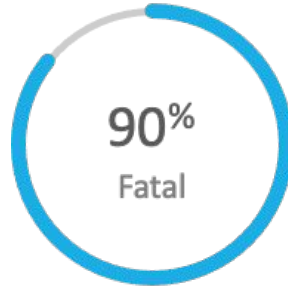**24 7 HEALert**

HEALert

When Everyone Is Alert,
Your Heart Is Healed.

The Problem

More than **356,000** out-of-hospital cardiac arrests annually in the U.S = **1,000** people each day

90% Fatal

49.6% Not Witnessed

37.7% Witnessed By Layperson

How to raise cardiac arrest survival rate?

The Solution: software integration on Apple Watch

24 7 HE A Lert

THE STATUS QUO

Misses occasional irregular heart beats

Apple Watch monitors pulse

THE INNOVATION

Continuously monitors the user's pulse

Heart Rate 10:09

Current
❤ 63BPM
58 BPM, 3m ago

Resting Rate
56BPM
Today

Walking Average

When the watch determines that a sudden cardiac arrest was experienced...

Picks up on

irregular beating rhythm, rapid fluttering, skipped beat, or no pulse at all,

Notifies nearby CPR professionals

Interventions performed immediately before first responders arrive!

vital signs to accurately detect sudden cardiac arrest

Underlying Magic

Continuous Monitoring

Immediately notifying those who can help

Crowdsourcing from a network of CPR professionals

*Saving cardiac arrest patients is not based on luck anymore!*

Competitor Analysis

	HEALert	PulsePoint	Twiage EMS	Apple Watch Heart Rate
Detect Cardiac Arrest	✔	✘	✘	✔
Notify Helpers	✔	✔	✔	✘
Send GPS Location	✔	✔	✔	✘
Large Network	✔	✔	✘	✔
Cardiac Arrest Specific	✔	✘	✘	✘
User Friendly Design	✔	✘	✘	✔

Persona #1 - Elder at Risk, Jack Smith

Background and Demographics

- A retired worker, lives alone in LA
- High blood pressure, personal history of smoking, family history of heart disease
- Has Medicare insurance for retirees

Daily Routine and Challenges
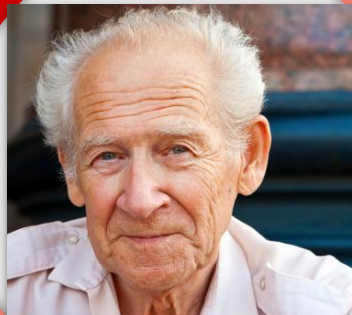
Biggest Fears and Frustrations

- Anxious about being at high risk of severe health problems like cardiac arrest
- Feels lonely, no one nearby to reach out
- Knows little about health technology
- Doesn't want to be a burden for family
- Worried about dog if emergency happens

Goals and Expectations

- Wants a readily operated technology to get a sense of current health condition
- Builds more connection with world, so others can help when bad things happen
- Notifies daughter and grandchildren far away for any emergency situations

Persona #2 - CPR Professionals, Anna Carter

24 7 HEALert

Background and Demographics

- A designer, lives with family in Boston
- Just finished a CPR training workshop from local hospital with sufficient skills and needs more experience
- Owns car, relatively flexible work time

Daily Routine and Challenges

Biggest Fears and Frustrations

- Wants to help but worried about taking the consequences for not saving patients
- Feels bad if knows one is suffering but has no chance or enough time to help
- Concerned about health of some elder family members, wants to stay connected
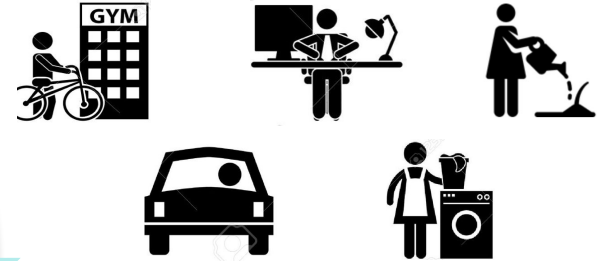
Goals and Expectations

- Wants a fully designed device to accurately detect cardiac arrest with less false alarms
- Wants to join and help only during free time as a volunteer instead of a new formal job
- Doesn't want credit for helping anyone, but also doesn't want to be punished for not successfully saving a life

How Our App Works (Demo)
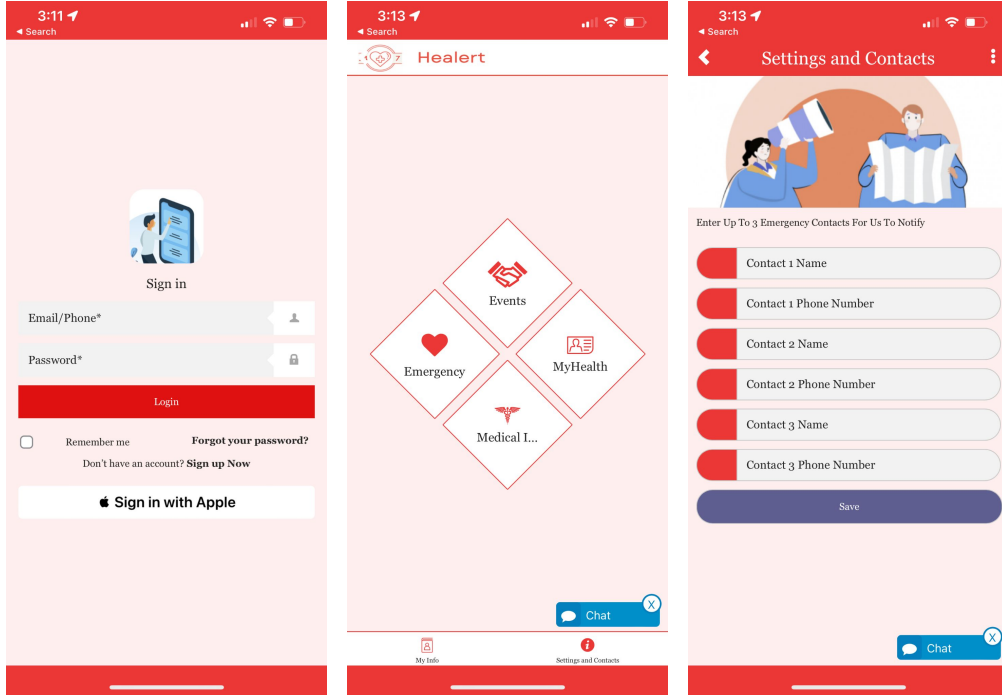
MVP (Q4 2021)
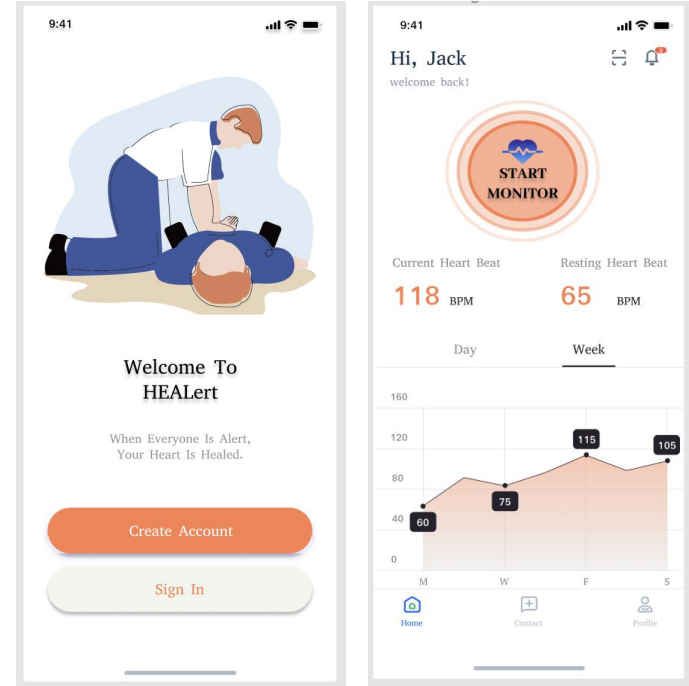
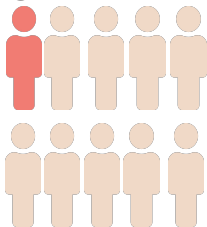**Future UI/UX**

Business Model

Insurance Company

We charge an *Annual Package* based on number of people in the pool

$1 / Person   →   9% penetration (5yrs)   →   **4.5 Million Revenue**
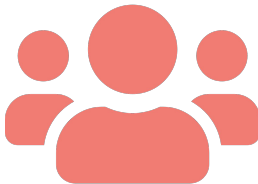
Individual User

We charge *Monthly Subscription Fees* per user

$1/ Month   →   *80K Registered* (5 yrs)   →   **80k Revenue**
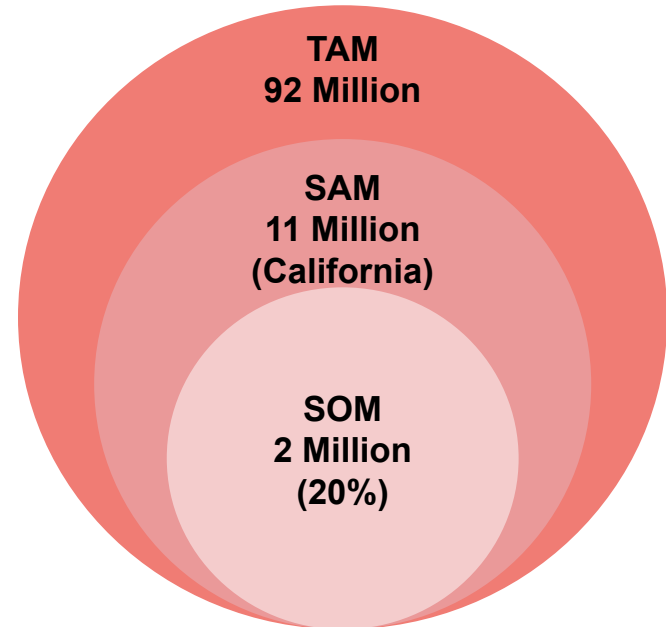
Total Market Value

Insurance Company

TAM
8.7 Billion

SAM
1.0 Billion
(California)

SOM
207 Million
(20%)

Individual User

TAM
92 Million

SAM
11 Million
(California)

SOM
2 Million
(20%)
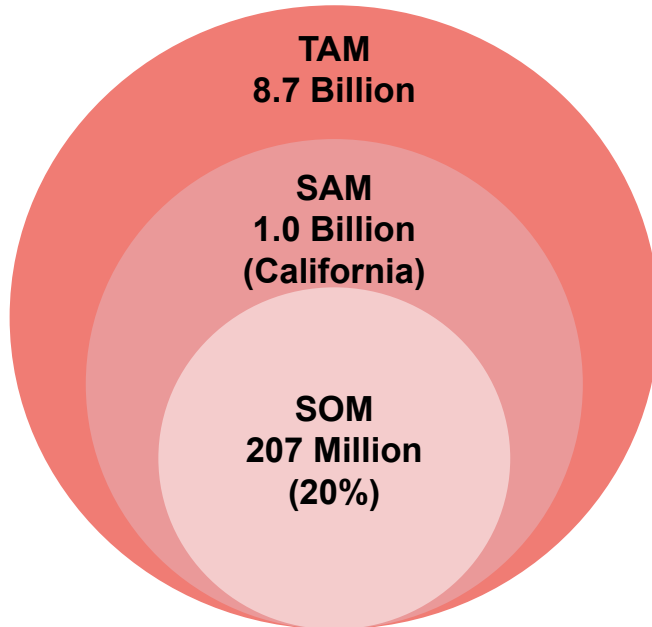
Financial Projections

Base Case

$Million(USD)	2022	2023	2024	2025	2026
Revenue	$ 1.36	$ 1.49	$ 1.64	$ 2.68	$ 2.94
COGS	$ 0.03	$ 0.03	$ 0.03	$ 0.05	$ 0.06
Gross Profit (Loss)	**$ 1.33**	**$ 1.46**	**$ 1.61**	**$ 2.62**	**$ 2.88**
Operating Expenses	$ 0.15	$ 0.17	$ 0.18	$ 0.30	$ 0.33
Net Income	**$ 1.18**	**$ 1.29**	**$ 1.42**	**$ 2.32**	**$ 2.56**

Optimistic Sensitivity Case

$Million(USD)	2022	2023	2024	2025	2026
Gross Revenue	$ 1.36	$ 1.56	$ 2.66	$ 3.06	$ 4.66
COGS	$ 0.03	$ 0.03	$ 0.05	$ 0.06	$ 0.09
Gross Profit (Loss)	**$ 1.33**	**$ 1.53**	**$ 2.61**	**$ 3.00**	**$ 4.57**
Operating Expenses	$ 0.15	$ 0.17	$ 0.30	$ 0.34	$ 0.52
Net Income	**$ 1.18**	**$ 1.35**	**$ 2.31**	**$ 2.65**	**$ 4.05**

Pessimistic Sensitivity Case

$Million(USD)	2022	2023	2024	2025	2026
Gross Revenue	$ 1.36	$ 1.42	$ 1.49	$ 1.57	$ 1.65
COGS	$ 0.03	$ 0.03	$ 0.03	$ 0.03	$ 0.03
Gross Profit (Loss)	**$ 1.33**	**$ 1.40**	**$ 1.46**	**$ 1.54**	**$ 1.62**
Operating Expenses	$ 0.15	$ 0.16	$ 0.17	$ 0.18	$ 0.18
Net Income	**$ 1.18**	**$ 1.24**	**$ 1.30**	**$ 1.36**	**$ 1.43**

Base CAGR: 21%

Go-to Market Plan

HEALert 24 7

- A $500 monthly fee
- Marketing at physicians' offices and through insurances.

Awareness — **Network Expansion** — **100%**

- An estimated 48% of aware users will consider subscribing.
- Target market is cardiovascular disease sufferers.

Consideration — **Marketing** — **48%**

- An estimated 25% of users aware of the app are expected to download and use it.

Conversion — **User Interaction** — **25%**

- A large portion of users are anticipated to enjoy the app given its unique features and its utility.

Relation-ships — **Feature Optimi-zation** — **20%**

- 15-20% of users are anticipated to be continuous users.
- Continuing insurance affiliates and patient customers.

Reten-tion — **15%**

Current State

Dec 2021

01 Front-end Interface

02 Business Model

03 Go-to Market Plan

Welcome To HEALert

When Everyone Is Alert,
Your Heart Is Healed.

Create Account

Sign In

B2C B2B

AAA Insurance

Allstate
You're in good hands.

Liberty Mutual.

Nationwide Insurance

PROGRESSIVE

MetLife

esurance

FARMERS INSURANCE GROUP
FARMERS

21st Century insurance

StateFarm

MERCURY INSURANCE GROUP

USAA
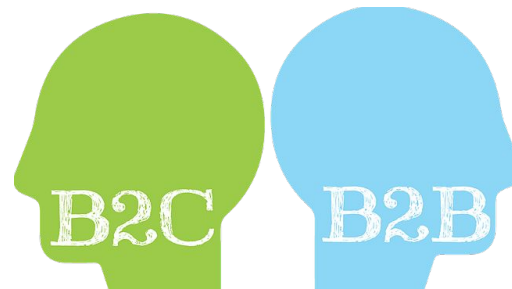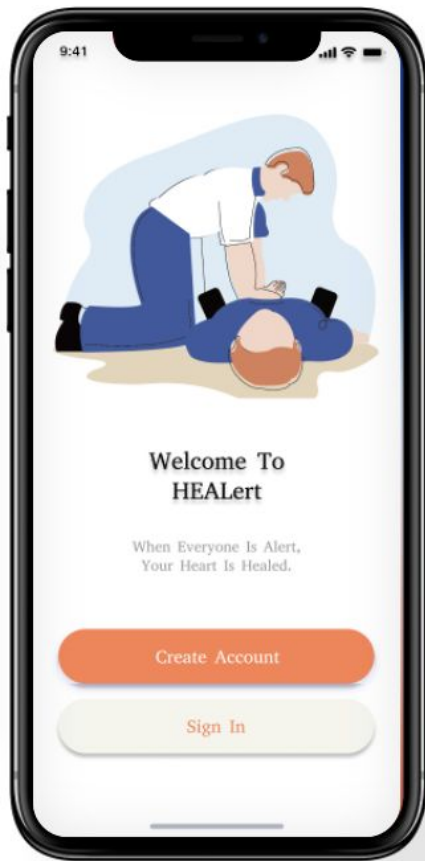
Roadmap

Full Product
Have all the features developed and tested

Customer Acquisition
Launch full product, advertise to target people with heart diseases or health concerns

Features Update
Update with Apple Watch to improve accuracy, work on advanced features

9 mo
Q3 2022

24 mo
Q4 2023

6 mo
Q2 2022

12 mo
Q4 2022

36 mo
Q4 2024

Volunteer Acquisition
Promote the product in CPR training centers, first launch the volunteers features

Partner Expansion
Attract more collaborations with insurance companies and medical organizations

HEALert

THANK
YOU

Appendix

References

https://www.sca-aware.org/about-sudden-cardiac-arrest/latest-statistics#:~:text=There%20are%20more%20than%20356%2C000,nearly%201%2C000%20people%20each%20day.

https://www.sciencedaily.com/releases/2019/01/190131084238.htm

Registration Page

For Normal Users:

- Create user profile:
  - Request account registration (phone number, verification code, username, e-mail)
  - **Allow location** and enter address
  - Collect **basic user info and health data**: name, age, race, gender, citizenship, weight, height, past/current medical condition, surgical history, family medical history, social history (drinking, smoking, drugs), allergies, current medication, insurance coverage
  - Add **emergency contact**
  - Connect with **Apple Watch**

For CPR Professional Users:

- Create user profile:
  - Request account registration (phone number, verification code, username, e-mail)
  - **Allow location** and enter address
  - **Allow notification**
  - Collect **basic user info**: name, age, race, gender, citizenship, occupation, car owner
  - Upload **CPR card** for verification purposes

Product Features

For Normal Users:

- Display **usual heartbeat** on the main screen

- Users click the **start** button to begin monitoring

- Users click the **end** button to end monitoring

- Allows to add more emergency contact

- **Any irregular heartbeat or pulse** will be flagged

For CPR Professional Users:

- Display CPR steps instruction, science articles, and medications on the main screen

- Users click **start** button to begin receiving alarms

- Users click **end** button to end receiving alarms

- Display **map** with current GPS location and any nearby HEALert users

- Display nearby **hospitals** and contact numbers

Emergency Alert Page

For Normal Users:

- Pop-up warning for ongoing cardiac arrest

- **15 seconds countdown**

  1. User taps to cancel alarm, return to main screen

  2. No user response in 15 seconds, send messages to **emergency contacts** and send notifications to **nearby CPR volunteers**

- Timer begins to keep track of incident start time

For CPR Professional Users:

- Pop-up warning for ongoing cardiac arrest

- Receive **emergency location**, select to respond or not
  1. If respond, send patient **photo and name**, start a **5 minutes countdown** to ask if reach location within 5 minutes

     1. If yes, perform CPR and press **end** button when 911 arrives

     2. If no, return to the main screen

  1. If decline, return to main screen