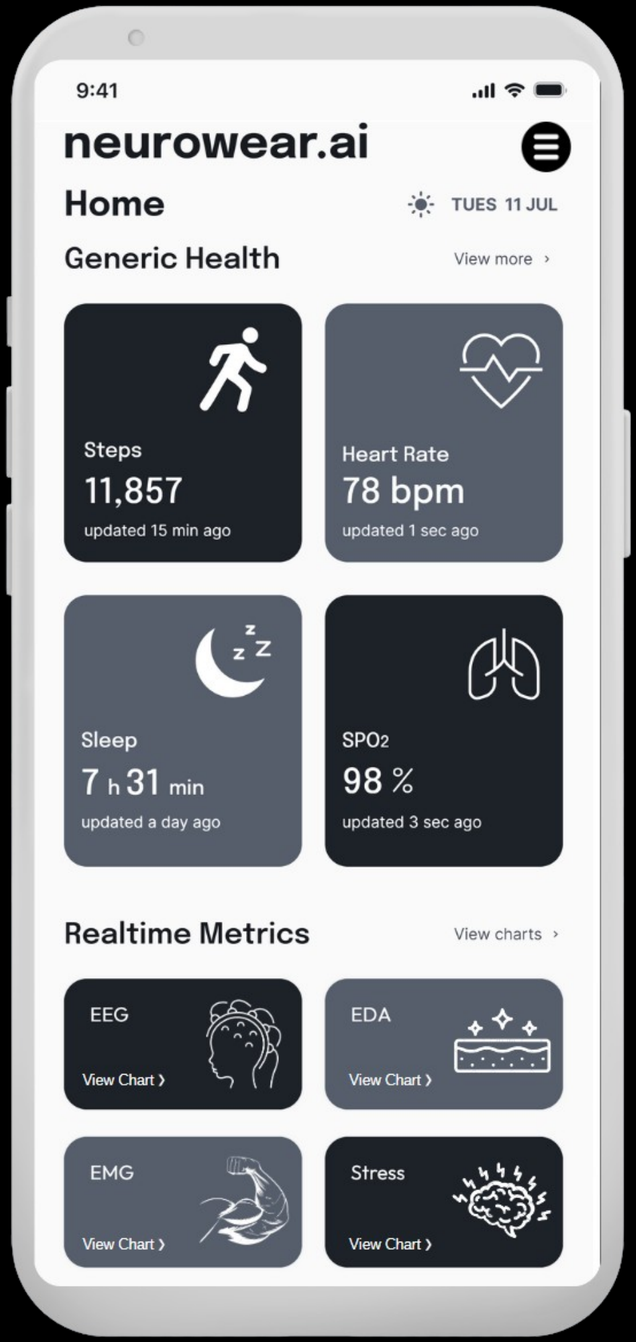
The mobile app has past data of all your seizures, your general health activity including heart-rate, spo2, steps and others, also medicine reminder, diet planner and seizure management tips all in one.



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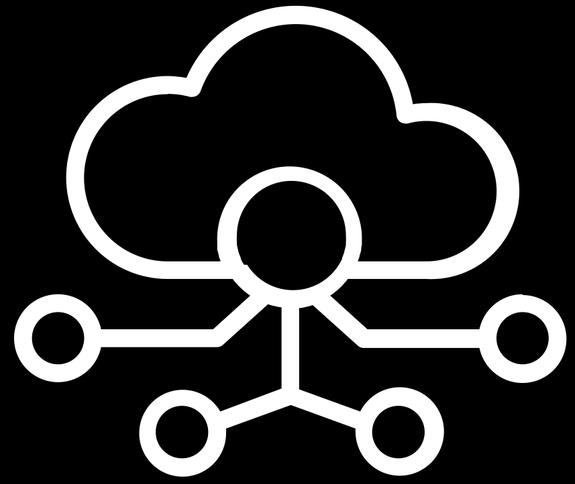
Go-To-Market Strategy

We'll collaborate with OEMs for core hardware engineering, employ relevant developers for application development, AI model, and hardware assembly.



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Our Revenue Model

- 18.75% Gross Margin on a kit sale
- Monthly subscription model for our App and AI Model ($2)

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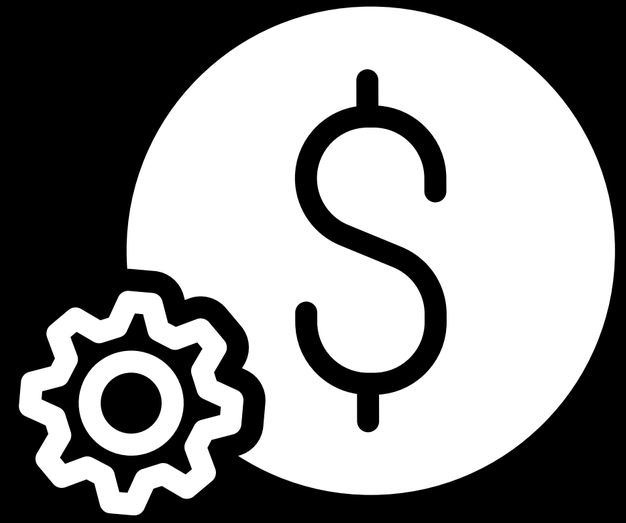
Our Kit Cost

- Total Kit Cost: **$100** (smartband+headband)
  - Headband Cost: **$56.25**
  - Smartband Cost: **$25**
  - Our Gross Margin: **$18.75**

- Monthly App Subscription Cost: **$2**



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Unique Selling Proposition (USP)

Lifestyle Brands

- Focus on lifestyle and fashion based wearables.
- Offer generic health tracking features.

fitbit

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- Focus on neuroscience and tech to make solutions for individuals with neurological issues.
- Use specialized sensors tailored specifically to address their unique challenges.

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we empower individuals with epilepsy to live with greater independence, confidence, and safety.

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Our technology alleviates the burden on caregivers and promotes inclusivity by enabling individuals to live without constant fear of seizures.

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Thank You

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