# AVERTIS

Al-Powered Breast Screening: Faster, Smarter, Better

### AVERTIS

Why do we need *ARTIFICIAL INTELLIGENCE* to *REVOLUTIONIZE* the screening process?

# Breast cancer is the most prevalent cancer diagnosed among females worldwide

2.3 MILLION

New breast cases

685,000

Breast cancer deaths



# Screening procedures are implemented to diagnose the disease in its early stages



Women 50-69 years old: mammography every 2 years





Increasing number of eligible women



Decreasing number of clinicians

### Diagnostic tests can take up to 2 years

## Traditional screening limitations



Error-prone procedures

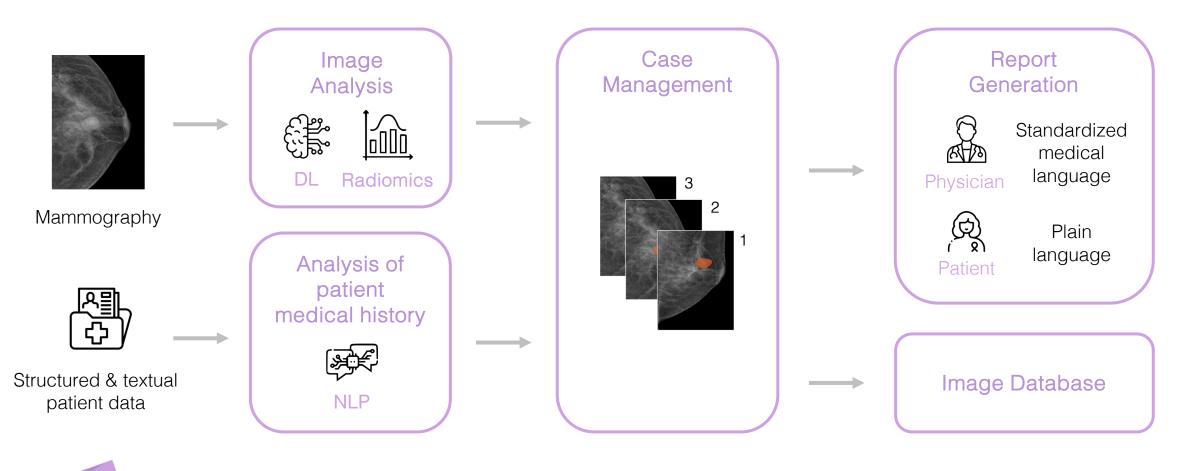


Variability among operators



Lack of personalization

### **AVERTIS Innovative Solution**







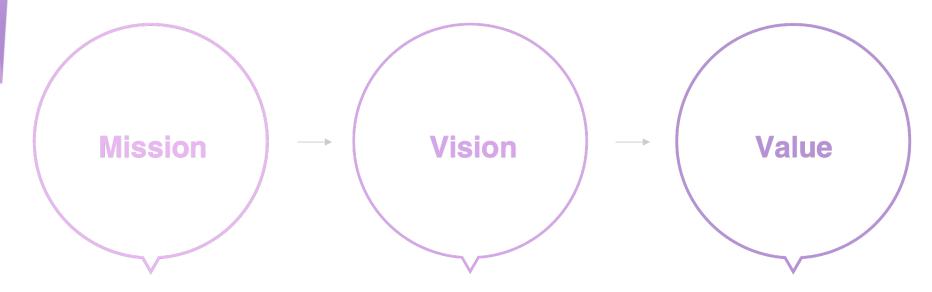
# 59% of Italian medical specialists

believe AI tools can help them facilitate and improve their professional activities

# 5-10% of healthcare spending

could be saved through widespread AI adoption in the next five years





"Revolutionize breast cancer diagnosis through Artificial Intelligence"

We aim to harness AI for women's health, making diagnoses more accurate and timely, contributing to greater effectiveness in the fight against breast cancer.

"A world where every woman has access to highly accurate and timely breast cancer diagnoses, contributing to greater survival and well-being"

We aspire to create a future where breast cancer is detected early, treated successfully, and ultimately defeated.

- Accuracy
- Timeliness
- Customization
- Effective Communication
- Empowered Research



### External Analysis (1/2)













#### **POLITICAL**

- Medical data privacy regulations - Government funding for breast
- cancer research - Health
  - regulations - Insurance
- coverage policies - Regional political stability
- Startup and innovation laws

#### **ECONOMIC**

- Global Economy
  - Spending in Healthcare
  - Public vs. Private Relationship
- Access to Credit and Financing
- Exchange Rates
- Taxes and Fiscal Regulations
  - Inflation

#### **SOCIAL**

- Awareness and Education
- Acceptance of **Technologies**
- Demographics and Geographic Distribution
- Cultural and Social Aspects
- Access to Health Care
- Privacy and Data Security

#### **TECHNOLOGIC**

- Development of Diagnostic **Technologies**
- Accessibility of Technologies
- Systems Interoperability
- Data Security
- Technology Life Cycle
- Training and Education

#### **ENVIRONMENTAL**

- Environmental Sustainability
- Environmental Regulations
- Management of **Natural Resources**
- Environmental Impact of **Transportation**
- Eco-friendly **Technologies**

#### **LEGAL**

- Patient Privacy Regulations
- Medical Device Safety Regulations
  - Intellectual **Property Law**
  - Contracting

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## External Analysis (2/2)

- · High entry hurdles;
- Ongoing innovation and solid branding vital for defense.

Internal

**Rivalry** 

- · Competition minimal in Italy;
- Urgency for market capture with top-tier solutions;
- · Strategic alliances crucial.

- Conventional methods lead substitutes
- Vigilance and continual R&D necessary to outpace tech advancements and alternatives.

Threats of New Entrants

Porter's 5 Forces

Threats of Substitutes

Bargaining
Power of
Suppliers

**Bargaining** 

**Power of** 

**Buyers** 

- · Buyers influential via tenders;
- In-house Al development;
- Avertis counters with superior, tailored solutions and controls data monetization.

- · Suppliers' influence limited;
- Avertis largely self-reliant but requires some external resources.





## Global Target Market

Al in Medical Imaging Market

CAGR 2023-2030

33.1%



### **AVERTIS Business Model**





Sale of Al-powered breast screening platform



Monetize our anonymized image database

#### CUSTOMERS



Public and private hospitals



Research institutes

### DEPLOYMENT OPTIONS



On-premises



Cloud-based

### SCALE UP POTENTIAL



Applicability across diverse body screenings



International market expansion



## **AVERTIS Customer Journey Map**

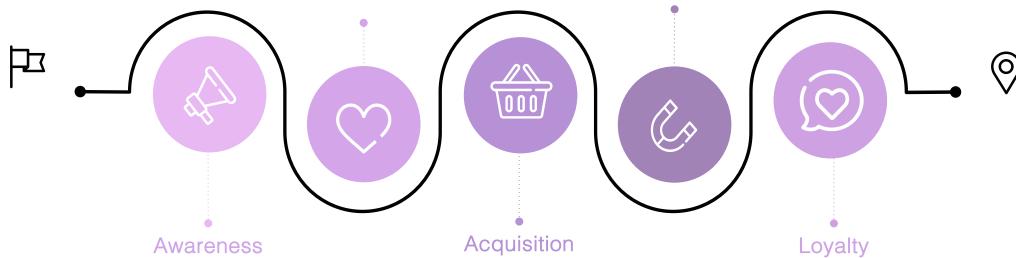
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#### Consideration

- Evaluation of Avertis vs. other solutions.
- Detailed understanding through resources and events.

#### Service

- Utilize a wide range of services.
- Enhance medical and research practices.



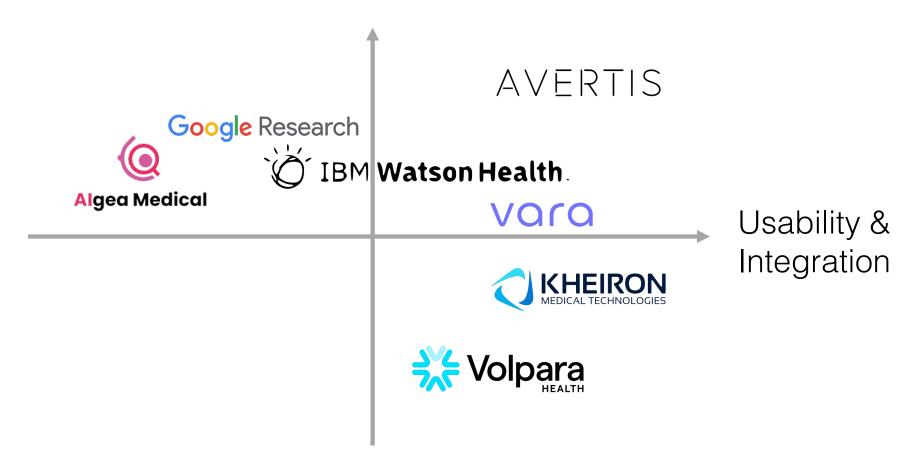
- Introduction of Avertis through campaigns and recommendations.
- Emphasizes advantages over traditional screening.

- Decision to adopt Avertis.
- Choose on-premises or cloud deployment.

- Building trust and recommendation.
  - Potential for future expansion.

## Competitive Scenario

Patient data utilization



## AVERTIS competitive advantage



Support to the physicians throughout the screening process



Comprehensive patient data analysis for personalized assessment



Seamless
integration with
existing healthcare
system data
infrastructure



**Database** for empowered breast cancer research

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### **AVERTIS Team**



Valentina Lidoni CEO

MSc Student Biomedical Eng. Healthcare & Innovation Analyst



Pablo Giaccaglia *CTO* 

MSc Student Computer Science Eng.



Leonardo Breda *coo* 

MSc Student Mathematical Eng.









Marco D. Santambrogio

Scientific Advisor

Associate Professor



Eleonora D'Arnese

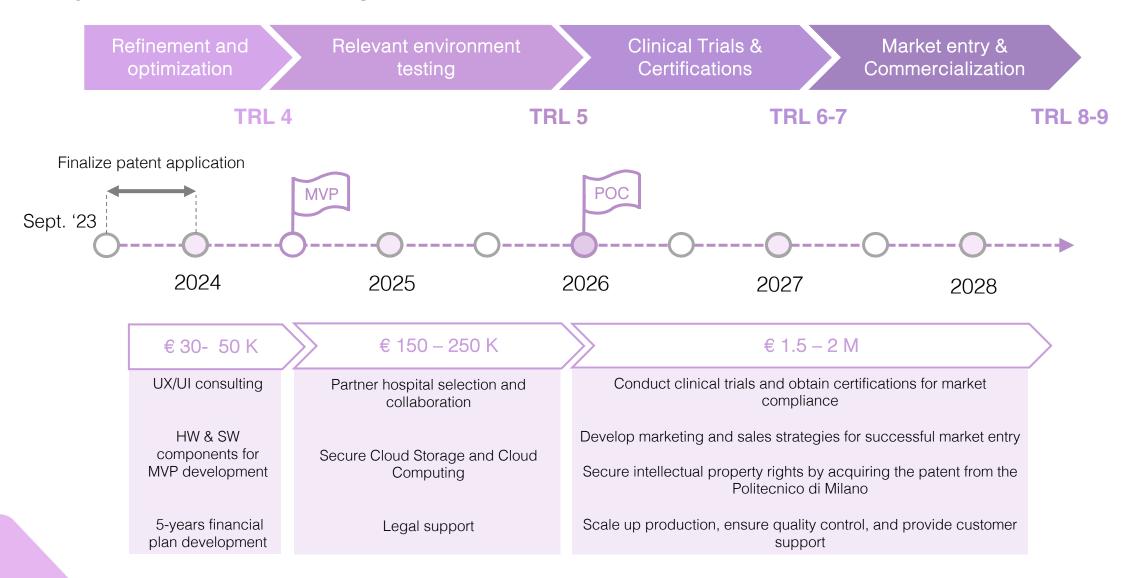
Scientific Advisor

Postdoctoral Researcher



## Project Roadmap





Join us in revolutionizing breast cancer screening!

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