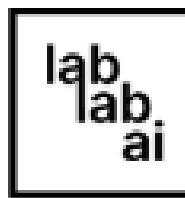


COLO COMPANION

A friendly, supportive AI chatbot that offers companionship and guidance throughout the journey of colorectal health and diagnosis.



Presented by Futuretech Mavericks



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The team

Futuretech Mavericks



Kamaludeen Musa

Kamaludeen

Team lead / AI developer



Be Bold-Right

oldbright22121

Mentor / AI developer



Oumayma Essarhi

Oumayma_es

AI developer

Colo Companion

COLO RECTAL CANCER – Quick Intro

Colorectal cancer is a type of cancer that begins in the colon or rectum, and often develops slowly over several years.

Colorectal cancer is a significant public health concern, but with

- * awareness
- * early detection,
- * advancements in medical care

the prognosis for many individuals with colorectal cancer has improved.

Regular check-ups, a healthy lifestyle, and awareness of risk factors contribute to the prevention and early detection of colorectal cancer.



Colo Companion



PROBLEM STATEMENT

(1) Rising global cases - world wide

Since 2020, stats show that there is a rise 73% new incidents and 63% deaths in 2023. By 2040 is projected to be 80% new cases.

(2) Inadequate or Insufficient access to accurate guidance, early detection steps, awareness of risk factors and recommended healthy lifestyle choices, research, trends.

(3) High costs and stigma associated to disease

(4) Research & Discovery of possible environmental stressors

Colo Companion

SOLUTION

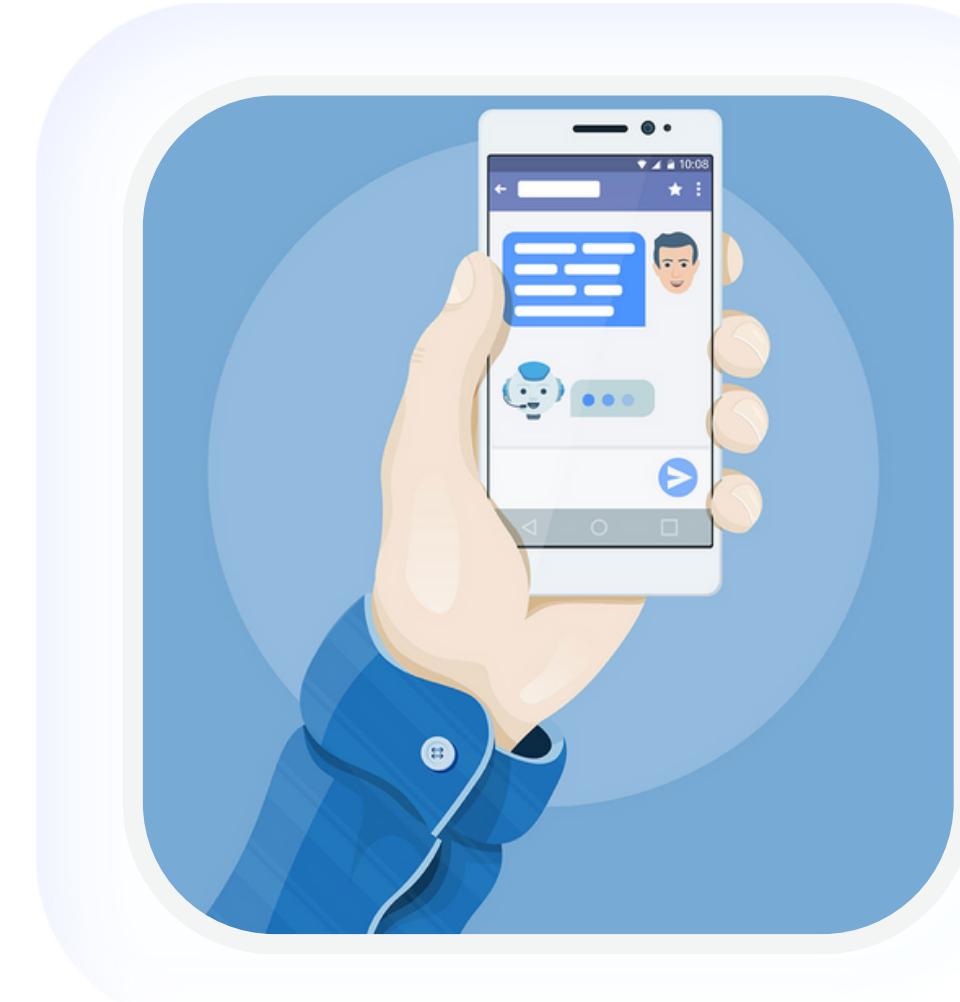


- › Combine the medical focus area (**colo-** for colorectal) with the concept of a companion, guidance & awareness providing continuous support and information to :
 - Patients diagnosed with colorectal cancer
 - Patients that are at risk, that seek to learn and apply preventive steps
 - Patients not diagnosed, that want to learn and practice healthy habits
 - Increase Community self-awareness, by promoting early screening
- › Democratize colo rectal healthcare by making it accessible to all.
- › Combine technology + healthcare strategies to reach to poor or remote communities or environmental communities at risk.
- › Technology stack (**Vectara, Anyscale, LLM, Streamlit**)
- › Open AI for language model and prompt engineering

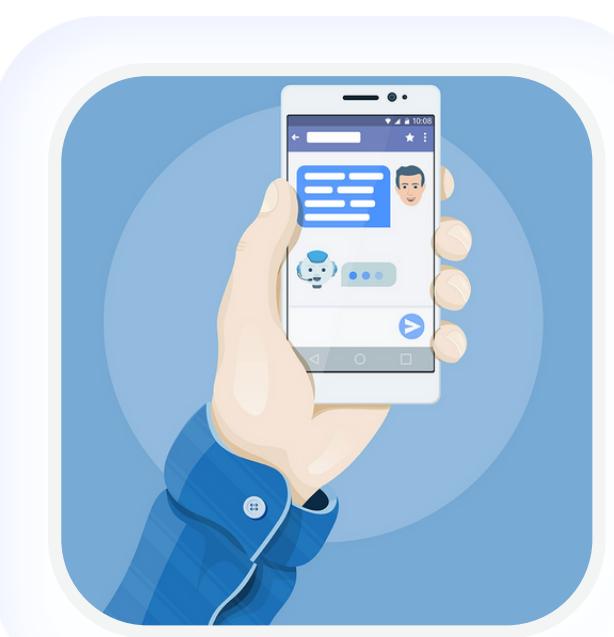
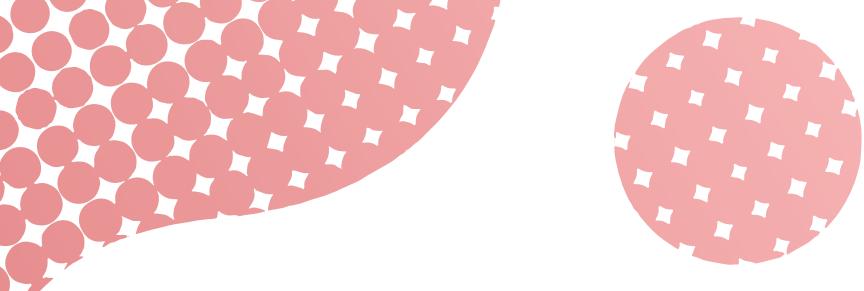
Market Size

GLOBAL MARKET VALUE
SCREENING + THERAPEUTICS **9.1%**

AS of 2023, colo rectal cancer is valued differently across various segments in global markets (around world)



- › The global colorectal cancer market size is valued at USD 16.11 billion
- › For the seven major colorectal **cancer markets**, a compound annual growth rate (CAGR) of **2.31%** is expected from 2023 to 2033
- › The colorectal **cancer screening market** is projected to grow from USD 17.05 billion in 2023 to USD 23.03 billion by 2030, with a CAGR of **4.4%**
- › The colorectal **cancer therapeutics market** was estimated at USD 11.5 billion in 2022 and is expected to grow at a CAGR of **4.7%** from 2023 to 2030



Revenue Streams

User Targeted

- › **Service Subscriptions** Users could **pay for premium access to more comprehensive guidance, personalized health tracking, or advanced features such as detailed analysis of symptoms and lifestyle.**
- › **Professional Services** Users could **receive offerings to connection to nutritionists, fitness trainers, or medical professionals for personal consultations could also be a source of revenue.**
- › **In app purchases** Users might **pay for additional in-app tools or resources, such as personalized diet plans, fitness programs, or interactive educational content.**
- › **Affiliate Marketing** The chatbot could **recommend over-the-counter products, supplements, or specialized foods, earning a commission on sales made through affiliate links.**
- › **Data Analytics** With consent, **anonymized user data could be valuable for research institutions or pharmaceutical companies looking to understand trends in colorectal health.**
- › **Healthcare Partnerships** Partnering with **clinics, hospitals, or healthcare providers could generate revenue through referrals for screenings, tests, or consultations**



Revenue Streams



Company Targeted

› Sponsored Content

Health care **companies might pay to have their content featured** or to sponsor specific modules within the chatbot, like a section on healthy living or symptom management

› Advertising

Healthcare **companies might pay to displaying ads related to colorectal health, healthy diets, or fitness** could be a source of income, especially if the chatbot garners a high user engagement rate.

› Grants and Funding

If the chatbot is proven to improve health outcomes, it might be **eligible for health grants or government funding aimed at cancer prevention and awareness campaigns**

Community Targeted

› Sponsored Events

The chatbot could **recommend community sponsored events**, schools, churches, parks in which healthy lifestyle choices are presented, screening in-spot trucks can be accessible to anybody

› Program Advertising

A wide range of healthcare institutions, associations can partner to **develop guided programs** for patients diagnosed with colon cancer, or for patients with risks factors, **for better journey experience.**

› Meet Ups and support

Partnering with clinics, hospitals, new communities can be developed to organize meet ups aimed to guide, promote better life choice and procure early detections or screenings, **show success journeys**

Impact

1

Real Time
Personalized
Support

Improved User
Experience

2

Scalability and
Integration with
other health
resources

Leverage user
data and trends

3

insights into the
research and
development
aspects.

Showcase the
potential of AI in
colo cancer to
support patients
in their journey

4

LESS DEATHS

EARLIER DIAGNOSED
CASES

MORE SCREENINGS

BETTER JOURNEY
EXPERIENCE

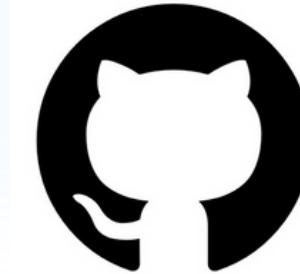
STRONG SUPPORT
For COMMUNITIES
ALL KINDS

Future plans

- Leverage AI to analyze anonymized user data for improved treatments and develop targeted healthcare solutions for a variety of patients and communities. Continuous learning
- Explore AI-guided products for digital awareness in colo rectal cancer healthcare.
- Focus on making healthcare for colo cancer more accessible and less expensive through AI chatbots and tools.
- Developed better and successful patient experiences that are able to change and save lives.

DEMO

<https://hack2023-vectara-withui-chatbot-k9uuqkefecwmmsmgdvspbes.streamlit.app/>



Thanks