

JoyHealth: Blood Pressure Reduction and Prevention Platform

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It is time to attach importance to High Pressure:

- The number of deaths from high blood pressure is increasing rapidly every year!
 1. **9.6 million** people [1] die from high pressure in 2023.
 2. **5.3 million** people die from its complications.
- The ages of high blood pressure patients are decreasing in our country!
 1. from **10.32%** in 2015 to **13.48%** in 2020 [2]

Industrial Survey:

- **Hardware View:** Old equipment can not connect to specific user.
- **Software View:** Data of blood pressure can not be integrated and analysed adequately.
- **Business View:** The time of measuring blood pressure is too long.

JoyHealth: High Blood Pressure Control Platform

Measure blood pressure conveniently, while analyse data through deep learning to provide personalized treatment for users.

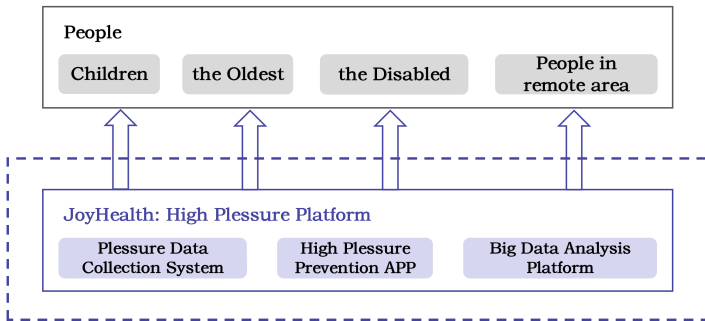


Figure: the frame of JoyHealth

First Innovation:

Analyse user's blood pressure from multiple angles [3]

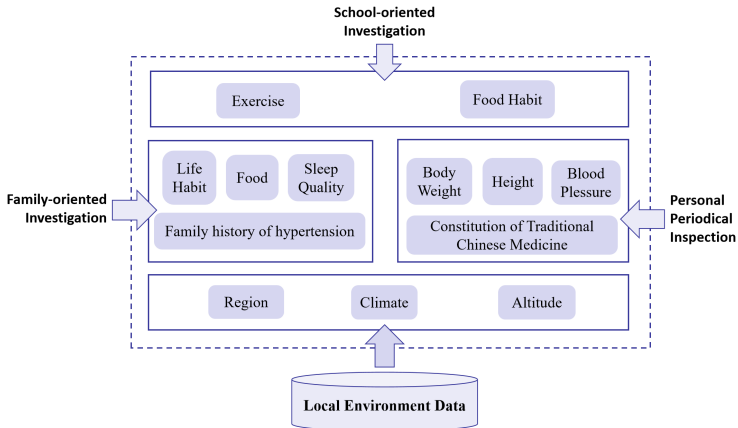


Figure: the first innovation of JoyHealty

Second Innovation:

Use deep learning to recognize handwritten blood pressure tables

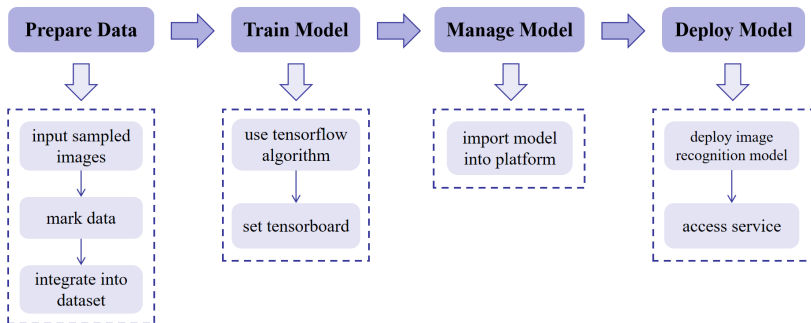


Figure: the second innovation of JoyHealth

The Planning Development:

1. Try JoyHealth in hospitals in Shenyang.
2. Expend to use JoyHealth in communities in Shenyang.
3. Collaborate with China Medical University.
4. Apply for project fund support in Shenyang Science and Technology Innovation Platform
5. **Final Goal:** Grow steady business of JoyHealth all over China!

The Risk that We are Facing:

- **Technical Risk:**

1. High difficulty in technological breakthrough
2. Difficult to ensure algorithm accuracy

- **Market Risk:**

1. Intense competition
2. Low user acceptance, low willingness to pay

- **Policy Risk:**

1. Incomplete regulatory policies
2. Tightening of data security regulations

- **Financial Risk:**

1. High initial investment costs [4]
2. Unclear profit model

In the Future...

- **Expected Income:**
 1. 81% comes from family sales
 2. 6% comes from hospital sales
 3. 13% comes from analysis result sales
- **Sale Scenario:** family, hospital, pharmaceutical factory
- **Expected Pricing:**
 1. Unit Price: ¥80/pc
 2. Wholesale Price: ¥70/pc
 3. Service Fee: ¥40/pc
- **Expected Profitability:**
 1. 5.08 million in 2025
 2. 10.79 million in 2026
 3. 13.61 million in 2027

- [1] World Health Organization et al. *Causes of Death 2008 [Online Database]*. Geneva: World Health Organization. 2008.
- [2] Sol Londe et al. “Hypertension in apparently normal children”. In: *The Journal of Pediatrics* 78.4 (2020), pp. 569–577.
- [3] Diarmaid Hughes et al. “Association of blood pressure lowering with incident dementia or cognitive impairment: a systematic review and meta-analysis”. In: *Jama* 323.19 (2020), pp. 1934–1944.
- [4] Tomasz Zaleskiewicz, Adriana Bernady, and Jakub Traczyk. “Entrepreneurial risk taking is related to mental imagery: A fresh look at the old issue of entrepreneurship and risk”. In: *Applied Psychology* 69.4 (2020), pp. 1438–1469.