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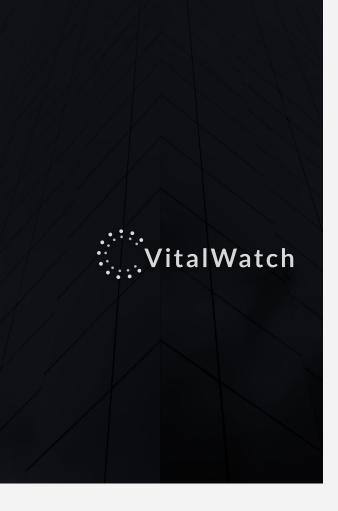
Business & Marketing Plan Operating Plan

Risks & Future Plan Seize the moment.

Freedom for you.

Peace of mind for your loved ones.

Company & Product Overview



Smartwatch for Epilepsy

We plan on creating a groundbreaking technology that is wearable, user-friendly and caring. It can be used to detect seizures for patients suffering from Epilepsy, and the watch can immediately notify the caregiver, saving lives one at a time..

Our Team

Vasvi D.

CEO

Darpan D.

CFO

Shaunak K.

CTO

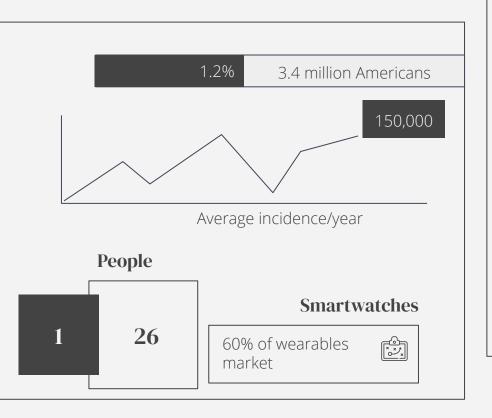
Dyuti D.

Marketing & PR

Andrew B.

Legal and HR

Facts



- Epilepsy can be detected using a smartwatch.
- By monitoring the movement and electrical pulses in the skin.
- Thus, this would be an easy wearable aimed at detecting seizures and over time predict seizures.
- Even the traditional companies like Apple and Fitbit are entering the health space.

Problem

Seizures caused due to epilepsy, can hinder a person's day-to-day life. Children facing this issue from a very young age are restricted from certain activities because parents are worried.

Solution

A smart technology, which will not only detect seizures but over a period of time predict them, based on the user's lifestyle and activity levels. It will also notify the caregiver about the same along-with the user's location. So immediate medical assistance can be provided.

The Product

- Battery Life = 2 days
- Fast charging, and runs on Android WearOS
- Internal mini battery backup (automatically activates if the device is about to run out of battery in an emergency)
- Style factor Interchangeable band and it looks great like a usual smartwatch



- Can manage emergency contact (caregiver) and 911 automatically notified in-case of an emergency
- Alerts with Location
- 4G LTE Support
- Heath Tracking Monitors user's vitals to make more accurate predictions

FDA Approval

- Since, it is a medical device we will need to get a FDA approval
- The overall process might take about 6-12 months - clinical studies and Institutional Review Board Approval
- A doctor's prescription is required





Doctor's information

- National Provider Identifier (NPI)
- Doctor's full name
- Address and phone number

Patient information

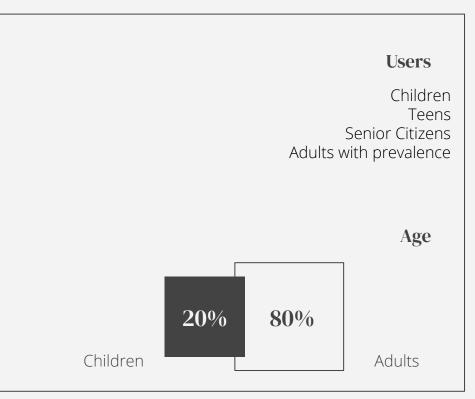
- Patient's full name
- Patient's date of birth

Validation

- Doctor's signature
- Date of issue



Target



Customers

Parents

Grandparents

Family

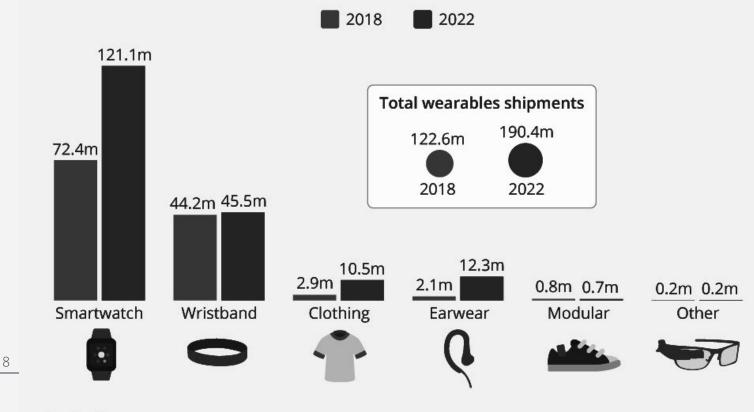
Neurologists

Hospitals

Market Trends

The Global Wearables Market Is All About the Wrist

Estimated worldwide wearable device shipments (in million units)



Source: IDC, 2018





Competitors

Apple

World's largest manufacturer and seller of smartwatches. Apple Watch is getting into health sector. Fall detection ability. Advantage of large ecosystem.

Fitbit

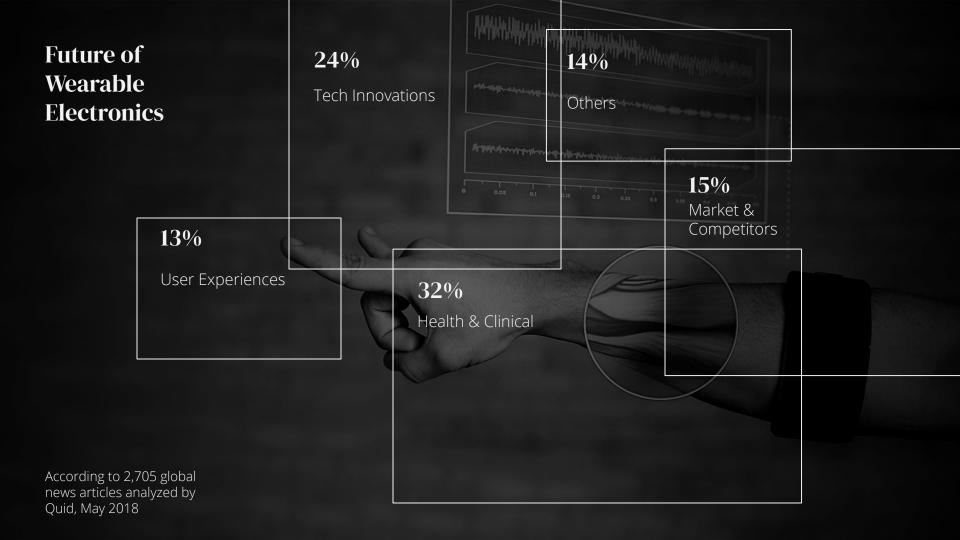
Fitbit makes activity trackers. Third largest wearable company. Started trend of wearable devices.

Embrace

Small company with FDA-cleared wrist-worn wearable in the field of epilepsy.

Xiaomi

Xiaomi makes cheap wearable devices. They limit hardware profit to 5% max. Threat due to cheap product prices.



SWOT Analysis

Strengths

Reasonably priced Stylish Extended purpose High quality FDA approved Life saver gadget Data insights

Weaknesses

Entry barriers
Brand image
Contractual manufacturing
Medical expertise

Opportunities

Expanding global market Government partnerships Word of mouth More disorders

Threats

Regulators
Privacy concerns
Competition
Lawsuits



Pricing

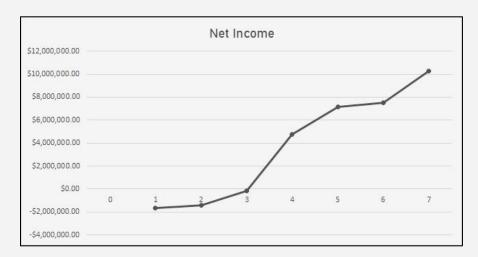
- VitalWatch will be priced at \$350.
- Initial cost per unit is expected to be \$200.



Predicted Growth

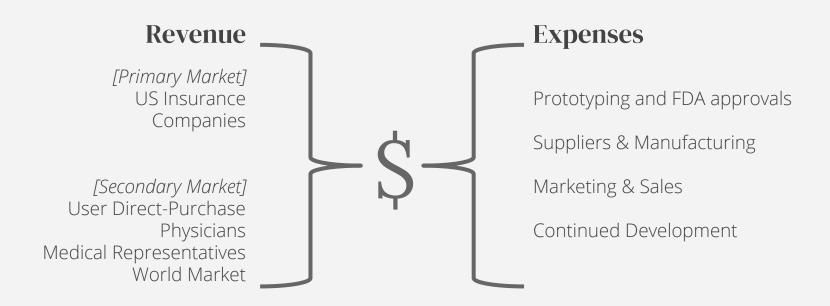
• Break-even in year 4.





• Sales revenue of \$72mn + in 7 years.

Cash Flows



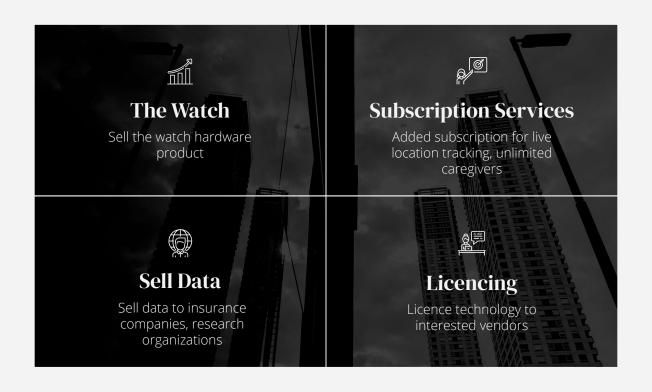
What are we asking for?

Year	1	2	3	4	5	6	7
Variable Costs (\$)	\$7,980,000.00	\$7,698,300.00	\$11,136,445.00	\$10,734,251.0 0	\$13,798,201.00	\$13,295,478.00	\$15,990,085.00
Development & setup costs (\$)	\$1,500,000.00	\$250,000.00	\$250,000.00	\$250,500.00	\$250,050.00	\$250,000.00.	\$250,000.00
Business Development costs (\$)	\$500,000.00	\$250,000.00	\$250,000.00	\$250,500.00	\$1,000,000.00	\$500,000.00.	\$250,000.00

\$10,000,000



Business Model





Build Brand Image

Build brand image by publishing research papers and publishing articles in media. Get endorsements from doctors.

Bring Awareness

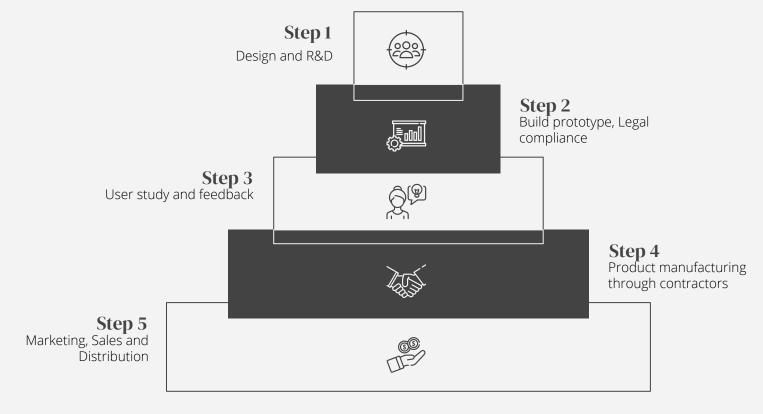
Organize Epilepsy awareness seminars. Attend trade shows such as CES. Sponsor medical research.

Social Media / Online

Advertise through social media platforms. Do targeted online advertising. Keep social media accounts up-to-date and responsive.



Operations



Always

Customer Service

Timeline

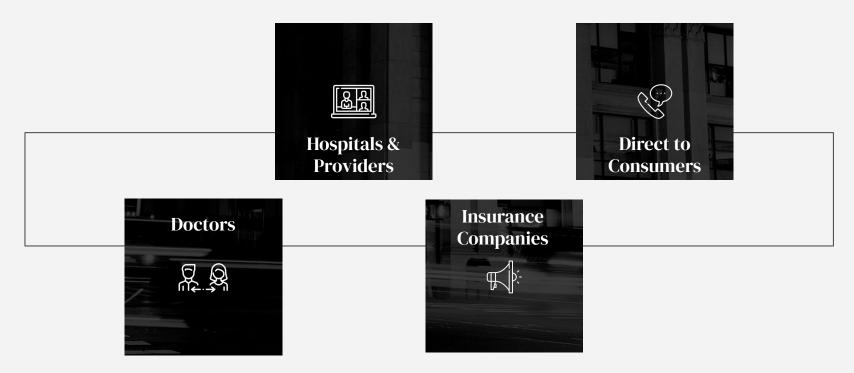


Finalize investment and financing terms

Hire a team of experts to build prototype. Start legal compliance & regulatory approvals. Start limited production and user studies. Improvise product based on user feedback. With FDA approval, start full blown production with US wide rollout.

Get 10k monthly active users, expand into overseas market and other health sectors.

Sales and Distribution



Risks & **Future Plan**

Risks & Mitigations

Risks	Mitigations		
Privacy issues	Addressed in next slide		
Legal issues	Team of legal experts Comprehensive policies		
Stagnation	Iterative and continuous product development cycle		
Slow initial growth	Early bird discounts Government and hospital partnerships		
Reputation risk	Higher social media presence Customer service Endorsements		

Ethics - Data Privacy

- We collect a lot of sensitive personal data.
- Data can include:
 - GPS location
 - Sleeping habits
 - Health data

Should we monetize or not?

Ethics - Data Privacy

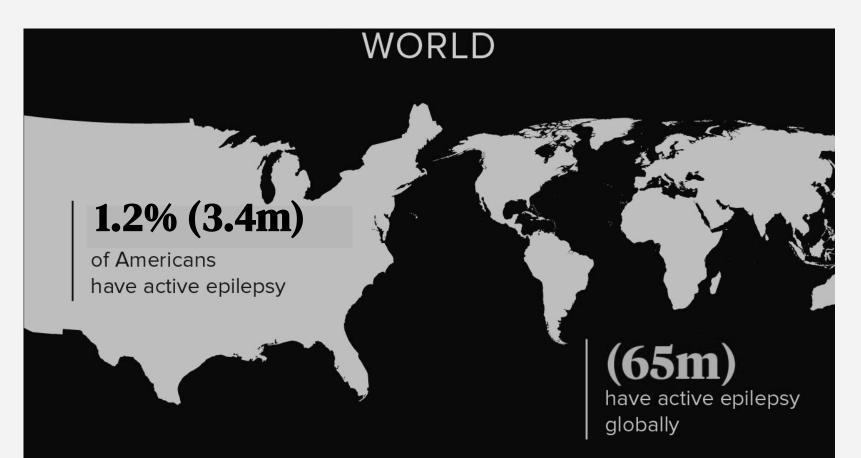
Should we monetize?

- + Monetization substantial revenue source
- + Ability to grow rapidly
- + Better training data
- Huge responsibility
- Public scrutiny
- Lost trust

Our approach

- ✓ Opt out by default
- ✓ Encryption
- ✓ Anonymize data
- ✓ Thoroughly verify agencies who will use our data
- ✓ Incentivize user by reducing subscription price
- ✓ Give a nuclear option to delete all stored data, stop all tracking

Future Plans



Future Plans

