



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



How to raise cardiac arrest survival rate?



The Solution: software integration on Apple Watch



THE STATUS QUO

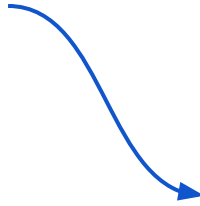
Apple Watch monitors pulse



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

↓
Notifies nearby CPR professionals

↓
Interventions performed immediately before first responders arrive!



THE INNOVATION

Continuously monitors the user's pulse



Picks up on

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

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!***

Competitive Analysis



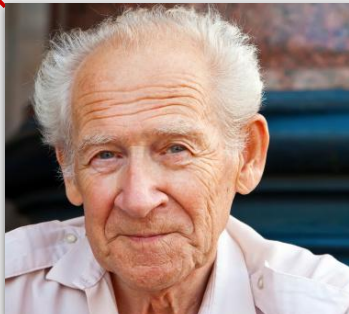
	HEALert	PulsePoint	Twiage EMS	Apple Watch Heart Rate
Detect Cardiac Arrest	✓	✗	✗	✓
Notify Helpers	✓	✓	✓	✗
Send GPS Location	✓	✓	✓	✗
Large Network	✓	✓	✗	✓
Cardiac Arrest Specific	✓	✗	✗	✗
User Friendly Design	✓	✗	✗	✓

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



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

Daily Routine and Challenges



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



Background and Demographics

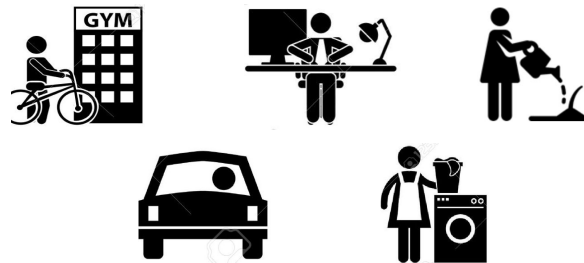
- A designer, lives with family in Boston
- Just finished a **CPR training workshop** from local hospital with sufficient skills and needs more experience
- Owns car, relatively **flexible** work time



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

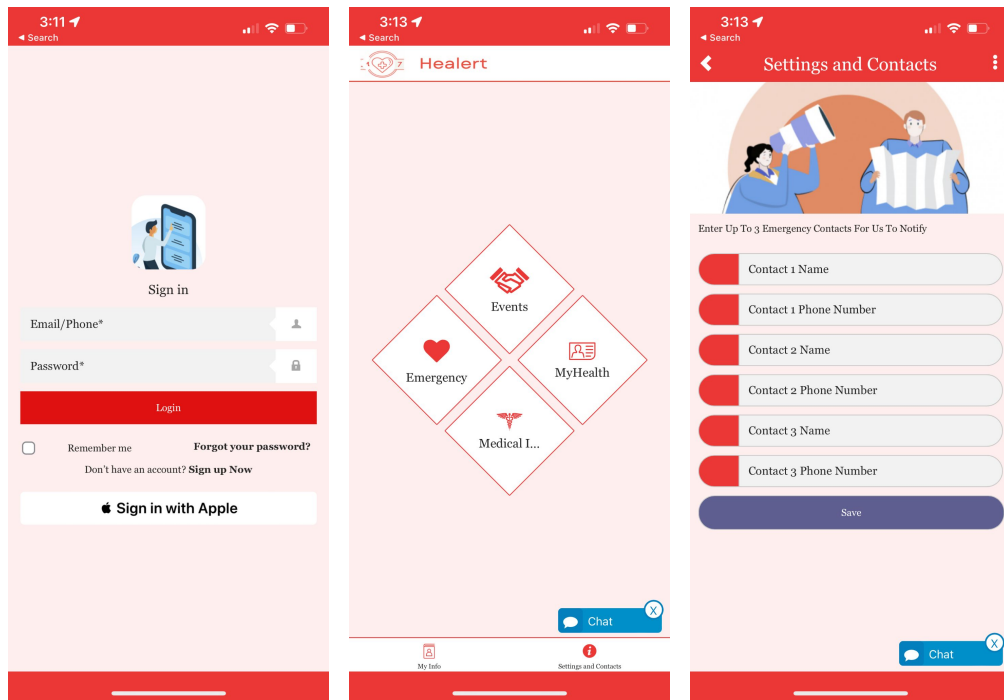
Daily Routine and Challenges



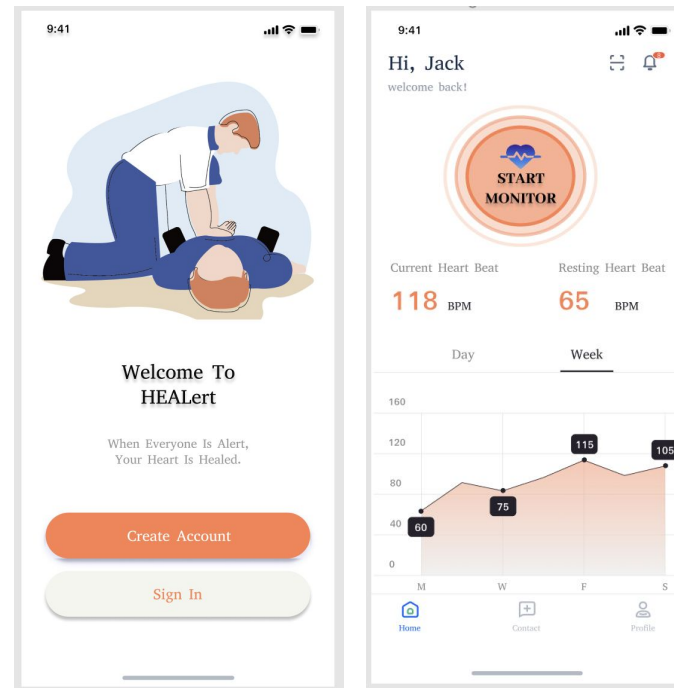
Goals and Expectations

- 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

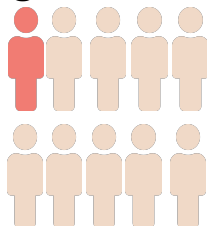
Business Model

Insurance Company

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



\$1 / Person



9% penetration
(5yrs)



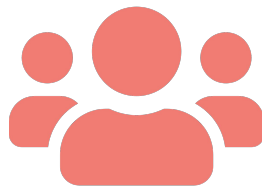
**4.5 Million
Revenue**

Individual User

We charge **Monthly Subscription Fees** per user



\$1/ Month



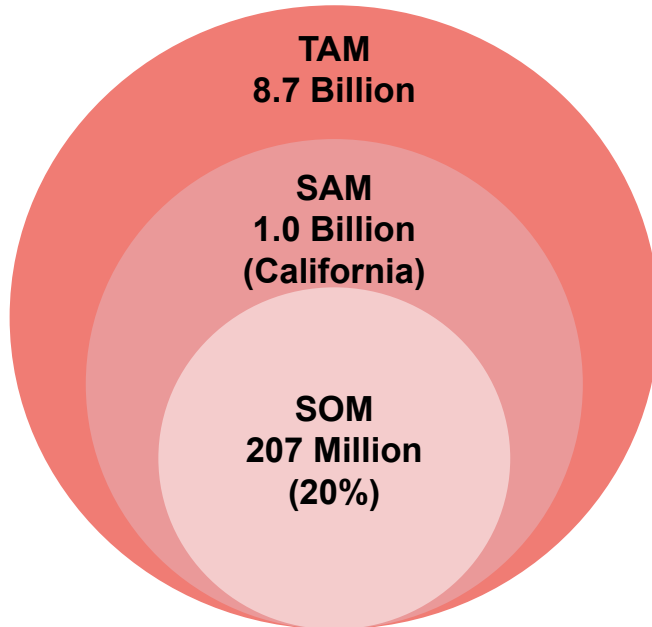
80K Registered (5 yrs)



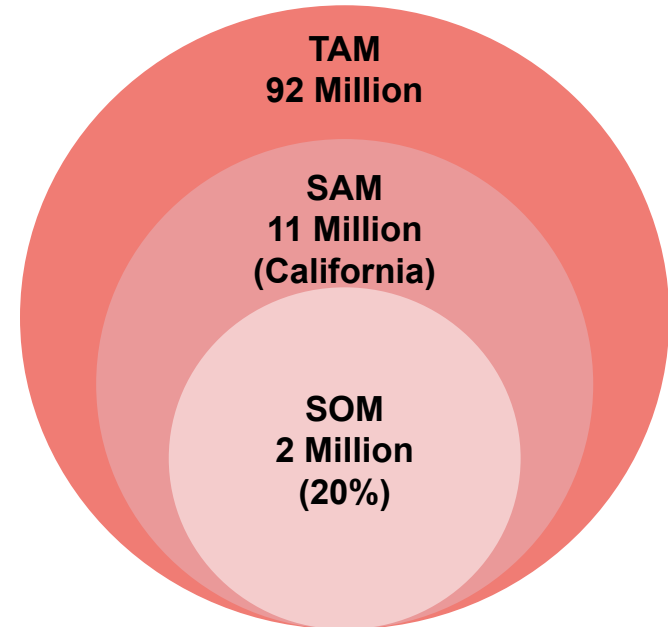
**80k
Revenue**

Total Market Value

Insurance Company



Individual User



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

\$4.50

\$4.00

\$3.50

\$3.00

\$2.50

\$2.00

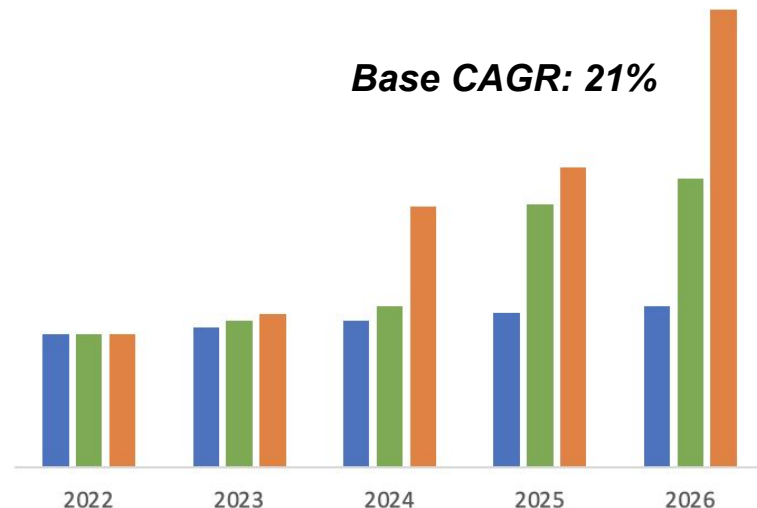
\$1.50

\$1.00

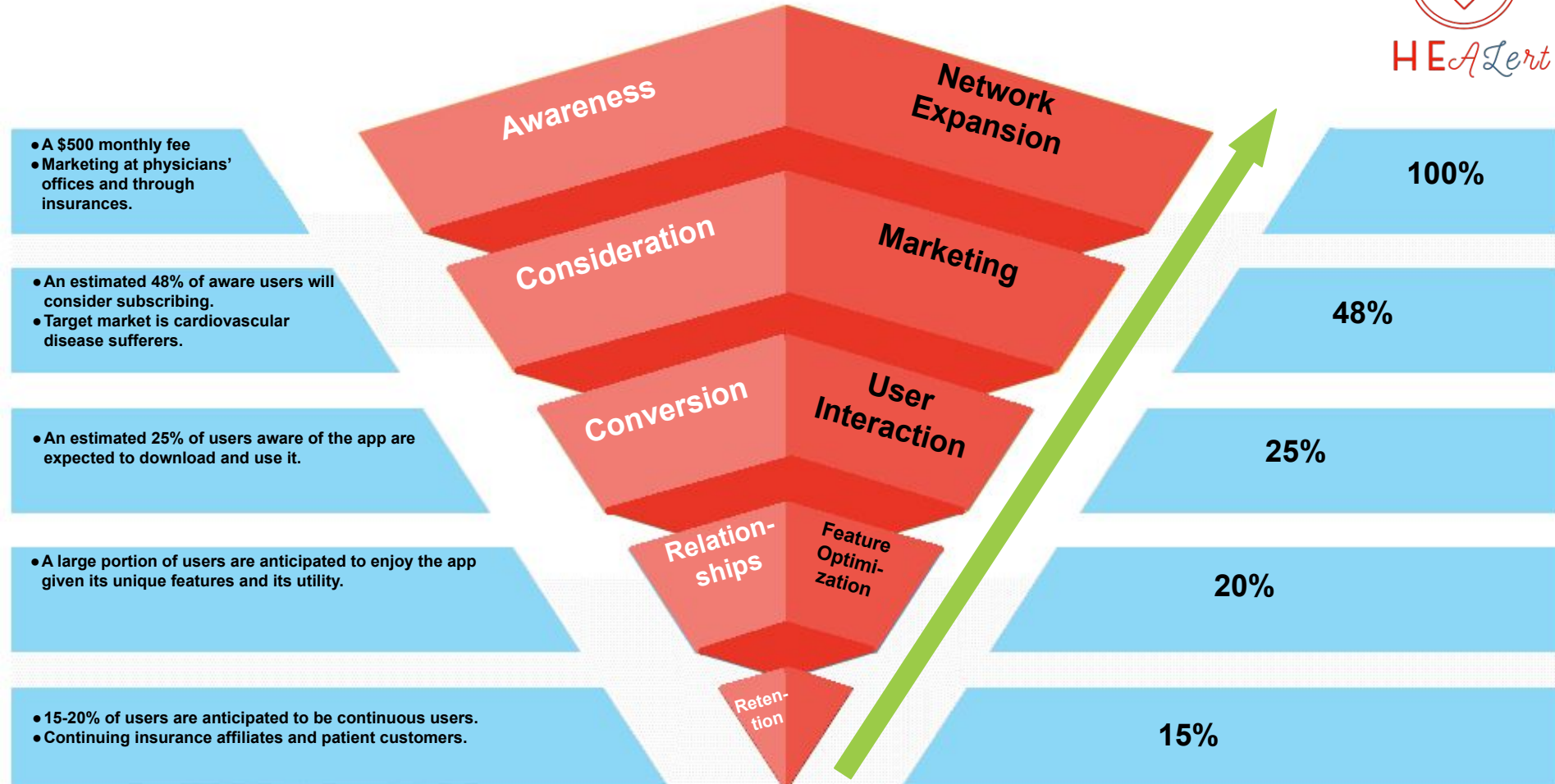
\$0.50

\$-

Base CAGR: 21%



Go-to Market Plan



Current State

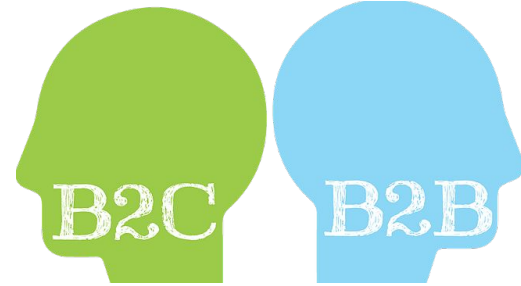
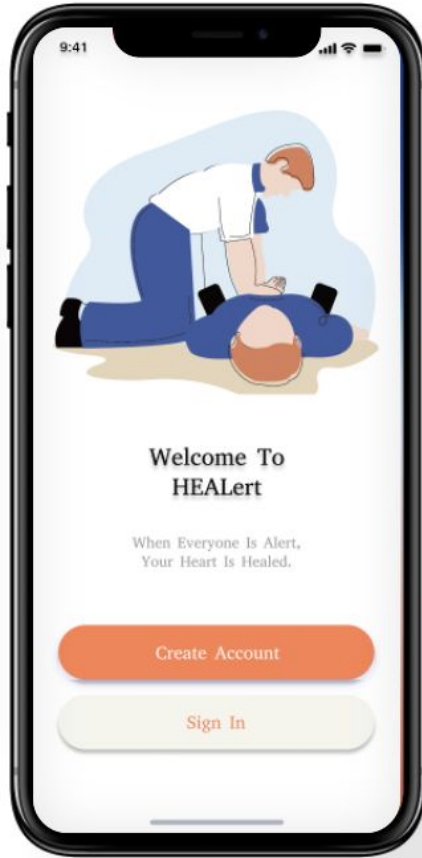


Dec 2021

01 Front-end Interface

02 Business Model

03 Go-to Market Plan



FARMERS



Roadmap



Full Product

Have all the features developed and tested



6 mo
Q2 2022

Customer Acquisition

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



9 mo
Q3 2022

Volunteer Acquisition

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



12 mo
Q4 2022

Partner Expansion

Attract more collaborations with insurance companies and medical organizations



24 mo
Q4 2023

Features Update

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



36 mo
Q4 2024

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