 **EchoPulse**

Motivation

- Less than 5% of Australians have formal first-aid training
- Over half a million Australians live or work remote
- Roughly 60% of remote tourist locations in Australia do not have cell service
- An estimated 1200 Australians living or travelling remotely die each year due to delayed first-aid delivery

The Functional JTBD

“

*When assisting in a remote medical emergency,
I want to correctly diagnose the issue and perform
the appropriate emergency medical procedure/s
without any prior knowledge of how to do so,
So I can keep the victim alive until emergency
services arrive.*

”

The Emotional JTBD

“

*When I am assisting in a medical emergency,
I want to stay calm and responsive,
So I can provide the best care possible.*

”

The Social JTBD

“

*When I am in a remote area,
I want to others to be confident that I can assist
them in a medical emergency,
So they can feel safe in my company.*

”

The Solution 



 EchoPulse

The EchoPulse logo consists of a teal asterisk-like icon followed by the word 'EchoPulse' in a bold, teal, sans-serif font.

Resources for MVP

Have:

- Wireframes and prototypes
- Single developer/designer, marketing and financial specialists

Need:

- Recruitment of AI specialist
- Ongoing medical and legal consultations

Funding

- Initial reliance on Kickstarter:
 1. It's an "All-or-nothing" model which drives urgency
 2. Transparent and strong startup community presence
- Future partnerships with St. John's Ambulance and high-end EPIRB manufacturers.

Legal & Ethical Considerations

- Consultation with lawyers with tech and/or medical background
- Develop explicit disclaimers and thorough terms of use
- Include warnings that we are not liable for outcomes, including in cases of death or injury

Market Opportunity

Target Customer

- People who live or work remote
- Remote tourists e.g. hikers, mountaineers, researchers
- Carers & Family Members of At-Risk Individuals
- Aboriginal and Torres Strait Islander Communities

Not just a “first line of defense,” but a first line of attack—an active, accessible tool ready in someone’s pocket.



Competitors

palmEM

HEART Score

Splints

Sutures

Cricothyrotomy

GENERAL GUIDELINES

Site	Skin	Deep	Days
Scalp	4-0, 5-0	3-0, 4-0	5-8
Ear	6-0	—	5-7
Eyelid	6-0, 7-0	—	5-7
Eyebrow	5-0, 6-0	5-0	5-7
Nose, Lip	6-0	5-0	5-7
Oral Mucosa	—	5-0	—
Face, Forehead	6-0	5-0	3-5
Chest, Abdomen	4-0, 5-0	3-0	8-10
Back	4-0, 5-0	3-0	12-14
Extremities	4-0, 5-0	4-0	8-10
Extensor Joint	3-0, 4-0	—	10-14
Flexor Joint	4-0, 5-0	—	8-10
Hand	5-0	5-0	8-10
Extensor Tendon	4-0	—	—
Foot	3-0, 4-0	4-0	12-14
Vagina	—	4-0	—
Scrotum	—	5-0	7-10
Penis	5-0	—	7-10

SUTURE CHARACTERISTICS

Absorbable	Wound Support (days)	Comments
Fast Absorbing Gut	5-7	Gut treated with heat to speed absorption; Consider use on ear, eyelid, eyebrow, nose, lip, face if anticipated difficulty with suture removal
Chromic Gut	10-21	Gut treated with chromium

INDICATIONS

- Failed airway

CONTRAINDICATIONS

- Transection of trachea

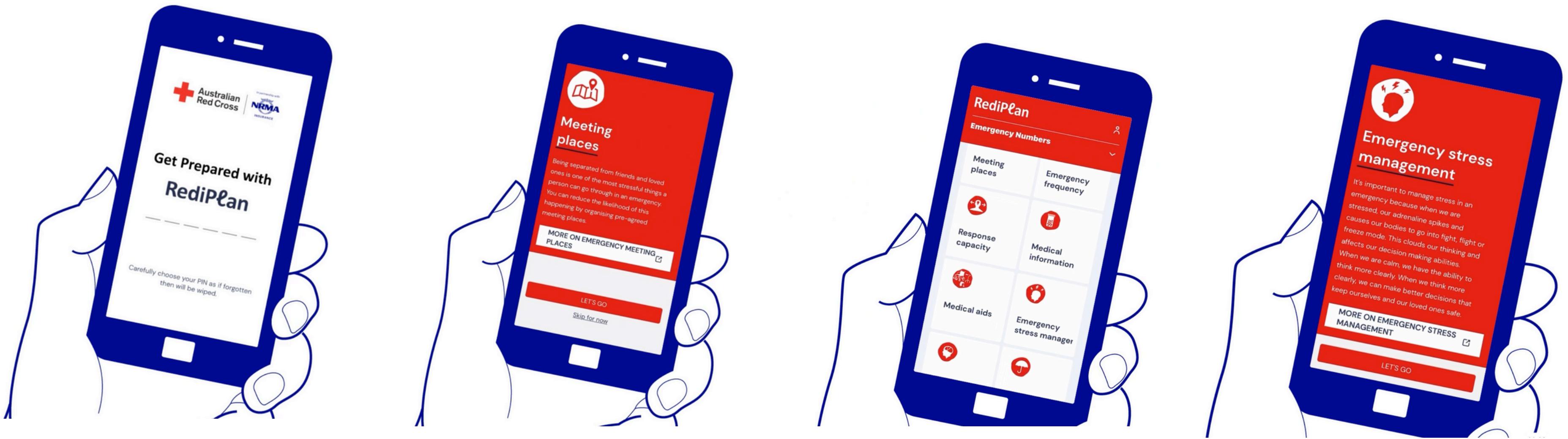
COMPLICATIONS

- Bleeding/hematoma, incorrect placement, obstruction, subcutaneous emphysema, esophageal perforation, mediastinal perforation, pneumothorax, vocal cord injury, laryngeal fracture, aspiration

TECHNIQUE

- Stabilize the larynx and palpate the cricothyroid membrane.
- Using a #11 blade scalpel make a midline, vertical 3-4 cm skin incision.

Competitors



- First Aid App by Australian Red Cross

Validation and Evidence



"I wouldn't be confident" "Not really comfortable, I don't know the procedures"

- Prefers voice guidance + animations
- Wants training mode/reminders to practice
- Would pay <\$10 and recommend to others



"People are likely to show hesitations" "I think it comes from a lack of knowledge"

- Confirms that early action is critical (eg. stroke victims)
- The app must be validated by healthcare professionals before deployment
- Voice guidance helps people stay calm

What We Learned

EchoPulse

- ✓ There is a demand for clear guided emergency help
- ✓ People would prefer an app with the ability to work offline
- ✓ Our target market (rural area) will benefit tremendously from EchoPulse
- ✓ Voiced guidance = Most preferred way to receiving instructions

Response to the feedback

- ✓ Will explore the idea of implementing training mode
- ✓ App's primary method = Step by Step voice guidance
- ✓ Changed revenue model to Non-Profit

Questions?