



NATIONAL TECHNICAL UNIVERSITY KHARKIV POLYTECHNIC INSTITUTE  
DEPARTMENT OF BUSINESS, TRADE AND LOGISTICS

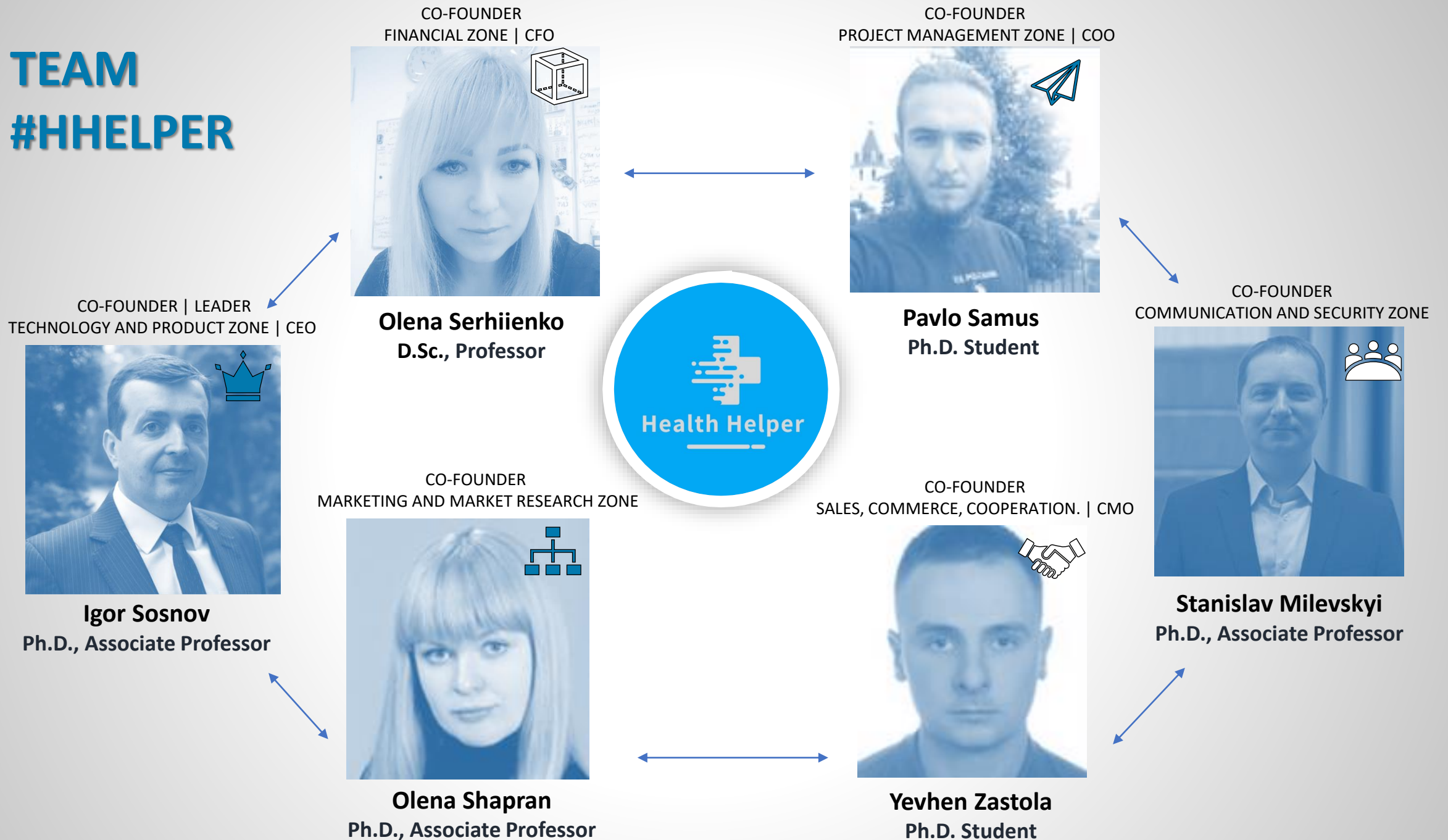
# #HEALTH HELPER

ACOUSTIC METHOD FOR MEASURING BLOOD FLOW & BLOOD PRESSURE



# TEAM

## #HHELPER



# THE EXISTING PROBLEM IN THE WORLD

## Statistics of vascular and heart diseases problems in the world:

- 1.2 BILLION OF PEOPLE



Almost equal compare to all China population (1.4Bil)

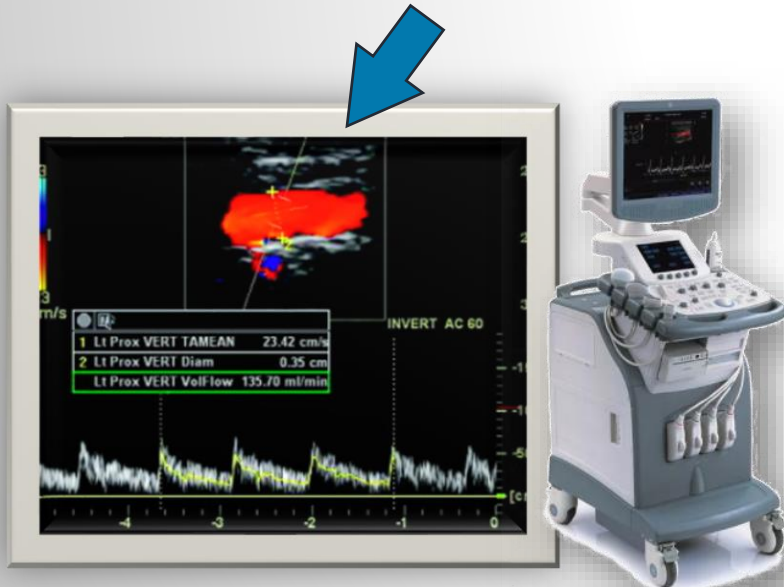
- 58% NOT DIAGNOSED



2 times more people then USA population (329.5Mil)

# THE MAIN CAUSES OF HEALTH PROBLEMS WHICH WE CAN SOLVE

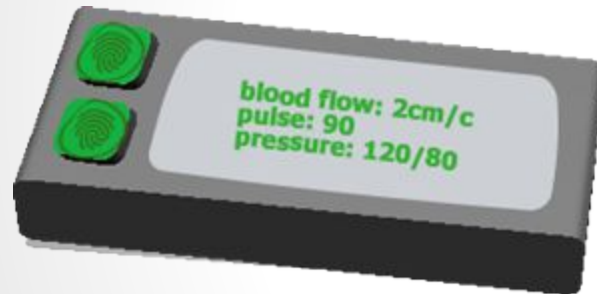
- 1 - UNTIMELY AND IRREGULAR DIAGNOSTICS
- 2 - INACCESSIBILITY OF DIAGNOSTICS FOR MOST PEOPLE, ESPECIALLY IN SMALL TOWNS AND SETTLEMENTS
- 3 - EXPENSIVENESS, INCONVENIENCE, FEARS AND STRESS
- 4 - MEASURING METHODS OF EXISTING DEVICES ARE INACCURATE



# #HEALTH HELPER

ACOUSTIC METHOD FOR MEASURING  
BLOOD FLOW & BLOOD PRESSURE

WE HAVE PROOF OF CONCEPT  
TO SHOW HOW THIS METHOD WORKS







**JUST TOUCH WITH 2 FINGERS**

## #HEALTH HELPER ALLOWS

- TO MONITOR YOUR HEALTH WITH MEDICAL ACCURACY AND THE SCIENTIFIC APPROACH,
- TO CALCULATE HEALTH INDICATORS FOR EARLY DIAGNOSIS OF THE DISEASE

# #HEALTH HELPER CUSTOMER BENEFITS

Early (Predictive) **diagnosis** and continuous monitoring of key health indicators, including **cardiovascular diseases**, **allow**:

-  **to detect** diseases before the first alarming symptoms  
result: *(the chance for rapid treatment without consequences for the whole body;)*
-  **to prevent** the progression of the disease and its transition to a chronic stage;
-  **to reduce** the risk of concomitant diseases
-  **to reduce** financial costs for treatment.



**DIGITAL HEALTH MARKET SIZE WAS VALUED**

at **\$145,884 300 000**

**IN 2020 [2]**

# #HEALTH HELPER BUSINESS MODEL



## **COOPERATION WITH SPECIALIZED HOSPITALS (B2G)**

FIN.RESULT > **10% MARGIN** ON EVERY SALE + **0 MARKETING COSTS**



## **DIRECT SALES PRIVATE CLINICS (B2B)**

FIN.RESULT > **20% MARGIN** ON EVERY SALE + **LOW MARKETING COSTS**



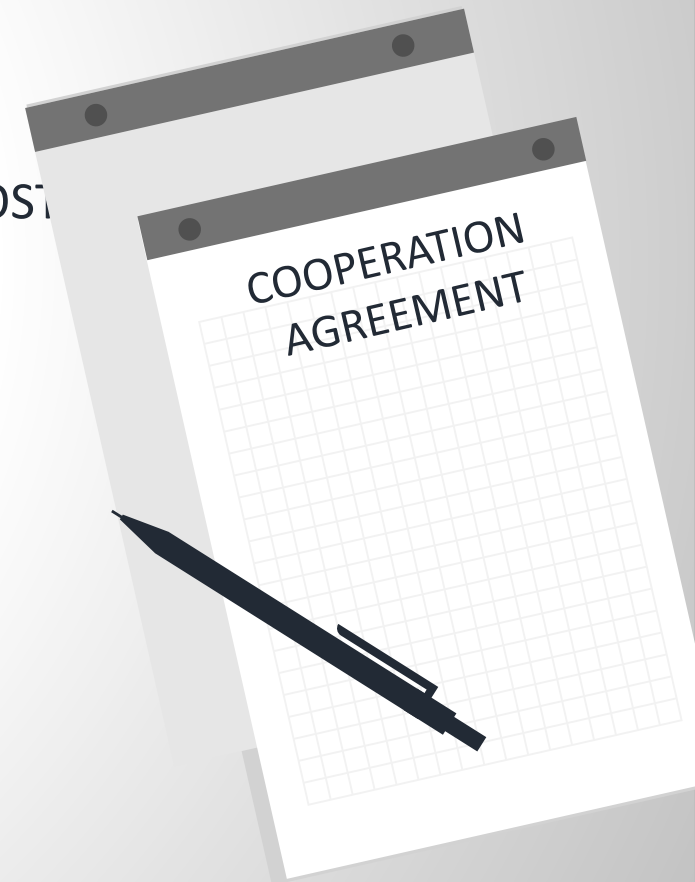
## **MASSMARKET FOR INDIVIDUAL USE AT HOME (B2C)**

FIN.RESULT > **120% MARGIN** ON EVERY SALE



## **CONSULTING IN APP SALES IN CO-OP WITH DOCTORS**

FIN.RESULT > **20% FEE** ON EVERY CONSULTING CONTRACT SOLD



# #HEALTH HELPER ROADMAP





# #HEALTH HELPER – ESTIMATE

*directions of use of grant funds*

**PRIORITIES**



## FIRST PRIORITY

**DESCRIPTION:** THE CONCEPT OF THE DEVICE, NAMELY THE FUNCTIONAL PROOF OF THE OPERATION OF THE DEVICE, AND THE APPLICATION FOR THE SMARTPHONE TO INTERACT WITH IT.



## SECOND PRIORITY

**DESCRIPTION :** REGISTRATION OF THE COMPANY (LLC), AND RENT OF PREMISES FOR PROJECT DEVELOPMENT AND COWORKING, ALSO FOR THE LEGAL ADDRESS.

*Thank you for your attention!*