

MedAssist

Team 5*

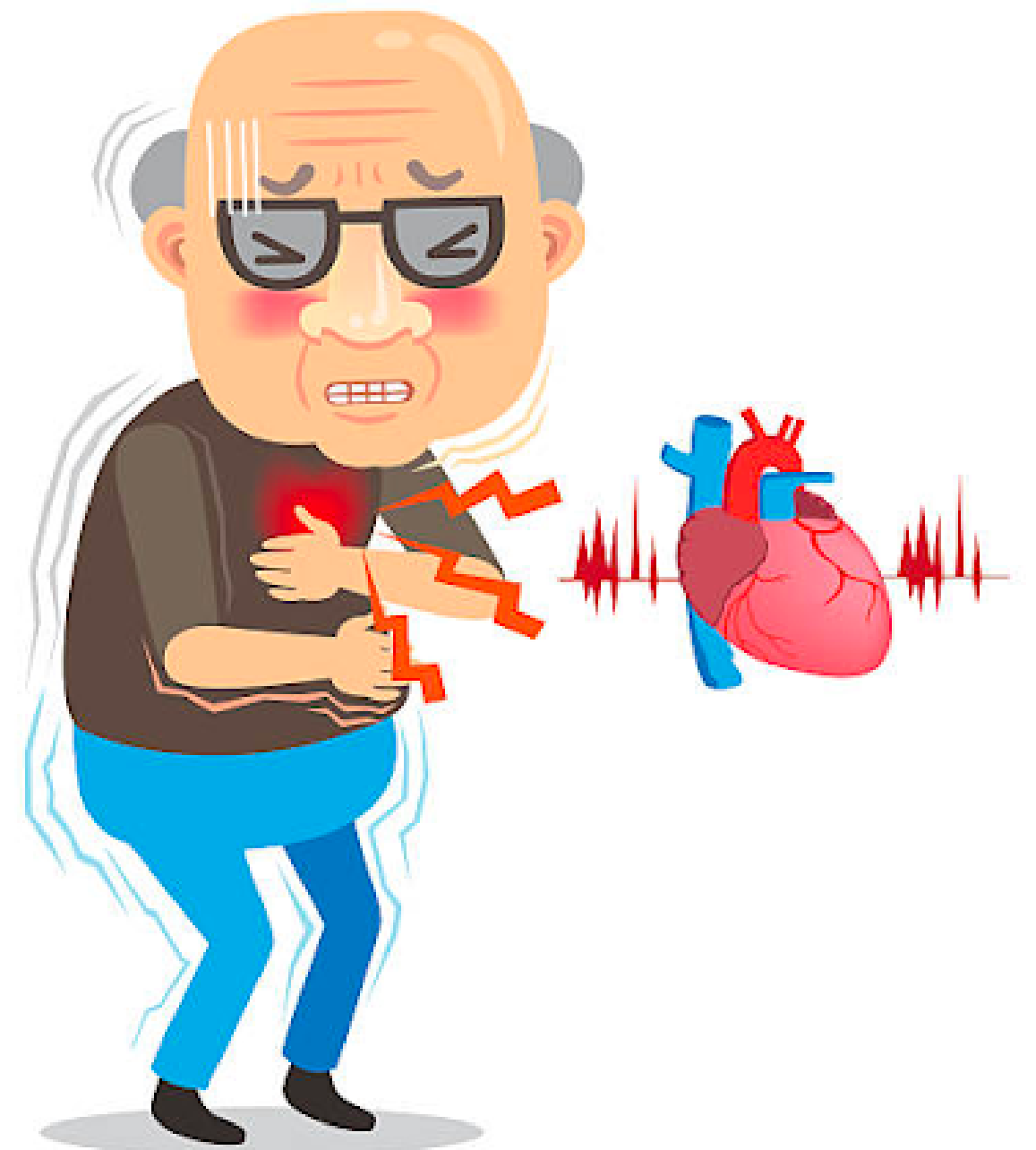
ELPP Fall 2022

Because we care

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MY STORY



THE PROBLEM



800K people die from heart disease each year in the US, the majority of whom are 55+

At least 200,000 of these deaths are preventable.

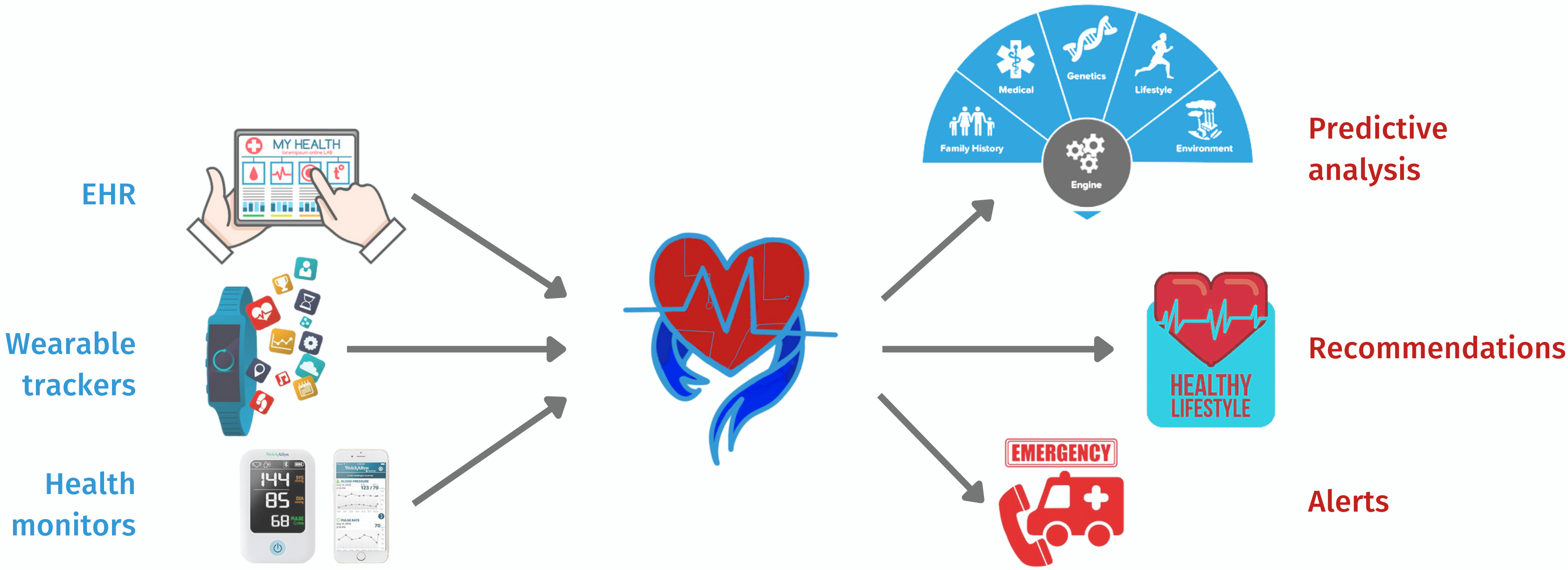


28% of seniors live alone

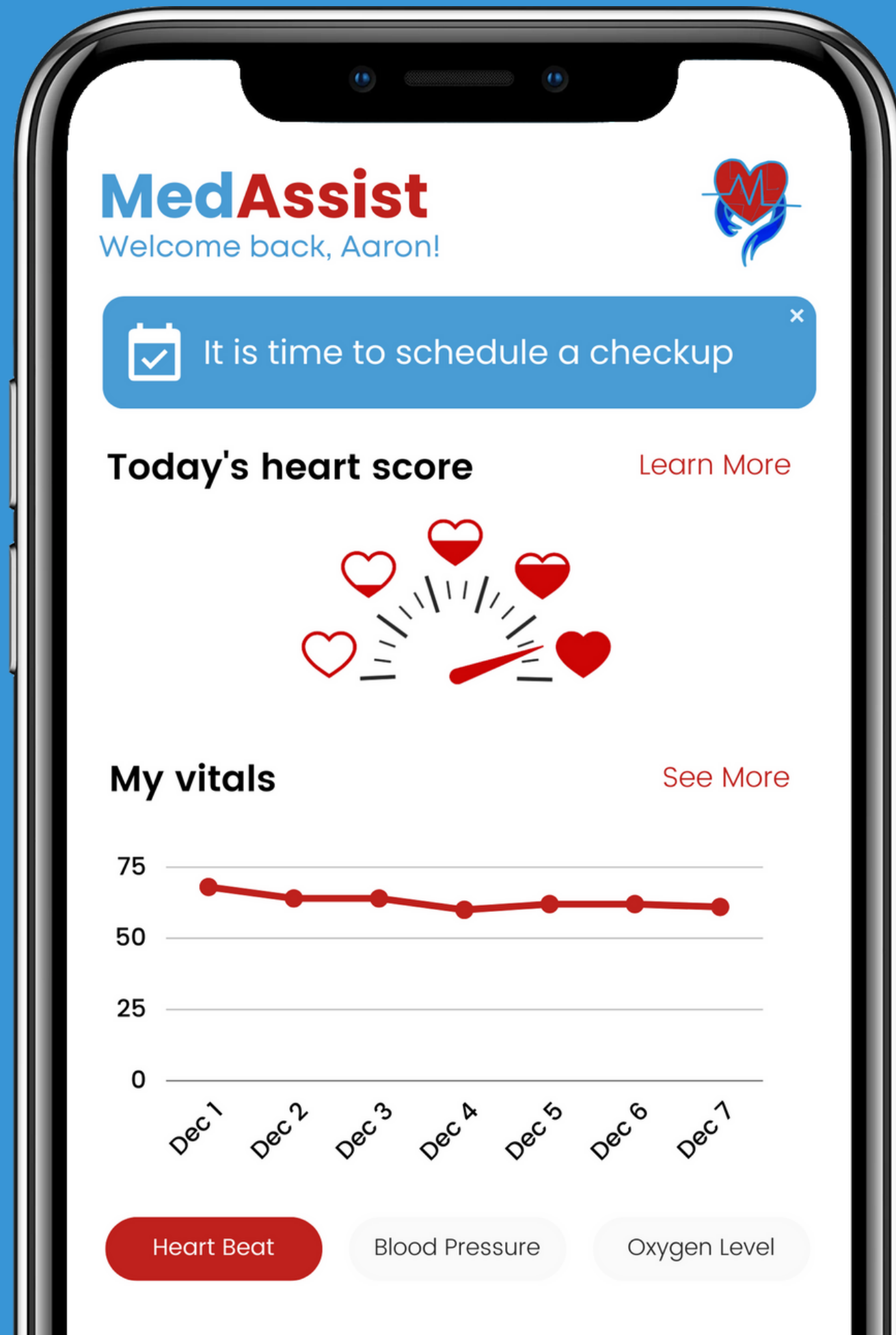
Either by choice, or to avoid paying for expensive assisted living.

There is no **affordable** and **effective** option that offers **preventive care** and **monitoring** for seniors and their caretakers

THE SOLUTION



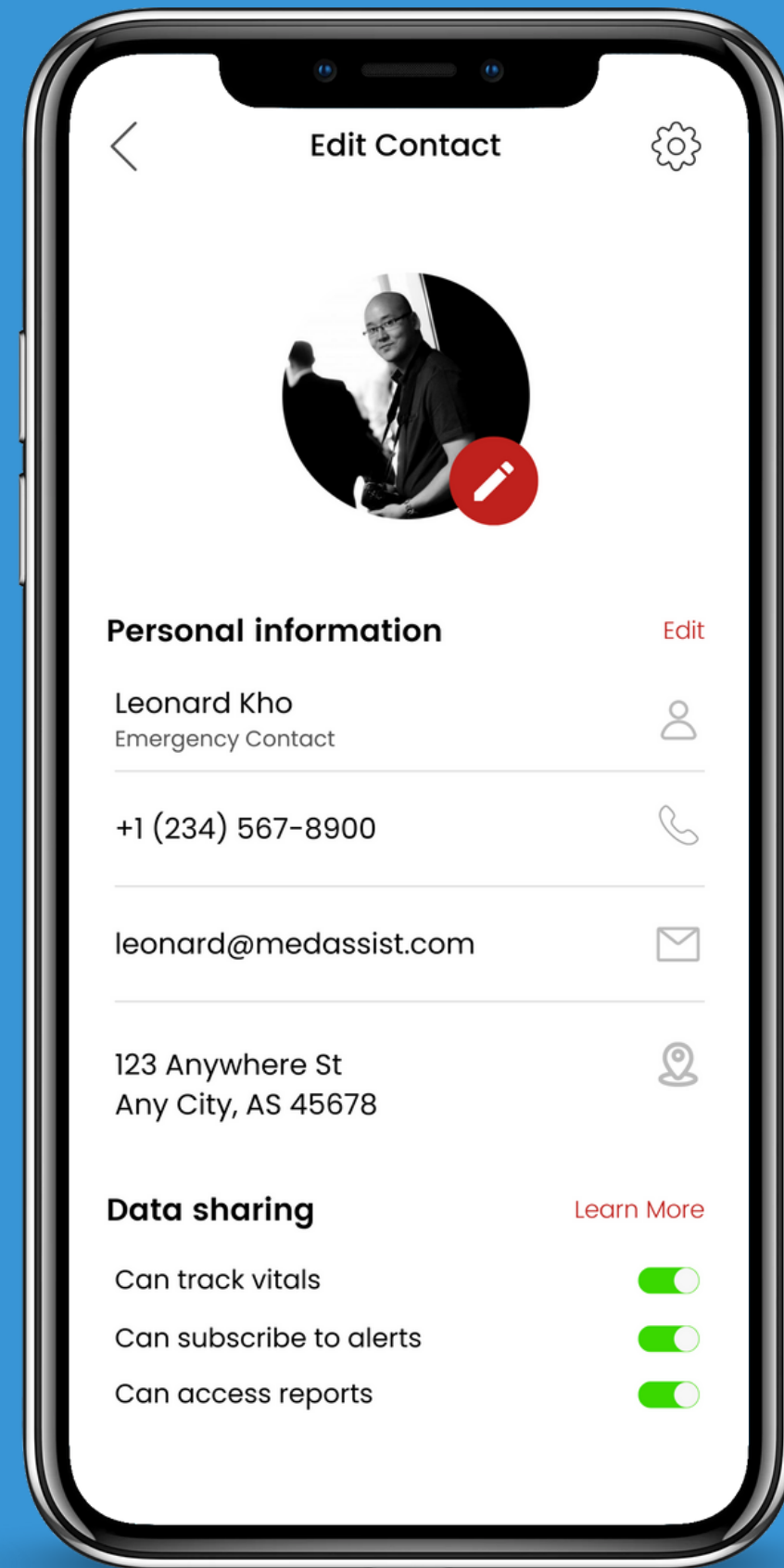
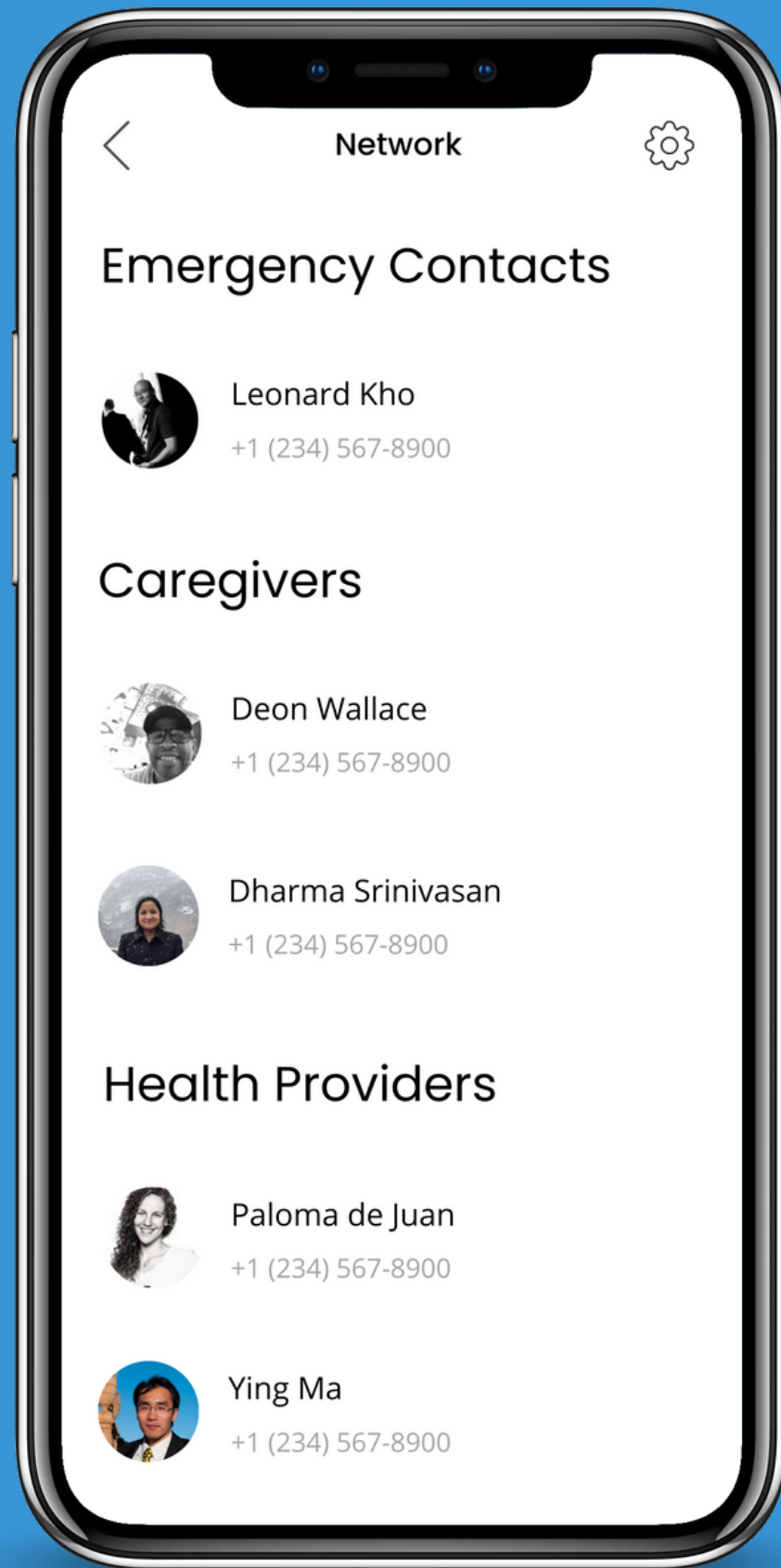
MedAssist



An application to monitor the evolution of your vitals and heart disease risk indicators.

Using aggregated health data*, we learn and detect early signs of heart disease, and provide you with personalized alerts and recommendations.

**Medical records (EHR) and tracker data. Genetic data coming soon.*



Your data, your choice

Data sharing allows you to create profiles for your caregivers and health providers.

Authorized users can track your vitals, subscribe to alerts, and receive consolidated reports periodically, or upon request.

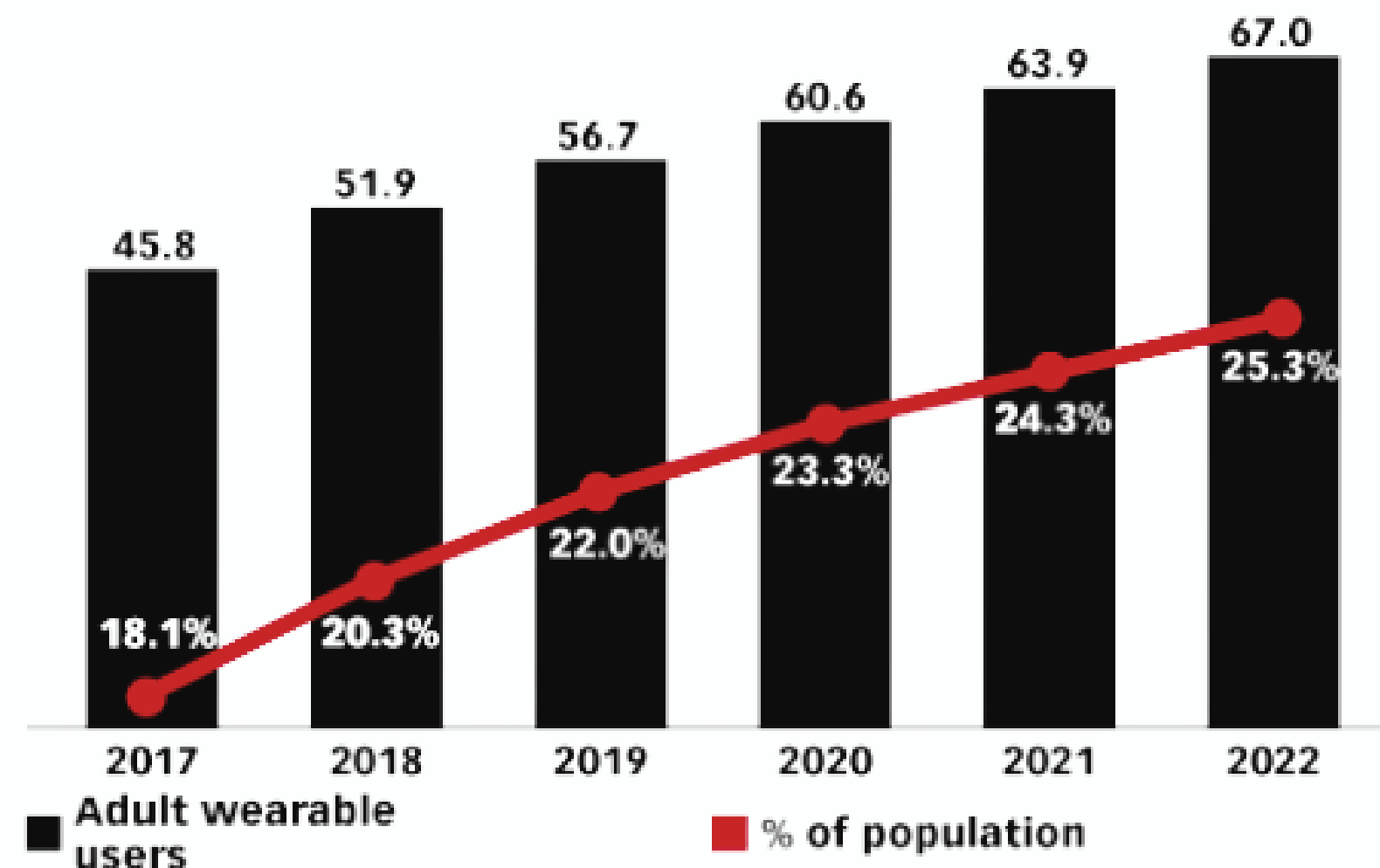
MARKET

VALIDATION

"Wearable devices can be integrated with healthcare systems to provide physicians with accurate and up to date information about older adults."

Grover, Kar, & Davies, 2018; Lobelo et al., 2016

US Adult Wearable Users and Penetration, 2017-2022
millions and % of population



The adoption of **mobile health devices** is creating a unique opportunity to **improve heart failure care**

MARKET SIZE



120M

20% of US population
age 55 or older



9.6M

8% of US population 55+
wearing smart devices



1M

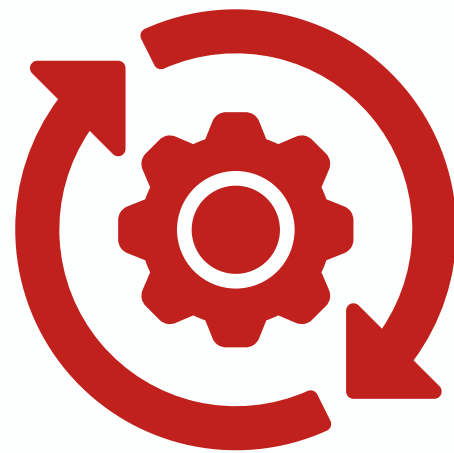
10% targeted
population

BUSINESS MODEL

Our users: Seniors, caretakers
Our customers: Seniors, research organizations, advertisers
Our partners: Healthcare providers

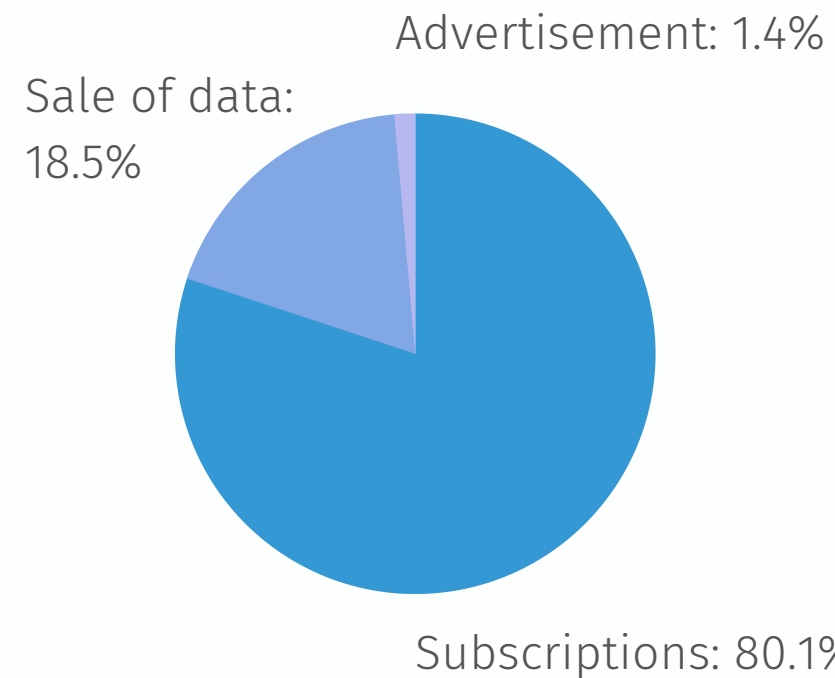
First year

Free subscribers: 1K
Revenue: \$0



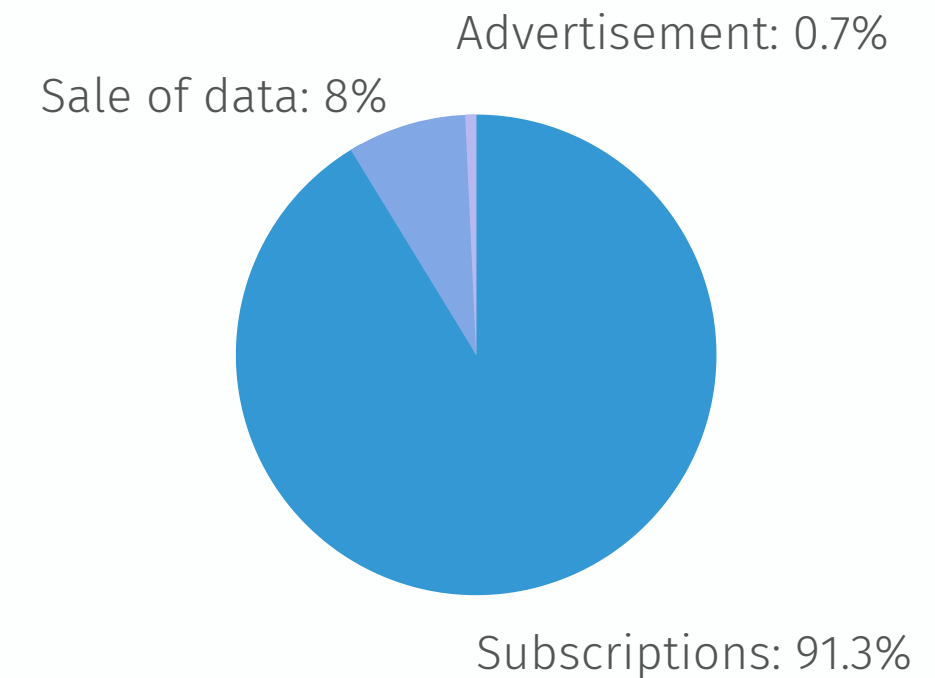
Second year

Paid subscribers: 15K
Revenue: \$674,450



Third year

Paid subscribers: 125K
Revenue: \$6,245,900

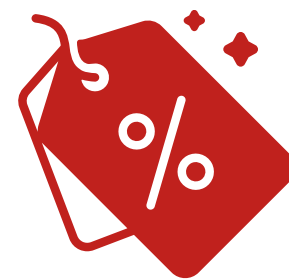


MARKET ADOPTION



Partnerships

- ◆ Health care providers
- ◆ Pharmacies
- ◆ Wearable device makers



Promotions

- ◆ Limited time offer of free premium features
- ◆ Discounted multi-year subscription

FINANCIAL PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5
Free subscriptions	1,000	25,000	10,000	10,000	5,000
Basic subscriptions	0	10,000 @ \$2/month	75,000 @ \$3/month	150,000 @ \$4/month	250,000 @ \$5/month
Premium subscriptions	0	5,000 @ \$5/month	50,000 @ \$5/month	350,000 @ \$7/month	750,000 @ \$7/month
Data licenses	0	5 @ \$25,000/license	10 @ \$50,000/license	25 @ \$65,000/license	30 @ \$75,000/license
Ad impressions	0	1,890,000 @ \$5 CPM	4,590,000 @ \$10 CPM	8,640,000 @ \$15 CPM	13,770,000 @ \$15 CPM
Revenues	\$0	\$674,450	\$6,245,900	\$38,354,600	\$80,456,550

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	\$0	\$674,450	\$6,245,900	\$38,354,600	\$80,456,550
Variable costs					
Costs of goods sold	\$50,000	\$100,000	\$250,000	\$300,000	\$400,000
Gross profit	-\$50,000	\$574,450	\$5,995,900	\$38,054,600	\$80,056,550
Gross margin		85%	96%	99%	100%
Fixed costs	\$1,075,000	\$1,730,000	\$2,710,000	\$3,190,000	\$4,380,000
Net profit	-\$1,125,000	-\$1,155,550	\$3,285,900	\$34,864,600	\$75,676,550

Break-even **between years 2 and 3**



Why MedAssist

Our competitive advantage stems from our ability to **combine your vitals with your medical record**, which allows us to consider **pre-existing conditions** and other **risk factors** as we monitor your health.

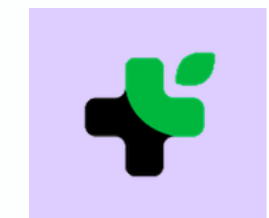
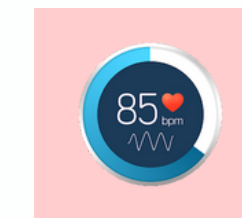
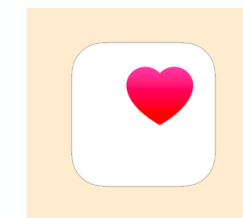
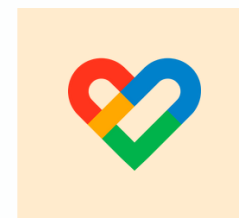
COMPETITIVE LANDSCAPE




Health Tracking


Health Monitoring

Electronic Healthcare



Online heart condition monitoring 




Online body activities monitoring 



Medication reminders 




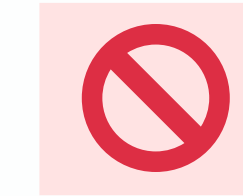
Medical reports 



Report sharing 



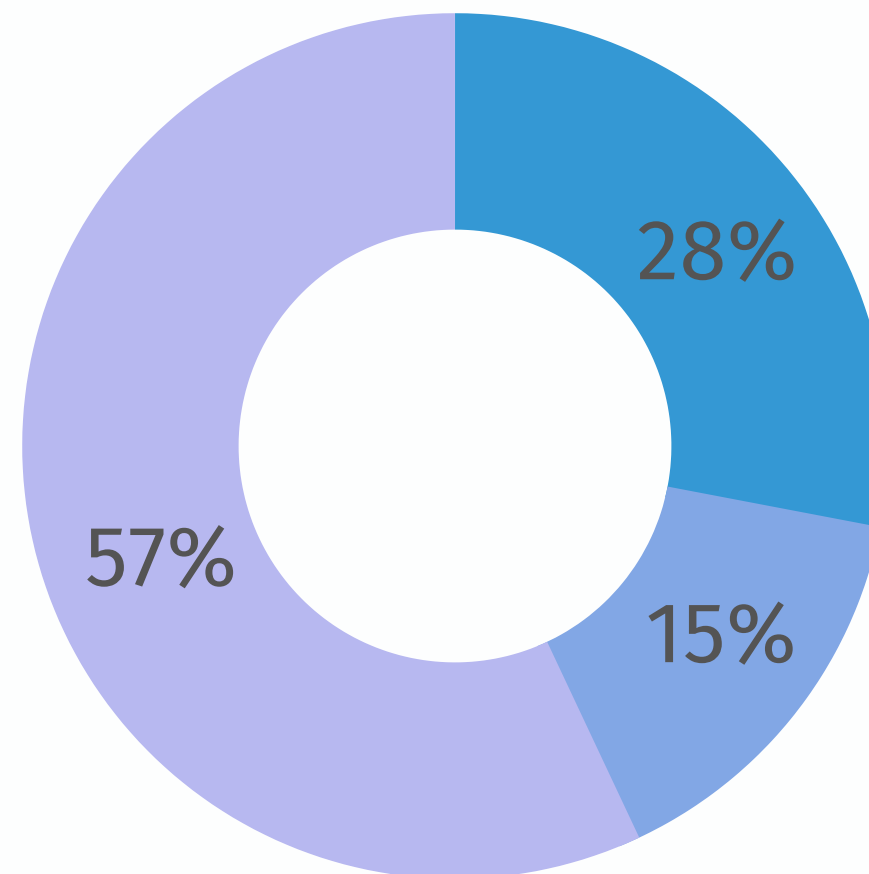
Preventive care 



THE ASK

Personnel

Engineering, sales,
data science, cardiology
consultant



Marketing & Sales

Office space, partnerships

Product Development

Public release, IT support

We are seeking to raise **\$1M** for **10%** of **MedAssist**

THANK YOU

And stay healthy ❤️