The Problem

According to UNICEF, 2400 children under 5 die everyday due to pneumonia – 880,000 deaths in 2016.

Brazil: 5-9% of under-five deaths (45/1000) attributable to pneumonia. Only 50% of children are taken to hospital.

One can expect similar number among the elderly as well – since they cannot travel to the doctor’s office so easily.

Misdiagnosis until it becomes serious is apparently not uncommon.
Health Jacket Technologies

Health Jacket Technologies Inc
Sao Paulo, Brazil
www.hjtinc.com
The Solution and Value Proposition

A wearable jacket that can record and transmit the stethoscopic data (breathing sounds) and temperature to a remote medical center – Invented by Olivia Koburongo and Brian Turyabagye.

Value Statement:
“Our wearable jacket will help early and correct diagnosis of pneumonia so that immediate medical attention is provided to patients and save lives”
The Team

**Dr. Surya Raghu (CEO)** Several products commercialized in a variety of markets. Product Development/US/India/UK

**Brian Turyabagye** – inventor and CTO

**Dr. Rodrigo Marques** – COO, Strategy, management, manufacturing.

**Mr. Alexandre Carvehlo** – Marketing and Sales – excellent Latin America experience

**Ms. Brenda Oliviera** – Finance – excellent Latin America Experience

Advisory Board

**Ms. Mary Nolaw**, Legal and IP Advisor

**Mr. Stan Breznik**, Entrepreneur and Investor

**Dr. Max Fritos**, Pediatric Pulmonology
The Opportunity

In Millions of Units Needed

- Sub-Saharan Africa: 7.00
- Middle East: 3.00
- Asia: 6.00
- North Africa: 4.00
- Latin America: 4.00

Entrepreneurship Workshop
SAIFR, Brazil, Oct. 15-19, 2018

(C)Raghu
Product Status


- 10 Prototypes fabricated and consistent data from all

Technology Validation

- Technology being validated with standard devices
- Human Factors study being conducted
- FDA and CE certification being pursued for exports.
- Zero false negatives, 8% false positives
Business Model

• Free to patients if they get a phone contract for 3 years
  Local Phone company interested in purchasing first 1500 jackets. Phone company will charge hospitals and doctors for services?

• Subsidized by Pharma companies producing related medicines – sell it to the Pharma companies?

• Sell it to hospitals – private and govt hospitals? They will rent it out to patients?

• Sell/rent directly to affordable patients and even out the costs?
## The Competition

<table>
<thead>
<tr>
<th></th>
<th>Pulmo</th>
<th>Smart-Jacket</th>
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</thead>
<tbody>
<tr>
<td>False negatives</td>
<td>Approx. 8%</td>
<td>Zero</td>
</tr>
<tr>
<td>Context</td>
<td>Single patient interface with physician</td>
<td>Population based screening or individual monitoring</td>
</tr>
<tr>
<td>Ease of use</td>
<td>5 minutes test</td>
<td>20-second test</td>
</tr>
<tr>
<td>Home monitoring</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Prescription necessary</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Cost</td>
<td>$130</td>
<td>$100</td>
</tr>
<tr>
<td>Ease of Use</td>
<td>Trained medical professional needed</td>
<td>Family member</td>
</tr>
</tbody>
</table>
Total Market Size
~ 24 million Units

Serviceable Market Size
~ 4 million units

Target Market
~ 3 million units

Market share (5 yrs)
~ 1.0 M (33%)
Financial Projections

Units Required for Break-Even: 3,600
Dollar Sales Required for Break-Even: $360,000.00
Variable Costs Per Unit: $50.00
Total Variable Costs: $180,000.00
Total Fixed Costs: $180,000.00
Months to Break-Even: 48.0
Investment Request

Seeking $500K for:

- Device tooling and manufacturing of initial 4000 units
  - Manufacturing support
  - Marketing
  - Distribution efforts
- Return on Investment: 5X in 6 Years
- 20% Equity in SmartJacket
Summary

Smart-Jacket can prevent ~ 1 million deaths/year due to Pneumonia - social cause

Seeking $500K for 20% of company and X5 ROI for investors in 6 years.

Break-even in 48 months.

Strong management team

*U-Phone* prepared to buy 1000 units upon contract
Thank you

QUESTIONS?