

DECODE YOUR MEDICINE FOR GREATER HEALTH

CURE DECODER
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WHERE SOLANA POWERS MEDICATION SAFETY 

**EVERY PERSON AROUND THE
WORLD WILL AT SOME POINT
IN THEIR LIFE TAKE
MEDICINES TO PREVENT OR
TREAT ILLNESS.**



But medication errors cause at least 1 death every day
and injure ~1.3M people annually in the US alone.

WHY?

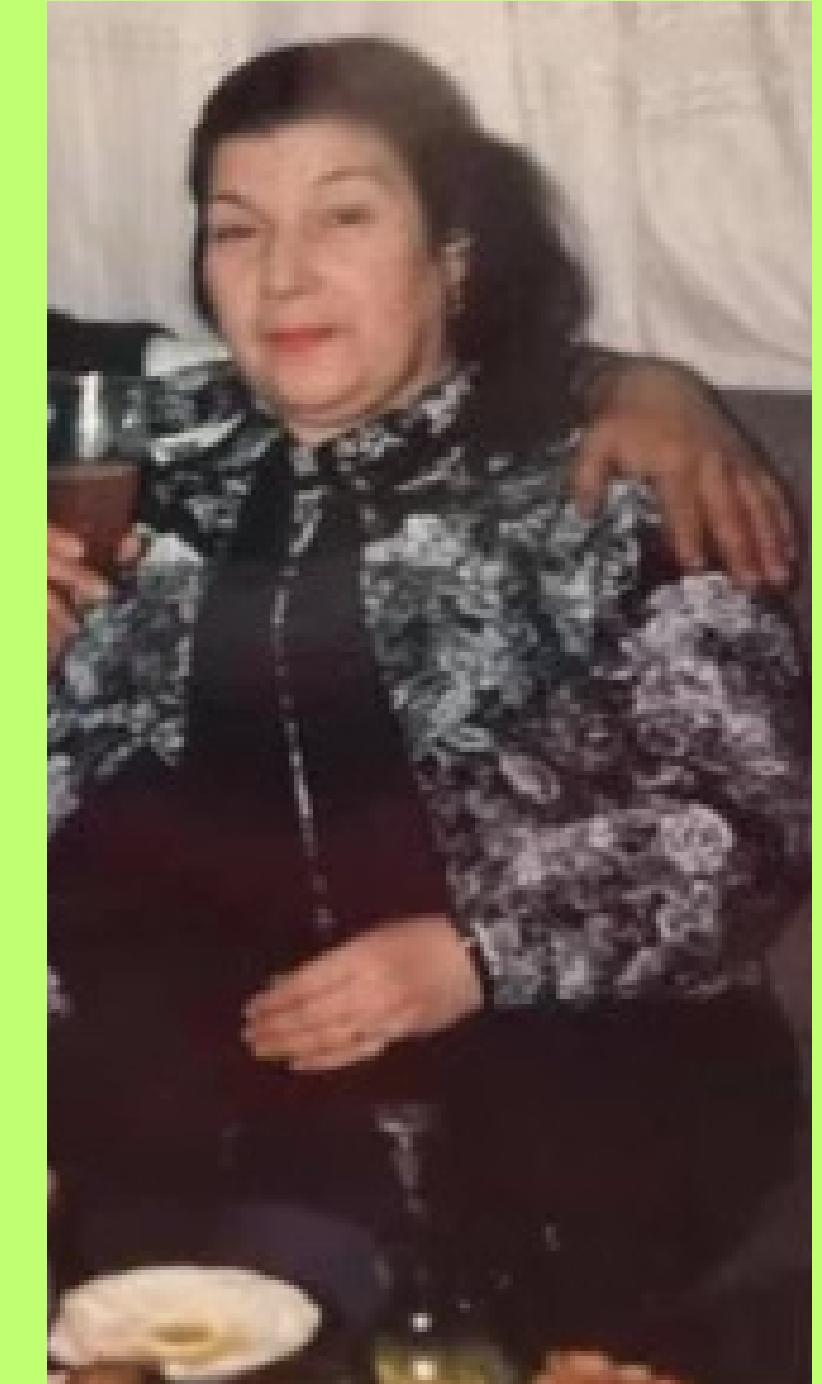
It starts with my mom, Janit.



One day, I saw her struggling to read the label of a medicine she really needed to take.

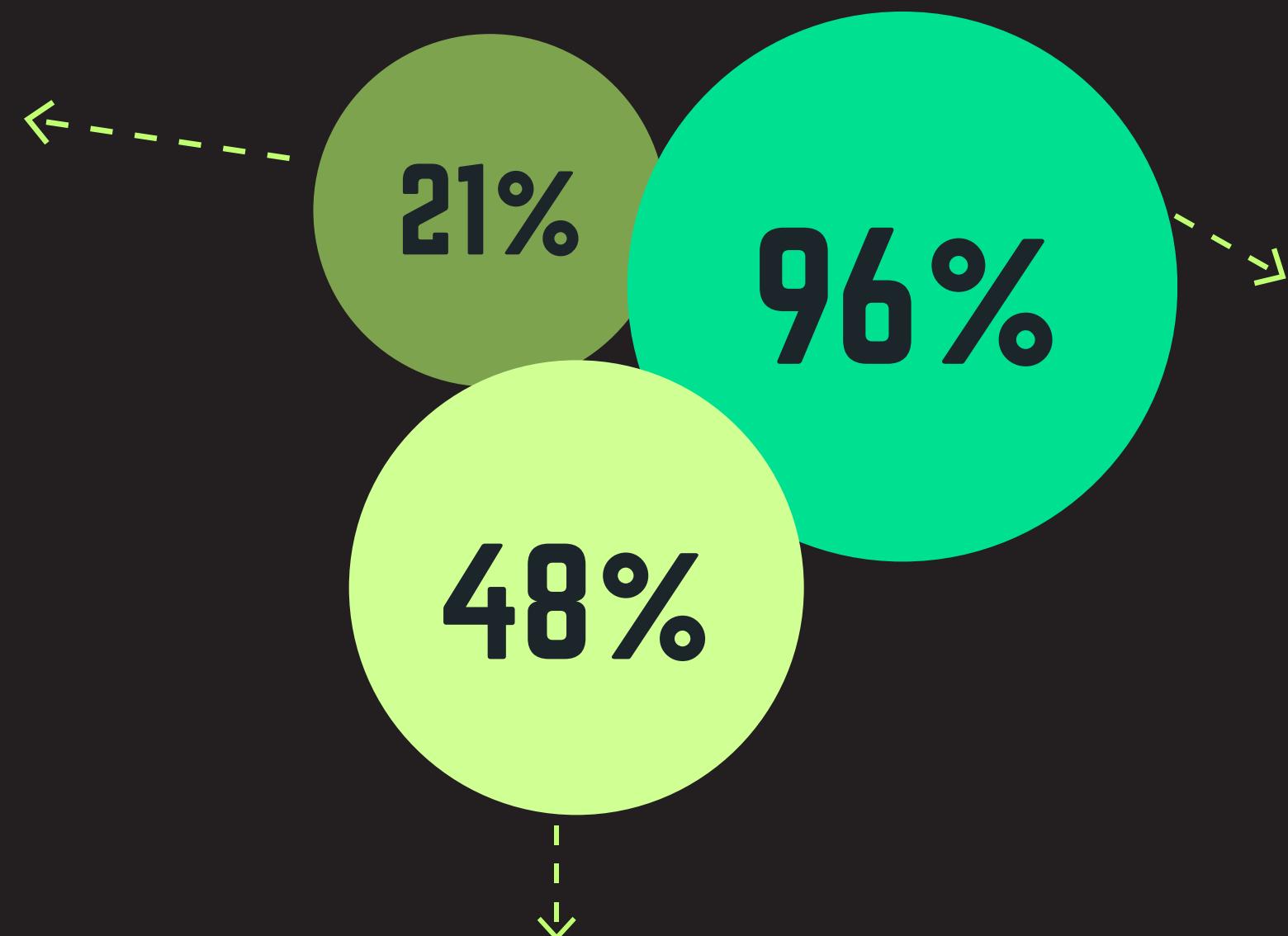
My mom didn't know how to read or understand English very well.

If I wasn't there with her, she might have taken the wrong dosage— and it made me think about others like my mom who can't access medicine information as easily as most of us.



WE CONDUCTED CUSTOMER DEVELOPMENT WITH 50 PEOPLE AGED BETWEEN 30-75 YEARS OLD

21% of respondents were confused by the layout of the medicine labels, and found it difficult to know where to start reading and which information is most relevant for them.



96% of respondents worry about taking their medication properly .

48% of respondents said the font is small or the text is not readable.

PROBLEMS

- 💊 Medicine labels are not easy to read for everyone.
- ✖️ Some people don't speak English.
- 瞍 Others can't see small fonts.
- 📺 There are patients who can't read and can only follow visual cues/videos.
- 👨‍👩‍👧 36% of the US adult population take 3 or more medications daily.

**IN 2012, MORE THAN
296,000 PEOPLE CALLED
FOR HELP WITH AN OTC
MEDICATION ERROR.**



MARKET SIZE

About 60% of adults aged 18 and over reported taking at least one prescription medication in 2021 (USA).

Preventable medication errors impact more than 7 million patients and cost almost \$21 billion annually across all care settings.

Pharma revenues worldwide totaled 1.48 trillion U.S. dollars in 2022.



Target market: patients who require regular medication
who also have access to smartphones.

TAM

3.42 billion

SAM

683 million people

SOM

68.34 million people

OUR PRODUCT

Decode your medicine for greater health for free.

Our dream is to make medicine information more accessible to everyone— one scan at a time.



CURE DECODER APP

CURE

CURE

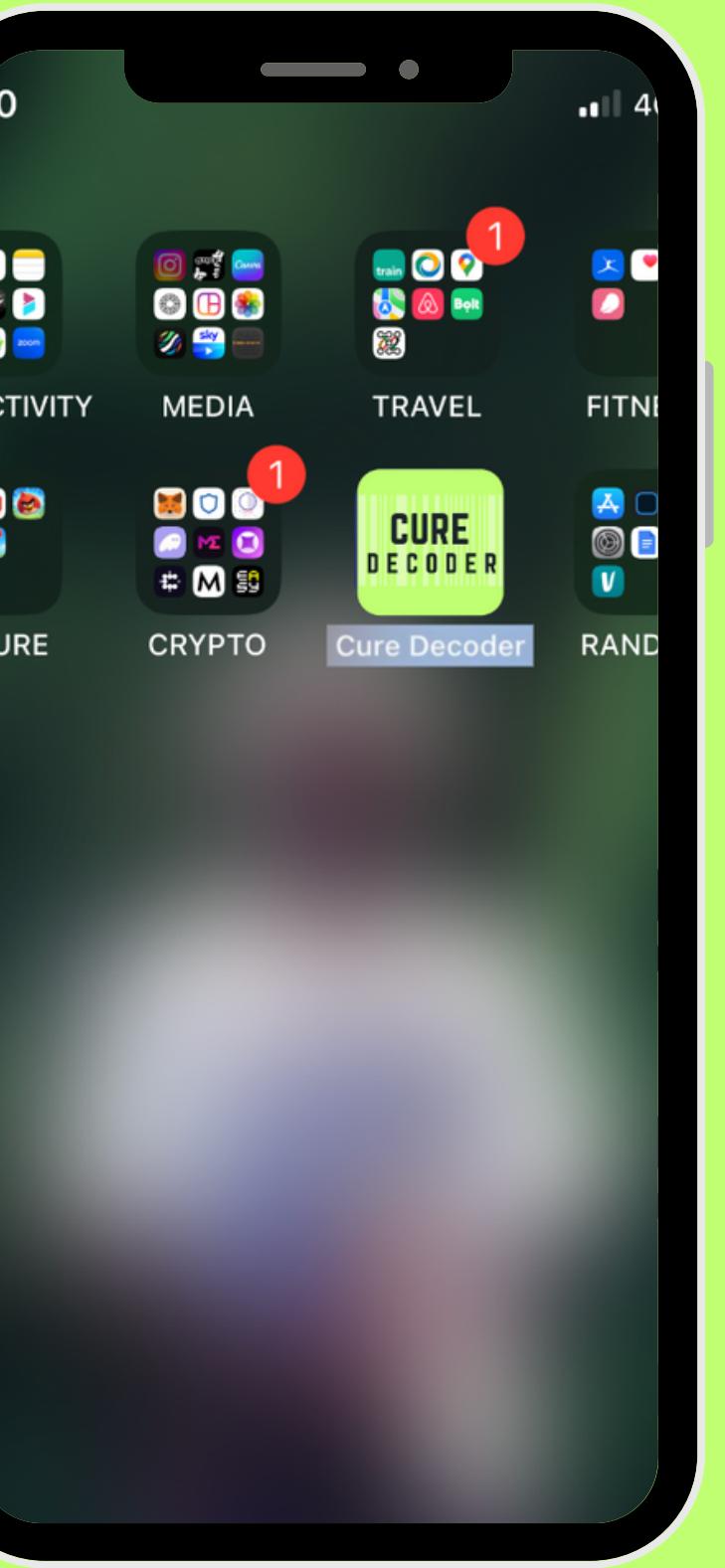
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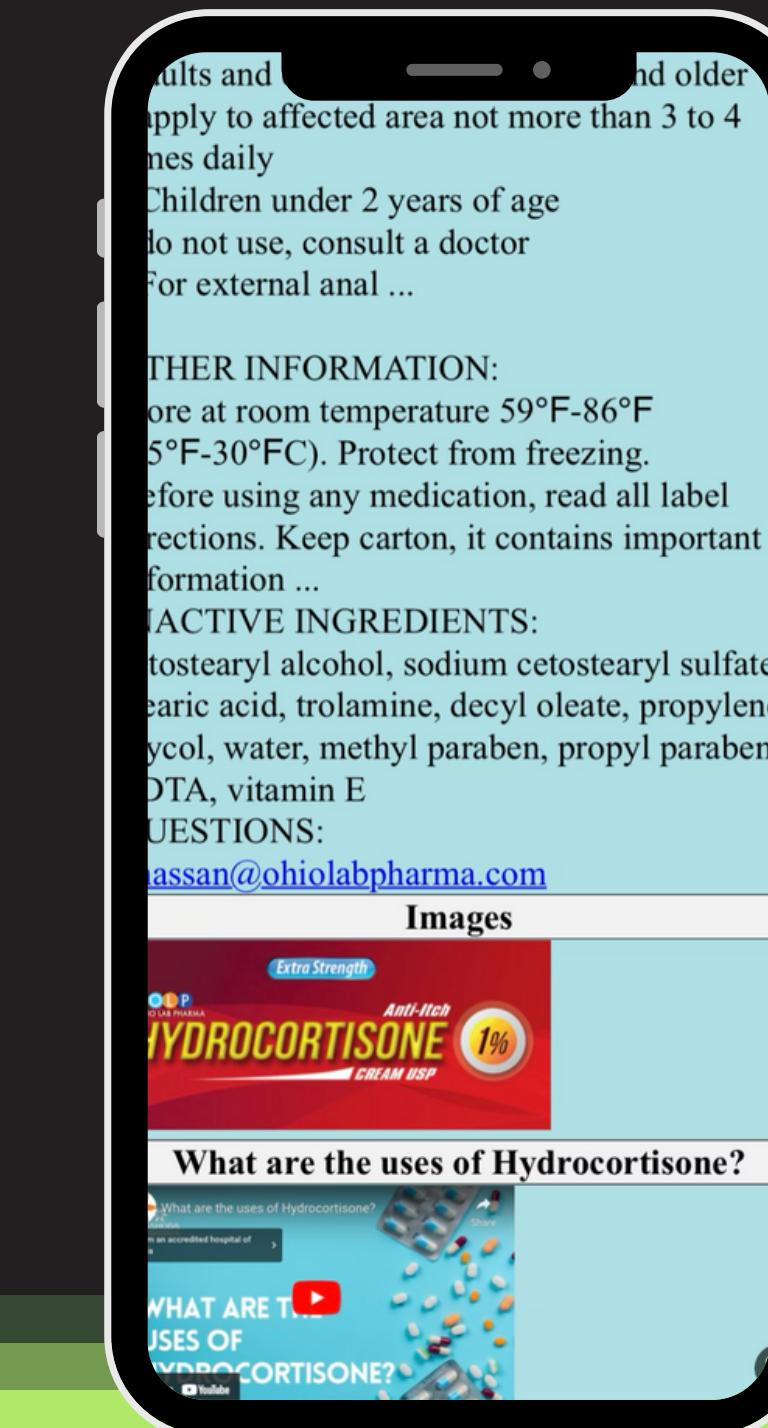
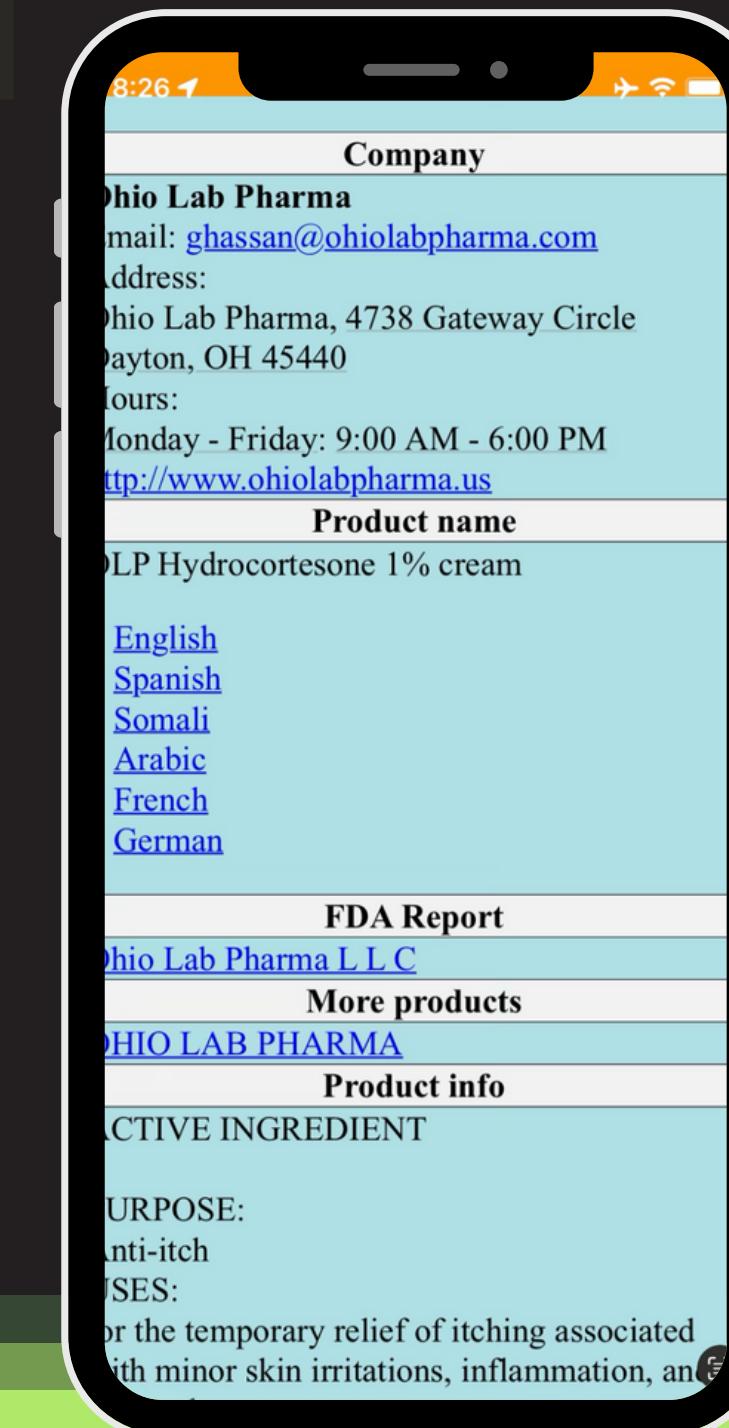
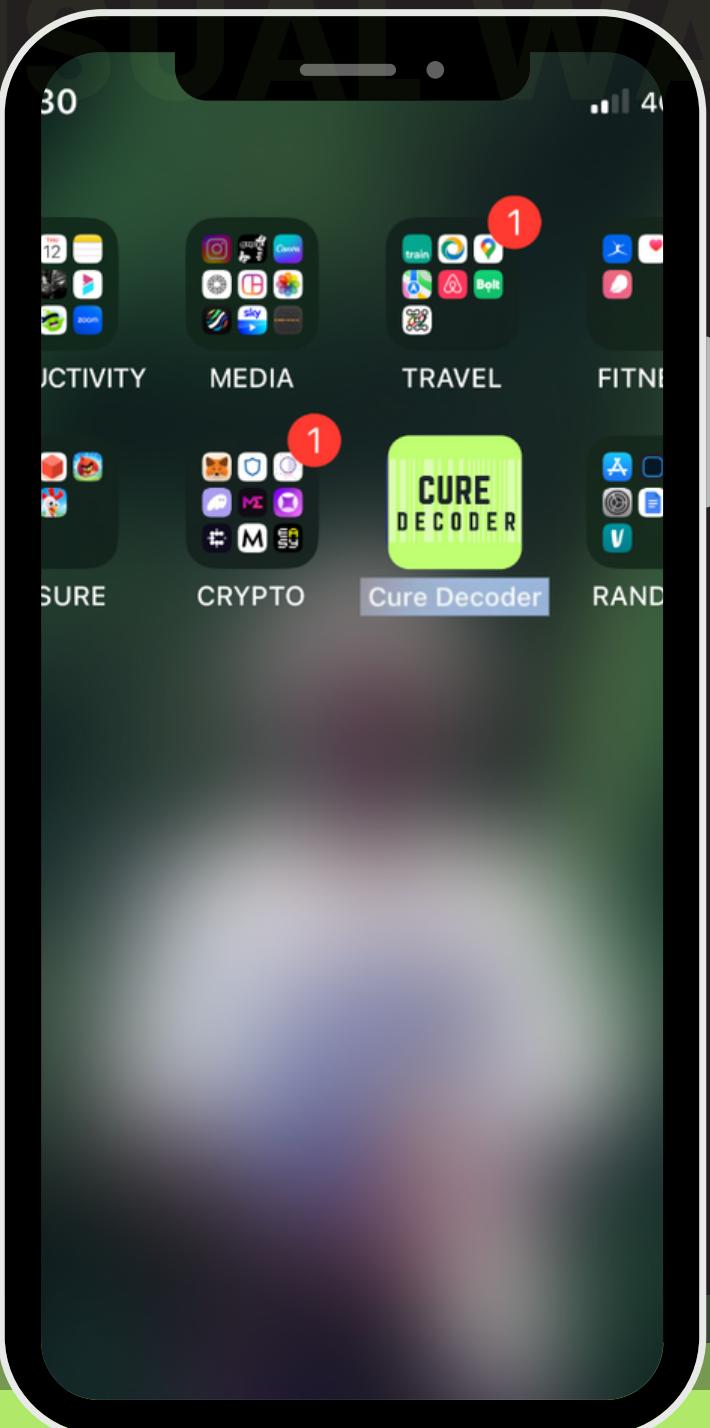
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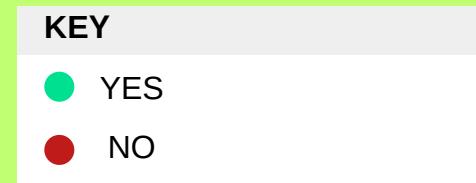
VISUAL WALKTHROUGH

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COMPETITORS



COMPANY	BARCODE SCAN	DATA SOURCE	MOBILE APP/API	ASSET TRACKING	MULTIPLE LANGUAGES	ZOOM IN/OUT	COMPARE BARCODES
CURE DECODER	●	PROVIDER	100% ACCURATE	●	●	●	●
GS1	●	PROVIDER	60% ACCURATE	●	●	●	●
BARCODE LOOK-UP	●	ONLINE RETAIL WEBSITE	●	●	●	●	●
BARCODE-US.INFO	●	●	●	●	●	●	●
ALL BARCODE SYSTEMS	●	CUSTOMERS	●	●	●	●	●

CURE DECODER IS THE ONLY APP THAT SUPPORTS:

- Multiple languages, all other app only provide search results from Google or Amazon.
- Medicine information that's always up to date with the ability for providers to update it at anytime, in real time.
- Compare barcodes with other labels/medicines.
- Patient feedbacks that go straight to the providers.



PROJECT ROADMAP

2023 Q4



2023 Q1



2023 Q1



EXPAND ON CUSTOMER DEVELOPMENT

We want to ensure that we are capturing the right target market for our product.

SECURE PARTNERSHIPS WITH PROVIDERS

For us to create revenue whilst making the app free for our users, we want to partner with providers who are willing to pay for our services.

INCREASE OUR TRACTION/USERS

Our goal is to increase our customer acquisition by thoroughly planning our CAC strategies.

REVENUE CHANNELS

HEALTHCARE PROVIDERS AND INSTITUTIONS SUBSCRIPTION MODEL

Providers will pay a monthly fee to support and maintain our product.

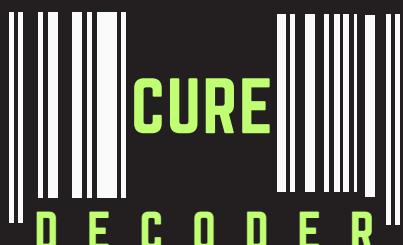
Key partnerships with providers is important as our value means they will have the ability to keep updating medicine information using our API and the ability to add more details, warnings, etc. which patients can see in real time and access easier.

PHARMACEUTICAL COMPANIES PARTNERSHIPS

Partner with pharmaceutical companies to provide them with anonymized, aggregated data on medication usage patterns. This data can be invaluable for pharmaceutical companies to improve their products, conduct market research, and enhance their marketing strategies. Charge pharmaceutical companies for access to this data, creating a revenue stream while maintaining patient privacy and data security.

IN-APP ADVERTISING AND PROMOTIONS

Implement targeted in-app advertisements for over-the-counter medications, health-related products, or services. Additionally, you can allow pharmaceutical companies and healthcare-related businesses to promote their products or services directly to users based on their medication history and preferences. Charge these companies for advertising space within the app, creating a revenue channel without directly charging patients.



WHY US?

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WHY US>

FADI (CEO)

Fadi 25+ years of professional experience in the design and development of information and database systems. He was part of healthcare startup, VRI that went from 90 employees to 500 employees in 2 years! VRI now is saving a lot of patients lives every day.

In 2021, Fadi's team joined the PNC hackathon and won first

ALI (CTO)

Ali has 8 years of experience as a trained software engineer with skills ranging from full stack engineering and customer experience engineering.

He's worked for Cincinnati's Children's Research Hospital (#1 pediatric hospital in the USA) as founding CTO of Adyptation, building large data solution to improve autoimmune diseases



Locum warned after dispensing error in 'staffing crisis' leads to patient death

12 Oct 2023 | NEWS

A locum responsible pharmacist has been issued a warning after a patient died when he dispensed the wrong strength of oxycodone during a staffing crunch, the regulator has revealed.

by James Stent



YOUR HEALTH

Take When Wet: Labels May Add to Medicine Errors

December 7, 2006 • 4:15 AM ET

Heard on [Morning Edition](#)



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+ PLAYLIST

KENT SURREY SUSSEX ACADEMIC HEALTH SCIENCE NETWORK PATIENTS ASSOCIATION RACHEL POWER DES HOLDEN
PRESCRIPTION PATIENT INFORMATION LEAFLET PATIENT EXPERIENCE

Author: Louis Morris Job Title: Lead Journalist Company: National Health Executive Published: March 24th 2023

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Most patients don't understand their medicines, new report shows

Many patients don't understand the information accompanying their medicines and are resorting to online as an alternative source, new research has revealed.

The findings, published as part of a report by the Kent Surrey Sussex Academic...

News / Canada

Medication labels have led to deadly mistakes: pharmacists

Tom Blackwell

Published Sep 29, 2010 • Last updated 13 years ago • 3 minute read



THE
WORST
MEDICINE
EVER
MADE