Service, that prevents heart diseases
Global problem

17,5 M
Deaths annually caused by cardiovascular disease*

51%
Of the adult population of the planet are in the risk zone*

85%
Heart attacks and strokes can be prevented*

Prevention is better than cure!

*https://www.who.int/cardiovascular_diseases/en/
Options for cardiac monitoring

- **Holter monitors**
  - Validated by cardiologists
  - Complex patient pathway
  - Long waiting time before results are available

- **ECG devices, patches**
  - Convenient
  - High cost for the patient
  - No connection with a physician

- **Wearables**
  - Online
  - Not a medical device
  - Low accuracy
Cloud service iCardy

Unique algorithm
- 99% reliability
- Real-time patient monitoring

Physicians’ account

Cloud service iCardy

Holter monitor

ECG-device

Real-time patient monitoring
iCardy – convenient instrument for professional heart diagnostic and medical check-ups

How it works

✅ 10 min
Easy to order
- Registration
- Choose of a physician/clinic
- Digital agreement

In real-time

✅ 1 – 3 days
Professional heart diagnostic
- ECG monitor placement
- Regular way of life

Any ECG-monitor

✅ 10 min
Fast results
- ECG monitor
- Diagnostic report

Online access to data
## Competitive analysis

<table>
<thead>
<tr>
<th>Feature</th>
<th>iCardy</th>
<th>BioTel</th>
<th>Zio Service</th>
<th>ZOLL</th>
<th>VitalConnect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real-time</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Online physician</td>
<td></td>
<td>✓</td>
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<tr>
<td>Patient chooses physician</td>
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<tr>
<td>An option to connect other Holter monitors</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tr>
</tbody>
</table>

https://www.irhythmtech.com/
https://vitalconnect.com/
https://cardiacdiagnostics.zoll.com/
https://www.gobio.com/
Global and growing market

- **Global market of heart monitors**: CAGR of 6.8%
  - **SAM**: $1,2 B
  - **TAM**: $5.7 B

- **Global market of Holter monitors**: CAGR of 6.3%
  - **SAM**: $260 M - EU, $720 M - USA

- **25% of Ukrainian heart diagnostics market**: Number of medical establishments with an average check 600 UAH/day
  - **SOM**: $2 M

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* [https://www.cardiovascularbusiness.com/topics/healthcare-economics/afib-market-expected-reach-147b-2026](https://www.cardiovascularbusiness.com/topics/healthcare-economics/afib-market-expected-reach-147b-2026)


*** [https://nszu.gov.ua/e-data/dashboard/smd-contracts](https://nszu.gov.ua/e-data/dashboard/smd-contracts)
Opportunities on a global market

The National Health Service of Ukraine

Insurance companies

Private clinics

Patients

Andrey Vlasenko,
Chairman of the Board TAC

Adam Klonecke
Chief Operating Officer in Abbott

Hafiza Khan
MD, MMSc, FACC, FHRS Certifications
Clinical heart electrophysiology – American College of Cardiology
First market – Ukraine

The physician is provided with ECG-recorders free of charge, that are connected to the service.

Recommended cost of the service: $22 a day.

Source of income: royalties 33%.

The average net income from each ECG-recorder per day is $5.13.
Roadmap

- **April 2019**: Idea
- **June 2019**: Market
- **May 2020**: Business hypothesis
- **February 2021**: MVP
- **September 2021**: EU market

- **November 2019**: Algorithm
- **November 2020**: PreSeed round

- 9 clinics
- 54 cardiologists
- 2 manufacturers of Holter monitors
- 153 patients Data Set
- Mobile application development
- Business model for Ukraine
Qualified team

Vlad, CTO, co-founder,
HaaS systems 13 years

Roman, CEO, co-founder,
R&D biomedical electronics 8 years

Oksana, CMO, co-founder,
Digital marketing, 4 years

Nikolay, CFO,
Financial and economic analysis of commercial structures, 6 years

Dmytro, CRDO,
Clinical arrhythmology, 3 years

Experienced experts

Vadim Rogovsky
30+ years in sales,
Founder of Startup School

Yvgen Sokol
20+ years of experience,
R&D electronics

Pavlo Shchapov
35+ years of experience,
Medical data processing

Elena Reshetnyak
15+ years of experience,
Management in healthcare