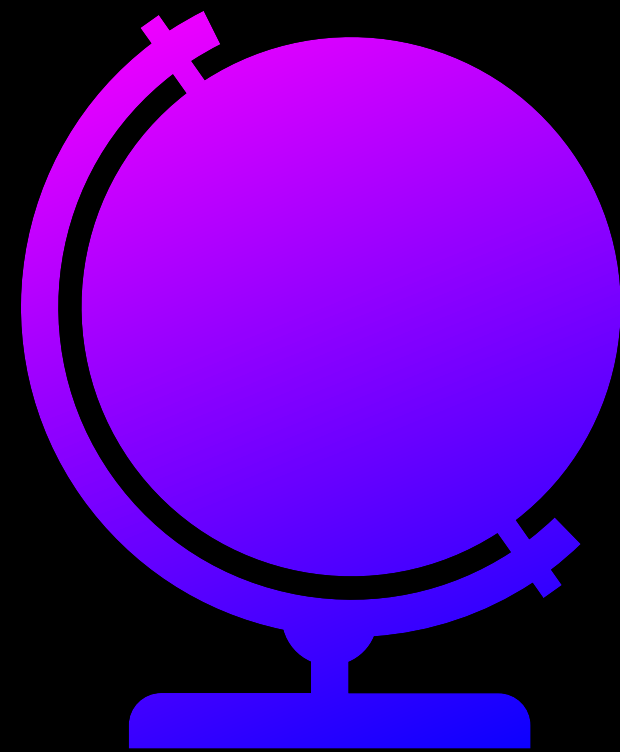




A SOLID
INVESTMENT



CONTEXT

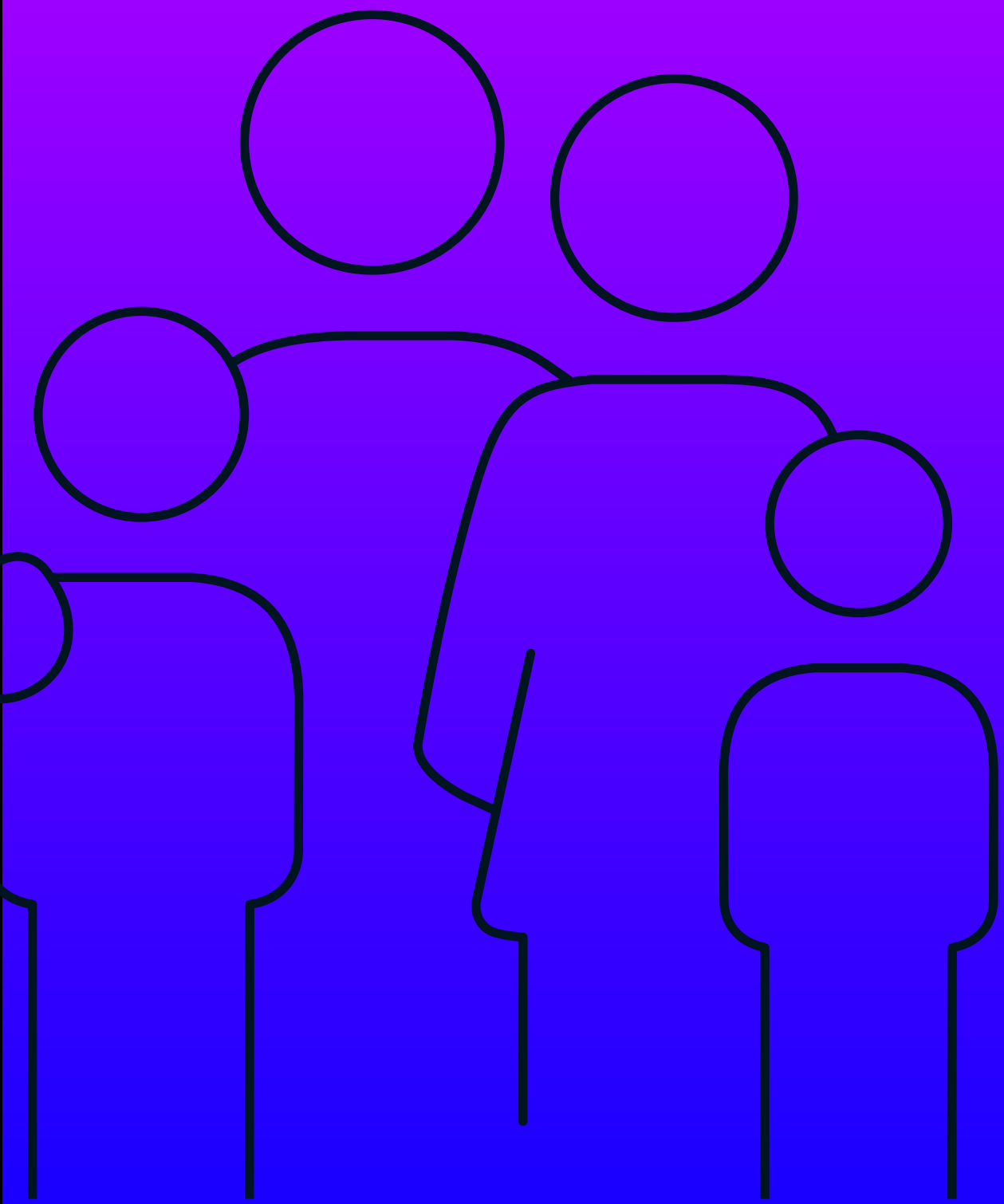


There is no
centralized
system for the
European Health
Environment.

Most solutions
on the market
are focused on
one functionality
alone.

Most solutions
are country
relevant.

People



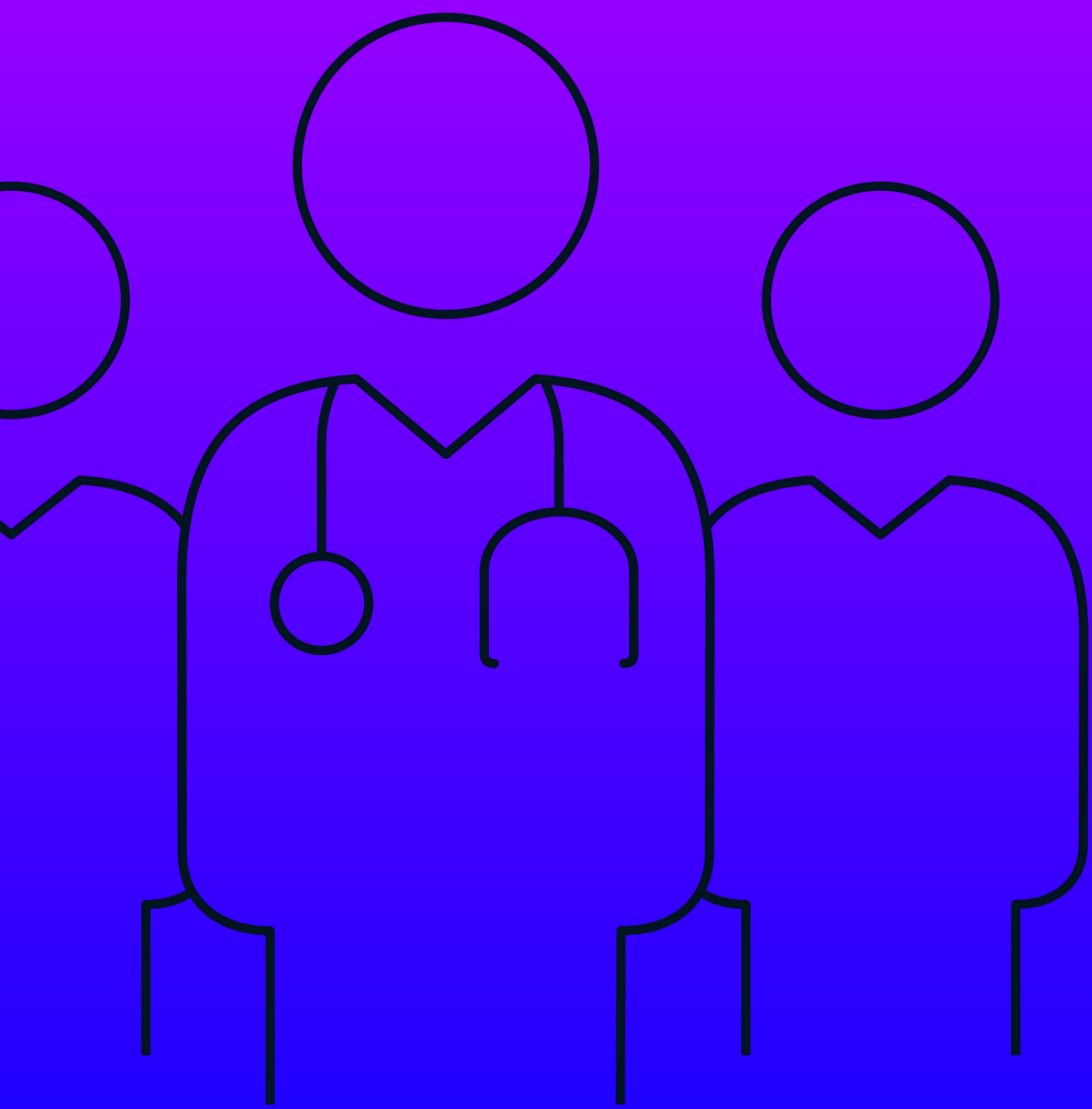
- have trouble accessing their medical history, because there is no way to centralize medical data across different systems;
- have trouble finding a doctor in real-time situations. Existing doctor scheduling solutions are not global, and not all of them are real-time.

People need:

- All medical data in one place;
- Real-time doctor appointment;
- Medical assistance via Intelligent tech (A.I., machine learning);
- Possibility to purchase health & medical products in one place.



**Medics
Hospitals
Clinics
Labs**



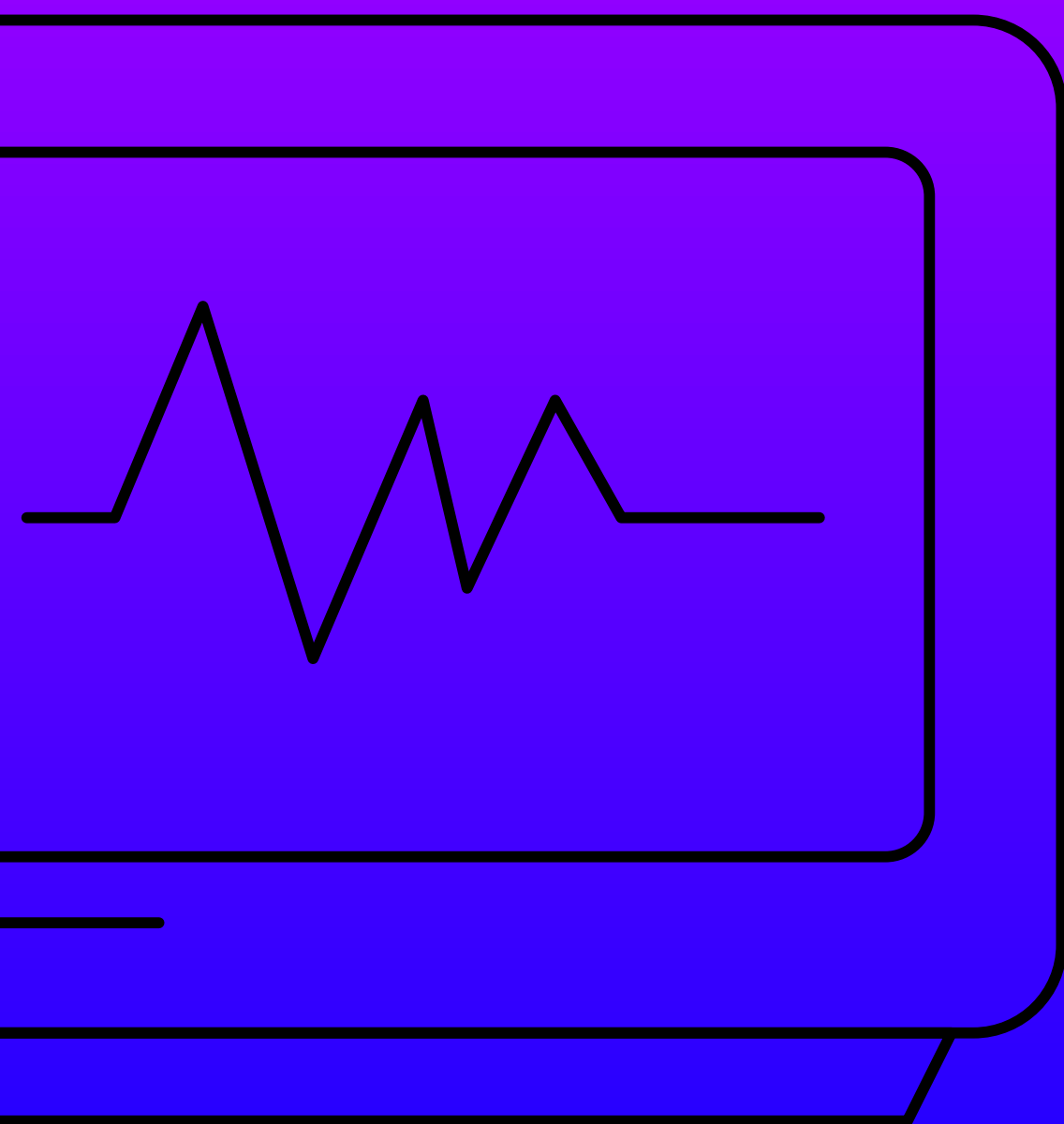
- have no access to centralized medical data for patients;
- run through too many confusing medical equipment/products sites.

**Medics
Hospitals
Clinics
Labs need:**



- Visibility and online presence in Europe;
- Real-time patient's medical data;
- Compatibility across systems/platforms;
- An intelligent system to correctly direct them to the needed product;
- Online medical products market.

Medical Equipment Providers



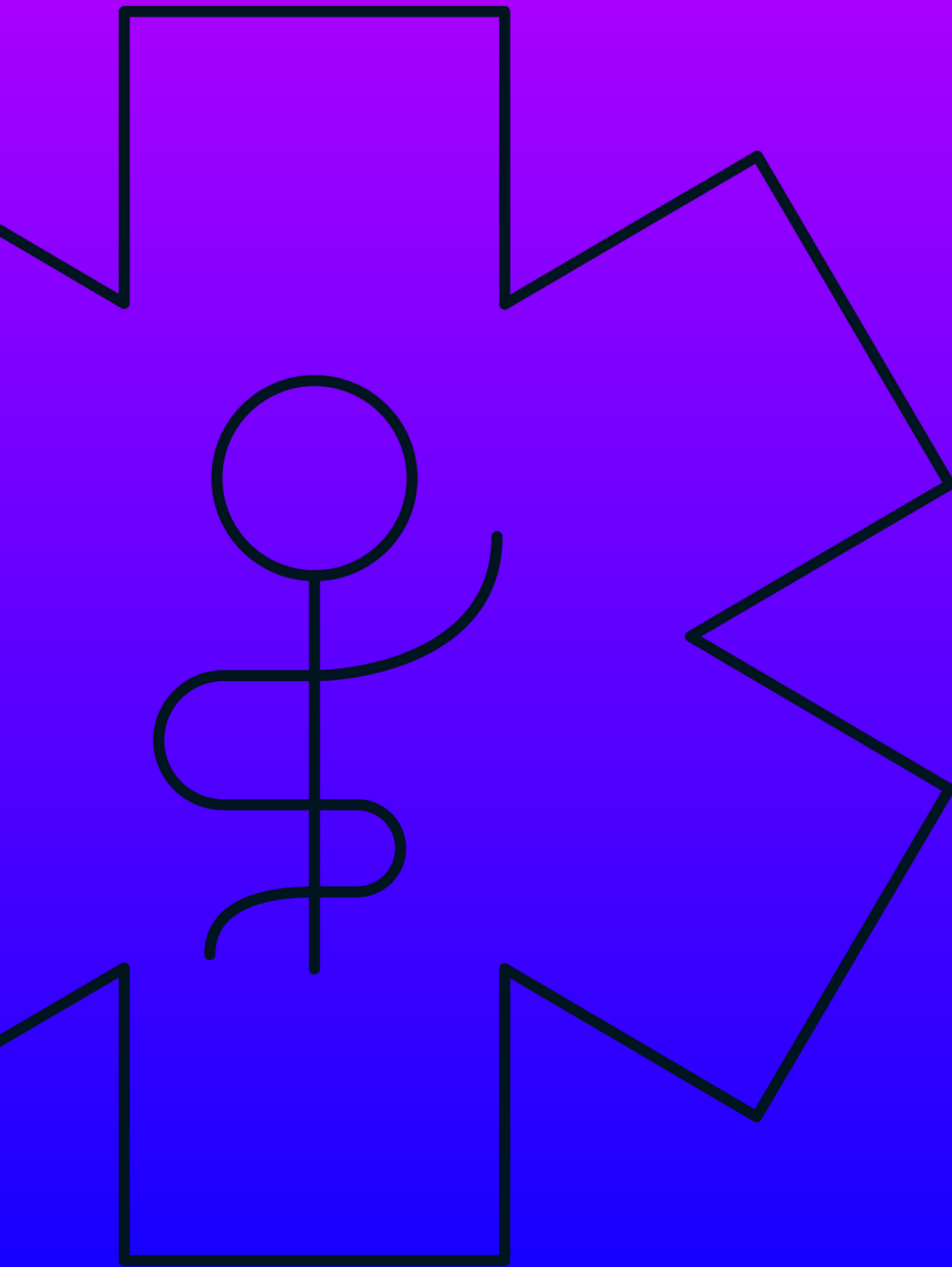
- have no access to a centralized database for medical service providers;
- have no way to specifically target and contact healthcare providers from a single place.

Medical Equipment Providers need:



- International reach / notoriety;
- A real-time database of healthcare service providers;
- An intelligent system to target them;
- An online medical equipment marketplace.

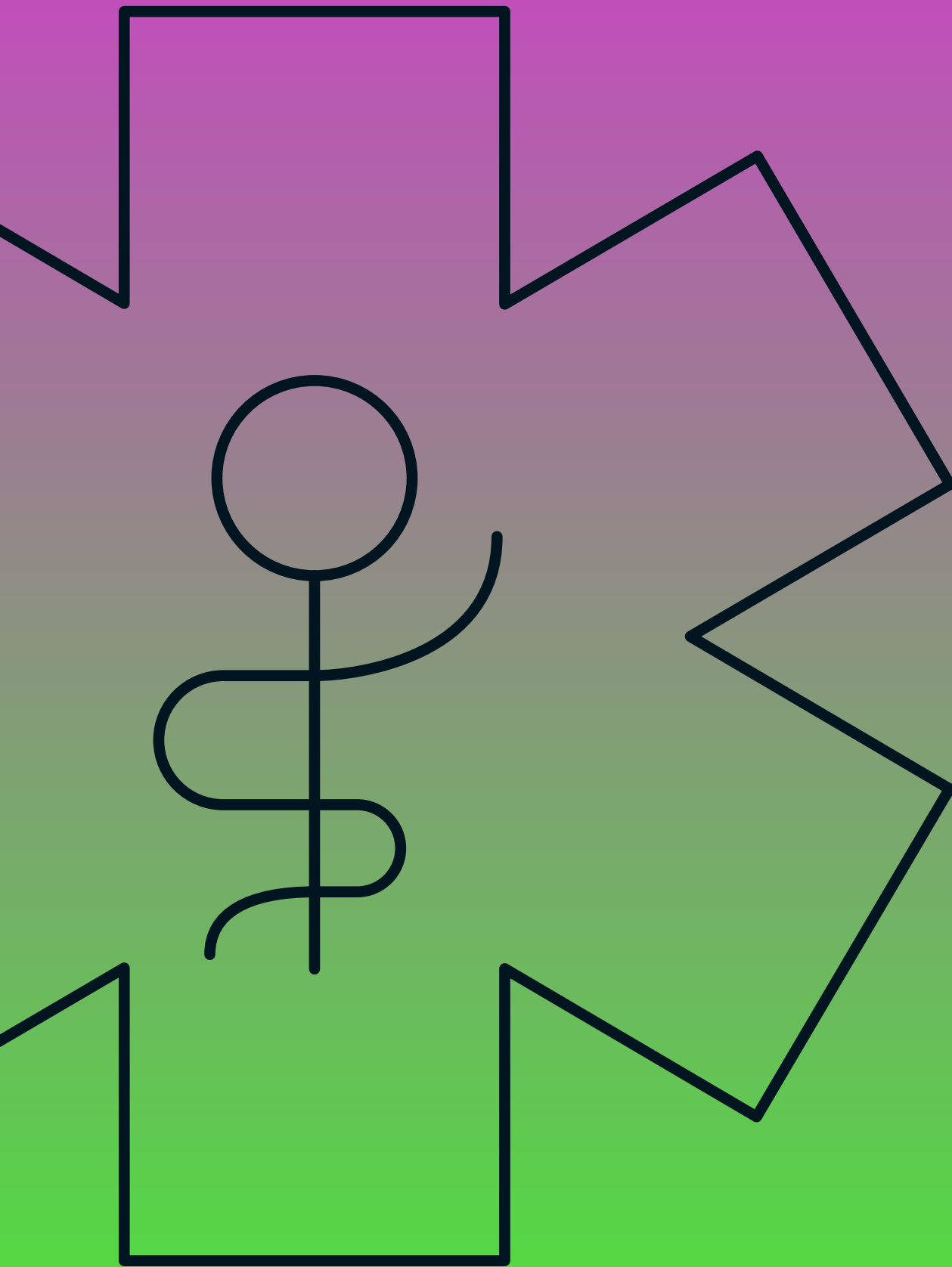
Healthcare



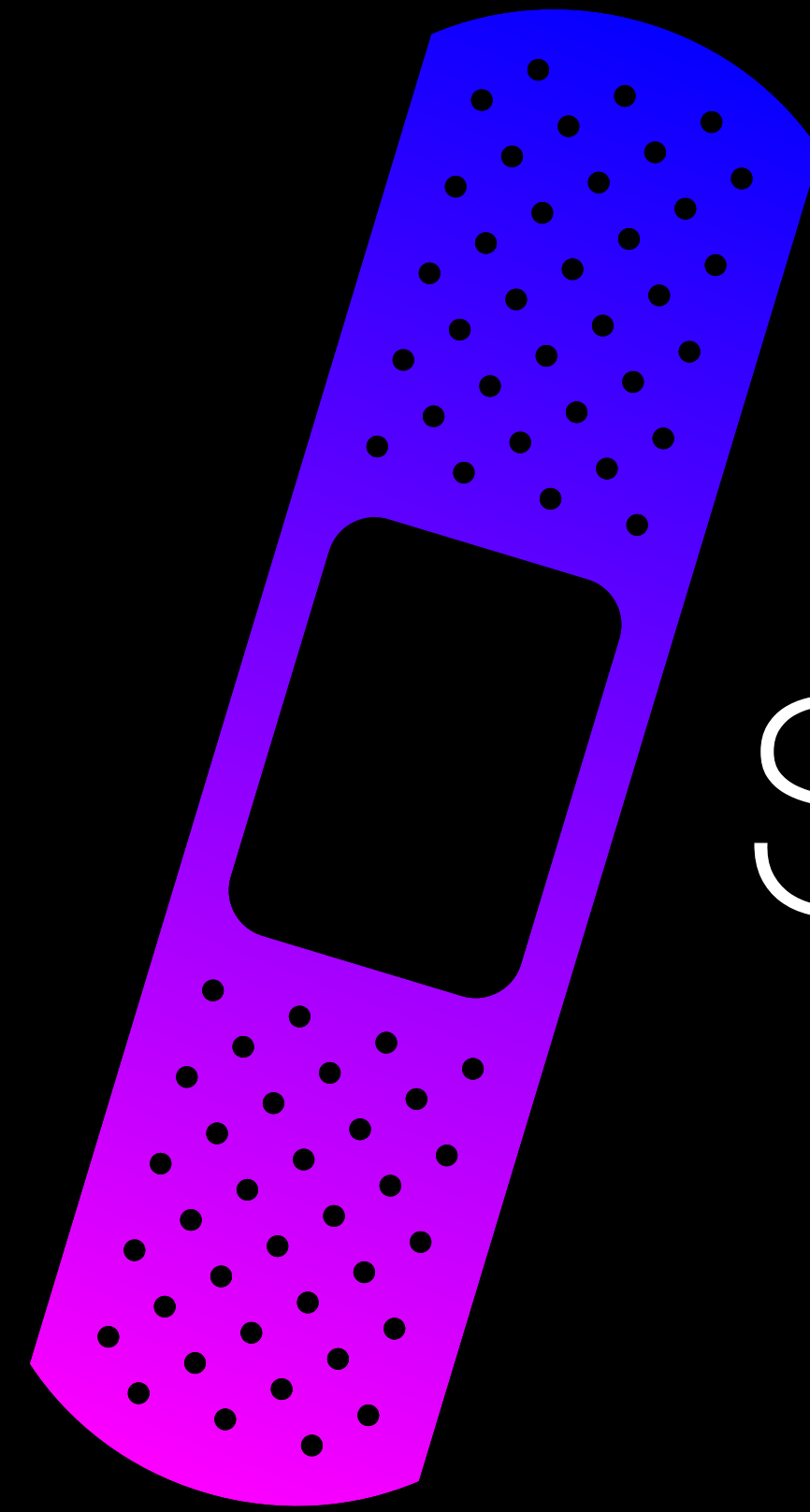
- lacks Big Data. It is starting to exist, but slow and limited;
- lacks real-time data, only past reports.

Humans created more data in the last two years than all of history. By 2025, every year human will double all data created through history.

Healthcare needs:



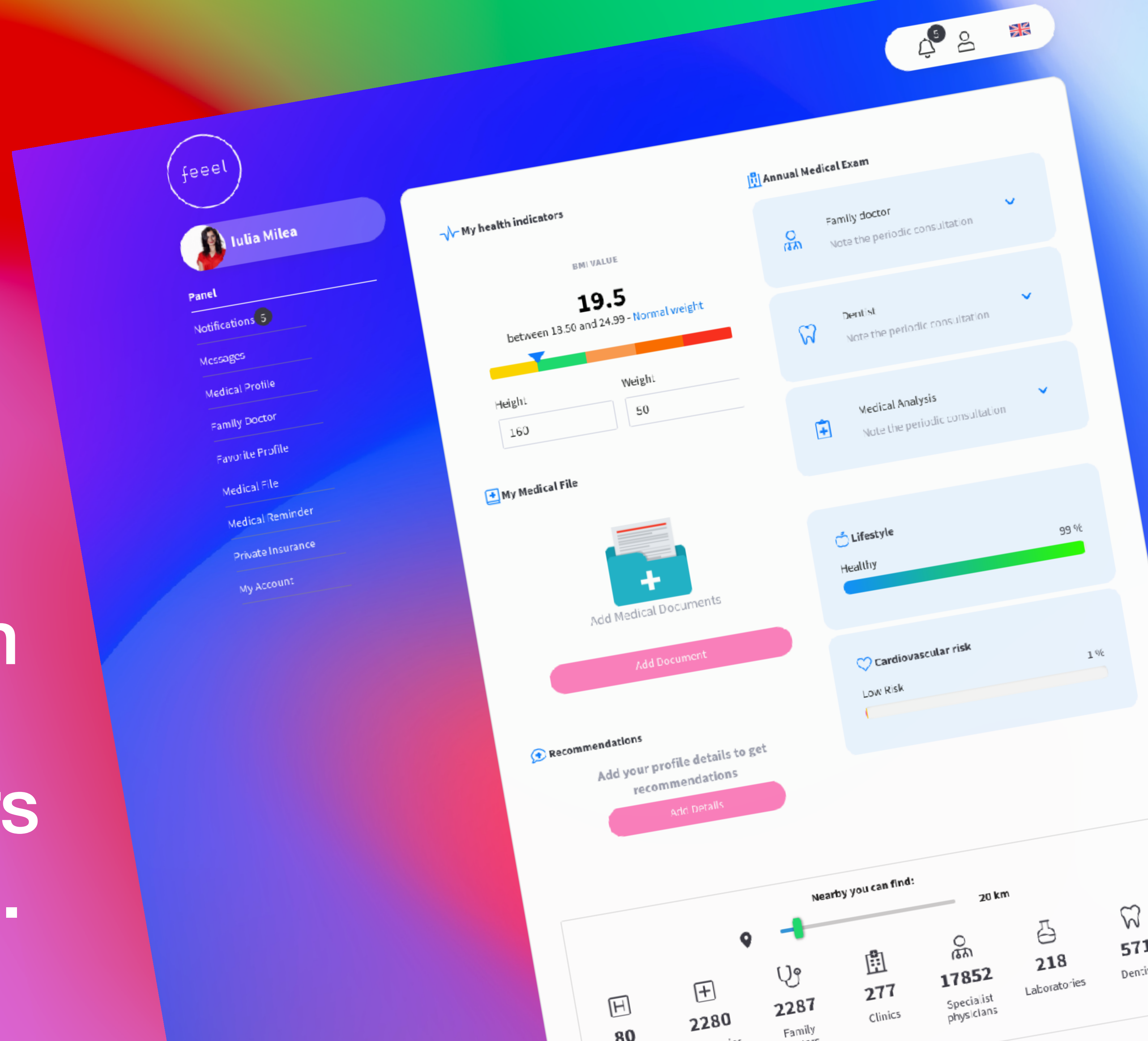
- A centralized system that includes access to all EU medical providers and the ability to prevent health issues, schedule appointments, find and review healthcare providers;
- A reporting and analytics tool that offers up-to-date reports on the European Healthcare system;
- One Medical Market Place.

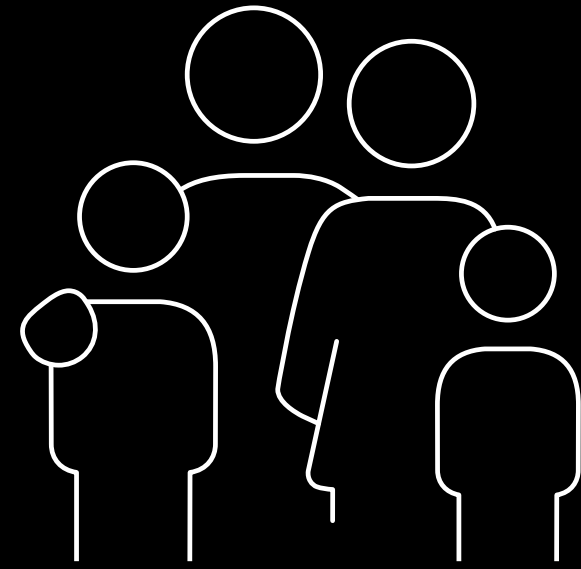


SOLUTION



The only one
place where both
patients and
medical providers
meet their needs.





For people

The GoTo place for anything health related;

Integrated medical history;

Complex monitoring & prevention system;

Find any medical services anywhere in the world.

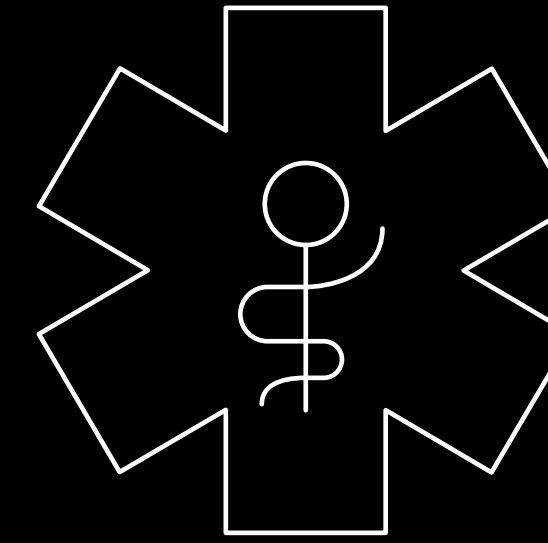


For medics

Instant real-time access to patients' integrated medical history;

Real-time appointment system;

Complex monitoring & prevention system.



For healthcare

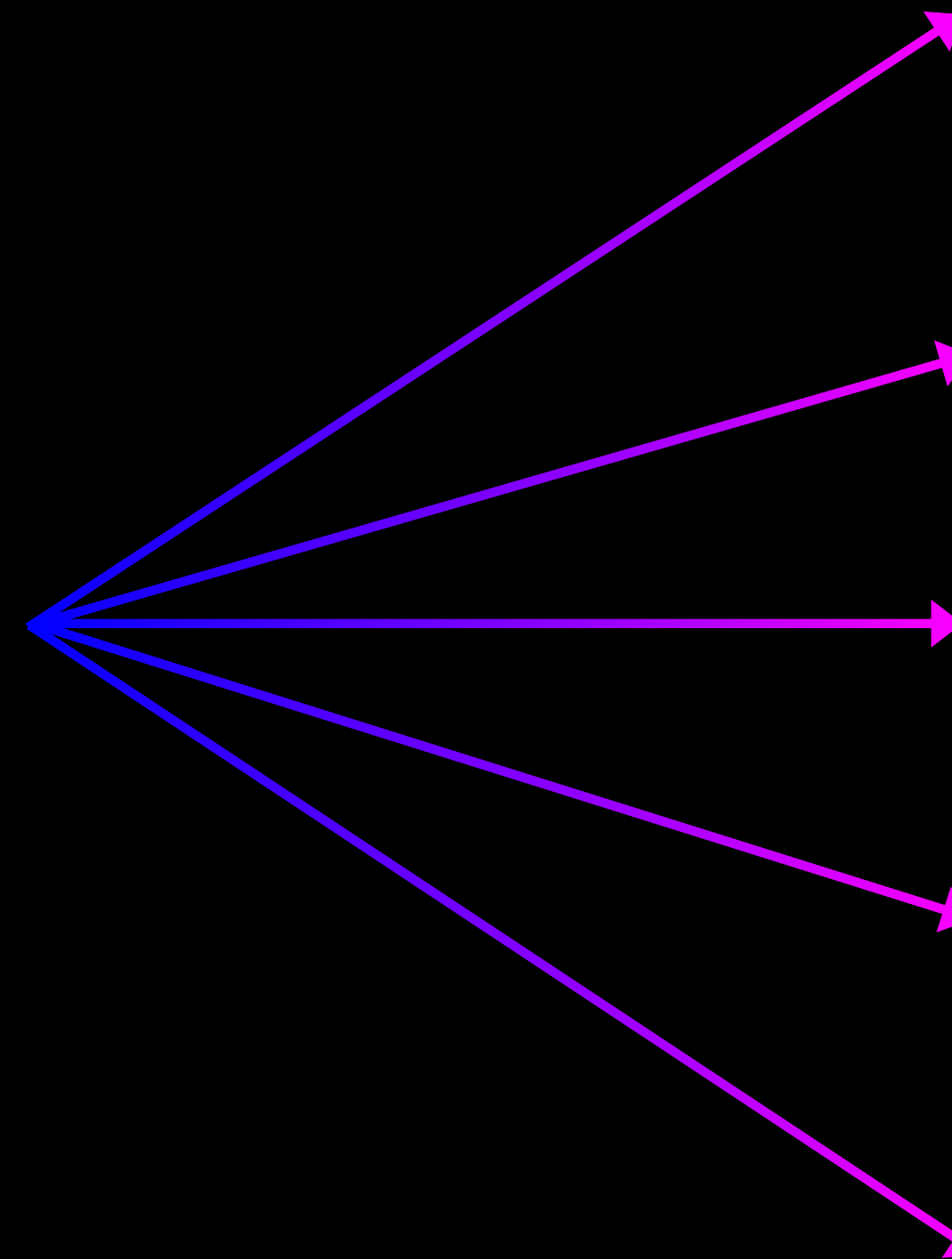
Integrates all medical providers in one place;

BigData generator and aggregator;

⇒ A more accurate understanding of human health and drastic improvement of the European Healthcare Domain.

OUR 3-YEAR MISSION

IS TO BE THE
NUMBER ONE:



search engine in the
medical field in
Europe

medical appointment
system in Europe

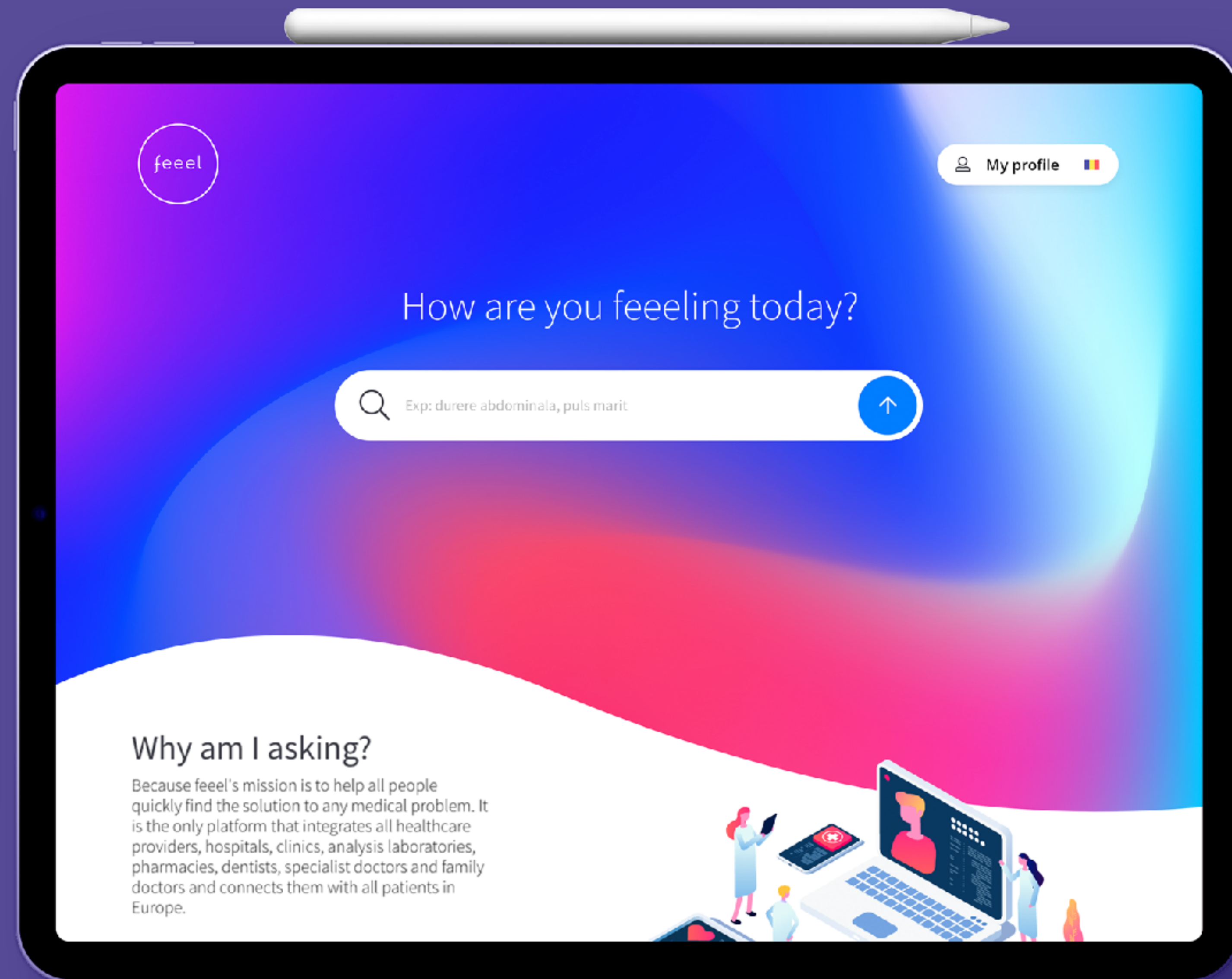
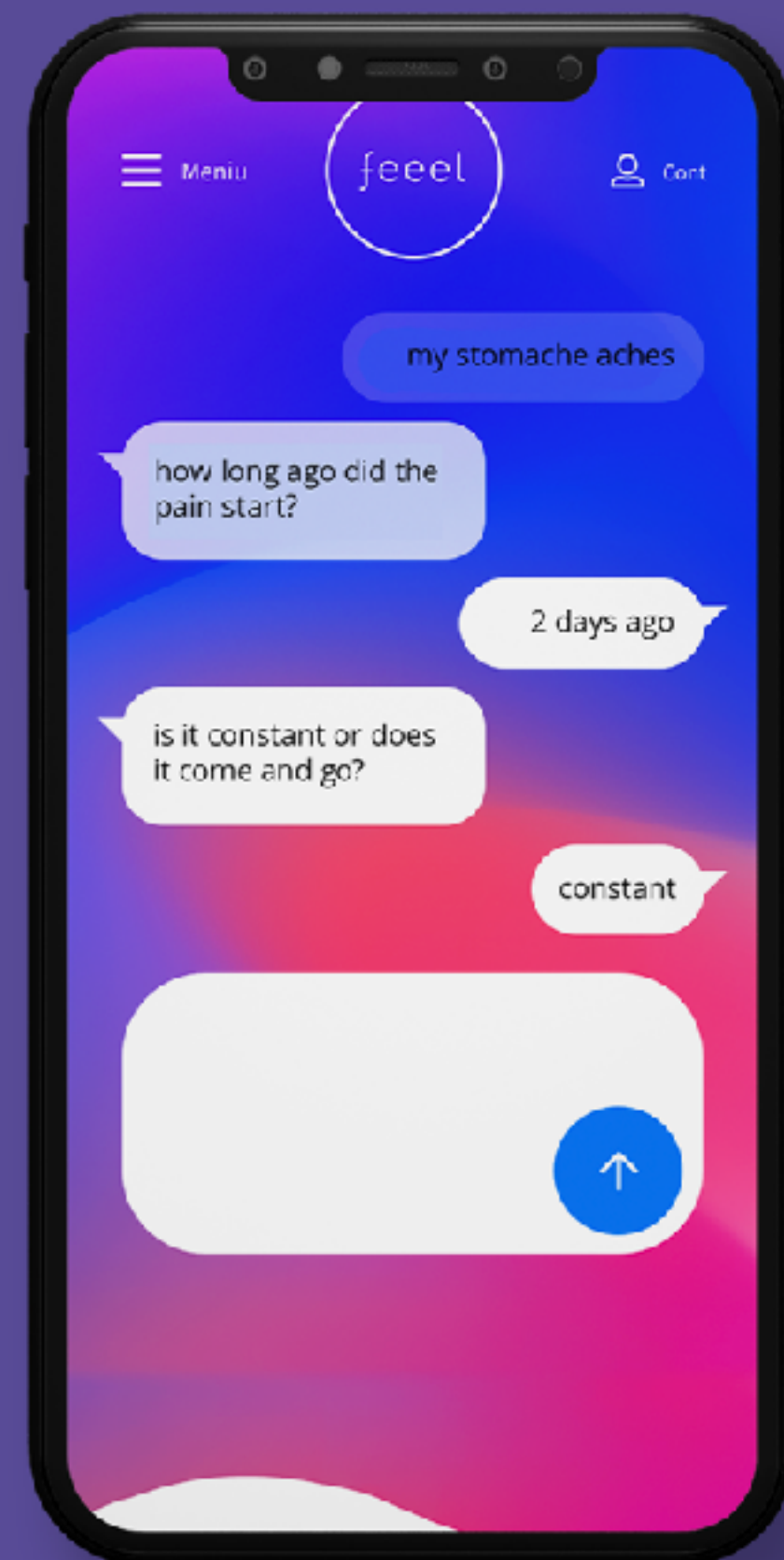
statistical trusted
system in Europe

health prevention
system in Europe

health market online
system in Europe

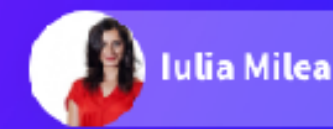


FEATURES



Features for people

- ▶ Smart Search Engine (machine learning based search and diagnosis)
- ▶ All medical history
- ▶ Real-time doctor's appointments
- ▶ Biometrics
- ▶ Body Mass Index
- ▶ Cardiovascular Risk
- ▶ Lifestyle Indicator
- ▶ Prevention system with annual check-up reminders
- ▶ Medication & treatment reminder system
- ▶ Regional Notification Alerts
- ▶ Patient Community – Chat, support groups
- ▶ Monitoring health risk levels 24/24



Iulia Milea

Panel

Notifications 5

Messages

Medical Profile

Family Doctor

Favorite Profile

Medical File

Medical Reminder

Private Insurance

My Account

My health indicators

BMI VALUE

19.5

between 18.50 and 24.99 - Normal weight



Height

Weight

160

50

My Medical File



Add Medical Documents

Add Document

Recommendations

Add your profile details to get recommendations

Add Details

Annual Medical Exam



Family doctor

Note the periodic consultation



Dentist

Note the periodic consultation



Medical Analysis

Note the periodic consultation

Lifestyle

Healthy

99 %

Cardiovascular risk

Low Risk

1 %

Nearby you can find:



20 km



80

Hospitals



2280

Pharmacies



2287

Family doctors



277

Clinics



17852

Specialist physicians



218

Laboratories



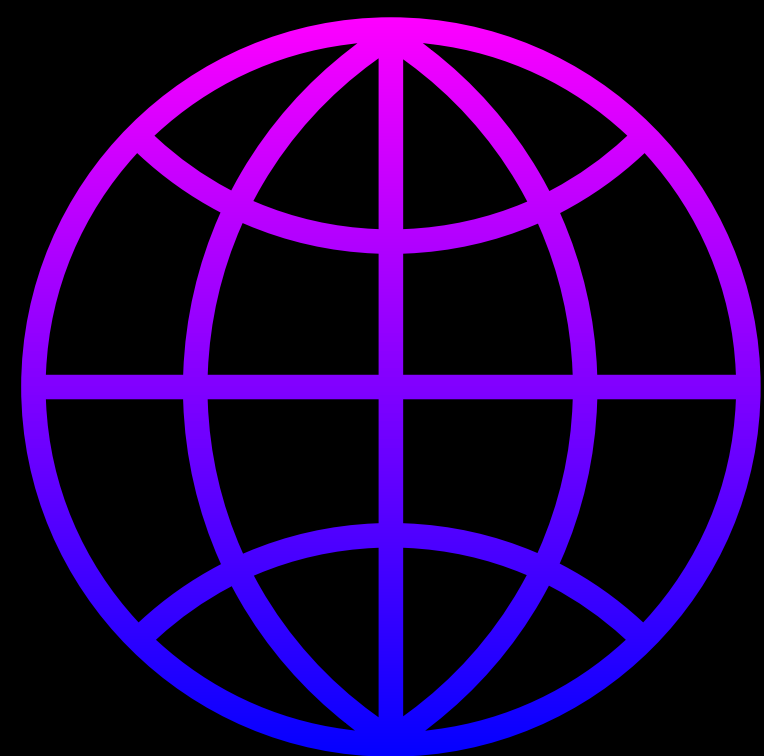
571

Dentists

Features for medics

- ▶ Market Data
- ▶ Increased market exposure
- ▶ Customer feedback
- ▶ Modules to add Services / Prices / Treatment
- ▶ Relevant rating system
- ▶ Communication module – between practitioners and patients
- ▶ Real-time Analytics
- ▶ Real-time Appointment system
- ▶ Market Reports & Statistics





ADDRESSABLE MARKET

B2C

- ▶ People who keep a healthy lifestyle
- ▶ Patients that need medical services

513M units

Primary B2B

- ▶ Hospitals
- ▶ Private Clinics
- ▶ Doctors / Physicians
- ▶ Dentists
- ▶ Pharmacies
- ▶ Laboratories
- ▶ Homecare
- ▶ Health Insurers

4M units

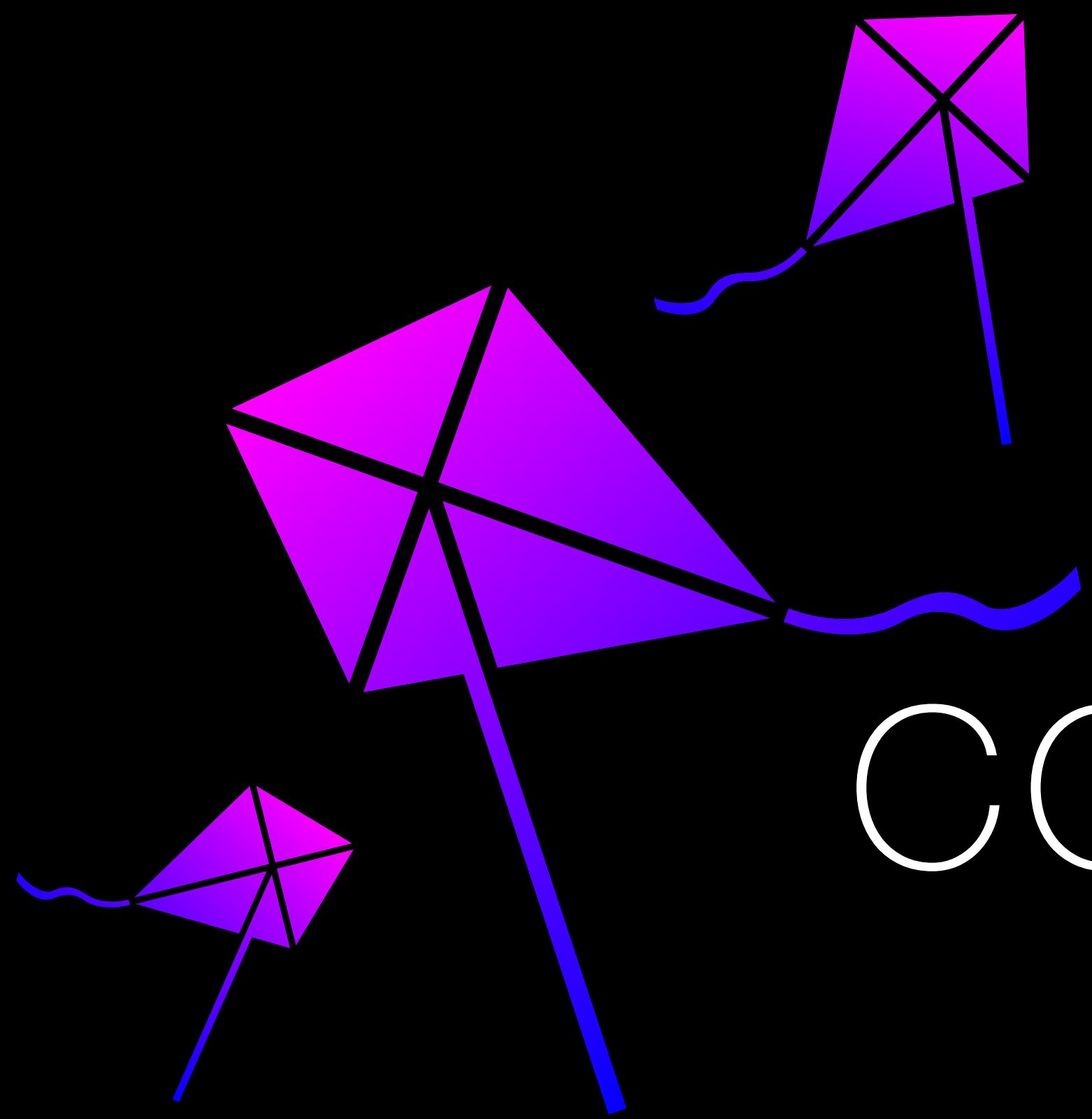
Derived B2B

- ▶ City Halls
- ▶ Local Councils
- ▶ Government Institutions
- ▶ NGOs
- ▶ Mass Media

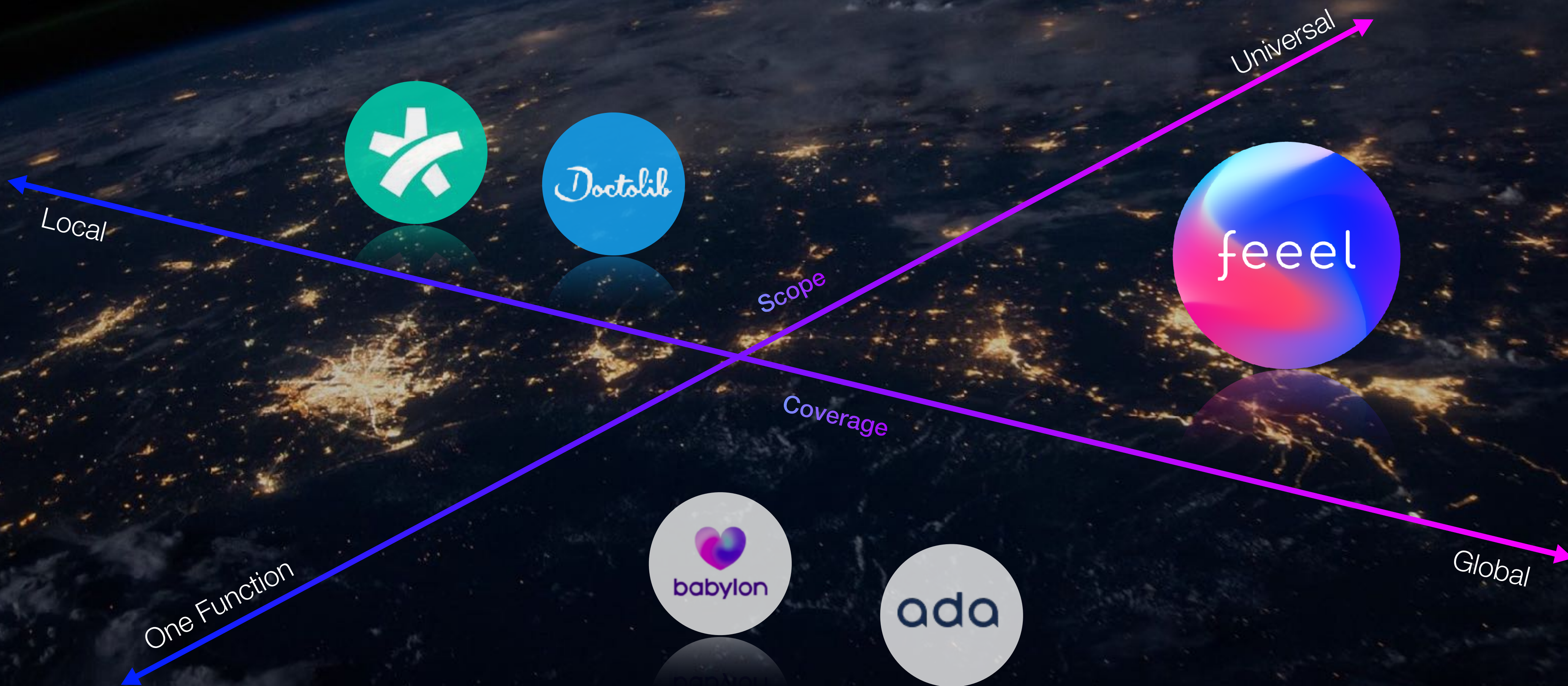
300K units

133 BN EUR Health Market in 2018

European Health Market is forecasted to expand with 38.7% to 2025



COMPETITION



Competitive advantage:



First to market



First to integrate all
medical solutions and
providers in one place



The only platform with
potential to become the
“LinkedIn” for healthcare

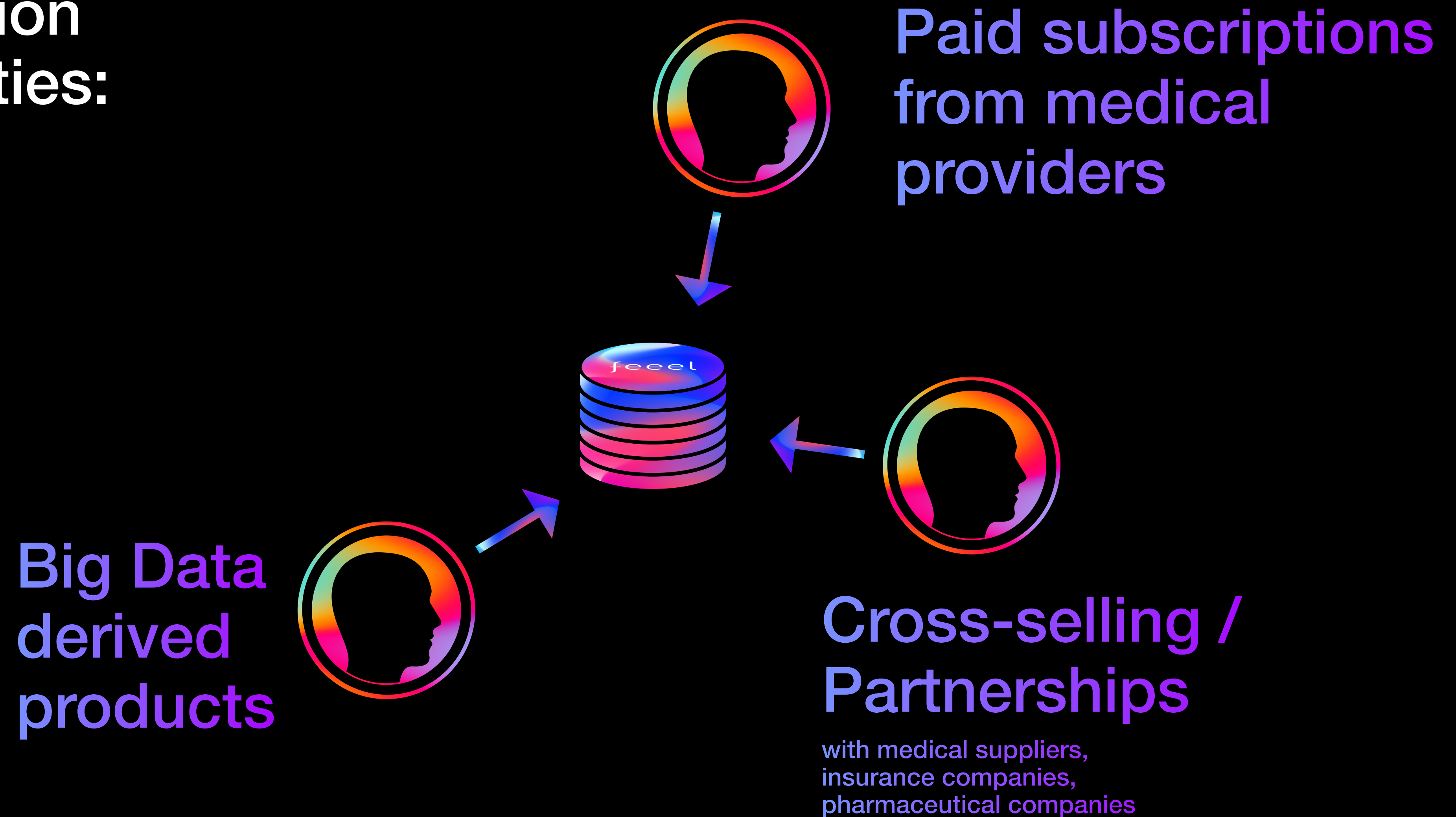


Starts a new era in
Medical Big Data



MONETISATION

Three main monetization opportunities:

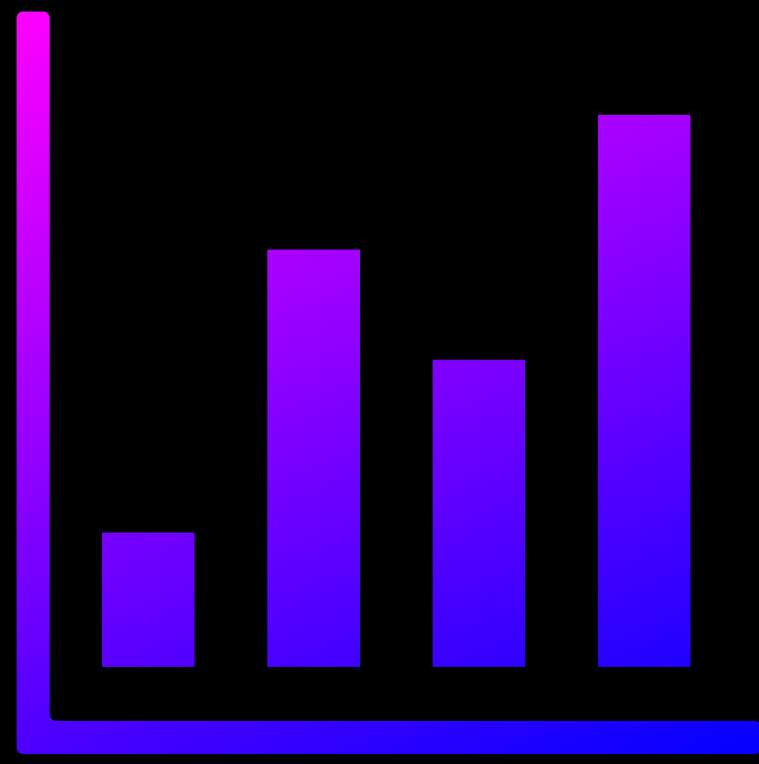




FINANCIAL FORECAST

3-year projection

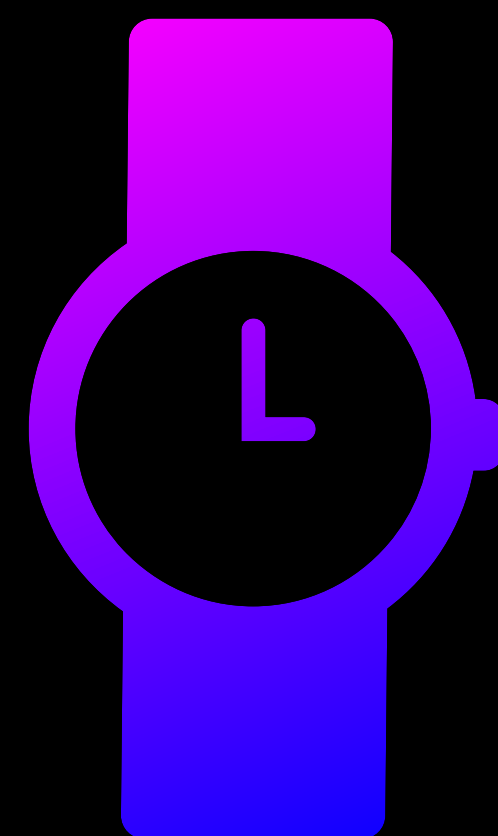
	2020	2021	2022
Total Subscription	310.000 €	1.592.000 €	6.096.000 €
Total Big Data	35.400 €	318.000 €	1.344.000 €
Cross-selling	0 €	100.000 €	300.000 €
Total Income FEEEL	345.400 €	2.010.000 €	7.740.000 €
Development Cost	400.000 €	600.000 €	820.000 €
Marketing Cost	450.000 €	1.500.000 €	3.500.000 €
Administrative Cost	50.000 €	200.000 €	500.000 €
Total Cost FEEEL	900.000 €	2.300.000 €	4.820.000 €
PROFIT			2.920.000 €



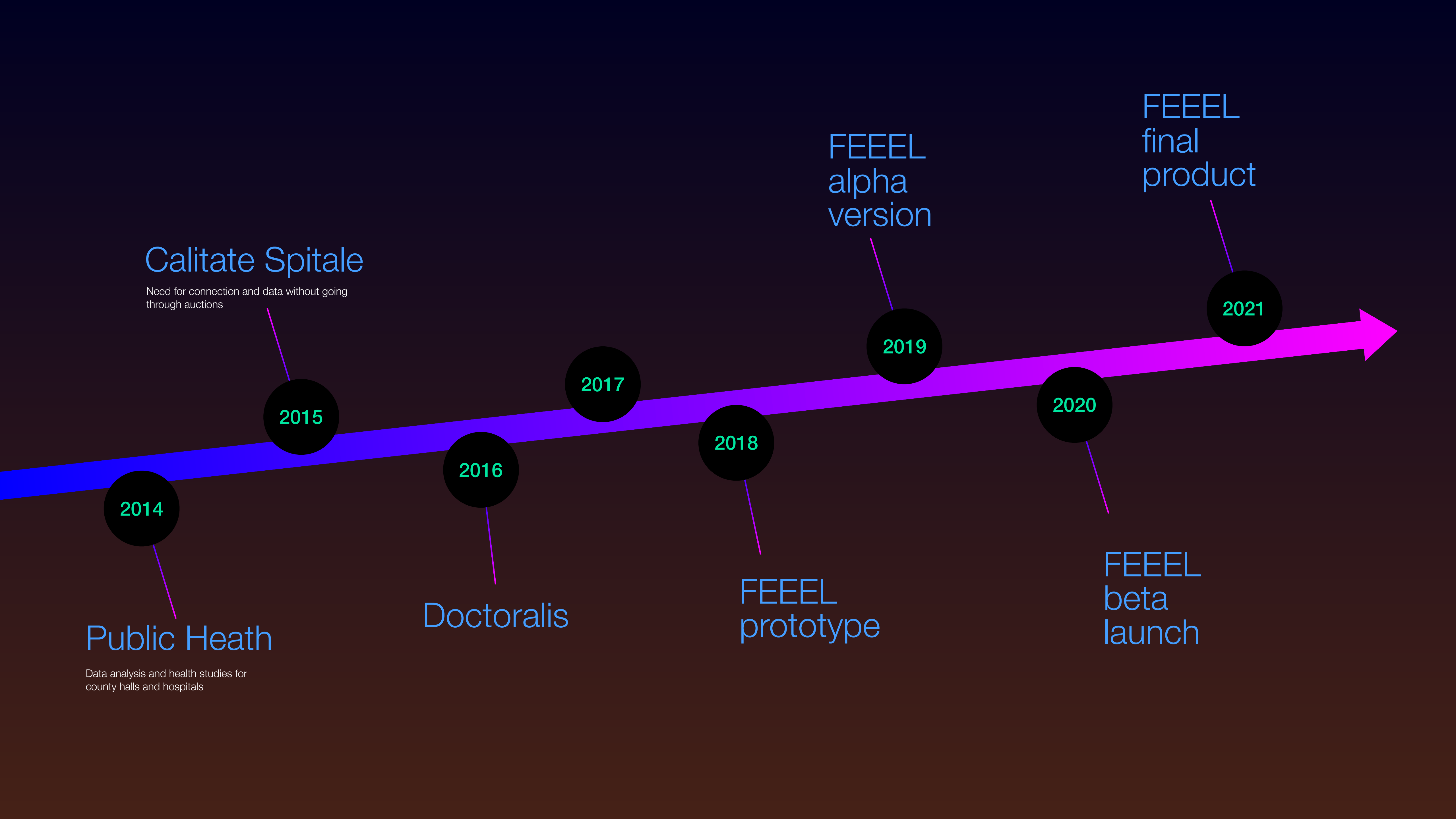
FINANCIAL REQUIREMENTS

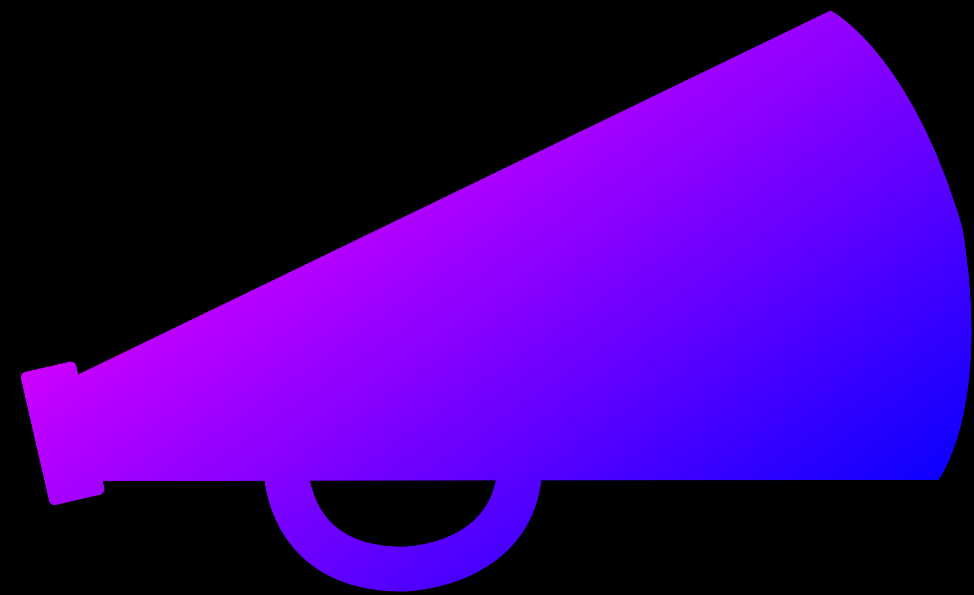
FINANCIAL REQUIREMENTS

	2016	2018	Mar. 2019	Nov. 2019	2020
Development	Concept	Alpha Version	Prototype	Beta Launch	Final Version + Mobile App
Financing	15K EURO	100K EURO	200K EURO	500K EURO	1M EURO
Targets				1K Patients 300 Providers	100K Patients 3K Providers
Actions & fund distribution				Go To Market - 25% Development 75% Marketing	User Acquisition - 25% Development 75% Marketing
Company Valuation			1M EURO	5M EURO	10M EURO



TIMELINE





GO TO MARKET

12 months GO-TO-MARKET strategy:

- ▶ Launch product in beta phase for testing on a small scale for the first 3 months;
- ▶ Implement necessary upgrades/bug fixes/redesigns;
- ▶ Launch final product in the 4th month;
- ▶ Build 100000 users and 15000 medical providers database (across 20 countries) for the next 8 months.



Sales strategy

- ▶ Online communication campaign (landing page to promote and explain the new platform, FB/ Youtube/Google ads);
- ▶ Generate buzz through business publications;
- ▶ Organization of PR events and participation in relevant conferences (medical, tech, lifestyle, etc);
- ▶ Partnerships with KOL in healthcare to build trust for our product.





THE TEAM



Horea Timiș
CEO



Carlo Magri
CEO



Sergiu Petriță
CTO



Marius Maxa
Developer



Mihai Mocanu
Developer



Alexandru Goia
Database Developer



Bogdan Goia
Developer



Valentin Ciontea
Database Developer



Alexandru George
Developer



Alexandru Savin
Administrator



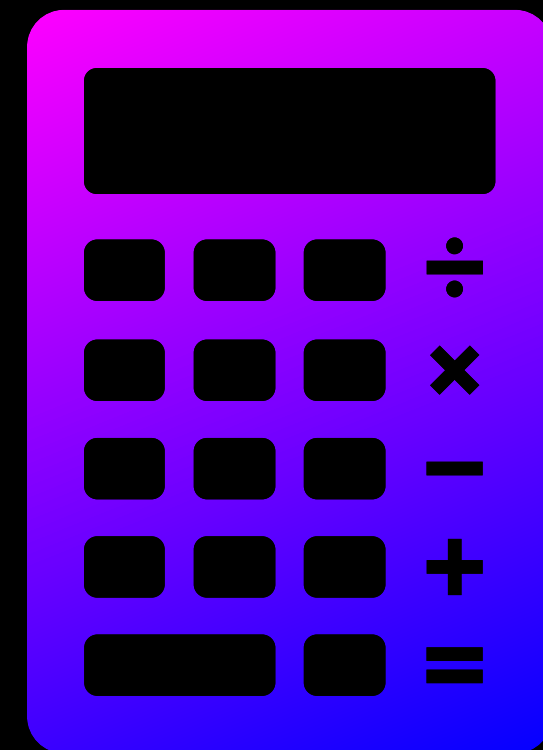
Bogdan Pască
Project Manager



Traian Aron
Creative & Technical Consultant



Iulia Milea
UX/UI Product Consultant



ANNEXES

Awards for concept One Health 2018 :



**CHINESE HEALTH SECTOR
MARKET CATAPULT**

Be Smart
Make Your First Move in China via
Shenzhen the 'Silicon Bay' of China

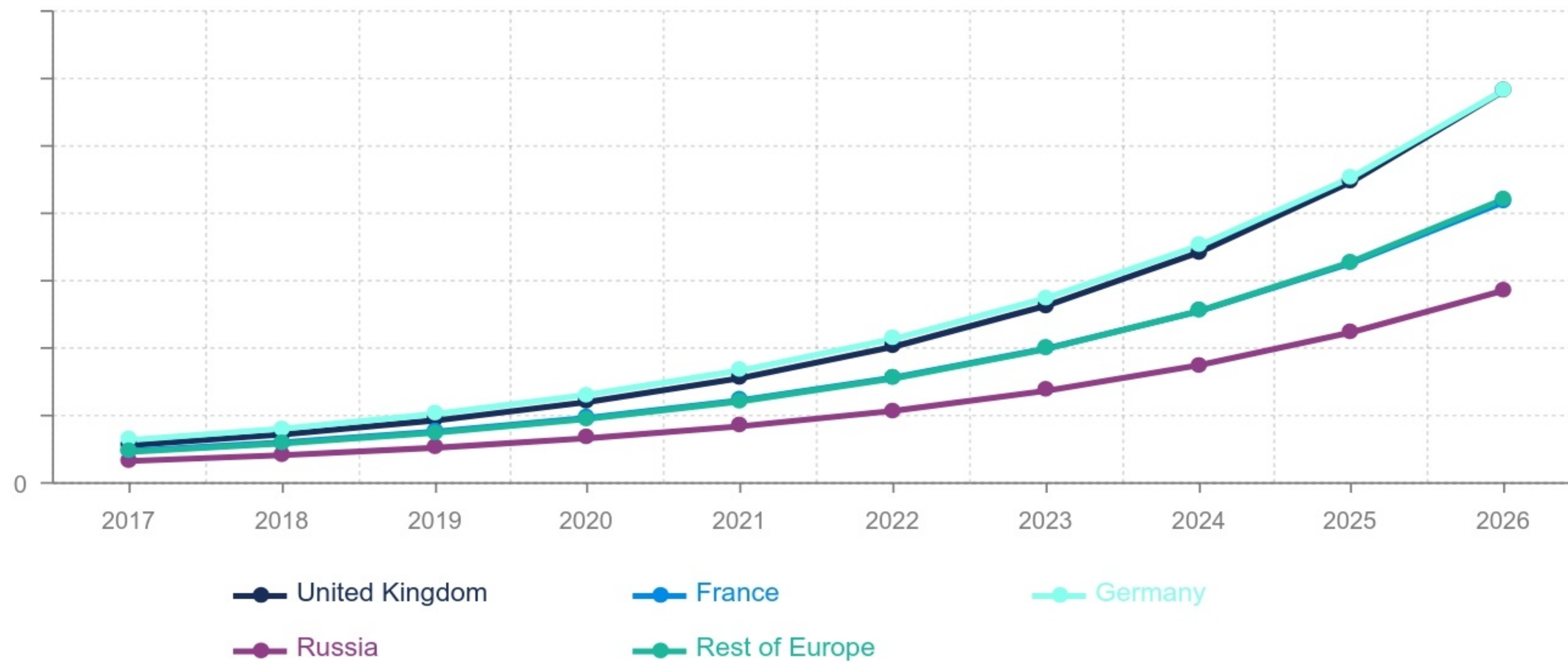


Awards for concept One Health 2019 :



EUROPE INTERNET OF THINGS IN HEALTHCARE MARKET

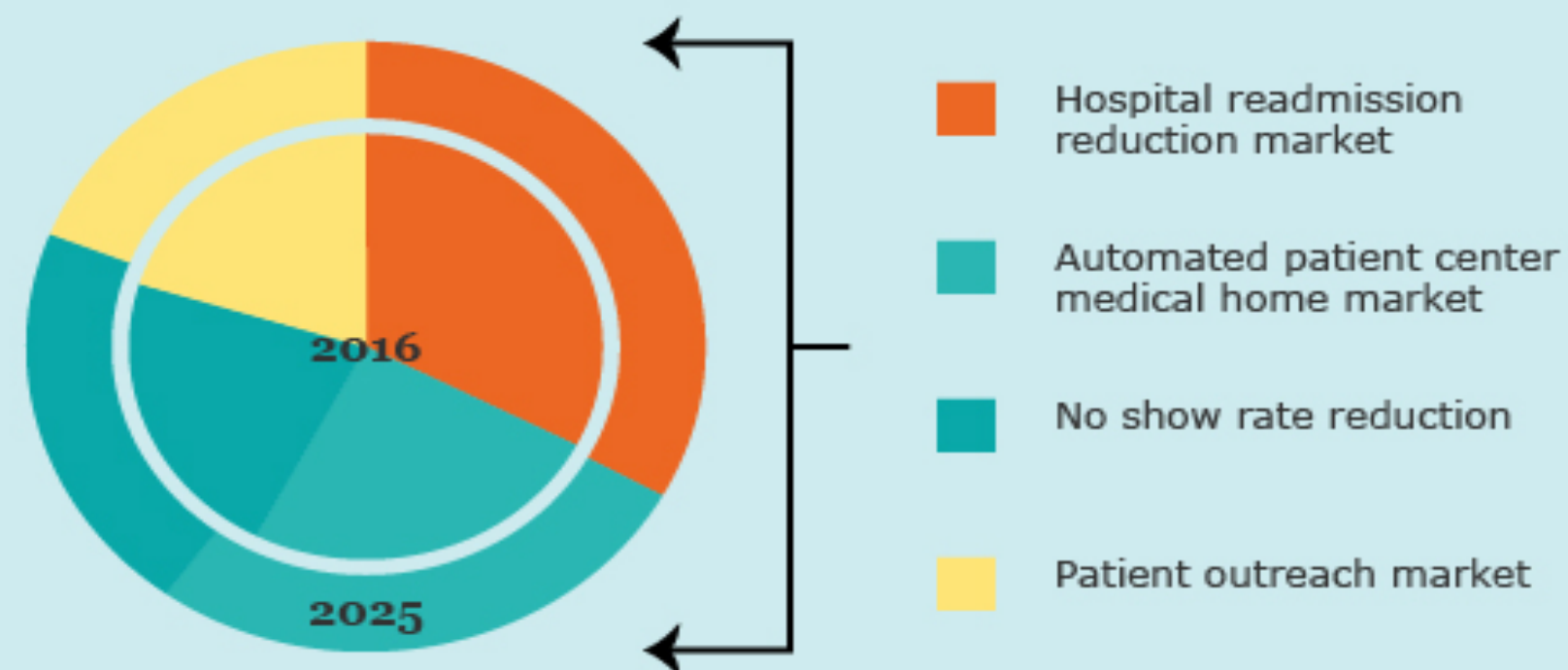
Europe Internet Of Things In Healthcare Market
2018-2026 (\$ billion)



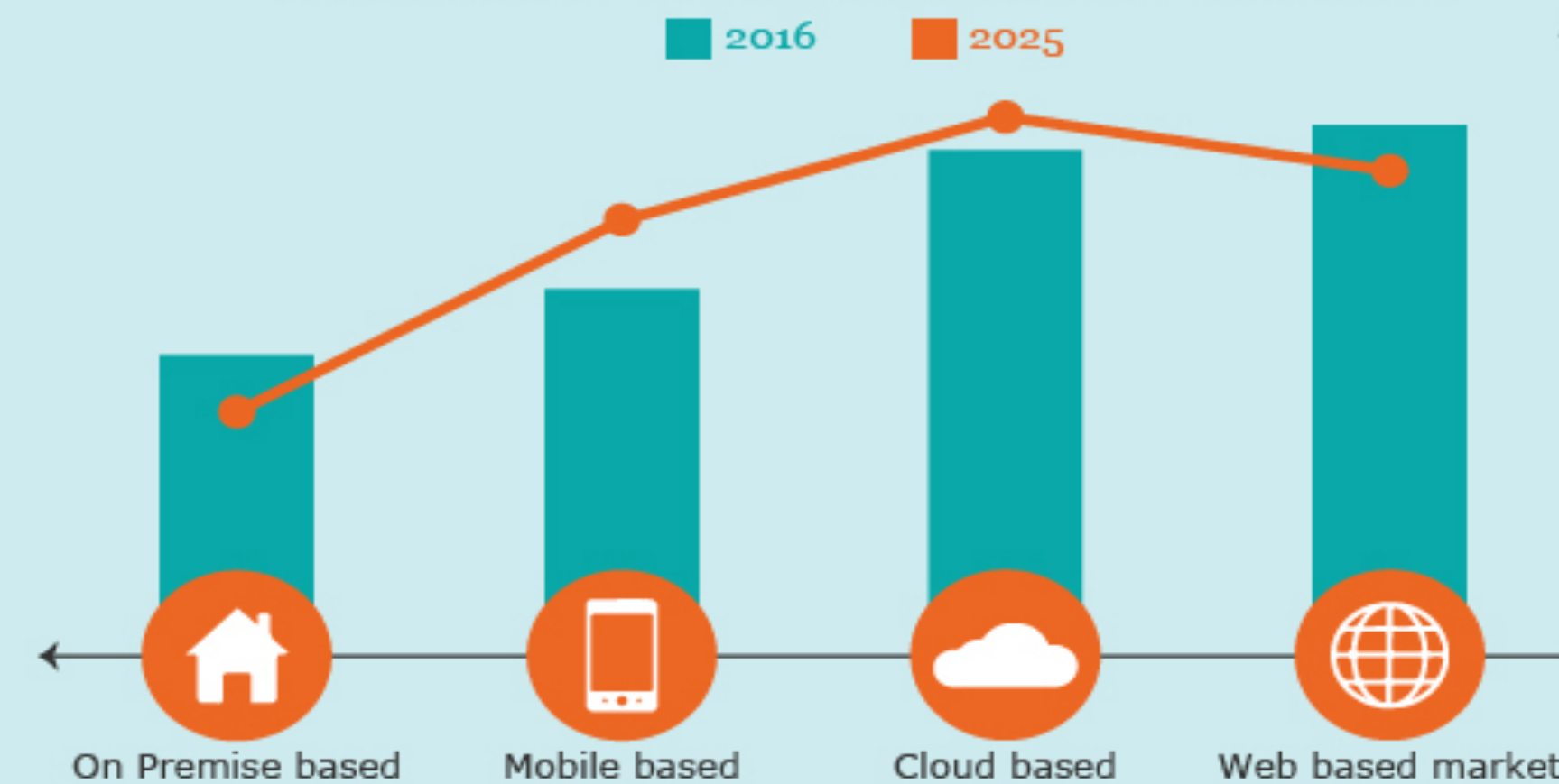
GLOBAL POPULATION HEALTH MANAGEMENT MARKET FORECAST 2017-2025



MARKET BY APPLICATION



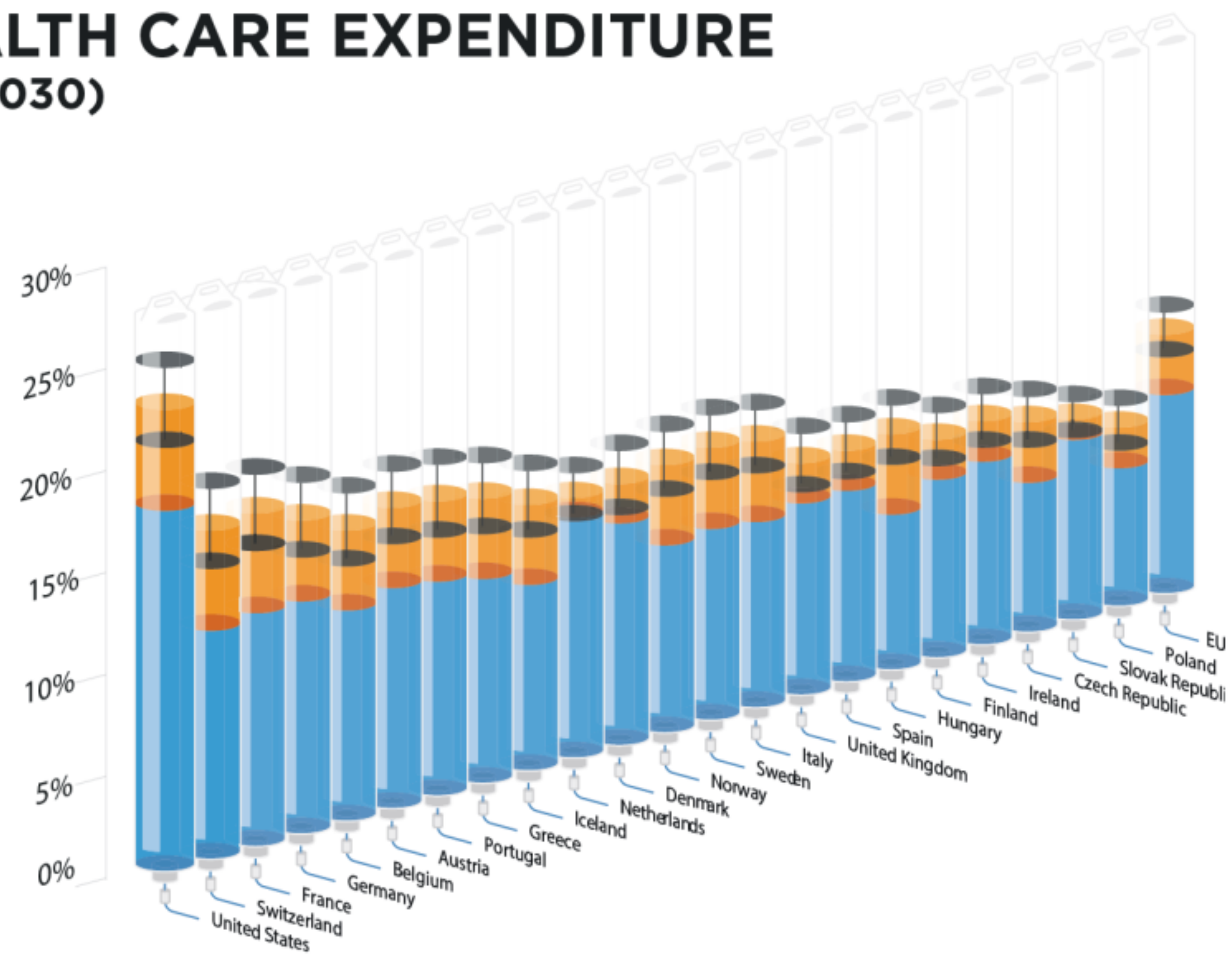
MARKET BY DELIVERY MODE



TOP COMPANIES: OPTUM HEALTH CERNER CORPORATION IBM CONIFER HEALTH SOLUTIONS

www.inkwoodresearch.com

TOTAL HEALTH CARE EXPENDITURE (% GDP; 2010-2030)



(Source: OECD)



feel