



WITH YOU IN EVERY STEP

**The autonomous medical device to detect the
progression of motor disability.**

Nidhal Louhichi, CEO | nidhal.louhichi@estepshealth.com | www.estepshealth.com

Our initial market: Multiple Sclerosis

Diseases casually affecting without a cure
to date.

it leads to reduced mobility



Our initial market: Multiple Sclerosis

Every **5 minutes** a newly diagnosed



Data

1.2 million cases in Europe
1 million cases in the U.S.
2.8 million cases worldwide



Multiple Sclerosis Progression

90% of patients end up in wheelchairs
(25y after the first diagnosis)



440%

Increased
cost per
patient

44%

Unemployed

48%

Feels
abandoned

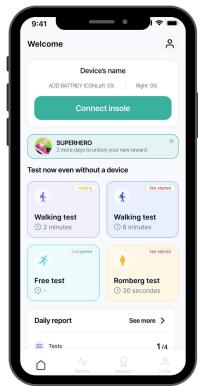


Patient Remote Monitoring

Intelligent system to **monitor** the patient's motor activity to intercept the first symptom of **worsening** disease and alert the doctor.



Smart Insole



Companion app



Dashboard



Smart Insole



- 1. AI powered solution**
- 2. Comfortable and invisible**
- 3. Time life of battery infinity**

Patent: PCT/IB2021/051845

Patent: 202020000001084



Life Companion Mobile app



- 1. Improve 90% adherence to treatment**
- 2. Connecting to the caregiver**
- 3. Autonomous management**



Medical Dashboard



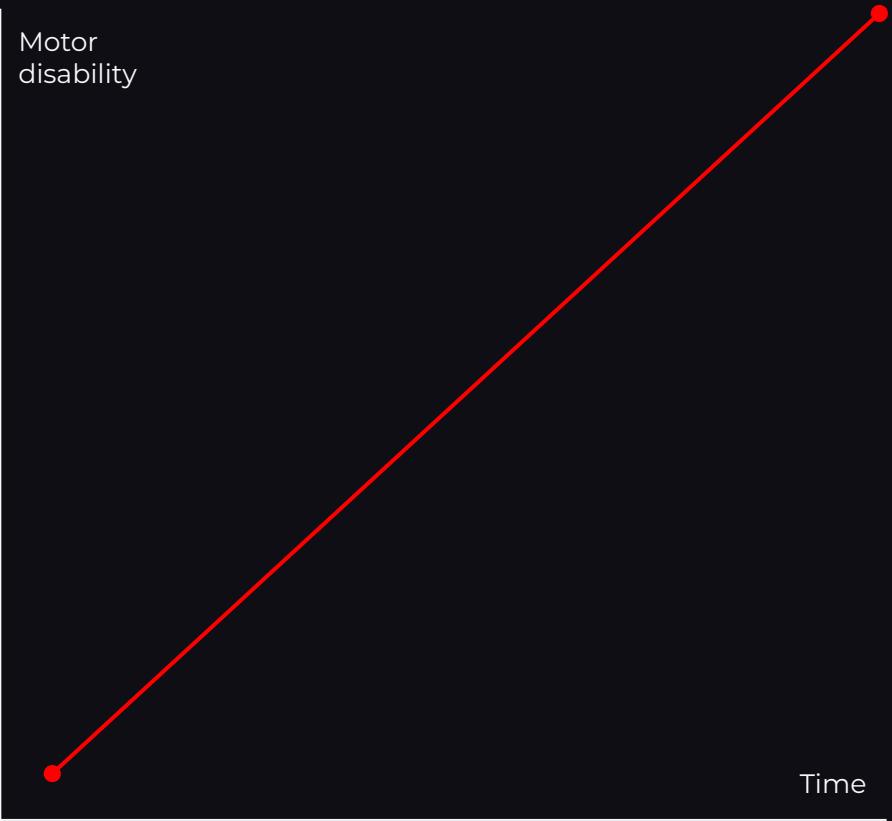
- 1. Monitoring 10X more patients**
- 2. Efficient communication**
- 3. Faster decisions and saving 75% decision time**



User Case



Motor
disability



User Case

Motor
disability

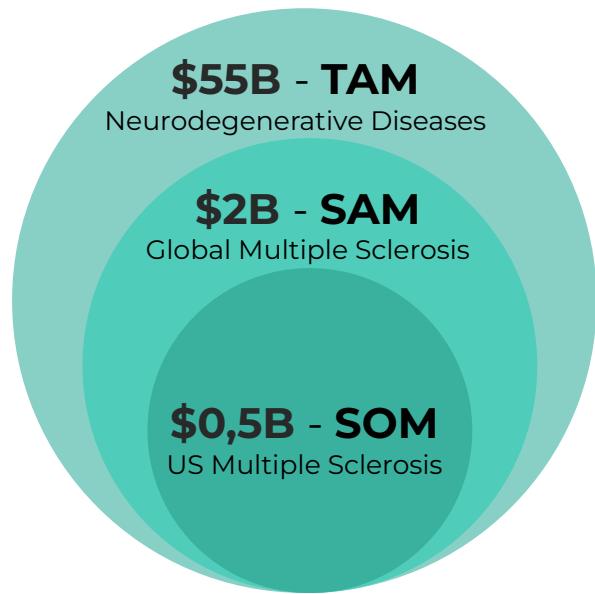


With eSteps, she is
dancing again!



Market

Initial Market



Secondary Market



Competitors



	e	floodlight	feetme	Portables HealthCare Technologies	eSteps WITH YOU IN EVERY STEP
Patient autonomy	✓	✗	✗	✗	✓
Battery self-recharging	✗	✗	✗	✗	✓
Passive Monitoring	✓	✓	✗	✗	✓
Decentralized Data Ownership	✗	✗	✗	✗	✓



Business Model

\$ 55 per month

* Every year a new device delivered.

Subscription Model

Phase 1: B2C

Customer & User: Patients

Provider: Clinics & Pharmacies

Phase 2: B2B2C

Customer: Insurance

Provider: Clinics & Pharmacies

User: Patients



Traction

Market

3 Partnerships with
Biggest Patient Associations (US,



2000 Patients on
Waiting List



CAC: \$7
B2C sales

Tech

CoDesign pilot with
Roche (Top pharma
company)



Technology validated
with scientific
publication



Science

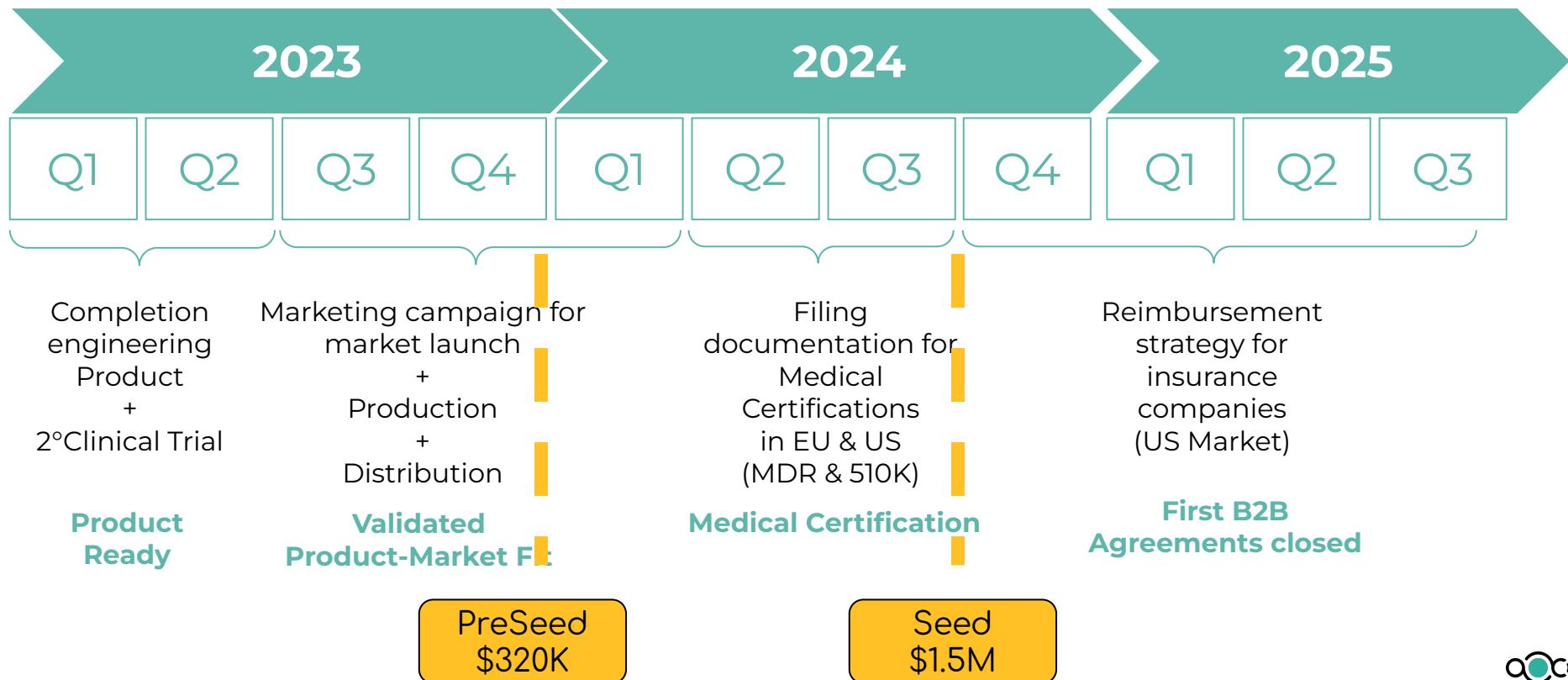
Positive Feedback from
FDA



2 Clinical Trials with
important Key Opinion
Leaders



Roadmap



Executive Team



Nidhal Louhichi, MBA

CEO

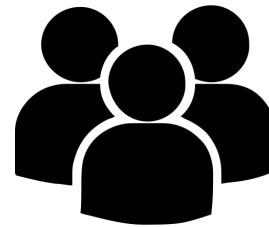
7y Medical Device
Social Leader from Clinton
Foundation



Riad Abidii

CTO

15y IoT Global Software
Architect



+11 Members

From US, Italy
and Tunisia



Advisors



Letizia Leocani
Medical Advisor
30y MS Expert Doctor
San Raffaele Hospital



Gloria Dalla Costa
Medical Advisor
15y MS Expert Doctor
San Raffaele Hospital



Luis Barros
Business Advisor
CEO LB Ventures
MIT Sloan



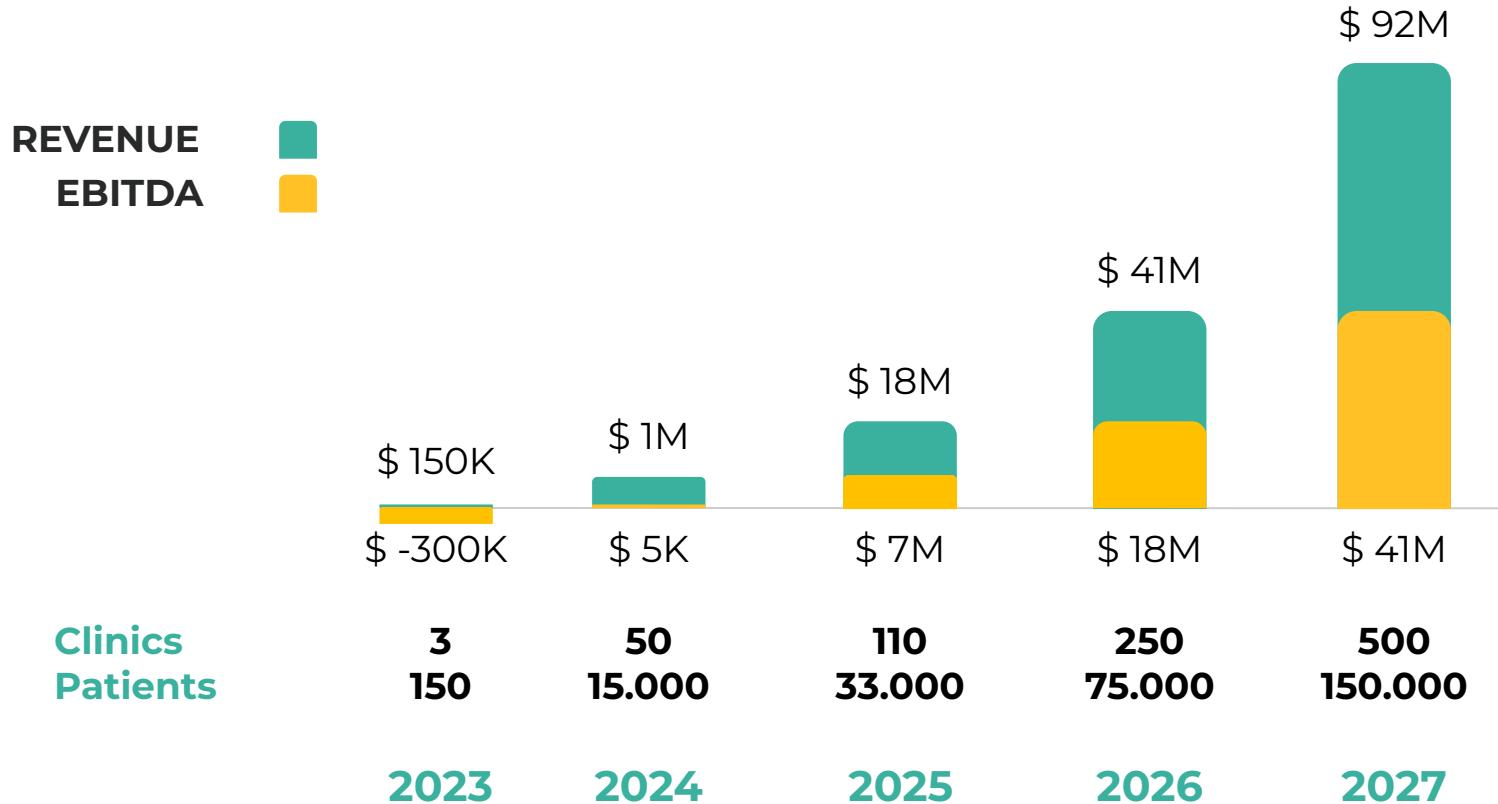
Federico Salvitti
Sales Advisor
Top 100 Chief Marketing
Officer



Andrea Ridi
Business Advisor
Digital health
Serial Entrepreneur

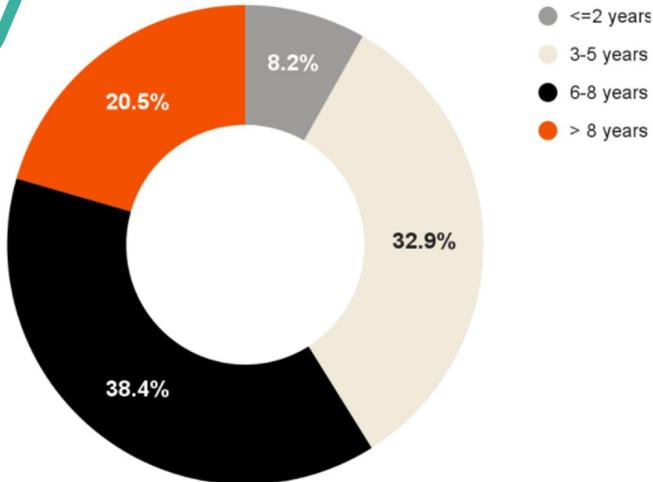


Financials



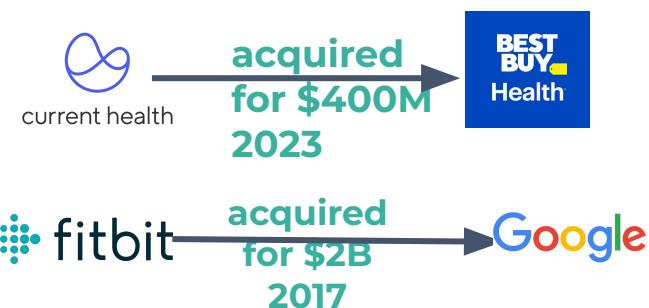
Exit Strategy

Age of Digital Health Startups at Exit, 2010-2021



Pharma
Company
(interesting
community)

Medtech
Company
(interest in
technology)



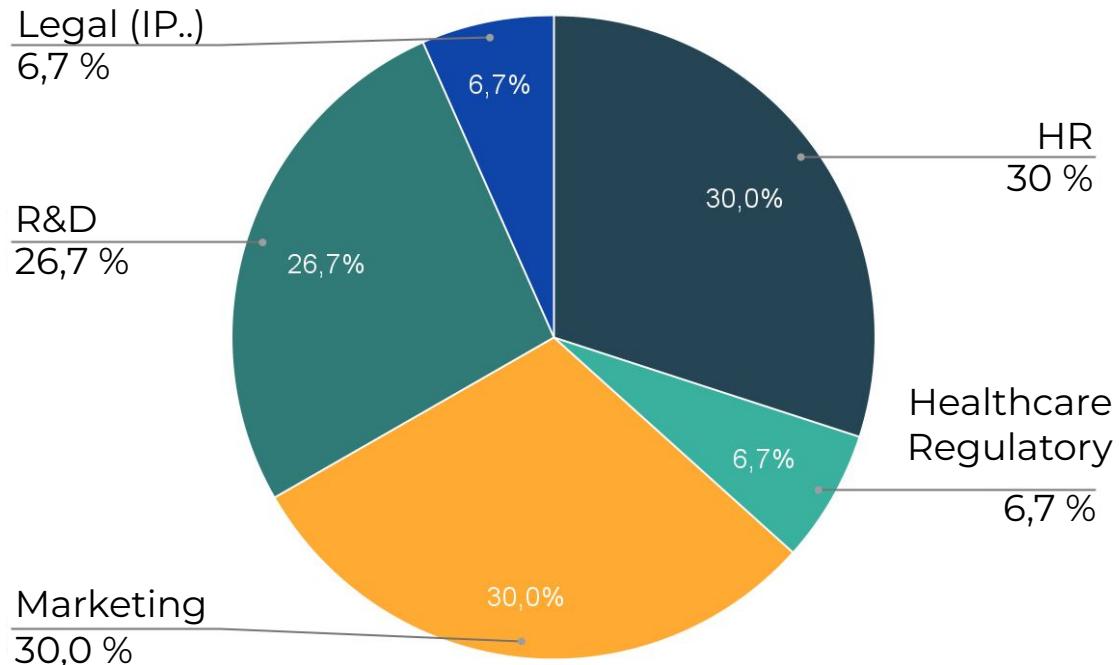
Data from SpeedInvest Report 2021



We are looking for

\$ 1.5M

25% committed (EXOR Ventures + 216 Capital Ventures)



Partners

Academics & Clinicians



HARVARD
MEDICAL SCHOOL

 Fondazione
Don Carlo Gnocchi
Onlus

 I.R.C.C.S. Ospedale
San Raffaele



Patient Associations



**Best Medical
Device for Patients
with Multiple
Sclerosis**



Prize



Distributors



(negotiating)





WITH YOU IN EVERY STEP

Join Us and be part of the Change !

