

nodds

Because life matters

Impacting the way emergency situations are managed.

Sudden Cardiac Arrest

2nd leading cause of death in the world after cancer

8 Millions deaths per year

UNITED STATES

290 000 deaths per year
Survival rate: **9,5%**

UNITED KINGDOM

100 000 deaths per year
More than breast cancer, lung cancer, HIV and AIDS combined
Survival rate: **3-5%**

FRANCE

65 000 deaths per year
Survival rate: **5%**



Sudden Cardiac Arrest Key Figures



5%
**SURVIVAL
RATE**

AN UNSATISFACTORY SITUATION WHY ?



Not enough
nearby defibrillators



No alert system
for nearby bystanders



Civilians
are poorly
trained



**Using an AED in the
first 3 minutes multiplies
by average 4 or 5 times
the survival chance
of the victim, up to
75%**

AED (Automated external defibrillator)

improving
the situation



MORE
DEFIBRILLATORS



AN EFFICIENT
EMERGENCY
ALERT SYSTEM



TRAIN THE
POPULATION

By becoming the primary emergency management platform in the world and allowing anyone to trigger and receive an alert in real-time

The **NODDS Solution**



For each alert triggered and detected by our system, NODDS takes care of providing the best and fastest response.

NODDS assists people in case of an emergency event.

NODDS trains people to first aid gestures.

NODDS aims to increase the penetration of AEDs

Our **Mission**

Enabling people to save lives!

Competitive **Advantage**

NODDS is the most connected solution fully integrated in our environment

NODDS is a Technology based on Artificial intelligence and Machine Learning

Uniquely positioned to win the alert market



in 2019...

126.1 millions units

709 millions devices

2.5 billions users

50 millions devices

Health & Wellness Connected Objects

Smart Home connected Objects

Social Networks

Virtual & Augmented Reality

nodds

WE BELIEVE...

That every connected object
can be detected, send and receive alerts



That alerts can be empowered
by all home smart devices



That users can send and receive alerts from
every social networks and messaging solutions

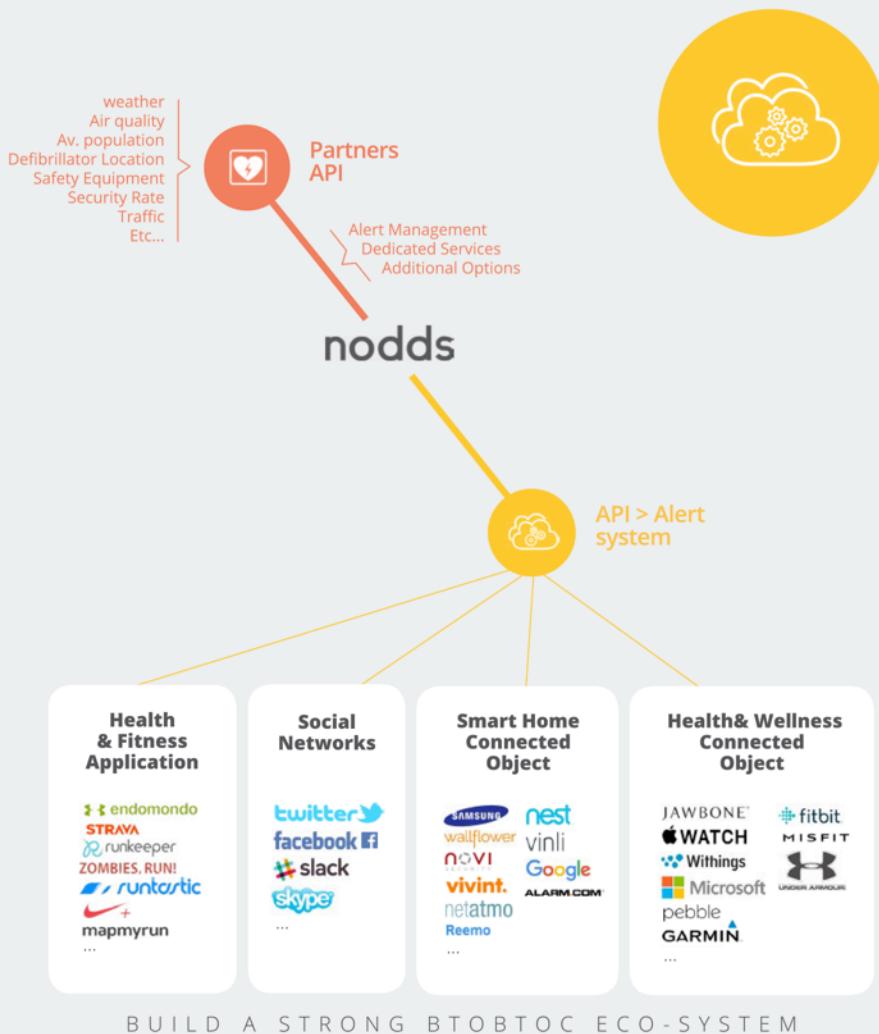


The Alert Solution

Artificial Intelligence
Machine Learning
Cross-Platform & Open Architecture
SaaS Mode
Monthly Subscription for BtoB

The Alert Solution detects emergencies and allows people to ask for help anywhere and anytime. It provides a better engagement for smart home devices and wearables, and It can also be managed by voice control devices like Amazon Alexa or Siri.

Our strength is our capacity of analysing the environment to provide the fastest response. Moreover, Machine learning will permit to draw conclusions and improve interventions and decision-making.
NODDS aims at providing a solution for every kind of emergency in the future (fire, injury, natural disaster, etc...)



According to the Research and Markets Institute, the **market for medical alert systems** is projected to grow at a CAGR of 6.31% from USD14.98 billion in 2014 to reach USD21.6 billion by 2020. **It's not a niche.**

We Train People through **Augmented Reality solutions**



Training a wide audience is time consuming for people and too expensive.

The **augmented reality** will eliminate all the barriers for people to learn. Particularly learning how to act during an emergency alert, without applying to any training institute or session.

As people will be able to learn at home at any time, it will be easy for them to be trained and to train their relatives and family.

Moreover, the augmented reality will permit to be helped **instantly** by trained people and professionals in case of emergency events, and not only by bystanders.

Our solution is designed to bring up all information needed in real time and will bring up the person who can assist you.



Train People



Pay per view

Solution development

In-app & in-game / Branded integration

Sponsorship / AED manufacturer, insurances

Watch videos:

www.youtube.com/watch?v=rCRq_I8YZ7k

www.youtube.com/watch?v=HvYj3_VmW6I



Increase Defibrillators penetration through licensing partners



Not one AED distributor nor one healthcare company succeeded to introduce an AED at home.

The question is how to integrate an AED into household furniture and into our everyday life. As every house needs light in the living room, we thought it was most obvious to integrate it in the lighting device.

Sudden cardiac arrest is everybody's concern. We, at NODDS, believe it can be addressed by integrating a defibrillator into a lighting object.

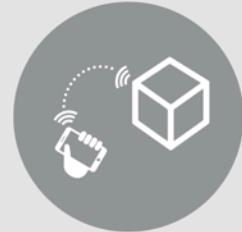
This combined with the NODDS alert management system will have the user prepared for an emergency.

Global luxury furniture market was valued at USD 21,389.5 million in 2014 and is expected to reach USD 28,600.7 million in 2022, growing at a CAGR of 3.7% over the forecast period.

Domestic use will be the highest revenue generating segment by 2020.



Create efficient Connected Objects



NODDS wants to bring value to the connected world by creating products that will really help people and save lives.

As most cardiac arrests occur at home, our first product is a connected light with a defibrillator integrated for homes and hotels.

Watch our video : <https://vimeo.com/143006699>

Our main goal is to continue to imagine concepts and create products to assist people in emergencies. The developed products will be commercialized through major licensing partners.

We think that connected clothings and autonomous cars will be promising markets for us to propose new solutions.

We want to become **good samaritans...**



...And save life with
the integrated and connected
defibrillator



The Team



Denis Repelowicz

CEO & Founder

Denis is a successful entrepreneur and a specialist in the distribution of medical devices in the fields of cardiology and orthopaedics.

He started his career as a commercial agent for general hospitals, then spent more than 10 years at Medtronic and Biotronic as a technical sales engineer in cardiovascular and rhythm.

He created his first company, RMD, in Luxembourg in 1996, distributing cardiology products such as pacemakers, defibrillators and stents. He then created Mediservices to distribute similar products from Boston Scientific as well as orthopaedic implants and surgery accessories from Smith & Nephew and Exactech.

Tawfik Ghazi

Chief Technology Officer

Tawfik has gained significant experience in start-up development, software engineering and project management with international companies including Arcelor Mittal and Nexway Distribution.

He has led international e-commerce platforms and large audience portals.

Tawfik has held several management positions and has been active as a key departments coordinator.

2018/2020 Milestones Plan



1- Social Medical Alert system / 2018

Our Sales and Marketing strategy is aiming at convincing providers of connected objects and social networks to adopt the NODDS alert system.

2- Licensing NODDS products/ 2018

As sudden cardiac arrest happens mostly in the evening or early morning, and in the presence of a known person, it is critical to increase the penetration of defibrillators in the market. NODDS will work with large deco lighting providers such as Philips, Zumtobel, Delta Light and others to design and distribute the "NODDS LIFE" Lighting Range incorporating a defibrillator in the connected lighting device. More over, in the nexts 5 years, NODDS will develop new products in partnership with connected objects manufactures to improve emergency event management.

3- Training / 2020

The convergence of the Social Medical Alert system with upcoming virtual enhancing technologies creates a scope for NODDS to develop new experiences for people to acquire skills that could save a life. NODDS will develop a virtual reality training program targeted at large corporates, schools or at customers from insurance companies.

The Business Model

The NODDS business model is based on four pillars that will, over time, generate a steady flow of revenue.



1. Artificial intelligence (SaaS Mode – APIs)

Subscription revenue stemming from connected devices manufacturers, social media networks, corporations and individuals adopting the NODDS solution.

2. Augmented reality (Yearly Fee)

Training and emergency assistance solutions to allow people to learn at any time, anywhere. For large corporates, schools or at customers from insurance companies.

3. Connected devices (License)

Connected objects and wearable items are two of the channels that will be activated in the user's environment to reach potential helpers with NODDS notifications.

4. Big data (pay per access)

NODDS will create an ecosystem with the main parties connected to the programme that will enable access to large volumes of user data.



The Revenues

Forecast for the next 5 years.

	2017 (EUR)	2018 (EUR)	2019 (EUR)	2020 (EUR)	2021 (EUR)	2022 (EUR)
REVENUE						
Artificial intelligence	5,482	168,360	559,877	1,110,571	1,958,388	3,203,530
Subscription	5,482	168,360	559,877	1,110,571	1,958,388	3,203,530
Augmented reality						
Training	-	-	390,197	1,262,550	3,096,801	5,142,669
Emergency assistance	-	-	194,279	618,467	1,493,528	2,468,633
Connected devices	-	3,195,593	8,056,077	13,394,836	19,158,092	28,841,046
Smart Emergency Stations	-	2,226,169	3,997,880	7,890,632	6,622,173	8,398,516
Connected Alert Buttons	-	969,423	2,014,670	5,502,674	3,124,672	3,520,958
Connected lights	-	-	2,043,527	2,772,988	9,113,717	16,287,340
Connected wearables	-	-	-	5,119,175	297,530	634,232
Big data	-	-	-	3,111,091	8,466,942	14,718,808
Total revenue	5,482	3,363,953	9,006,152	18,879,048	32,680,222	51,906,053

The Expenses

Salaries and marketing expenses constitute the majority of expenses, followed by hosting and consulting.



EXPENSES	2017 (EUR)	2018 (EUR)	2019 (EUR)	2020 (EUR)	2021 (EUR)	2022 (EUR)
Total expenses	223,451	876,586	4,528,867	8,512,248	15,502,156	24,287,011
Salaries	18.02%	20.43%	74.37%	59.14%	43.06%	34.04%
Marketing and communication (excl. marketing staff)	17.90%	25.67%	8.61%	19.87%	24.89%	35.15%
Hosting	0.15%	3.34%	3.75%	8.85%	15.17%	17.57%
Consulting expenses and R&D	19.02%	6.05%	1.17%	5.64%	5.48%	4.45%
External expenses	44.66%	42.60%	15.98%	10.96%	7.57%	5.54%
External software services	0.25%	1.92%	1.24%	1.30%	0.88%	0.66%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

The Seed Round

Total funding requirements are estimated at roughly EUR6.1 million.

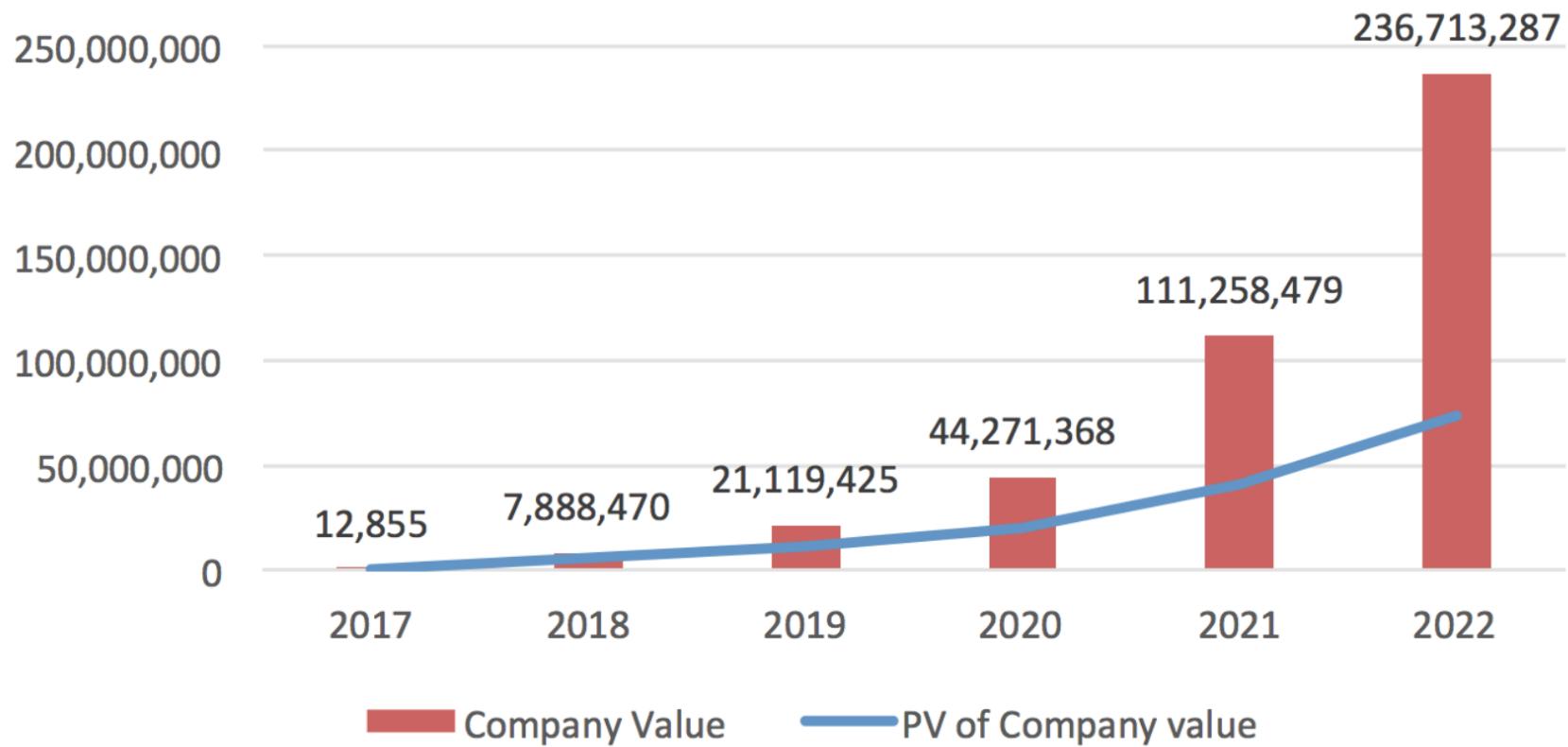
Funding will be raised in three rounds.



Investor	Capital needed (EUR)	Founder stage	SEED	SERIES A	SERIES B
		% ownership	% ownership	% ownership	% ownership
Founders		85.0%	80.8%	68.6%	58.3%
Option pool		15.0%	14.3%	12.1%	10.3%
Seed investor	500,000		5.0%	4.3%	3.6%
Series A investor	1,500,000			15.0%	12.8%
Series B investor	4,195,480				15.0%
Total	6,195,480		100%	100%	100%

The Valuation

Evolution of company value



The Returns

The internal rate of return of the project is estimated at 89%



	Seed	Serie A	Serie B
Return on Investment	40x over 6 years	10x over 5 years	3x over 2 years Min. 10x over 9 years
Compound annual return	86%	64%	30%

Return on investment	Year of investment	Invested capital	Company sale in 2022	% ownership in 2022	Distribution of sale proceeds 2022	Gain	Compound annual return	Return on investment
Founders	Prior to 2017	800,000	236,713,287	66.86%	158,268,871	157,468,871	141%	197.8x
Option pool		0	236,713,287	11.80%	27,929,801	27,929,800	N/A	N/A
Seed investor	End 2016/Beg. 2017	500,000	236,713,287	8.74%	20,688,741	20,188,741	86%	41x
Series A investor	End 2017/Beg. 2018	1,500,000	236,713,287	7.60%	17,990,210	16,490,210	64%	12x
Series B investor	End 2018/Beg. 2019	4,195,480	236,713,287	5.00%	11,835,664	7,640,185	30%	3x

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