



Yourology

Bringing Healthcare Testing to the Home

Victor Fu

Yourology

A Healthcare Technology Company

Our vision is to provide customers easy access to their intimate healthcare information so they can make decisions to improve their health

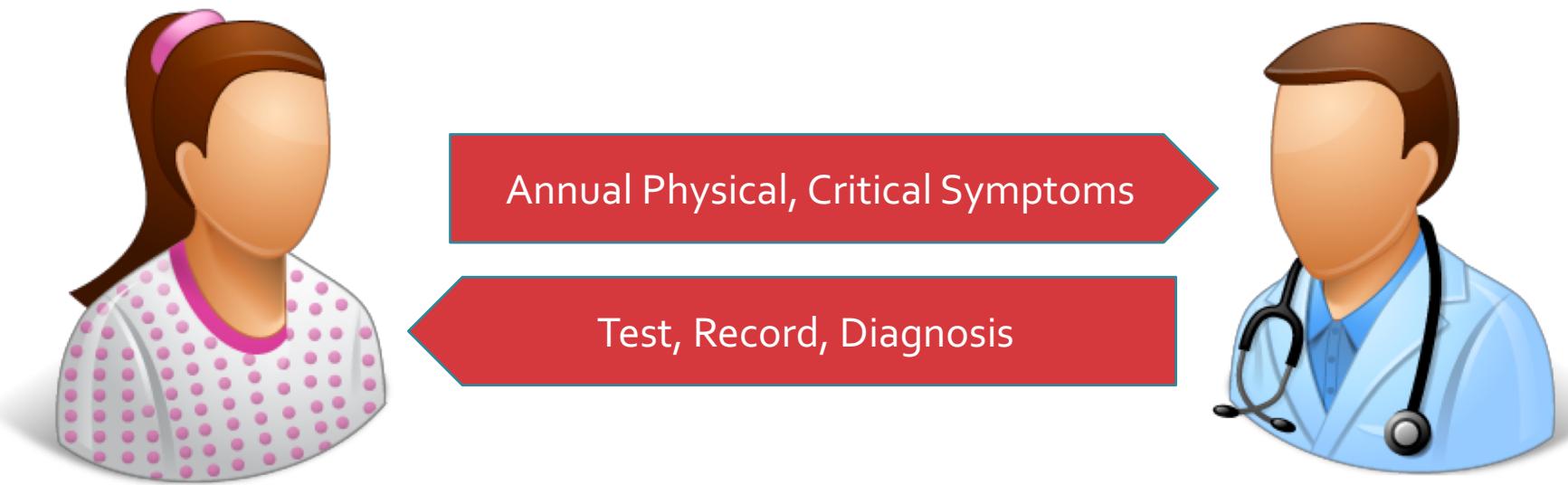


Yourology

The Problem

How well do you know your health?

**Patients are clueless about the state
of their health between infrequent
doctor's visits and exams**

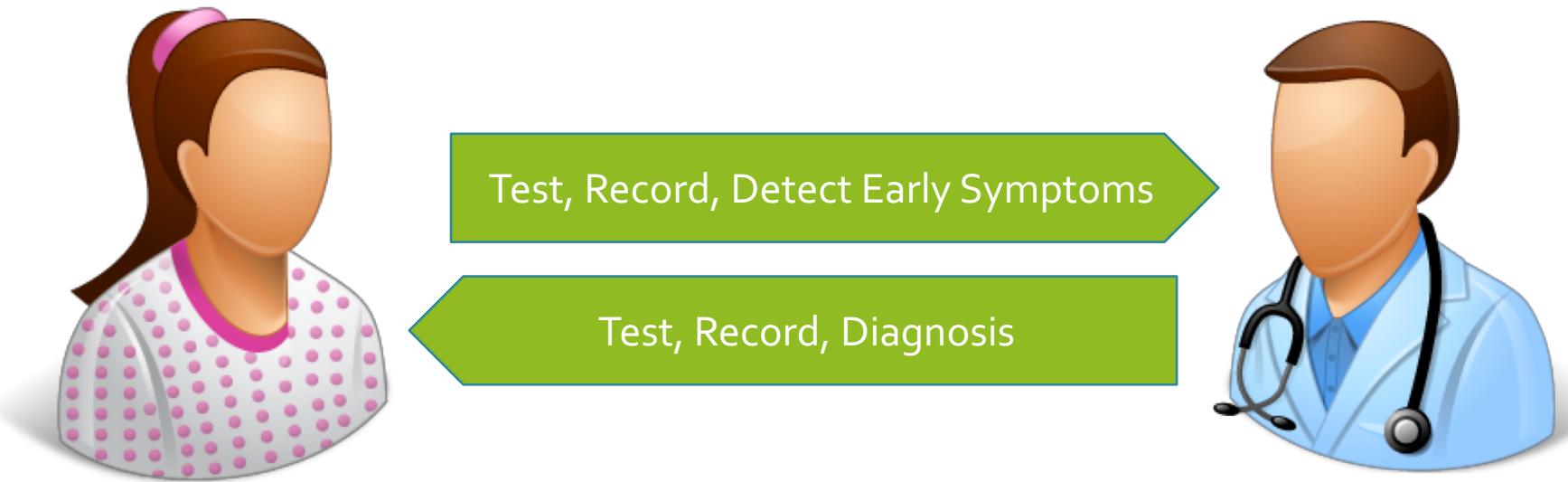


Yoururology

The Solution

Bring health testing to the home

Take frequent data points of basic health tests from the patient to fill the gap between doctor's visits



The Product

The bathroom of the modern age



At home urine analysis

The Market

The Connected Health and Wellness Device Market

Healthcare Technology

Connected Health and Wellness Device Market

\$123B

Self-Care Medical Devices Market
\$17B

Yourology's Market
\$1.2B

This industry is rapidly growing... \$612B TAM by 2024



Yourology

Business Model

1.



Hardware Sales

2.



Parts Subscription

3.



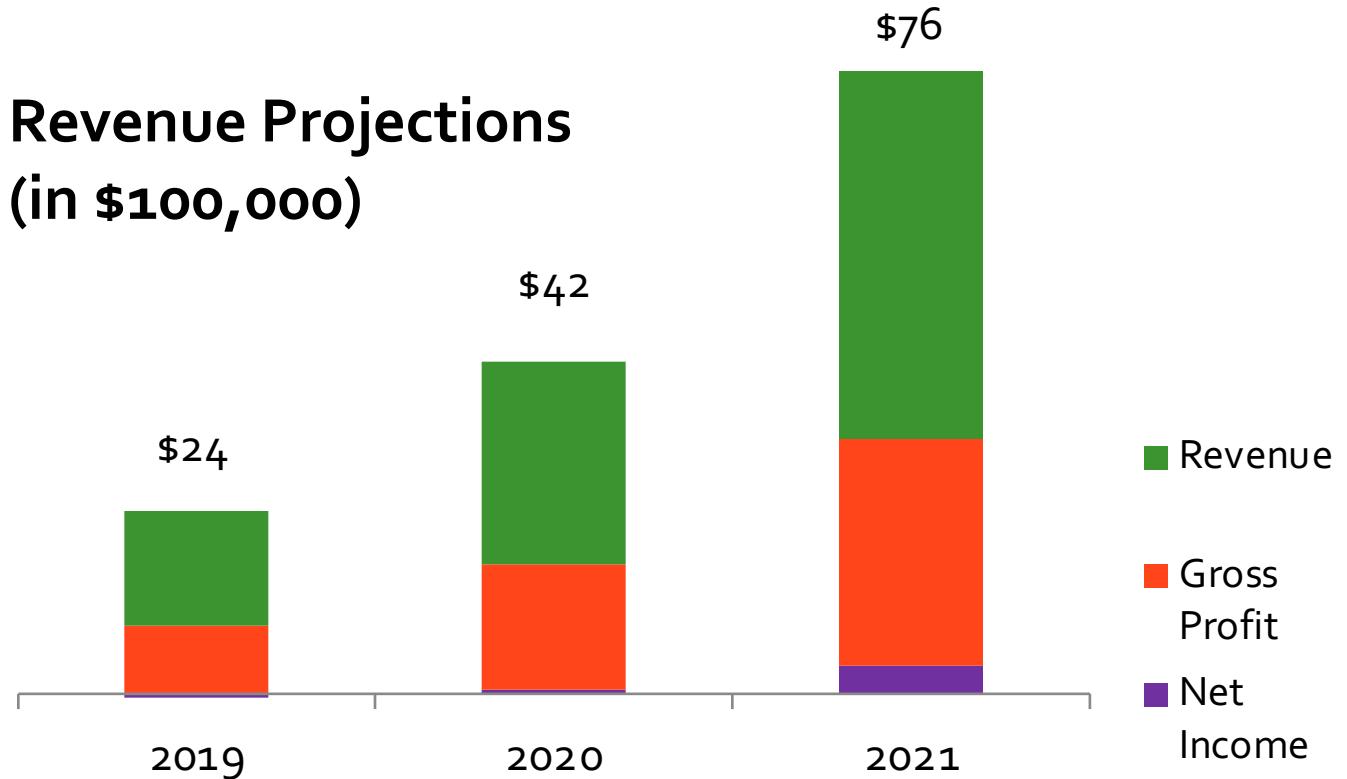
Data Monetization



Yourology

Revenue Projections

Revenue Projections (in \$100,000)



Go to Market Strategy

Kickstarter



Q1-2019



Launch



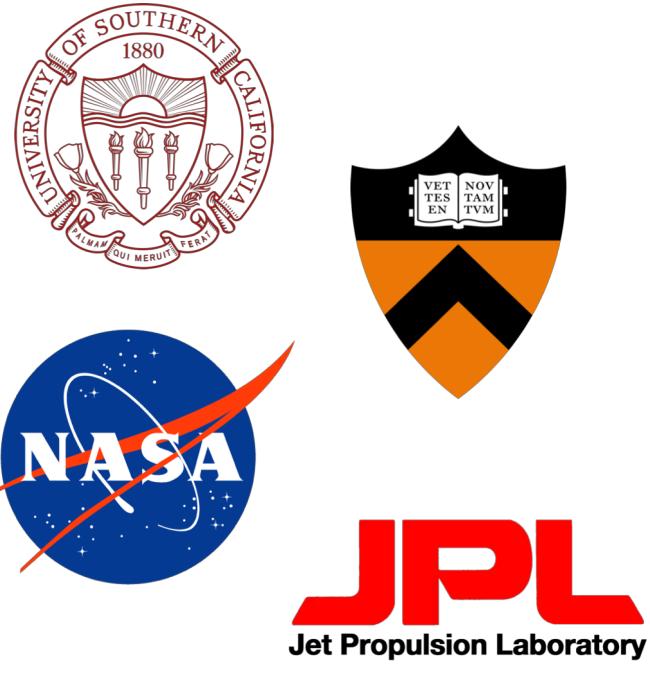
Apple Store



Yourology

Team

Victor Fu
BS Electrical Engineering
MS Computer Engineering



TROY CAPITAL PARTNERS

Connor Sundberg
BS Business Administration
BS Computational Neuroscience



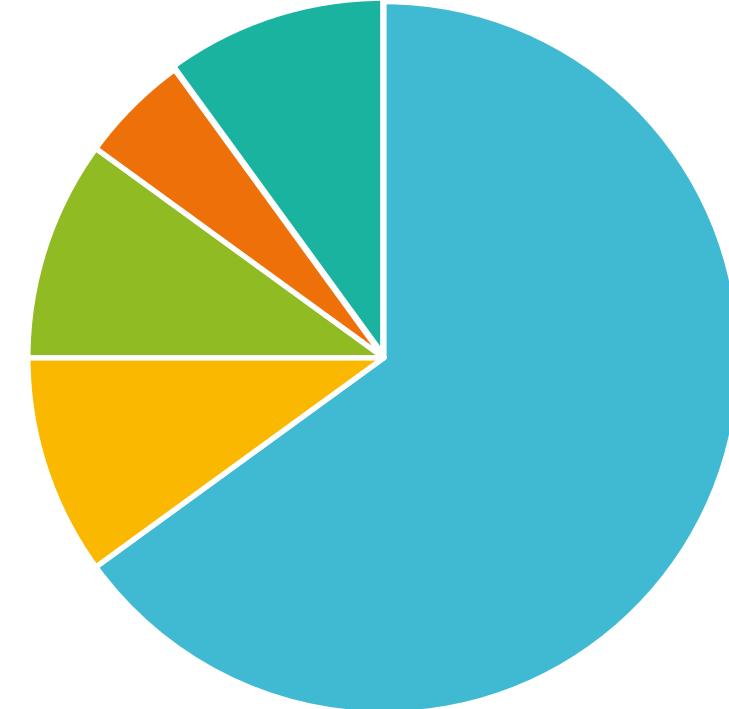
JPMORGAN CHASE & CO.

AMPLIFY

Capital Raise

\$250,000
pre-seed

Use of Funds



■ Engineering

■ Equipment

■ Operations



Yourology

Thank you

Contact:

Victor Fu

victorfu@usc.edu

609-937-7008

Appendix A1

Things detectable in urine

- Bilirubin (pigment in bile; may indicate liver disease)
- Glucose (type of sugar; may indicate diabetes)
- Hemoglobin (iron-containing pigment in red blood cells; may indicate injury of the urinary tract, anemia, or infection)
- Ketones (e.g., acetone; may indicate diabetes or metabolic disease)
- Protein (may indicate kidney disease)
- Urobilinogen (by-product of bilirubin; may be found in trace amounts in normal urine)
- Blood cells (e.g., red blood cells, white blood cells; indicate hematuria or infection)
- Casts (e.g., hyaline, granular; may indicate kidney disease)
- Cells from the lining of the urinary tract (epithelial cells)
- Crystals (may indicate metabolic disease)
- Fat (may indicate nephrotic syndrome or diabetic nephropathy)
- Renal tubular cells (may indicate acute tubular necrosis)

Appendix A2

Consumers Want to Understand
Their Health



Appendix A3

Alternative funding strategy

Finance seed and pre seed personally and through connections...

Replace Series A Round with

KICKSTARTER

- Maintain more equity
- Marketing opportunity
- Communicate with customer segments
- Create structure and deadlines

Appendix A4

Expanded Product offerings

Smart Bathmat



Smart bathmat with integrated weight sensors that can detect...

- Weight
 - Water weight
 - Bone density
 - Muscle Mass
- Posture
- Fluctuations

Appendix A5

Long term Goals