

iCAREY

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!

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

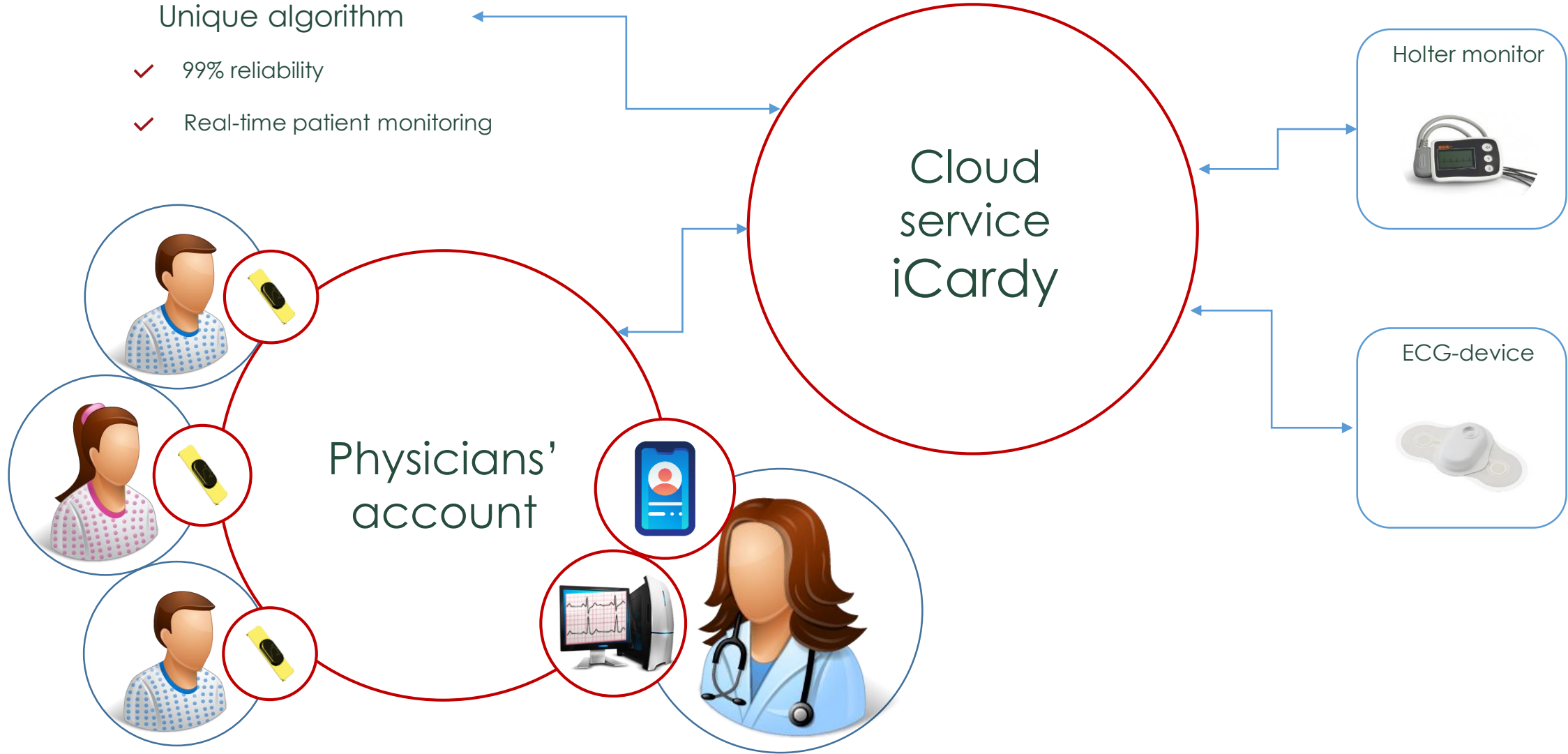


- ✓ Online
- ✓ Not a medical device
- ✓ Low accuracy

Cloud service iCardy

Unique algorithm

- ✓ 99% reliability
- ✓ Real-time patient monitoring



How it works

iCardy – convenient instrument for professional heart diagnostic and medical check-ups

✓ 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

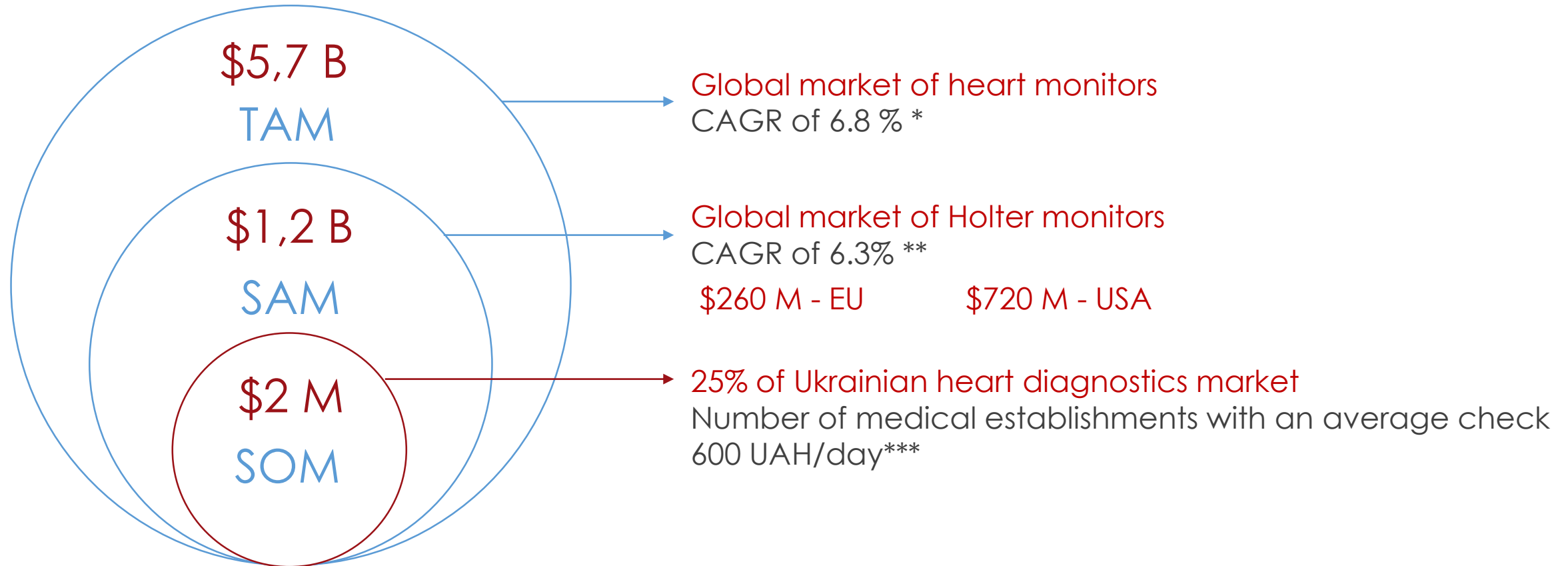
Online access to data

Competitive analysis

	iCARDY	BioTel	Zio Service	ZOLL	VitalConnect
Real-time	✓	✓	-	-	✓
Online physician	✓	-	-	-	-
Patient chooses physician	✓	-	-	-	-
An option to connect other Holter monitors	✓	✓	-	-	-

<https://www.irhythmtech.com/>
<https://vitalconnect.com/>
<https://cardiacdiagnostics.zoll.com/>
<https://www.gobio.com/>

Global and growing market



* <https://www.cardiovascularbusiness.com/topics/healthcare-economics/afib-market-expected-reach-147b-2026>

** <https://www.businesswire.com/news/home/20190826005218/en/Global-Cardiac-Holter-Monitor-Market-Report-2019-2024>

*** <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

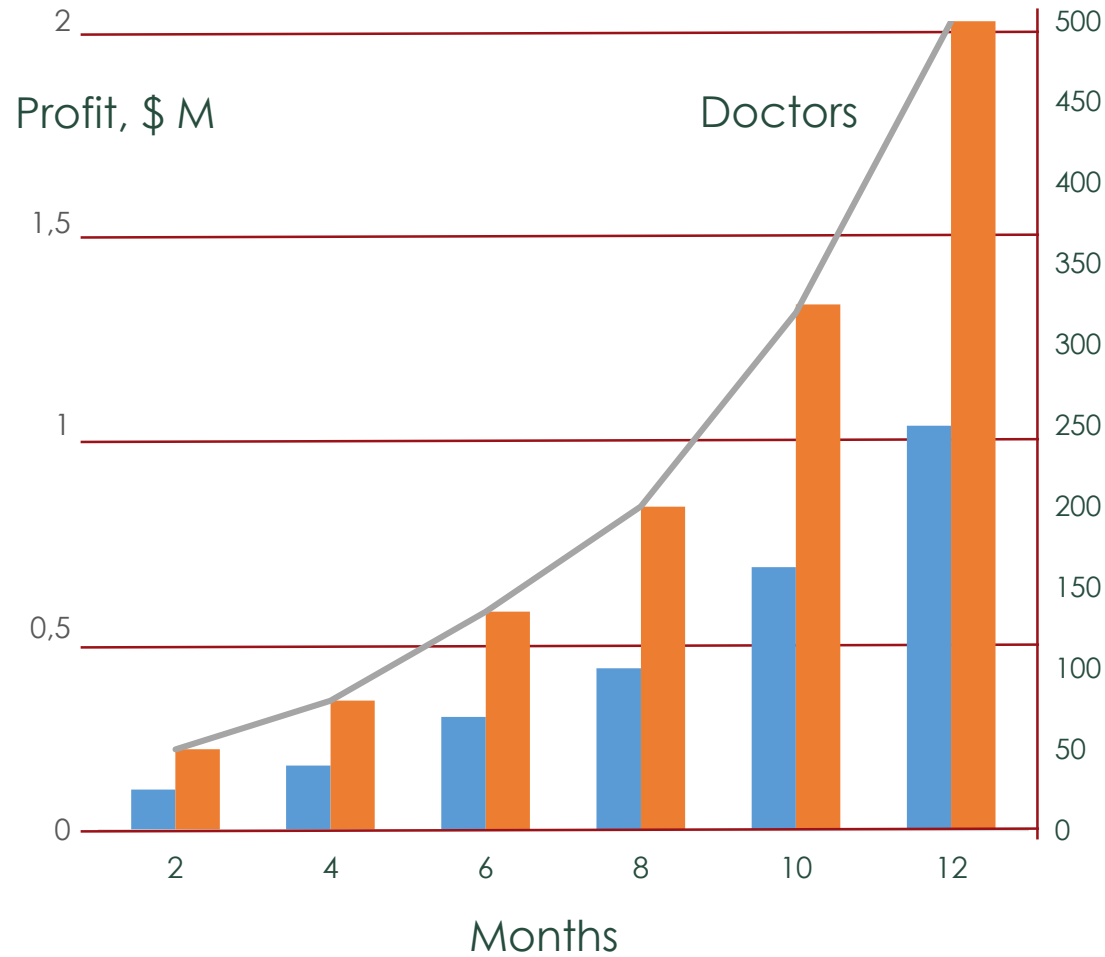


Adam Klonecke
Chief Operating Officer in
Abbott



Hafiza Khan
MD, MMSc, FACC, FHRSC Certifications
Clinical heart electrophysiology –
American College of Cardiology

First market – Ukraine



Optimistic scenario
(100% use of registrars)

Pessimistic scenario
(50% use of registrars)

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



Recommended cost of the service
\$ 22 a day

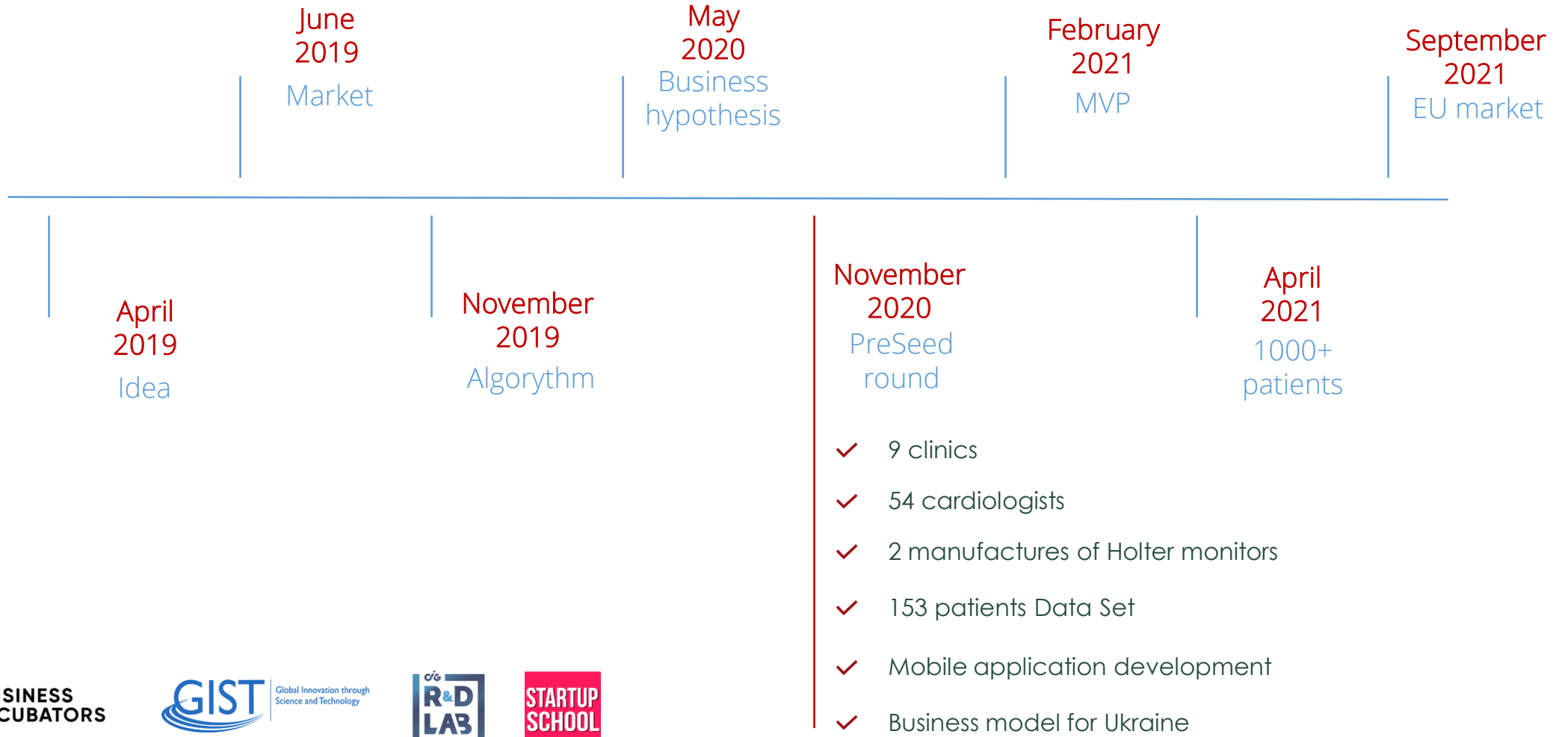


Source of income:
royalties
33%



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

Roadmap



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



Thank you for
your attention!


Roman Tomashevskyi

 icardy.tech@gmail.com

 +38(096) 9881513

Oksana Sevriukova

 icardy.tech@gmail.com

 +38(066) 8762333