



# DIGITAL HEALTH TECHNOLOGY INVESTOR FUNDING ELEVATOR PITCH DECK

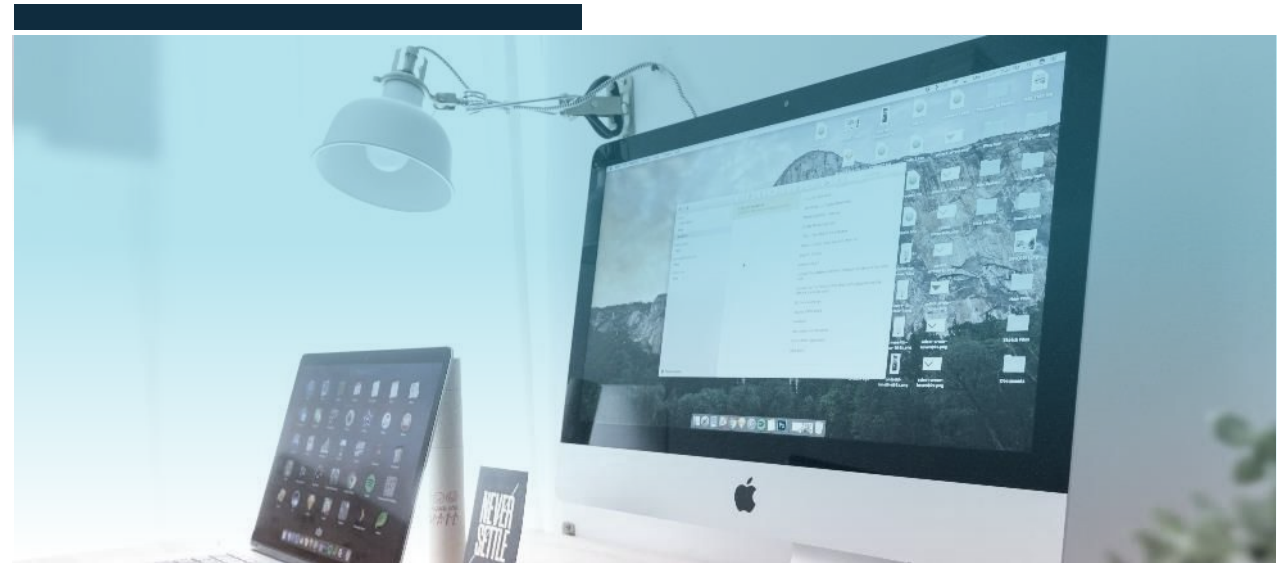
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# Defining the Problem in Healthcare Industry

The following slide illustrates the key problems that have a major impact on the digital health industry, these problems can be no availability of appropriate application, high cost of healthcare and heavy workload of patient management



01

## Problem

- › No application in the market that provides real time tracking of the following
  - Footsteps
  - Heart rate
  - Pulse rate

02

## Problem

- › High cost of healthcare for both consumer and practitioners
- › Add Text Here
- › Add Text Here

03

## Problem

- › Heavy workload and miss management of out patients at hospitals and clinics
- › Add Text Here
- › Add Text Here

04

## Problem

- › Add Text Here
- › Add Text Here
- › Add Text Here

05

## Problem

- › Add Text Here
- › Add Text Here
- › Add Text Here

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# Providing Appropriate Solution for the Problems

Purpose of the following slide is to show the key solutions of the problems that have impacted the Industry, these solutions can be – developing mhealth application, lowering the cost with technology and developing new patient management system.

01

## Solution

- › Developing new application in mHealth sector that provides
  - Real time tracking
  - Foot step tracking
  - Add Text Here
  - Add Text Here

02

## Problem

- › Lowering the cost of healthcare by providing e-consultancy that reduces cost of visit and office rents
- › Add Text here

03

## Problem

- › Developing hospital management system that helps managing the out patient activity
- › Add Text Here
- › Add Text here

04

## Problem

- › Add Text Here
- › Add Text Here
- › Add Text Here
- › Add Text Here

05

## Problem

- › Add Text Here
- › Add Text Here
- › Add Text Here
- › Add Text Here

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# Why Invest on Our Organization

The following slide displays the key overview of the organization as it provides an overview of the industry verticals such as healthcare, life science, incubators etc.. The following also displays the key capabilities of the industries

- › Key capabilities of the industry in which our organization has vast experience
- › Add Text Here

Top leader in American health platform

Diverse talent pool with strength of over 380 employees

Market leader as well as Industry innovator

Innovating and growing in various segments and industry verticals such as

- Software
- Big Data
- Robotics
- Cyber security

Add Text Here



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- **A business exit strategy** is a plan developed by a company's founder or owner to sell their company or a portion of their company to other investors or firms.
- IPOs, strategic acquisitions, and management buyouts are some of the more frequent exit methods that an owner may explore.

## Understating Our Exit Strategy

The following provides an overview of the exit strategy of the organization as it displays 3 major strategies which can be utilized by the organization. These strategies can be – merger and acquisition, management buyout and taking the company public.




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## Defining Our Competition in the Market

Purpose of the following slide is to show the market competition as it displays key competitive metrics such as company headquarter, total number of employees, funding series and the service lines :



Company Name	Headspace	Aura Health	Add competitor Name	Add competitor Name
Headquarter	California	San Francisco	California	Add Text Here
Total Number of Employees	382	XXXX	Add Text Here	Add Text Here
Funding Series	3 funding Rounds	Seed Funding	Add Text Here	Add Text Here
Service Lines	Health Technology	Health Technology	Software	Software
Add Text Here	Add Text Here	Add Text Here	Add Text Here	Add Text Here

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- A **service line** is a network of outside, subsurface utility lines or pipes that offer electricity, gas, water and sewer functions to a property.
- These lines connect the house to the main source of these services in the city.

- A **target market** is a specified group of people who share certain qualities to whom a company offers its products or services.
- Companies use target markets to better understand their potential customers and develop marketing strategies to assist them achieve their business and marketing goals.

## Defining Our Target Market

The following slide maps and defines the target market of the consumer as it highlights the TAM ( Total Addressable Market), (Service Addressable Market) and the SOM ( Service Obtainable Market ) of the organization



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## What exactly is a marketing service line?

- Service line marketing entails promoting important service lines such as bariatrics, behavioural health, cardiology, oncology, orthopedics, and primary care via many internet touchpoints along the patient experience.

## What are the four departure strategies?

- A small business owner can consider a variety of departure plans, including liquidation or walkaway, family succession, selling the business, bankruptcy, and going public.

## What is the service line's purpose?

- The service line provides IT and business leadership with information on best practices, industry trends, and business prospects, as well as input on the overall performance of processes and technologies.

## What is digital health ?

- Digital health, often known as digital healthcare, is a wide, multidisciplinary term that encompasses ideas from the convergence of technology and healthcare.

- Digital health is the application of digital transformation to the field of healthcare, encompassing software, hardware, and services.

### **What advantages do digital health technologies provide?**

- Access to health care for historically marginalised communities has been expanded.
- Reduced health-care expenses for patients and providers alike.
- Personalized treatment programmes improved patient health outcomes.
- Enhanced operational efficiency in health-care facilities such as hospitals.



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