



# Sensomed complex



## SENSOMED:

Comfortable and not tight-fitting T-shirt with breathing and physical activity gauges. Data is transmitted using smartphone or base station to the server and there are available in personal account on the website



Patent

saves lives

\$1,000,000 valuation of the company  
2 pre-commercial prototype is crafted  
3 paid for pre-order  
4 years project  
\$600,000 is required  
7 persons in a team

# Market

Global market of home  
telemedicine to 2016 (prediction)

**GROWTH OF 30% PER YEAR**

**\$ 3.5B**

2011

**\$ 9.7B**

2016

The project is aimed to the global market  
**Planning 20 million turnover in 3 years**



# Business model B2C

1

The user purchases a t-shirt directly from our website or through the health centers

2

We Make Money  
a) on the sale of T-shirts (\$100-200)  
b) annual subscription fee for the service \$60

3

Cooperation with insurance companies: the regulation of the conditions of the contract, depending on the condition of health and the dynamics of change, based on data from t-shirts

B2C





# Segments

## Obese people

suffering from heart  
or kidney failure



## Babies

by reason weak  
development of all body systems



## Elderly people

due to decreased muscle  
tone of the larynx and palate



## Snoring people



# Business model B2B

B2B

Companies provides service to collect data from the T-shirts that are used by their employees at work and at home

1

Statistics are collected on the company's servers, generates reports on the health status, operability of staff. Reports are included in the reporting system of the company and increase its capitalization

2

- a)** Selling T-shirts (\$200- \$400 each)
- b)** Service for the collection and processing of information (\$150 annually from each t-shirt)
- c)** Sales of corporate solutions in the form of a server with a license of our software and the subsequent maintenance of the complex as a whole (\$100k -\$300k )

3



# The problem



## SLEEP APNEA

### STATISTICS

**SIDS 0.5 per 1000**

in the United States in 2010: 2,063 babies (5 every day)

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Breath holding for 10-60 seconds  
creates cerebrovascular accident.

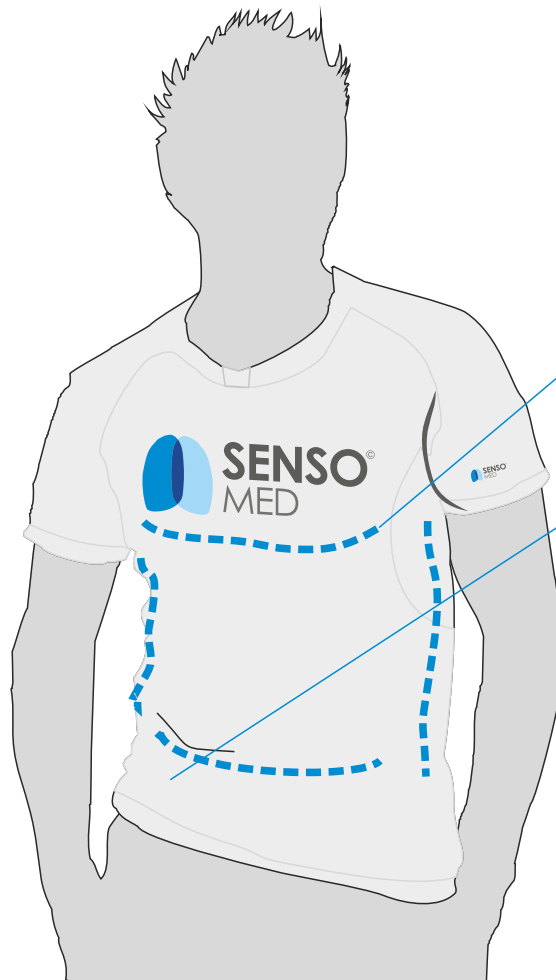
More than 60 seconds can be fatal

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**EVERY THIRD CITIZEN OF THE WORLD IS SUBJECT TO**



# Structure of the complex



Gauges

Controller



Seemingly normal loose T-shirt with built-in controller, breathing and physical activity sensors



Smartphone collects data from sensors of t-shirt and transmits them over the Internet to the server for further analysis, check-serious deviations gives an alarm

## USER MANUAL

- Charge the controller and Smartphone
- Dress shirt and go to bed as usual
- At your convenience visit the site to see the diagnosis
- If it necessary, contact your doctor and show him the statistics in your account
- T-shirt can be washed in the washing machine

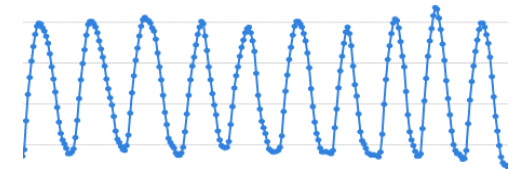
# Example

07-05-2013 04:20:06



little girl of 11 months. She wearing in a sensomed T-shirt with the controller. Girl sleeps, the base station sends in real time collected data to a server on breathing. In the case of sleep apnea smartphone sends signals to wake up

Data from website [www.sensomed.com](http://www.sensomed.com)



normal breathing



delay in breathing



alarm!



# Competitors



**6** analogs

**35+** indirect competitors



# Analogs

Company	Country	Description
Rest Devices		Finishing the prototype for children, collecting pre-orders. <b>Disadvantages: using strain gauge for which necessary skin-tight T-shirt for human body</b>
Hiroshima Institute of Technology		Are under development as a basis for using a piezoelectric sensor <b>Disadvantages: the local system within the hospital</b>
Carlos III University in Madrid		Having a prototype <b>Disadvantages: using strain gauge for which necessary skin-tight T-shirt for human body</b>
Fraunhofer-Institut		Having a prototype <b>Disadvantages: resizable fiber using, the human body is a tightly fitted by belt on a breast</b>
SmartLife		There is a website with a description and photo of the prototype, but it is unknown how much all worked out <b>Disadvantages: resizable fiber using (smart-fiber), the human body is a tightly fitted by belt on a breast</b>
Interdepartmental Research Center "E. Piaggio"		The prototype are testing in a hospital <b>Disadvantages: resizable fiber using (smart-fiber), the human body is a tightly fitted by belt on a breast</b>

# Advantages



- **Save lives**  
wakes up in respiratory arrest

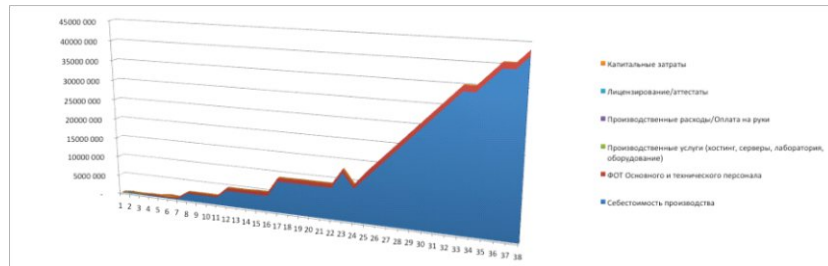


- **Convenient**  
not prevent sleep  
comfortable dressed  
invisible sensors

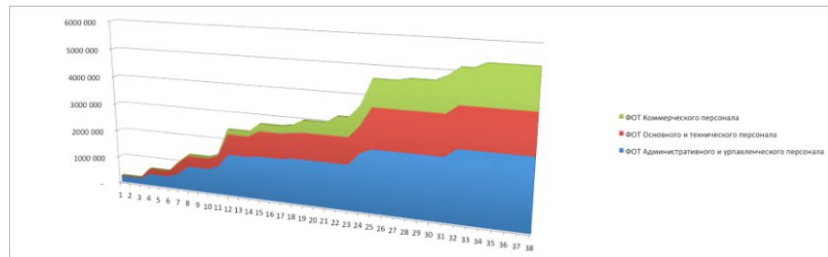


- **Safety**  
according to the requirements of AAMI value  
of currents must not exceed 50  $\mu$ Amp,  
(we have 25  $\mu$ Amp). BT4.0 Developed for medical Sensor

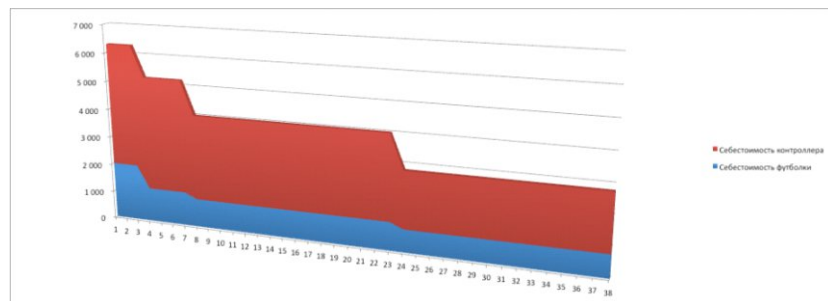
# For investors



The main costs - the cost of production



Payroll increases due to engineering personnel, payroll business is growing at a batch of 20,000 units



Cost is reduced set 2 times

At this stage we are looking for a strategic investor,  
with experience of working with teams,  
which findings of their products to the international market

## Required \$600 thousands

For the production of commercial quantities of 2000 pieces

Patenting, certification, reception of the certificate of medical technology

Pre-clinical tests

Entering the global market and promotion

Supposed investor's exit strategy - a direct sale of the stake in the next round of investment



# Our team



**Andrey  
Vereshchagin**  
Leader



**Artem  
Ayupov**  
Managing  
Director



**Victor  
Ovchinnikov**  
apnea doctor



**Ilya  
Verholancev**  
Software  
Architect



**Petr  
Leontyev**  
DSP



**Artem  
Saranin**  
designer



**Ivan  
Yakushev**  
IOS programmer

# Thank you for attention

Presents the project

Of "The International Marketplace for Commercialization of Innovations»

