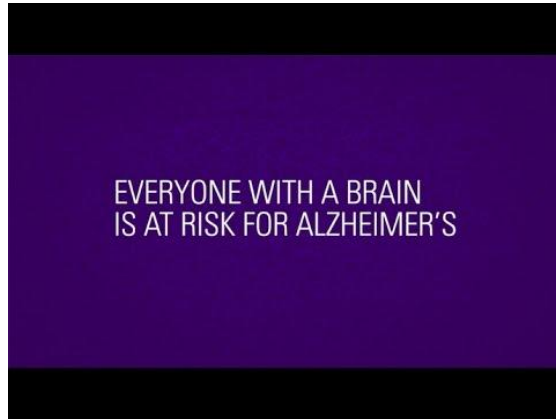




AlziCam

Alzheimer's Disease

- About 5.5 million people in the U.S.
- 66 million worldwide
- 6th leading cause of death in the U.S.



What Is Alzheimer's Disease?

- Type of dementia
- Discovered by Dr. Alois Alzheimer in 1901
- Irregularity in the brain structure
 - Plaques block signaling

Alzheimer's Disease



Healthy Brain



Mild Alzheimer's Disease



Severe Alzheimer's Disease

Effects of Alzheimer's Disease

- Trapped in your own world
- Hallucination, thinking skills, remembering
- Physical consequences
 - difficulty with moving, organs shutting down



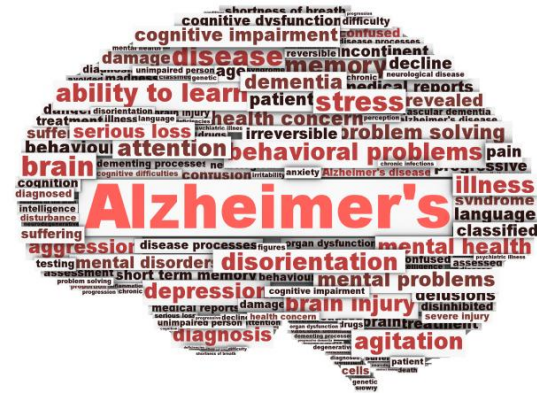
What Can We Do About It?

- Everyone with a brain is at risk
- Young entrepreneurs
- New Venture Competition
- Idea, execution, and perseverance



Market

- Market cap of \$226 billion
- \$20 billion in other types of dementia
- \$2 billion in Parkinson's
- Overall, \$1 trillion by 2050
- 71% increase in the last decade



Problem We Are Trying to Solve

- Customer analysis
- Patients
 - Visual perception, hallucination, loneliness, paranoia, and remembering
- Caregivers
 - loneliness and depression
- Our product
 - Helps patients trigger their memories



Execution

Product Design

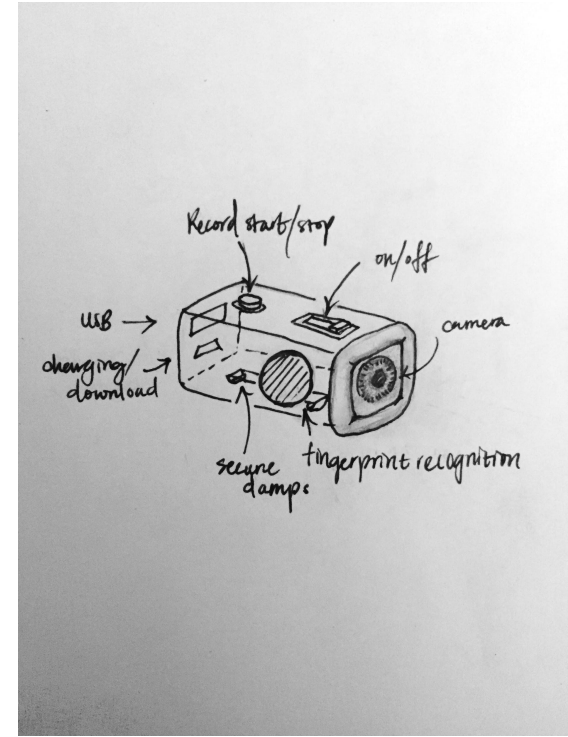
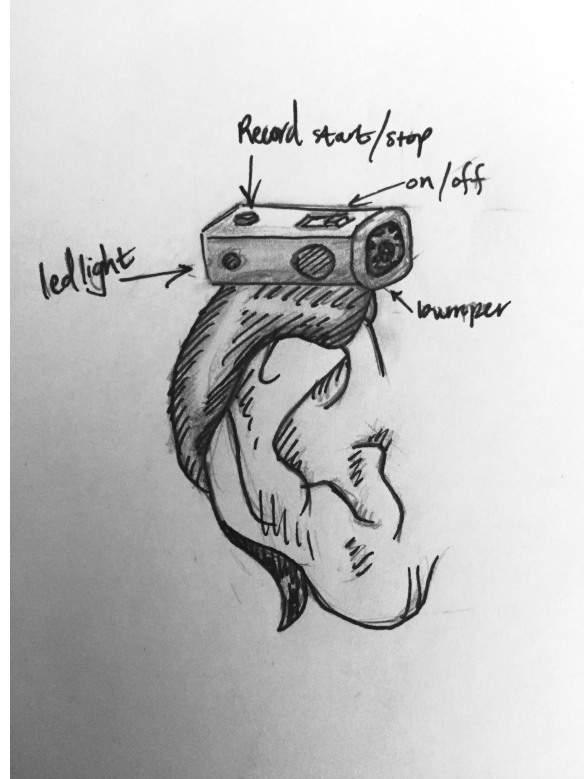
- Small video recorder
- Bendable rectangular shape
- 1x2x.5"
- Separation of pieces

Manufacturer

- Located in Hong Kong

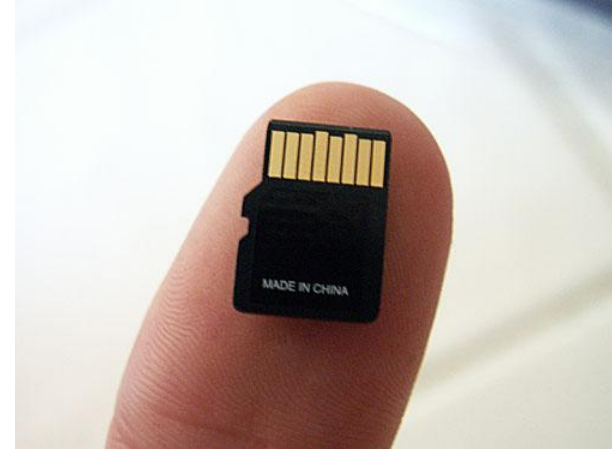
Features

- 24/7 Recording
- Uploading



Features of First Prototype

- Water and dust proof
- 1080P HD, 60fps
- External drive: 128gb micro sd card
- Internal Memory: 128MB NAND Flash
- Battery: 400mAh
- File format: mp4
- Times stamp
- Time lapse



Prototype

- Test run
- Redesign ideas
- Showcase
 - Potential customers/investors
- Competitions/Conferences
 - NVC (UCSB, March, 2016)
 - AAIC (Toronto, Canada, July 22-28, 2016)
 - ASCA (UCI, September 30, 2016)
- Local investors
 - Rincon Venture Partners (Santa Barbara, CA)
 - Okapi Venture Capital (Santa Barbara, CA)



Feedbacks

- Two redesigns planned
- Secure two distributors
 - 50 units for each
- Formal contracts
 - 1,000 units
- New features
 - Cloud storage
 - WiFi connectivity: Wi-Fi 802.11b/g/n
 - Fingerprint security
 - Accessories



Cloud Storage

- Microsoft One Drive
 - \$7 for 1 TB/month
 - Reduce to \$2.75
- SpiderOak
 - \$3 for 500GB/month
- Both secure and positive reputation
- Top choices for small businesses



Cost

- \$2,000 for prototype
- \$300 to build per unit
 - \$280: 1,000 units
 - \$250: 10,000 units
- \$745 to distributors
- \$945 retail price
 - \$915: 5 years
 - \$850: 10 years



Marketing



- Google AdWords
 - No contract
 - 50¢ per click
 - 500 clicks: \$250
- Magazines
 - \$500 each
 - Alzheimer's Association
 - Healthy Aging
- Conferences/Booths/Traveling
 - \$500
- Total for one year: \$1,750



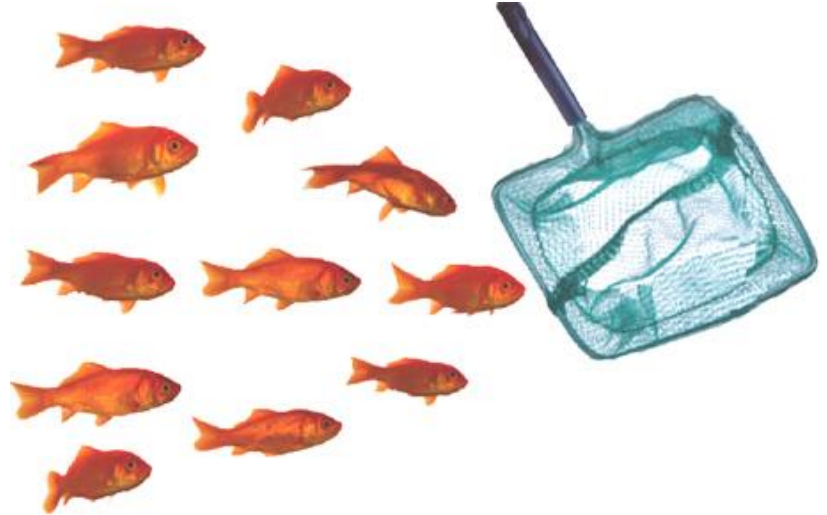
Acquisition Cost

$$\text{CAC} = \text{MCC} / \text{CA}$$

$$\$1,750 / 1,000 = \$1.75$$

Conversion Rate

- Ideally 9%
- Projecting 2%



Required Budget

- \$2,000: Prototype
- \$1,000- Redesign
- \$2,500- Patent
- \$45,000- 150 units
- \$1,750- Marketing
- \$1,000- Mobile App/Website Development
- \$1,000- Extra: Services, Traveling, etc

Projected for 1 Year: \$54,250



Funding

- Self
 - Savings, loans, credit cards
- 3 F's
 - Friends, family & fools
- Angel Investors
- Fundraising
 - Time intensive



Revenue Model

Product Sales Model

Sales	100%	Sales & Marketing	20%
		+Research & Dev	20%
<u>-COGS</u>	<u>35% 3</u>	<u>+General & Admin</u>	<u>10%</u>
Gross Margin	65%	Total Expenses	50%

Gross Margin 65%
-Total Expense 50%
Operating Profit 15%



Competitors

- Google Glass
 - Exclusive
 - Lacks waterproof & daily use abilities
 - Small storage device: 16gb
 - Different audience
- LifeLogger
 - Clumsy, noticeable
 - Lack of customer feedbacks
 - Spent \$118,000 but no patent
 - Different audience



Lifelogger: No Market + No Product + Imminent Capital Raise = Sell

May 12, 2015 3:44 PM ET | [20 comments](#) | About: [LifeLogger Technologies Corp. \(LOGG\)](#), Includes: [GPRO](#)

Disclosure: The author is short LOGG, GPRO. (More...)



Common Problems

Wearable Cameras

- Limits daily activities
- Customer feedbacks
- Convenience not a necessity
- Target audience not specific enough
- Privacy/Security issues



FDA

- 510(k) submission
- Class 1
 - Little to no risks
 - Less regulatory process
 - 3-6 months of approval
- Class 2 & 3
 - More risks
 - Breast implant, heart surgery devices, etc
 - 6-12 months
 - Frequent rejections



Privacy

Can

- Ask you to not record
- Ask you to leave

Can't

- Force you to delete videos
- Hand over your device



Congress

Google Glass

- Failed to address the need and reason for data
- Not because it had a recording ability

Military, Police

- Have been around for more than a decade
- Reasonable cause

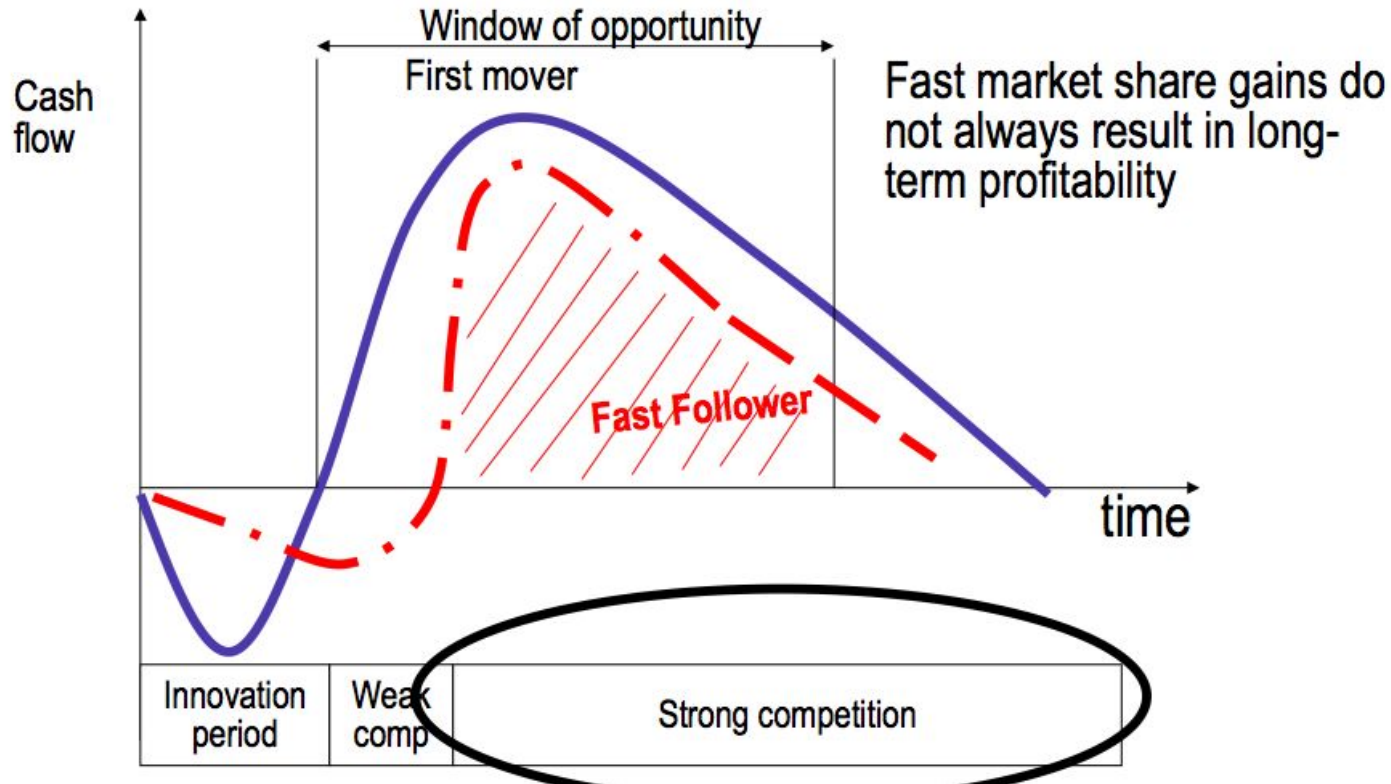


Privacy Cont'd

- Only through doctor's prescriptions
- Not that noticeable
- Fingerprint detection
- All data = private & secure



First Mover Advantage - Window of Opportunity



REVENUE

