



AIDY Health

Enhancing patient care by combining
AI-powered tools & real-time clinical oversight
to improve clinical workflows for doctors & their patients.

<https://aidy.health>
henrik@aidy.health

OUR FOUNDING TEAM



Dr. Bernhard Louw
Medical Advisor

Emergency Medicine Registrar

Remotely available
Motivation: to increase efficiency and save doctors' time and effort. „Aiming to close the gap between Medicine and Digital Health Solutions”

Dr. Bernhard Louw | LinkedIn
bernhard@aidy.health



Henrik Grünfeld
Founder & CEO

Emergency Medical Technician

Marketing, BizDev, HR
Available 20+ hours p/w
Motivation: to scale impact through technology
Munich-based,
Currently in the SCE incubation program (Hochshule München)

Henrik Grunfeld | LinkedIn
henrik@aidy.health



Oscar Morillo
CTO & AI expert

Data Science Leader

Expertise in full lifecycle AI product development, strong background in both research and industrial settings

Oscar Salvador Morillo Victoria | LinkedIn

Replacing our interim CTO (Dr. Marco Börger).
Moving to Munich soon.
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Yuliia Man
Founder's Associate

5th Year Medical Student

Data Science knowledge
Available 10 hours p/w remotely
Motivation: to learn about the intersection of AI and medical practice

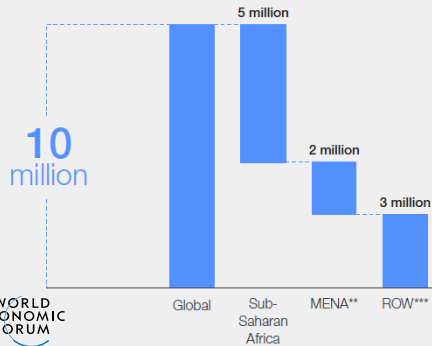
Yuliia Man | LinkedIn
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PROBLEMS

Severe shortage of healthcare workers worldwide

By 2030, estimated shortage of 10 million healthcare workers globally

More than 70% of shortage concentrated in regions with high share of LMICs



Clinical staff shortage

- There will be an estimated shortfall of 10 million healthcare workers worldwide by 2030 (WEF).
- Between 2020 and 2030, around 10 million health workers would retire globally, **half of those are in high-income countries (WHO)**.
- The scarcity of skilled professionals threatens patient care quality, escalates healthcare expenses, and strains healthcare systems.
- **Relevance: there is a crisis of medical assistants in the Munich region:**
 1. threat of strikes due to work overload of the MFAs.
 2. shortage of 600 medical assistants in the greater Munich area alone

Clinician burnout

- 47% of clinicians are burned out with 60% citing administrative tasks as the primary contributor.
- 89% of those considering leaving medicine cite burnout as the main cause

Problem validation

- We conducted extensive customer discovery interviews with 40+ emergency doctors, GPs and cardiologists (to validate our niche which is primary care).
- Doctors are either very enthusiastic about our solution or somewhat skeptical, in which case they recommend using it only as a post-diagnostic (follow-up) tool.



OUR PRODUCTS

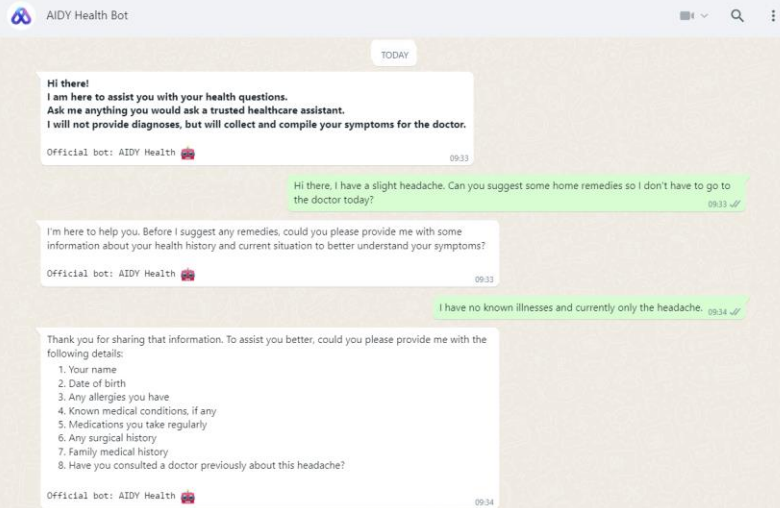
Our unique approach, formulated with our medical team,
is to combine AI-powered tools (esp. bots) with AI-
turbocharged Telemedicine.

Award-winning concept:
2nd place in **IKK Classic's**
(Germany's 6th largest health
insurance company) competition
„Digital Healthcare Concierge as a
Service“

CONGRATULATION TO THE
WINNING TEAMS
HEALTHTECH

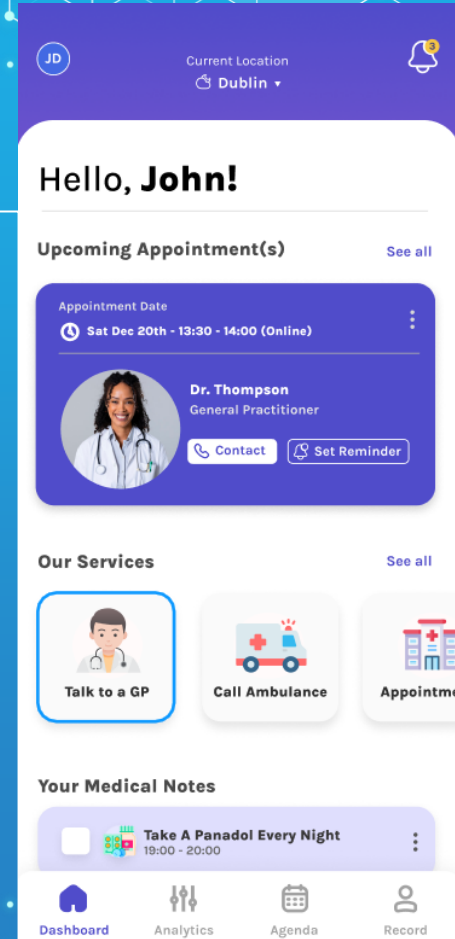


Our most basic prototype: an **AI-powered WhatsApp bot** that
gather symptoms but does not provide any medical advice, only
home remedies. The collected information is summarised and
forwarded to healthcare professionals. Can take voice input.
Currently being tested with the help of dozens of users.



Native Mobile App
(developed soon):

Voicebot
Telemedicine
Health
insights
Emergency
features
Appointment
booking
Medical
advice,
records
Remote
monitoring



DESCRIPTION OF THE SOLUTION

- **AI-Driven Telemedicine:** Our platform promotes seamless doctor-patient interactions, including consultations and the generation of compliant reports, medical advice and prescriptions through automated processes. *This service reduces the burden on doctors.*



- **Emergency Response Features:** Designed to offer rapid assistance (geolocating nearby hospitals and sending help) in emergencies, these features significantly improve patient safety and well-being.

Emergency Services Contacted

Keep Your Ringtone On

Don't worry, we have **contacted the emergency services**. Feel free to close the app but keep your ringtone on.

Ambulance On The Way

The ambulance is on the way. They will be at your location in: **5 minutes**.

Ambulance here

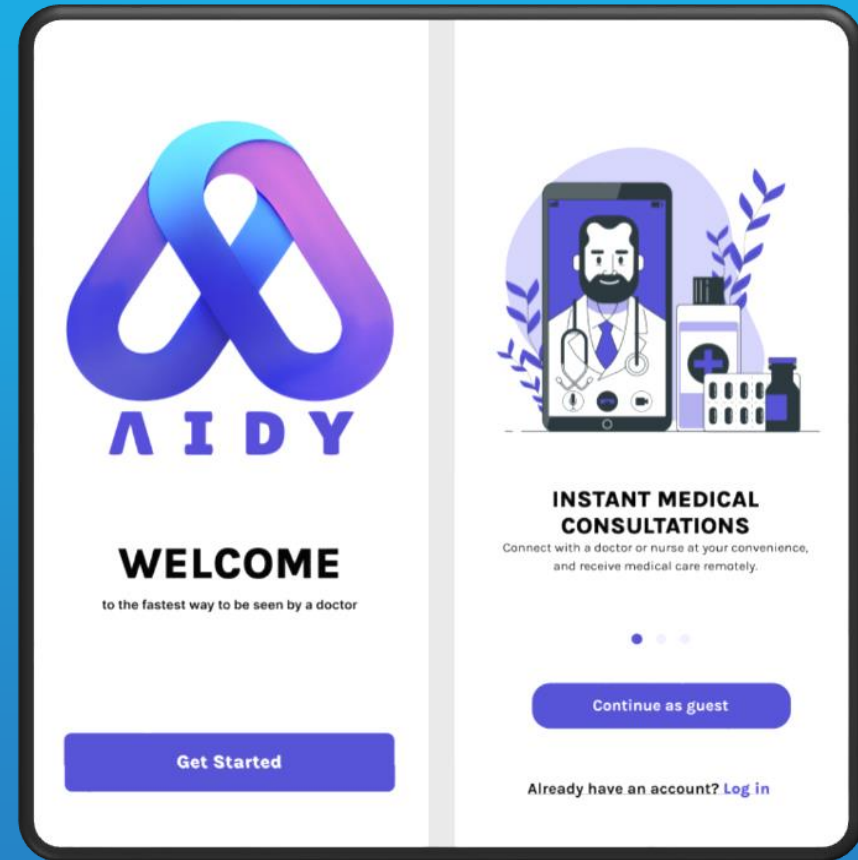
The ambulance has arrived at your location and has called you now.

DESCRIPTION OF THE SOLUTION

The core **innovation of AIDY** is that - instead of using AI for diagnosing or prescribing treatment (which is a matter of debate, resulting in controversy and long times for regulatory clearance), we will implement machine learning (ML) algorithms to create an intelligent virtual assistant capable of talking to patients in a smart way to *gather* their most important symptoms to produce *the best clinical picture of their current state of health* and/or adverse condition.

These algorithms will be based on technologies such as Large Language Models (LLMs) and time series processing where required.

As the investor **a16z Bio+Health** pointed out, there is a need to rethink access of healthcare services globally, which can be the next big thing: „a specialized LLM could become the new "front door to healthcare," simplifying access to care, integrating with healthcare marketplaces for seamless appointment booking, and potentially transforming the healthcare industry's approach to patient engagement and service delivery." (source: [a16z Bio+Health](#))



AI Capabilities in AIDY Health

share of value creation attributed to AI

<i>AI Capabilities</i>	<i>How we implement it</i>
Speech to Text Conversion :	Transforming the patient's voice inputs into text that can be analyzed.
Natural Language Understanding (NLU):	Interpreting the context and meaning of the patient's words to accurately capture symptoms and health concerns.
Dialogue Management:	Enabling the virtual assistant to ask follow-up questions or provide instructions based on the patient's responses, ensuring comprehensive data collection.
Forecasting:	Can be an underlying capability in personalizing health plans and medication reminders. AI-driven predictive models can analyze a patient's health data over time to forecast potential health risks or medication needs. This capability allows for proactive healthcare management, offering personalized advice and reminders based on predicted future health states.

In conclusion, AI is central to AIDY Health's vision of revolutionizing patient care through technology. The platform's reliance on linguistics, speech recognition, and forecasting demonstrates a deep integration of AI in offering personalized, efficient, and accessible healthcare solutions. While a minimal version of the platform could operate without AI, such an iteration would fall short of the project's innovative goals and potential impact on healthcare delivery.

ESSENTIAL DATA POINTS

The data we collect could include:

1.Patient Medical Histories

- Previous diagnoses, treatments, outcomes.

2.Symptom Information

- Duration, intensity of symptoms.

3.Lifestyle Factors

- Lifestyle, medication history, allergies, chronic diseases.

4.Laboratory & Diagnostic Tests

- Blood tests, MRI, X-rays.

5.Personal Information

- Age, gender, weight, height.

6.Clinical Scales & Protocols

- For symptom and result interpretation.

7.Privacy & Security

- Protecting personal data.



Currently, we have not collected the data.

VALUE PROPOSITION

Customer: Doctor in their own clinic

Customer PAINS:

For the doctor:

- Work overload / patient backlog
- Overwhelming documentation need without payment
- Care and medication requires post-prescription support to patients

For the patient:

- Long queue/waiting time - discontent as a „client“ of doctor

Customer GAINS:

- Be able to treat more patients with less waiting time
- Get happier staff and patients
- Get better work-life balance

Customer GAIN CREATORS:

- 24/7 Support offer in case of patients' medical issues, including emergencies
- Doctor perceived as excellent service provider
- Increase of value time
- Ability to offer extra services through the platform
- Superior and more efficient documentation

PRODUCTS and SERVICES:

- Apps: patient-facing and doctor
- Concierge (AI chatbot)
- Telemedicine service
- Documentation writing service
- Data catalogue
- Patient and clinic case history
- Knowledge base

Pain Relievers:

- Saving time and effort for doctors
- Chatbot concierge takes off burden from incoming calls
- Chatbot Concierge helps patients all the way after prescription towards healing
- Walk-in patients can prequalify through app from home
- Patient interview summary presented to doctor from start when attending to patient
- documentation done automatically

Revenue / business model: „B2B, where possible”

Doctors pay themselves

- Added value = we save them **significant** time and effort, and charge only a flat (€200) monthly subscription fee in return
- They can select from a pool of new patients, or manage their existing ones through the Apps

Patients rarely pay directly

- Affordable care plans if insurance doesn't cover digital health apps or if they have no insurance (significant market)

- Health insurance often reimburses digital health apps, especially in cases where it reduces administrative burden and leads to increased efficiency

Subscription Types

AidyHealthPlus

AidyHealth Plus

BASIC PLAN



€19/mo

- ✓ Health insights and personalised care
- ✓ Remote monitoring for health tracking
- ✓ Access to GP services
- ✓ Emergency ambulance services

Get Started

AidyWellnessPro

AidyWellness Pro

STANDARD PLAN



€29/mo

- ✓ Advanced features for health and wellness
- ✓ Remote monitoring for health tracking
- ✓ Quick access to GP services
- ✓ Emergency ambulance services
- ✓ Reduced late charge fees
- ✓ Discounted rate for family members

Get Started

AidyWellnessPro

AidyCare Premium

ENTERPRISE PLAN



€49/mo

- ✓ Premium features for health and wellness
- ✓ Remote monitoring for health tracking
- ✓ Instant access to GP and psychiatric services
- ✓ Emergency ambulance services
- ✓ No late charge fees
- ✓ Include family members at no additional cost

Get Started

REVENUE / BUSINESS MODEL

Revenue / Business Model Segments	Description	Monetization Strategy
Apps: Patient-facing and Doctor	AIDY Health offers both patient-facing and doctor apps for seamless communication, appointment scheduling, prescription management, and remote consultations.	Subscription-based model for doctors, Freemium model for patients with premium features available for a fee.
Concierge (AI Chatbot)	A virtual assistant AI chatbot that handles administrative tasks, appointment reminders, medication reminders, and basic patient inquiries.	Monthly subscription fee based on usage tiers or a per-transaction fee for additional services beyond basic features.
Telemedicine Service	AIDY Health provides telemedicine services enabling doctors to conduct remote consultations with patients, offering diagnosis, treatment advice, and prescription management.	Pay-per-consultation model where doctors pay a percentage of the consultation fee or a fixed monthly subscription fee for unlimited consultations.
Documentation Writing Service	A service that assists doctors in writing patient documentation, including clinical notes, treatment plans, and medical reports, leveraging AI for efficiency and accuracy.	Tiered subscription model based on usage volume or a fee per document generated.

SIGNIFICANT MARKET OPPORTUNITY

Market overview: The market opportunity in Europe is significant, given the shortage of clinical staff and the increasing prevalence of health conditions among the aging populations. AIDY Health is positioned to tap into this growing market by offering a solution that addresses both challenges effectively.

€10.34bn

**TELEMEDICINE MARKET
IN EUROPE**
14% CAGR
over the next 5 years



Target Group: primarily General Practitioners (GPs) who run their own clinics. GPs provide primary care to patients of all ages, manage health conditions, and refer patients to specialists. They face challenges related to administrative burdens, time constraints, and need streamlined patient care processes.

**AI HEALTH ASSISTANT
SOFTWARE MARKET**
43.9% CAGR over the
next 4 years

€ 639.6m

AIDY Health's USP lies in streamlining clinic operations, improving patient care delivery, and enhancing GP practices' efficiency and effectiveness through innovative digital health solutions: chatbots and AI-driven telemedicine.

KEY COMPETITORS

Name	AI?	Chatbot?	Number of users	Countries active in	Regulatory
Curoflow	Yes, for automating and streamlining telehealth	-	over 70,000	Europe and Asia	CE, MDR, GDPR
 aurora INNOVATIO	Yes, for automating communication between patients and healthcare providers	Yes	more than 3 million users	Sweden, Finland, the Netherlands, Portugal and Spain	GDPR
Kry / Livi (FR, UK) kry	AI to match patients with healthcare professionals based on a questionnaire filled out by the patient regarding their symptoms and the medical expertise of the doctors	-	1M app users and 130,000 patients registered with the primary care clinics	Sweden, Norway, Spain, France, UK	GDPR
 medi24	Yes, AI-enabled symptom checker	NO, but instant chat with doctors	more than 4.6 million people have access to Medi24 through their healthcare providers 6,000 calls daily	Global presence as part of Allianz Partners	GDPR

Our USP for all stakeholders

- **Our solution:** a combination of AI chatbot for information-gathering, telemedicine for consultations, integrations for appointments and the „simplified AIDY Record”, which is our way of organising patient information for future reference, without accessing existing medical records.
- USP for **doctors: more patients, but less effort.**
Higher efficiency during consultations, more patients can be seen, more income than operating a physical clinic or using other platforms
- USP for **patients: instant* medical consultations around the clock.**
*Currently it can take up to a week to be seen by a GP, and much longer by a specialist.
We can reduce the waiting time from *days to minutes*. Successful examples from abroad include: [Udoc](#)
- USP for **insurance** companies: we enable **digital coordination and care delivery**.

Planning, implementation and milestones

Tasks		Start Date	End Date	Health	Status	Q4				Q1		Q2		Q3		Q4		Q1					
						Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
1	Recruit Permanent Tech Co-Founder / CTO	10/01/23	02/23/24	🟢	Complete							Recruit Permanent Tech Co-Founder / CTO											
2	Complete Business Plan	02/19/24	02/25/24	🟡	In Progress							Complete Business Plan											
3	▢ MVP development (bot)	02/02/24	02/23/24	🟢	Complete							MVP development (bot)											
4	MVP deployment, testing and feedback gathering	02/17/24	08/05/24	🟢	In Progress									MVP deployment, testing and feedback gathering									
5	▢ Launch public Mobile App																						
6	Market Research	09/29/23	02/16/24	🟢	Complete							Market Research											
7	User Stories	02/26/24	03/02/24	🟢	In Progress							User Stories											
8	Wireframing and Prototyping	10/24/23	01/01/24	🟢	Complete							Wireframing and Prototyping											
9	User Flow	10/24/23	12/30/23	🟢	Complete							User Flow											
10	UI/UX Design	10/25/23	01/01/24	🟢	Complete							UI/UX Design											
11	▢ App Development			🟡	Not Started																		
12	Backend	02/29/24	05/07/24	🟡	Not Started							Backend											
13	Frontend	02/29/24	05/07/24	🟡	Not Started							Frontend											
14	Data Collection	01/01/24	03/15/24	🟡	In Progress							Data Collection											
15	AI tasks	03/29/24	06/30/24	🟡	Not Started							AI tasks											
16	Testing and Quality Assurance	06/30/24	08/02/24	🟡	Not Started									Testing and Quality Assurance									
17	Deployment and Launch	08/02/24	08/09/24	🟡	Not Started									Deployment and Launch									
18	▢ Apply for Funding																						
19	AI+Munich application deadline		02/25/24	🟡	In Progress							AI+Munich application deadline											
20	Novartis Digitaler Gesundheitspreis #DigitaleTherapiewege		02/29/24	🟡	Not Started							Novartis Digitaler Gesundheitspreis #DigitaleTherapiewege											
21	Zurich Innovation Championship 2024		02/14/24	🟢	Complete							Zurich Innovation Championship 2024											
22	Funding sources through HM (SCE)	02/27/24		🟡	Not Started							Funding sources through HM (SCE)											
23	Medical Valley Award 2024		04/07/24	🟡	Not Started							Medical Valley Award 2024											
24	Identify other grants and funding sources	02/10/24	05/01/24	🟢	In Progress							Identify other grants and funding sources											
25	Company formation with co-founders		05/03/24	🟡	Not Started							Company formation with co-founders											

SDGs



SDG / target

Target 3.4

By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Indicators

3.4.1

Mortality rate attributed to cardiovascular disease, cancer, diabetes or chronic respiratory disease

How can we have an impact?

By giving access to medical care through efficient channels such as telemedicine, we can reduce the burden of chronic disease. We see a particularly attractive opportunity to provide help in rural areas, where medical care is not always available, as well as for underrepresented groups (i.e. uninsured patients) through our business model.

3.4.2

Suicide mortality rate

We can easily develop our bot to provide support with mental health issues. According to our holistic view, our bot will be trained to recognise mental health emergencies and we will be able to send help accordingly.

- We would like to apply for a hybrid of funding options:

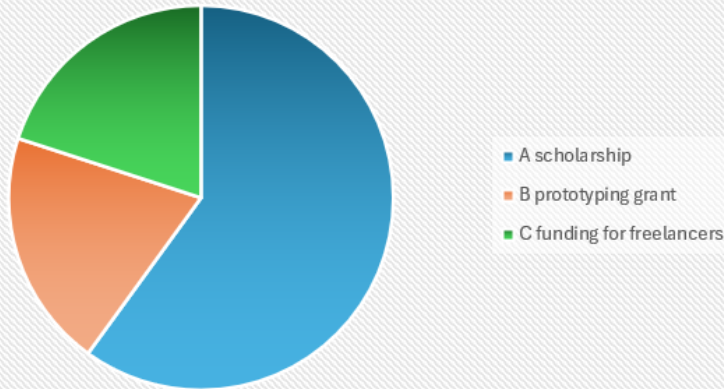
- A. AI Scholarship for our CEO and CTO to go full-time on the venture
- B. Cover for infrastructure costs (to self-host our AI models and data)
- C. Pool of funding to seek further expert advice when needed (to speed things up)

- Advantages:

1. Meeting all the deadlines outlined on the implementation slide based on our track record
2. MVP would be created as a tangible output of the funding
3. Speed can be optimal.

[illegible]

Distribution of funds



Partners



Proud to partner with
Microsoft for Startups

