



BiteFinder



Snap it. Describe it. Know what bit you.



BiteFinder: Snap it. Describe it. Know what bit you.

AI-powered bug bite identification and next-step guidance.



BiteFinder □ □ X



I was outside last night near a pond and woke up with a small, raised bump on my arm. It's itchy but not very painful.

This bite is most consistent with a **mosquito bite**.

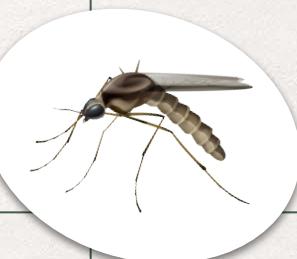
Over-the-counter **antihistamine creams** and **calamine lotion** can help reduce discomfort. If swelling spreads, or you experience fever or body aches, **consult a healthcare provider**.

Would you like to learn more?



The Problem: People don't know if a bite is harmless or serious.

- **Parents:** Unsure if a child's bite needs treatment or a doctor visit.
- **Travelers:** Encounter unfamiliar insects and can't tell what's dangerous.
- **Hikers & Campers:** Prone to bites while outdoors, with little immediate access to medical guidance.



The Solution: BiteFinder - Smart, Safe Bug Bite Identification



User uploads
photo + text

hiking in
California

red ring,
not itchy

Model predicts
insect and provides
evidence-based
guidance.

This looks like a **tick** bite.

You should contact a clinician
for evaluation. Monitor for
rash or flu-like symptoms.



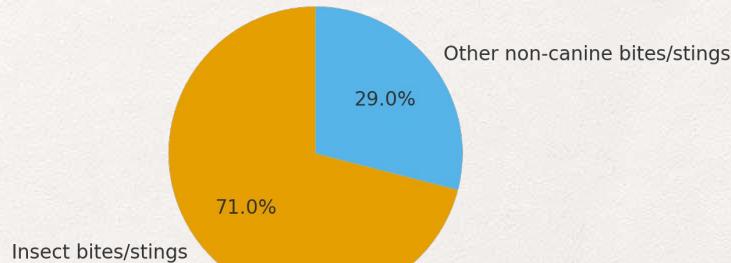
Why We're Different

- **Image and Text Input:** Existing classifiers rely only on photos
- **RAG-Powered Medical Advice:** Information drawn from vetted medical sources with citations
- **Safety First:** Checks image quality, abstains when uncertain



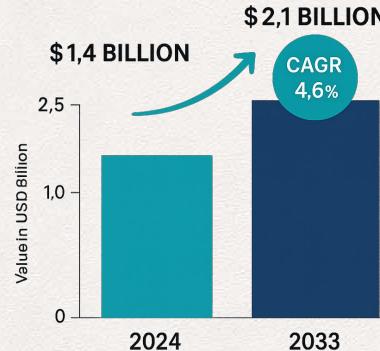
Market & Business Model

Non-Canine Bite and Sting Injuries (2011-2015)



Estimated annual ED visits: 1.17 million
Estimated total lifetime medical & work cost:
\$5.76 billion per year

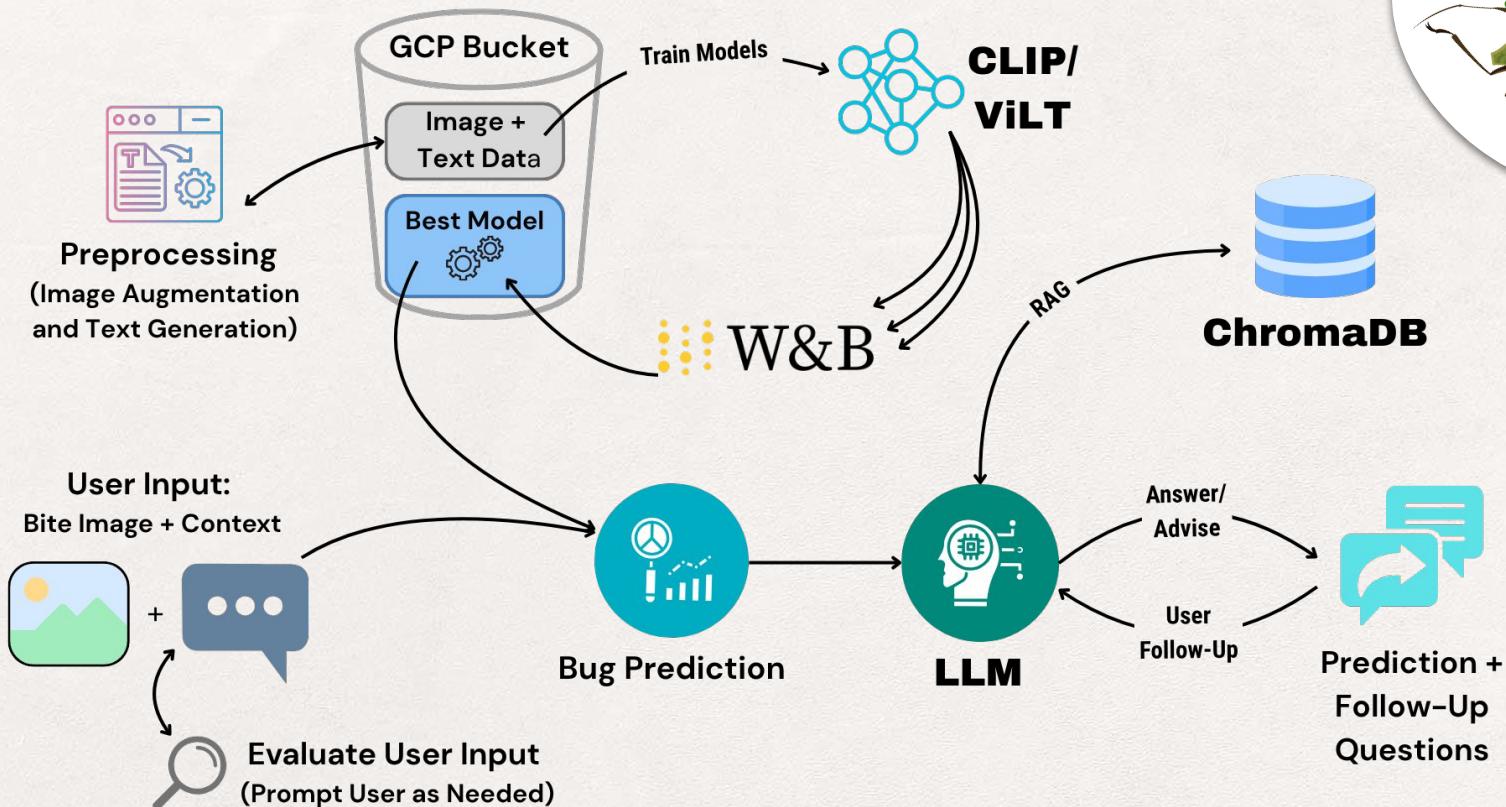
GLOBAL BUG BITE RELIEF PRODUCTS MARKET



Recommendation:
repellents & treatments
With **referral fee** to pharma

Aggregate de-identified data:
Sell insight to retail or pharma

BiteFinder System Architecture





Next Steps



Broaden Clinical Intelligence

Expand knowledge base with diverse medical sources + OTC skin products



Scalable Cloud Pipeline

Deploy models serverlessly, supported by CI/CD pipeline



Accessible Offline

Stuck in the middle of the woods? No problem!





Questions?

