

# BUSINESS PLAN



ANTHONY JACCARINO, CEO

# OVERVIEW

## VISION

Empower Individuals  
To Take Control Of Their Health

## OBJECTIVE

Continuous Monitoring Solutions For Prevention  
& Detection available to a broader population  
through DISRUPTIVE technology & business  
models



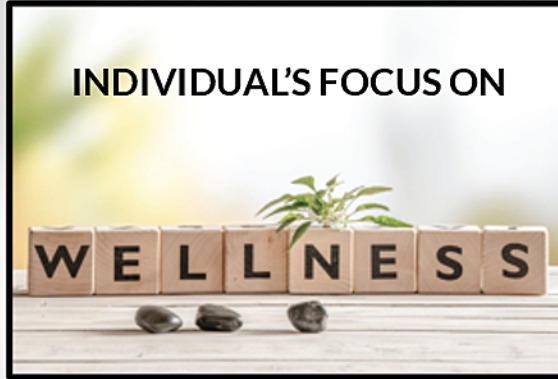
Established in 2015



# TRENDS



**WEARABLES ENABLING  
CONTINUOUS MONITORING**



**DATA ANALYTICS, MOBILE APPS**



**RISING COSTS**

# FACTS/CHALLENGES WITH CURRENT HEALTHCARE

- Preventative medicine has been proven to save lives, improve health and reduce costs across the medical delivery system
- Monitoring is one of the key factors in a sound prevention program
- There are many barriers that prevent people from engaging in critical health monitoring:
  - Cost
  - Convenience
  - Complexity
  - Waiting for a medical event catalyst (a.k.a. Illness) to initiate (sick care)
  - Not knowing how to start as an individual
  - Lack of support by insurers

# End-2-End Health Platform

## INNOVATIVE DEVICES



### COST EFFECTIVE

Monitoring Devices to track  
your health

#1

## MOBILE



### UNDERSTAND, ACT & STORE

Access data Anywhere,  
Anytime

#2

## BIG DATA ANALYSIS



### PREVENTIVE ANALYTICS

Detailed analysis using big  
data analytics

#3

## DIGITAL HEALTH



### SECURELY SHARE

Personal health data  
for 2<sup>nd</sup>/3<sup>rd</sup> opinion

#4

# #1 Monitoring Devices

Continuous monitoring for MEANINGFUL insights

Check<sup>o</sup> my Temp



A Wearable Thermometer

Check<sup>o</sup> my Heart



Check your heart  
for \$30 Vs. \$1500 competition

Check<sup>o</sup> my Health



Monitor your health  
CONTINUOUSLY  
for \$10/month

GEN2

Check<sup>o</sup> for Infection



Wearable  
Sepsis Detection Kit

# #2 Mobile APPS

Powerful yet Easy-to-Use apps

User friendly apps to track, understand and act quickly

- Example: Fever is spiking. Please administer medication or consult your doctor/nurse

Long term tracking identifies meaningful trends and provides actionable insights

- Example: We detected a non-life threatening Heart Beat. You may need to consult your cardiologist for further investigation



# #3 PREDICTIVE ANALYTICS

## LONG TERM TRACKING & PREVENTIVE ALERTS

### Predictive

What negative health trends are likely to develop in our communities?

### Proactive

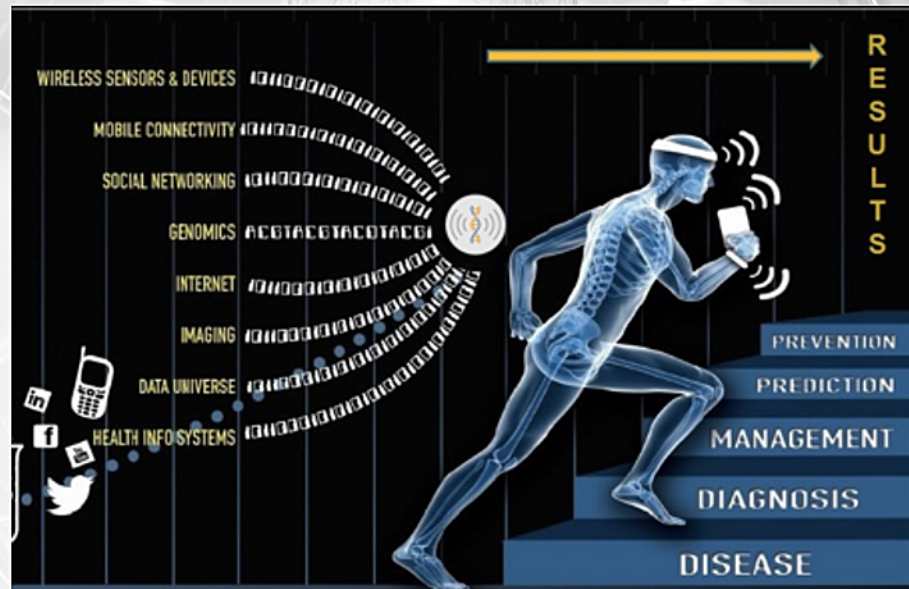
Who is at risk?  
Who needs to be informed?

### Personalized

What is the best combination of services for this individual?

### Preventive

What actions can we take now to prevent a negative episode?





# # 4 Secured Data Storage

Your Health, Your Choice

OPT FOR ADVANCED ANALYTICS

INNOVATIVE  
DEVICES



**COST EFFECTIVE**  
Monitoring Devices to  
track your health

MOBILE



**UNDERSTAND, ACT  
& STORE**  
Access data Anywhere,  
Anytime

BIG DATA  
ANALYSIS



**PREVENTIVE  
ANALYTICS**  
Detailed analysis using  
big data analytics

DIGITAL  
HEALTH



**SECURELY SHARE**  
Personal health data  
for 2<sup>nd</sup>/3<sup>rd</sup> opinion

OPT TO SHARE & INTEGRATE  
WITH HEALTH RECORDS

OPT TO STORE LOCALLY

# ROADMAP

Check<sup>o</sup> my  Temp

2018

Check<sup>o</sup> my  Heart

2019

Check<sup>o</sup> my  Health

Check<sup>o</sup> my  Infection

2020

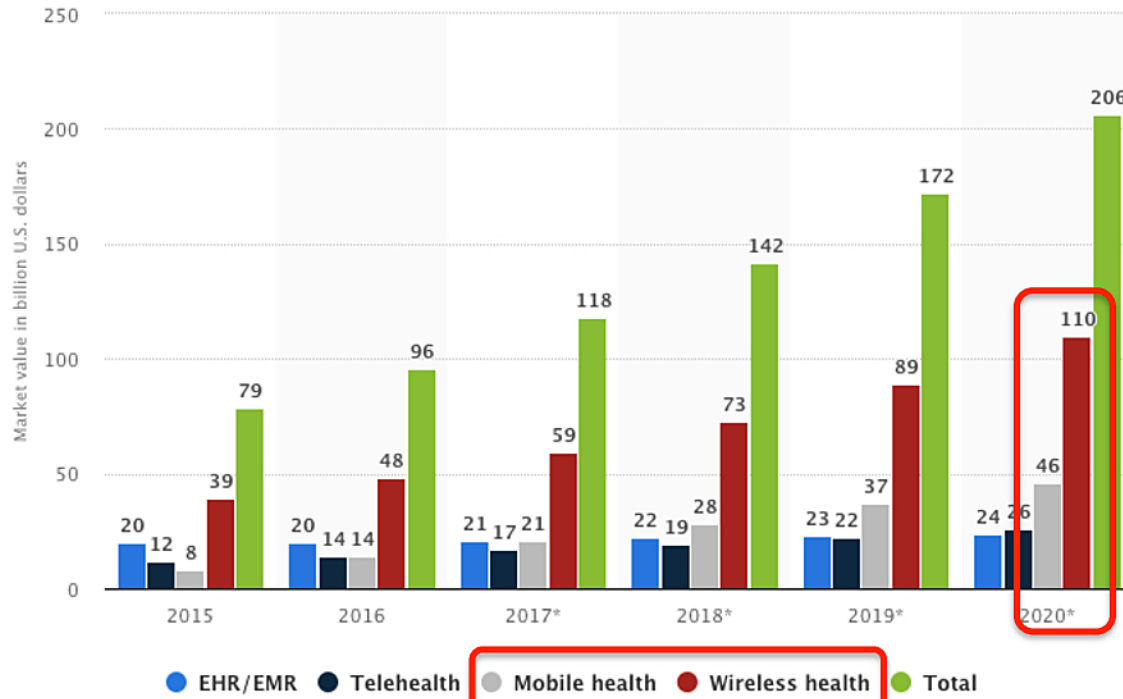
Digital Platform Development



# WHY NOW?

- New form factors allow this new approach
- Technology leaps in power, cost and performance
- More secure cloud options
- Mobile devices for easy access to data
- Growing trend of individuals taking more proactive approach to wellness and prevention over “sick care”
- Ever rising healthcare costs

# \$156 Billion Dollar Market



# Competition

Product / Service	Competition	Strengths	Weaknesses
Check-my-Temp	Kinsa	1 <sup>st</sup> smart thermometer on the market	Spot measurement only Lacks other vital sign monitoring
Check-my-Heart	iRhythm, Medtronic	Big companies with strong foot hold in the medical community	Charges over \$1500 per patient. No presence in the consumer space
Check-my-Health	Motif, Sensogram	Start ups with tremendous potential	Do not offer monthly subscription model
Check-my-Sepsis	No solution today	-	-
Digital Platform	Several software devices	Have software with big data analytics.	No data collection devices. Rely on other companies or devices for data collection (bad model)

# FAQs

- Are you sure you can make all these devices?
  - It does seem like we may be biting off too much for a start up. We understand your concerns, however, these devices all share a common platform with a few changes to the sensors based on the form factor. That's the beauty of our platform
- Looks like you are monitoring lot of vital signs. Does your team have medical background?
  - We are a team of engineers and doctors, passionate about DISRUPTING the healthcare industry
  - We also have an accomplished team of cardiologists, pediatricians and emergency care specialists on our advisory board
- What is revenue model for each of these devices?
  - One size fits all is an old strategy.
  - Every device/market/customer has their own unique needs and challenges, which is why we offer flexible plans to respond to these specific needs

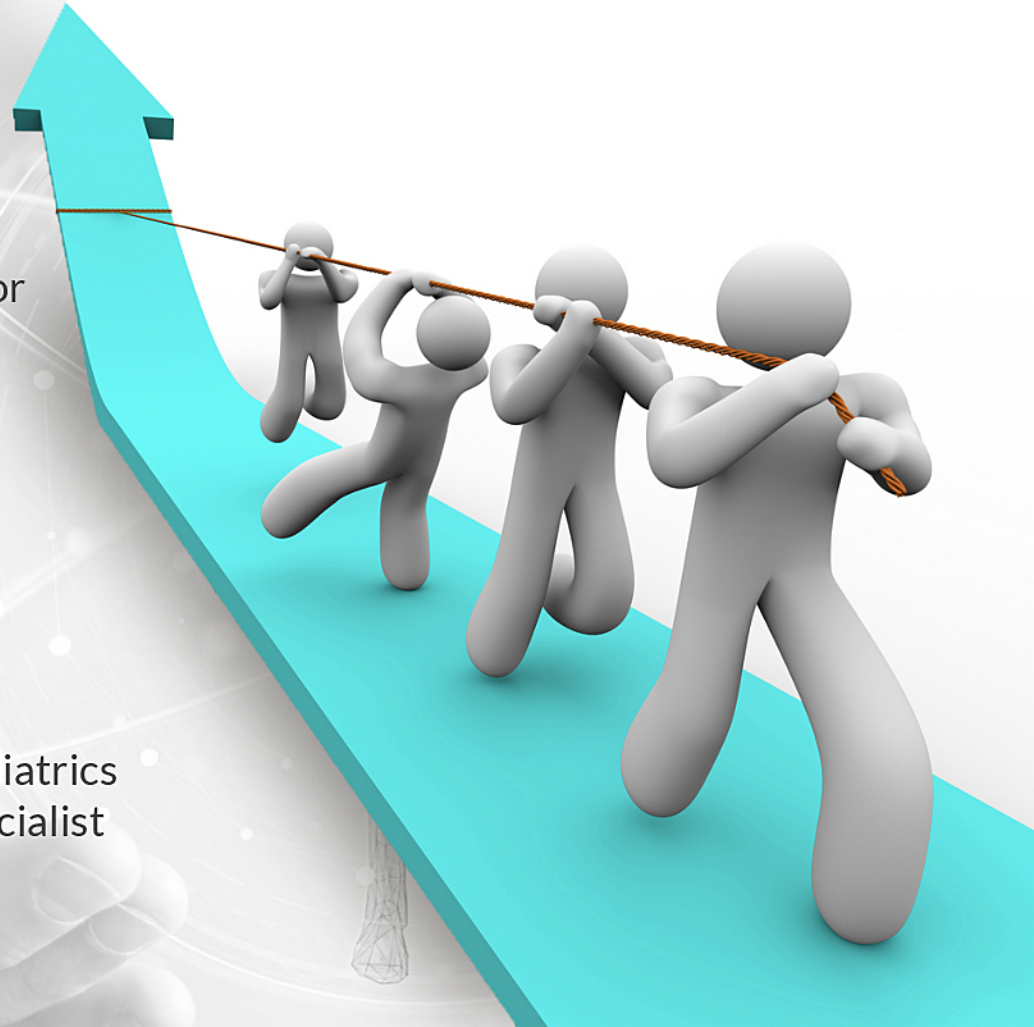
# Team

## LEADERSHIP

Anthony Jaccarino, CEO  
Dr. Kesava Mulpuru, Medical Director  
Frank Manzi, Finance  
Dominic Paul, IT  
Rammohan Rao V, Ops  
Jim Moon, Technology Consultant

## ADVISORS

Raju Surendra, Serial Entrepreneur  
Dr. Manokar, Cardiologist  
Dr. Bala Ramachandran, Head of Pediatrics  
Dr. Raja Amarnath, Critical Care Specialist



# Customer's Feedback (Check-my-Temp)

*I just had my first child. My father used to get seizures with his high temps and my sons mother has another child that did as well. So this will be a lifesaver of a device. Literally, this has the potential to save my sons life so I am looking forward to it.*

*- Paul, Customer*

*I have Epilepsy and am on many message boards where this device would be useful. There are many people out there that could benefit from this device.*

*- Michelle, Customer*