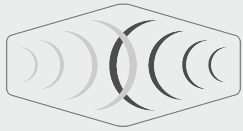


Connected Health Summer school 2018  
How to pitch in the eHealth area

Pelle Viberg, Raytelligence

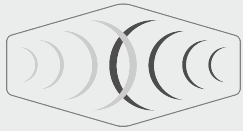


Background



RAYTELLIGENCE

INTRODUCING A NON-INTRUSIVE SENSOR  
FOR THE NEW ERA OF AI.



## Company Highlights - The eHealth market



### **The problem we address**

- High costs in home care.
- Lacking safety for elderly
  - Inefficient monitoring.
- Innovations are needed.



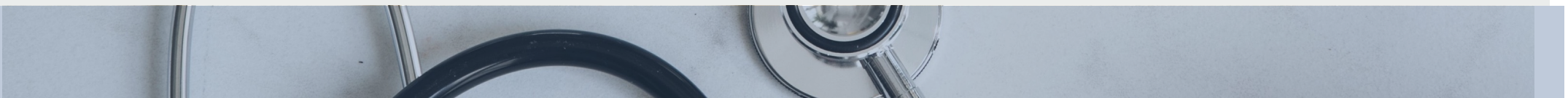
### **The solution we provide**

- A cost efficient vital sign monitoring.
- Monitoring for increased safety
- Non intrusive.
- Unique patent pending technology.

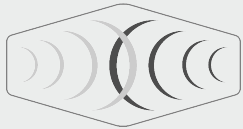


### **The way forward**

Industrialization  
and launch.

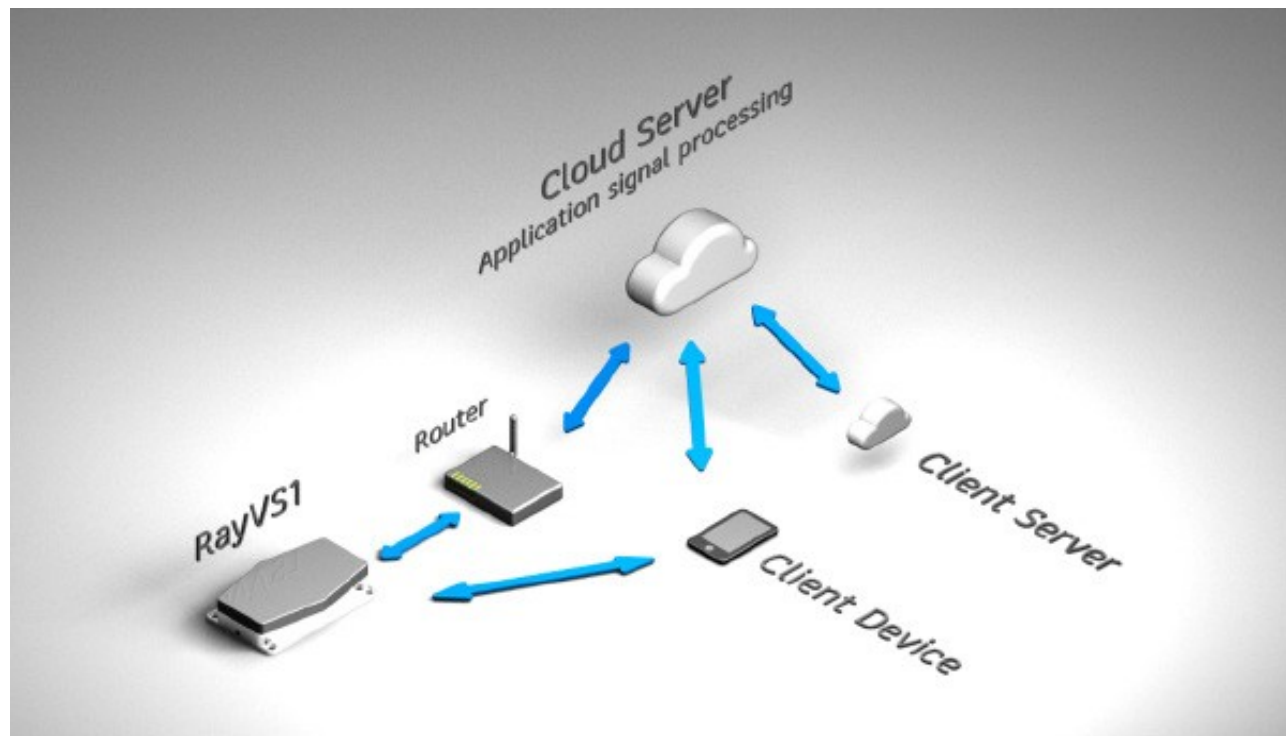


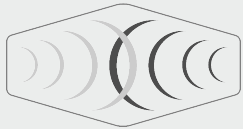




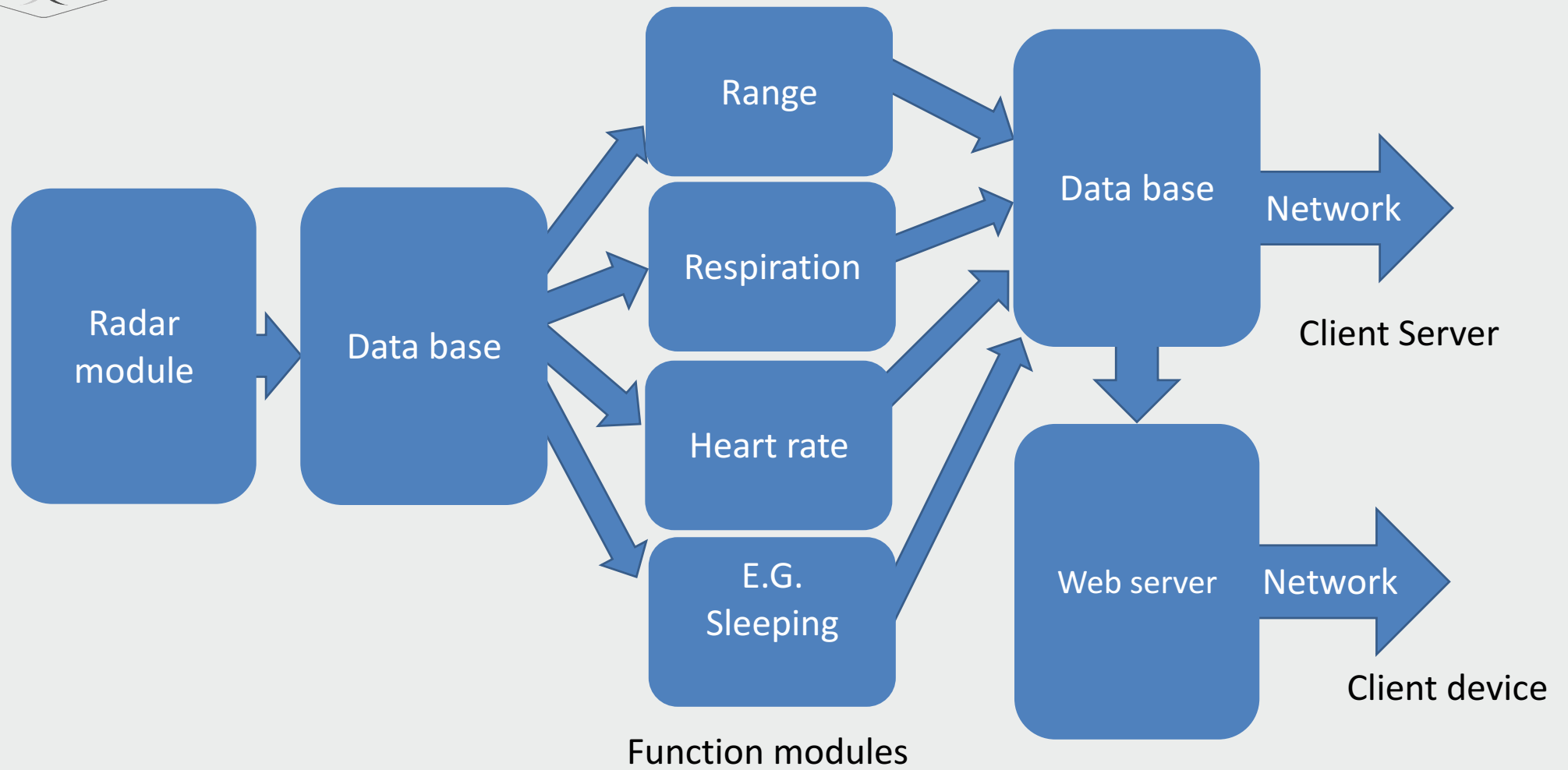
## The Raytelligence Ecosystem

The strength of this system is not only the unique radar sensor but that it is a part of a cloud based ecosystem leveraging the development of AI.



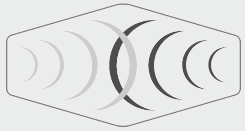


## Software architecture



# Applications

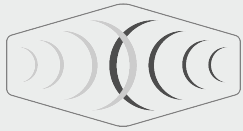




## Patient monitoring - home care

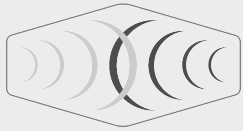


Non intrusive monitoring



# Presence sensing



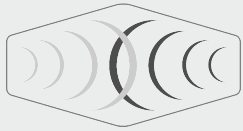


## Prediction of health status using AI

Prediction of cognitive impediment  
Fall prevention/detection  
Non intrusive







# Prediction of health status using AI

Features:

Non intrusive

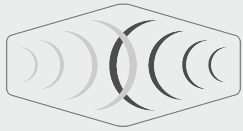


Prediction of cognitive  
impediment



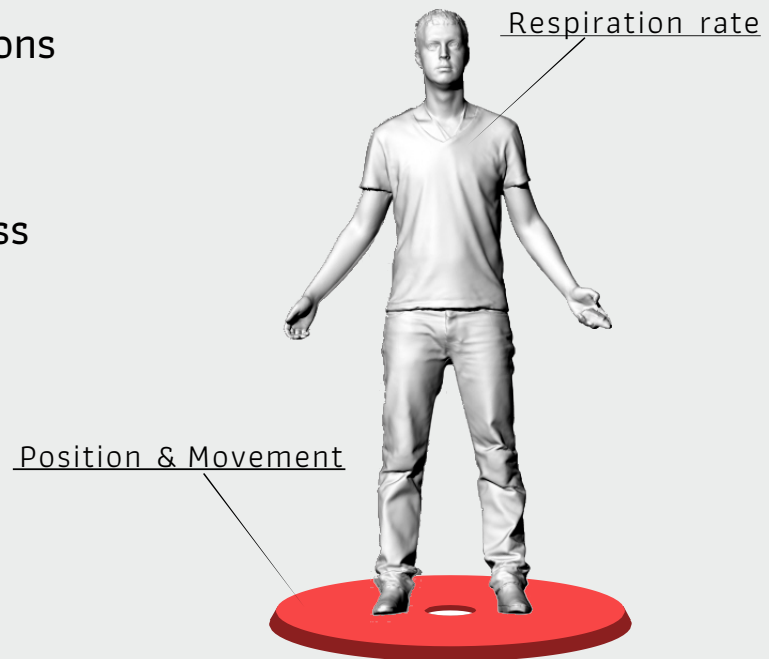
Fall prevention/detection





## Radar for vital sign monitoring

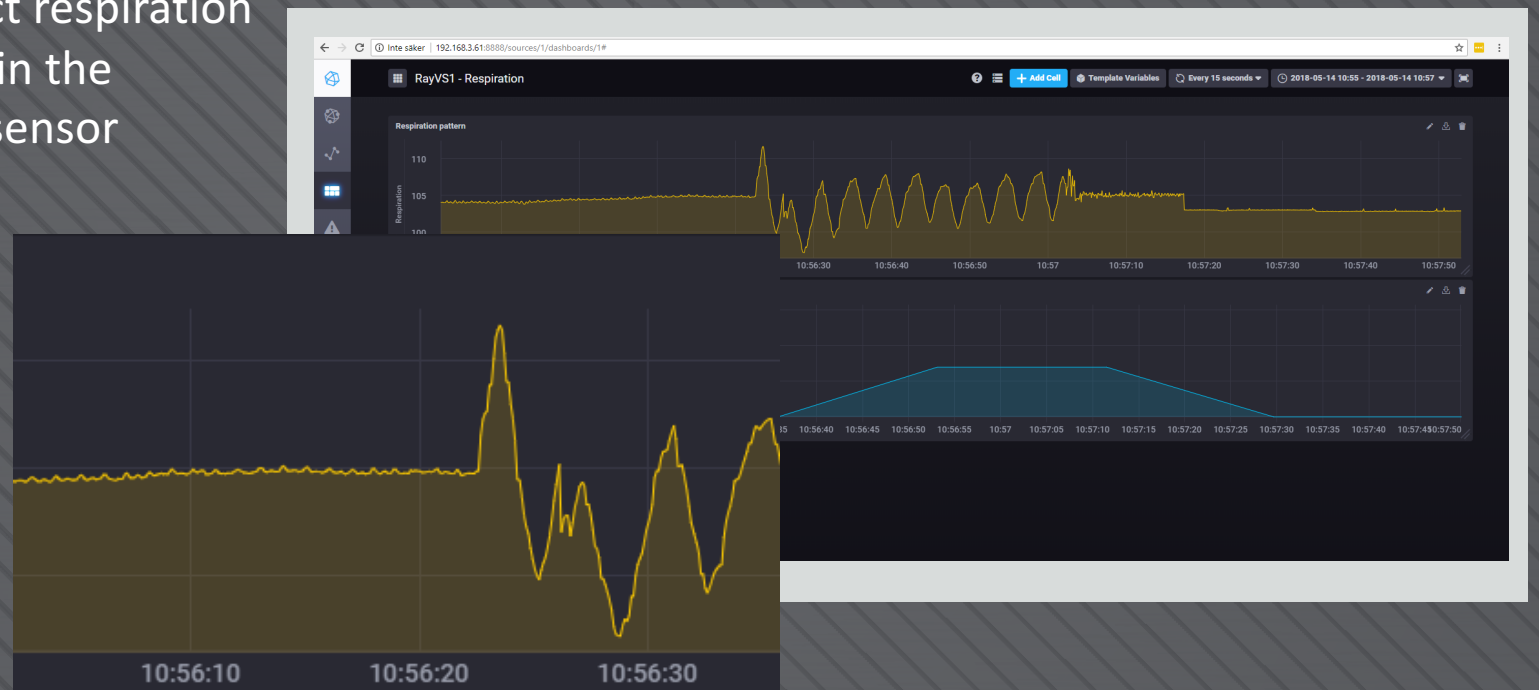
- Increasing need for monitoring in home care situations
- The costs are rising rapidly [Swedish municipalities spend 15 BSEK on night patrols]
- We offer a radar sensor solution that can contactless measure the following on persons in a room:
  - Position and movement of persons
  - Prediction/detection of danger
  - Respiration
  - Heart rate





## Respiration rate

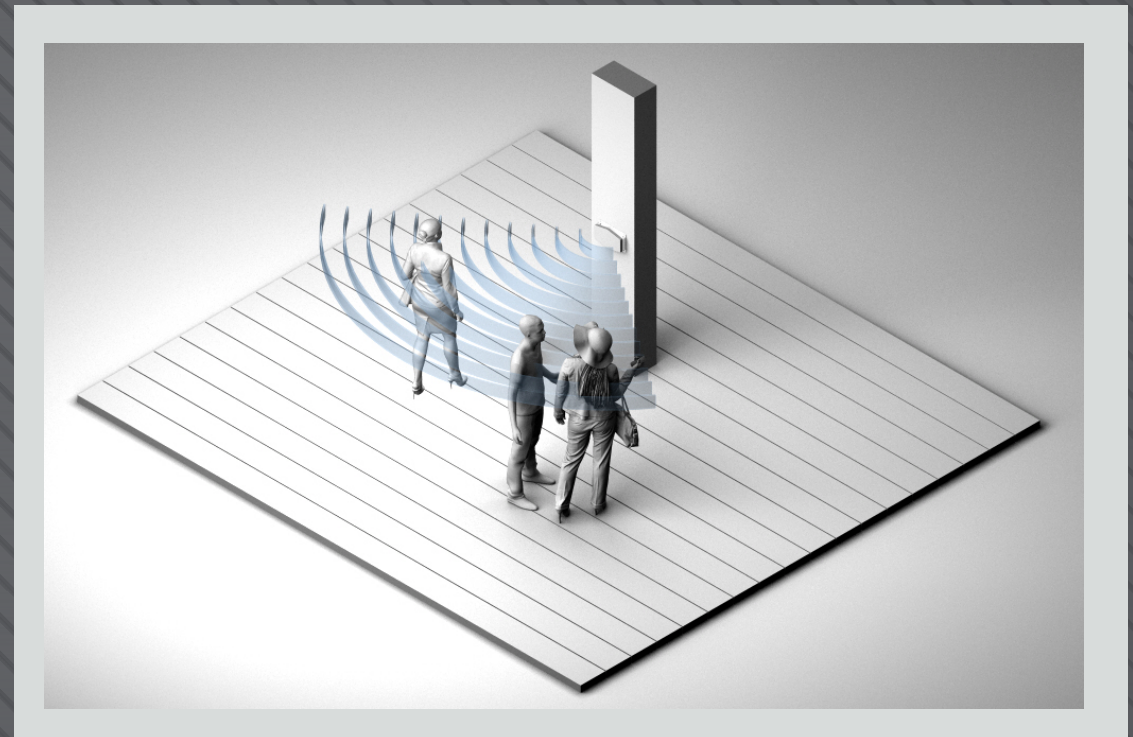
- RayVS1 can detect respiration rate of person(s) in the proximity of the sensor
- Respiration
- Heart Rate
- Range 4 m



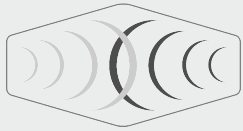


## Detecting 2-D position of target

- With RayVS1 you can detect the position of a target in 2 dimensions
- Range 8
- Radial accuracy 1 mm
- Tangential accuracy 20 mm
- Angle of operation +/- 40 deg

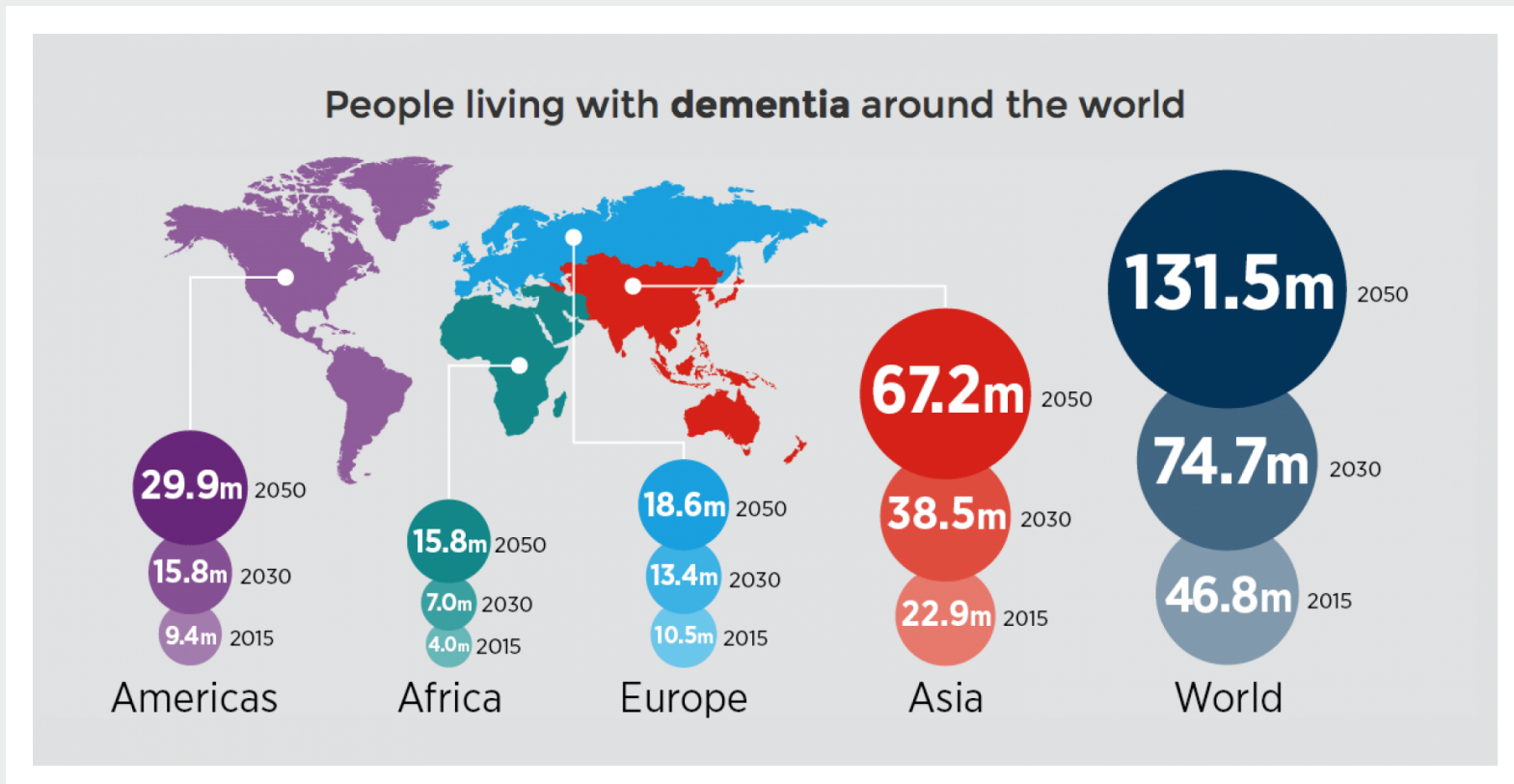




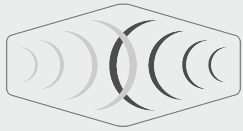


# The Market

Well documented need



Source: World Alzheimer Report 2015



# The Health Care Market

## Swedish Market

178 000 person with safety alarms

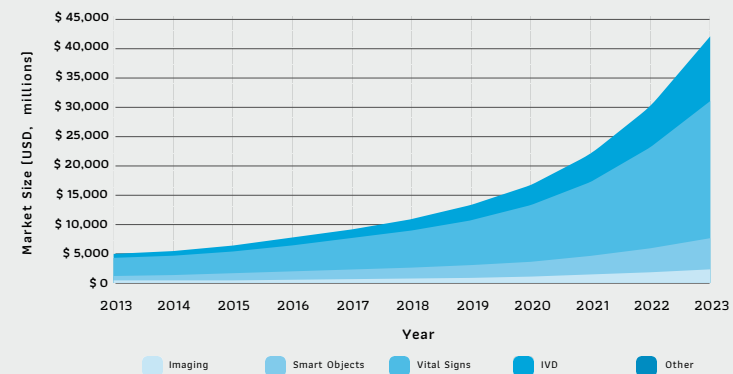
150 000 people with dementia in Sweden

Swedish municipalities spend 15 Billion SEK on night patrols

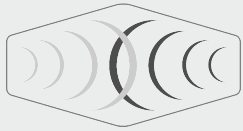
## International market

Mobile health device market grows to 18 Billion USD in 2020

Projected Market Size for the Total mHealth Devices, 2013-2023

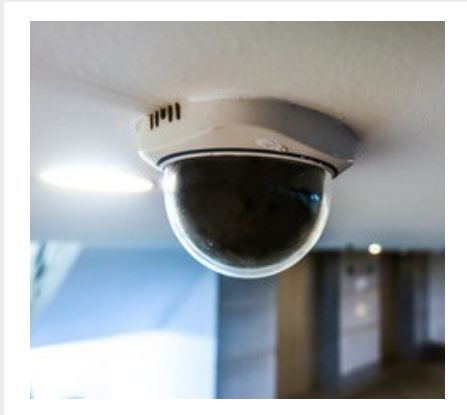






# Our Competition

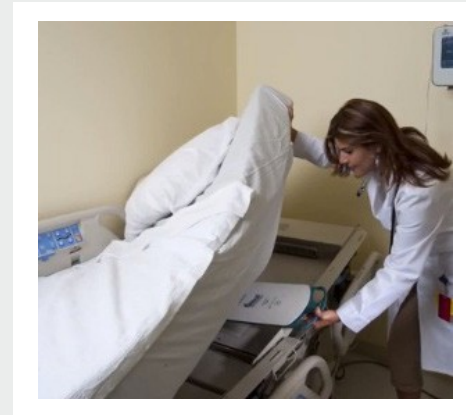
## Competing technologies



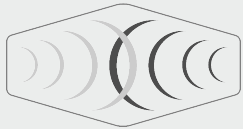
Cameras



Wearables



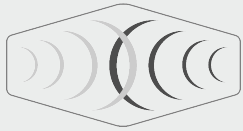
Sensors for a specific use.



## Business model

- The customers are providers of services to caregivers.
- The sensor is mounted in the home and will send vital sign information to the clients system or Raytelligence cloud service.
- The clients will be charged a subscription fee per monitored person.
- The service approach makes it easier for the clients to incorporate the vital sign information into their IT-system
- Gives good cost reduction for the end customer

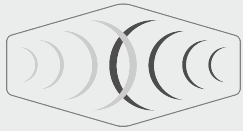





## Sales and Marketing

- The target group is bigger providers of services to care givers
- Relatively few number of customers [but big]
- Qualified sales work
- Marketing through traditional channels and trade fairs
- The industrial market is reached in a similar way






# The Team




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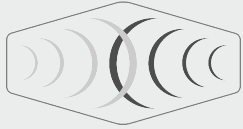
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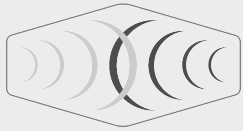


# Why Raytelligence

## Key success factors

- Unique hardware design
- Sensor and Cloud service with AI capability
- Soaring market
- Well documented underlying needs
- Service offer
- One sensor serving several markets
- Devoted team

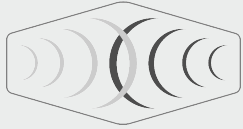




## The financing landscape

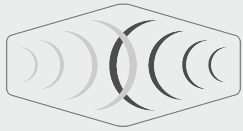
- Do you need funding at all?
- Business angels
- VC
- Institutional investors
- Public funding





## What to think about Only my opinion

- Who is listening?
- Difference between business and academia
- Business model comes first
- Make a story
- Cut away



## How do we do?

- Business angle investors
- IPO
- eHealth have long selling cycles
- We aligned our business model
- Secondary market first



RAYTELLIGENCE

Thank you for your attention