



Making healthcare a right, not a privilege

She would have had a 98% chance of survival if she had not been misdiagnosed.

This is the sad truth behind the case of Stephanie Dickson from Edinburgh, who died in 2013 after a tragic misdiagnosis.

**Over 33% of all patients
in the world are being
incorrectly diagnosed
every year***

This problem has steadily increased since studies began in 2003** with no signs of stopping and is growing rapidly in the emerging markets***. It's caused by a healthcare system under high pressure.

AITOPYA is here to relieve that pressure to save lives such as Stephanies'.

*Incorrectly diagnosed means that the patient was incorrectly diagnosed or that they should've received their diagnosis earlier.

**WHO, NCBI

***Africa, MENA and Asia

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Why the problem is not being solved



Healthcare challenges

Pressuring the healthcare system in the emerging markets:

Zero automation

- Health professionals collect and administrate patient data manually -> increase in time spent/consultation.

High consumer demand

- Basic primary care has become more common which has created an increased demand to meet a doctor, even for mild health problems -> longer queues.

Medical research

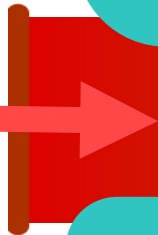
- Health professionals can't keep up with all the updates and new diseases -> lower diagnostic accuracy.



The consequences

For clinics and patients:

- Time consuming consultations.
- Low accessibility
- Continuous decline in health professional/patient ratio because of consumer demand and administrative workload.



HEALTHCARE SYSTEM

High pressure!

- The result of all consequences is a lack of productivity, quality and access to healthcare -> slow diagnostics and a low diagnostic accuracy of around 65 %.

Source: Deloitte



The solution

AITOPYA

AITOPYA relieves the pressure in healthcare by empowering patients with a self-diagnostic tool -> diagnostic accuracy.

*Patient being consulted by a health professional

*Vaccination, treatment of communicable diseases such as pneumonia etc.

AITOPYA – the product

- **Instant healthcare** – AITOPYA, a personalized A.I Doctor available 24/7. Always accessible, no more queues and keep all your health data in one place.
- **Self management** – Identify possible diseases by answering questions and inputting your health data. AITOPYA then provides self-care recommendations from the comfort of your home. Chat with health professionals to confirm recommendations in the app or anything health related.
- **Connects users to health professionals** – and guides them to the right one when in need of medical attention. Like a “booking.com” for healthcare. No more “just in case” visits to burden the user or the healthcare system.
- **Assisting health professionals** – by transferring and analyzing user health data that facilitates diagnostic decision making and administration. This reduces the amount of time it takes to consult a patient.
- **The unique combination of rule-based data and machine learning (“ML”)** – contributes to AITOPYA's powerful diagnostic engine that can save lives by giving the correct diagnostic recommendation to users and health professionals at the right time.

92%



Diagnostic accuracy



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Why AITOPYA is the solution

AITOPYA relieves the pressure in healthcare by empowering patients with a self-diagnostic tool

Primary target group* – B2C



Instant healthcare

Your Personal A.I Doctor available 24/7 in your smartphone.



Self-diagnostics and prevention

Monitors your health, provides a health plan and thereby it can prevent diseases. AITOPYA identifies diseases, triages* your health status and guides you to the correct healthcare provider if you really need it.



Chat

Text chat with a partnering doctor (AITOPYA Plus+). Confirm recommendations from the app and discuss anything that is health related.



The product



AITOPYA

A new market position in healthcare

Self-assessment.

Connects users with partnering doctors through text chat.

AITOPYA guides you to the health professional that matches your needs and provides them with your data through AITOPYA Pro.

Secondary target group

Partnering with doctors – AITOPYA Pro

A Web service for doctors to receive user data to save them time and improve diagnostic accuracy. It also works as a customer acquisition channel.

Telemedicine



Primary Care



Hospitals/
Specialists



*Triage=Level of care, e.g. if a patient can stay home for self care or needs to visit a hospital immediately.

Why now

The digital evolution and healthcare trends are surging

Digital penetration

- Several key factors appear but one big game-changer is internet access, which has increased 1,066 percent since 2000.
- Europe and the U.S are regions with high digital penetration. Sweden has a smartphone penetration (pen.) of 74% (2nd in the world) and internet pen. is >94%.
- Whilst in emerging markets, such as Uganda, has a 16 % smartphone pen. and 44 % internet pen. The difference here is that Uganda (and other emerging markets*) has a growth of almost 400% in digital penetration since 2013.

Emerging markets

- With increased access to basic healthcare the emerging markets are now starting to face the same challenges as the rest of the world. Clinics are aggressively seeking solutions to increase quality through diagnostic accuracy and consumers are jumping on the self-management trend.

*such as Africa, Asia, MENA
Source: Deloitte

Healthcare trends

- AI in medicine is being used to improve the efficiency, accuracy, and speed of smarter healthcare.
- Patients are demanding healthcare solutions that are coordinated, convenient, customized, and accessible – Telemedicine is a perfect example.
- Patients are taking a greater interest in their care, they are more willing to self-manage and empower themselves by keeping track of their health data.



Market Size

Emerging markets is the future



General

- Global health care spending is projected to increase at an annual rate of 5.4% in 2018–2022. This would be a considerable rise from 2.9% in 2013–2017.
- Total spending is projected to reach USD 10,059 bn in 2022.

Target markets

- Uganda – launched in February 2019. Kenya, Nigeria and South Africa in 2020.
- 4 countries = USD **4bn** of the A.I health market.



Market growth

10% of global GDP is spent on health.

With an evergrowing self-management trend in the emerging healthcare markets, demand for instant healthcare from the general public and a healthcare system under pressure the market is in need of an automated self-management solution to collect, store, triage and evaluate patient information.

Addressable market:

- Smart health, USD **510 bn** by 2024
 - The subcategory A.I health stands for USD **>102 bn**.
 - USD **>24 bn** in Africa and India.

65 % of the market growth is in Asia, Africa and MENA*(emerging markets)!

Source: Worldbank, Deloitte and UBS

Business model

- Primary focus on B2C that will enable a C2B pull towards healthcare providers to generate a rev-share from doctors.
- AITOPYA is an app for anyone to download. There is a free and a Plus+ version.
- AITOPYA Pro* is an app/web service addressed to partnering:
 - Health professionals and clinics
 - Telemedicine partners
 - Insurance and Telco partners
- Think of partnering doctors being a part of a network of clinics within AITOPYA that we can offer our users as a service similar to how Uber offers taxi drivers to their users.

*The version of AITOPYA where health professionals can consult users, see patient data and automate their work routines. Monetization not yet launched.

Pricing strategy



Freemium

\$0/month

AITOPYA is free to download and lets the user do check-ups and store their data for free.



Plus+

\$2.5/chat
~50% gross-margin

Chat with AITOPYA's medical team to confirm the recommendation from the app remotely.



Pro*

\$2/transaction
100% gross-margin

AITOPYA Pro (the health professional version).



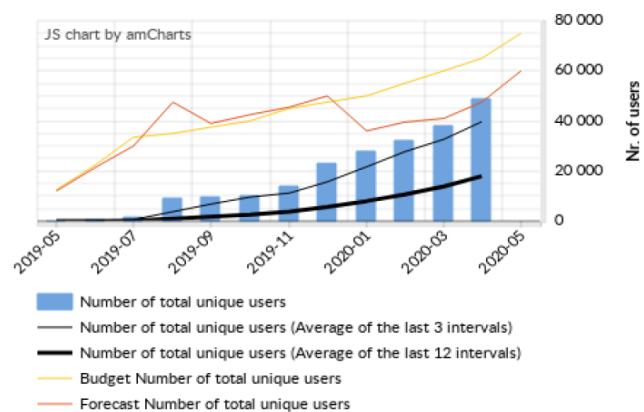
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AITOPYA KPI's

The measurement of AITOPYAs success

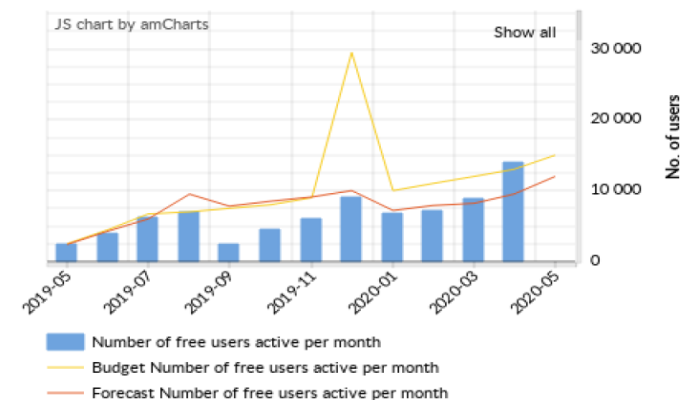
Number of Total Unique Users



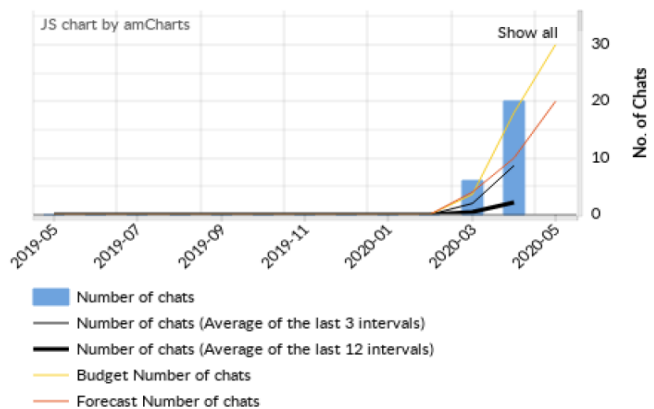
>61,000 Total unique users
>18,000 Monthly active users

Avg. 80% growth MoM since launch May 2019.

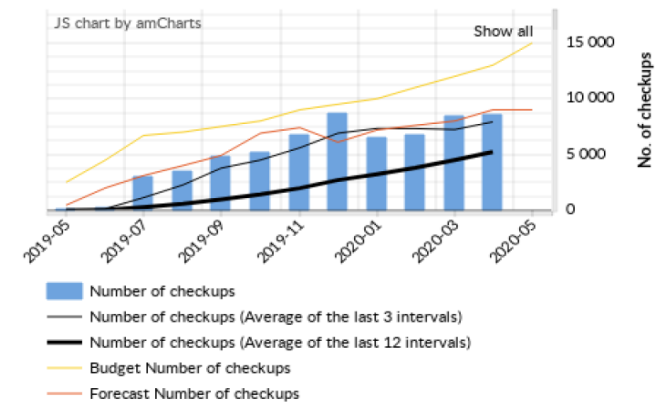
Number of Free Monthly Active users



Number of Chats



Number of Checkups*

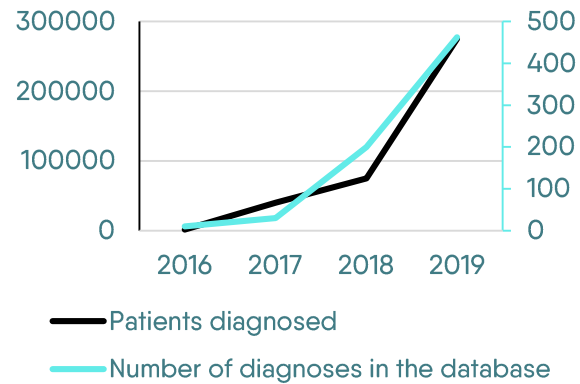


*Checkups = Self-assessments of symptoms users do in the app to retrieve potential causes/diseases from the A.I.

Quality control

Value and safety for our users and partners

Number of patients diagnosed and number of diagnoses in the database



Diagnostic accuracy 92%.

Based on >290,000 patients.

>450 peer reviewed diagnoses

in the AITOPYA medical database.

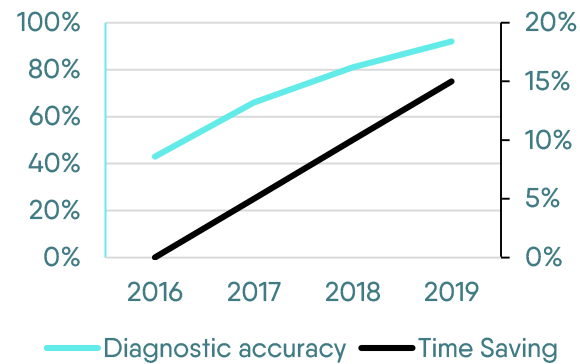
5 engaged universities

and one NGO. One of the most important factors when consumers choose a healthcare platform to upload their data according to recent studies.*

Time saving

Health professionals saves up to 15% of their time/consultation.

Time savings and diagnostic accuracy



*Deloitte



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User testimonials

"Digitalizing patient information and supporting our personnel with clinical decision support through AITOPYA is the difference between life and death"

- Barack Bruerd
OneWorldHealth, Uganda
























"This is truly a Hi-Tech next generation app for medical health care. Wow, we are in the future"

- Five star review, Play store



Competitive landscape

	Diagnostic accuracy	Modular A.I	Emerging markets focus	Health care provider	Risk Assessment Algorithm
 AITOPYA	92% 				
 ada	86%				
 KRY	N/A*				
 babylon	85%				



Don't reinvent the wheel

- Connecting users to an existing eco system.
- Not depending on government substitutes.
- AITOPYA is not a health care provider – easier to scale.
- AITOPYA scales faster. More data -> Stronger A.I.

*KRY are currently not providing clinical decision support which is why there is no data on their diagnostic accuracy.

How to stay ahead of competition and take a greater market share

Funds needed

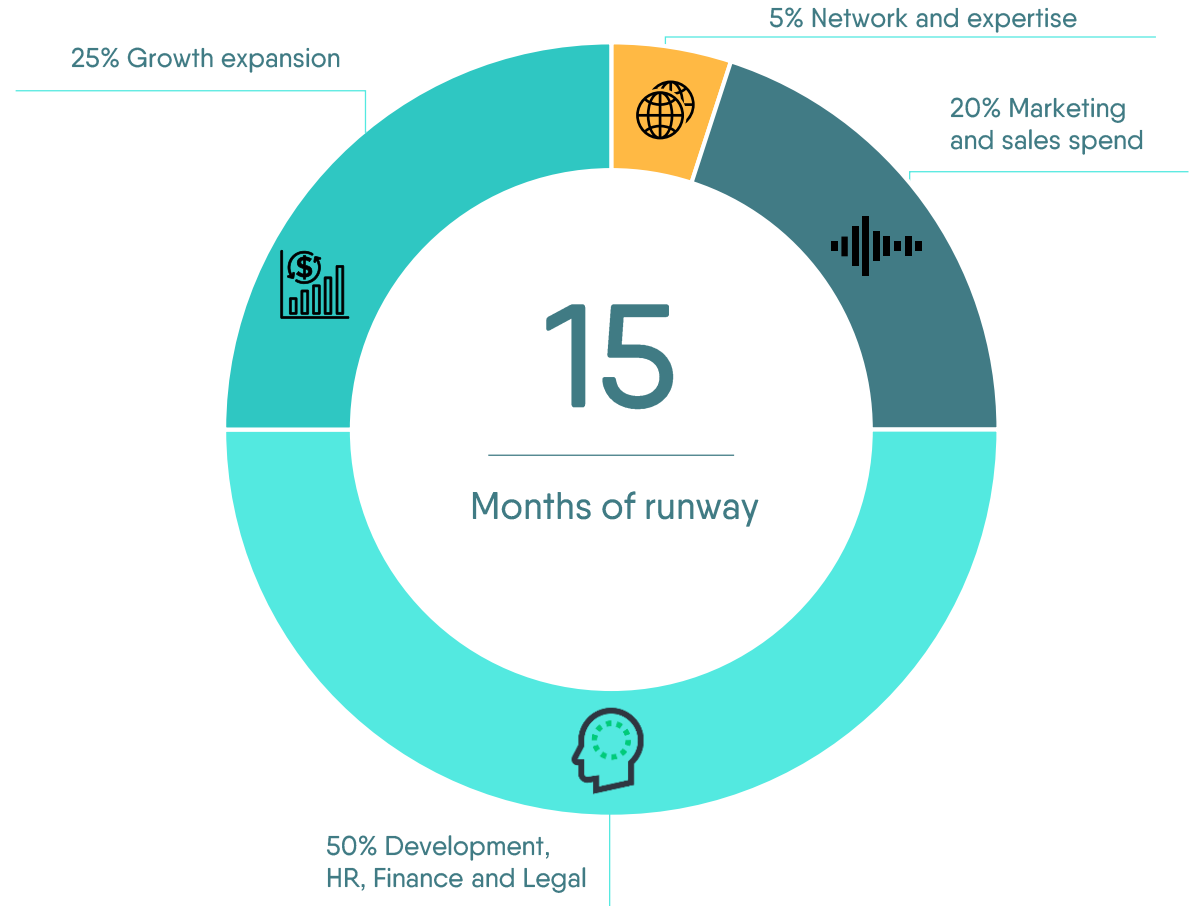
\$ 1.2m

\$4.4mUSD
pre-money
valuation

For what

- Network and expertise
 - Board Members
 - Coaching
 - Industry
- Marketing and sales spend
 - Marketing Campaigns
 - Events/Fairs/Seminars/webinars
- Personnel
 - Sales
 - Marketing
 - Developers
 - CSM/support
 - Finance/Office Admin
 - HR and Legal
- Growth expansion
 - International expansion
 - Product expansion

Use of funds



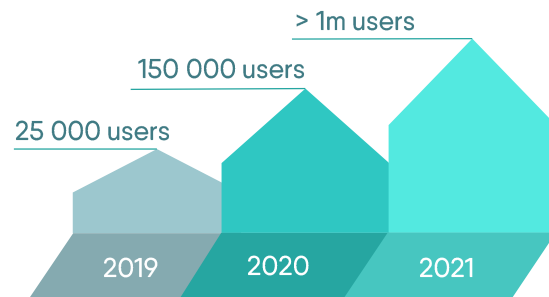
Expansion strategy

Reaching markets with over two billion people by the end of 2023

Comments

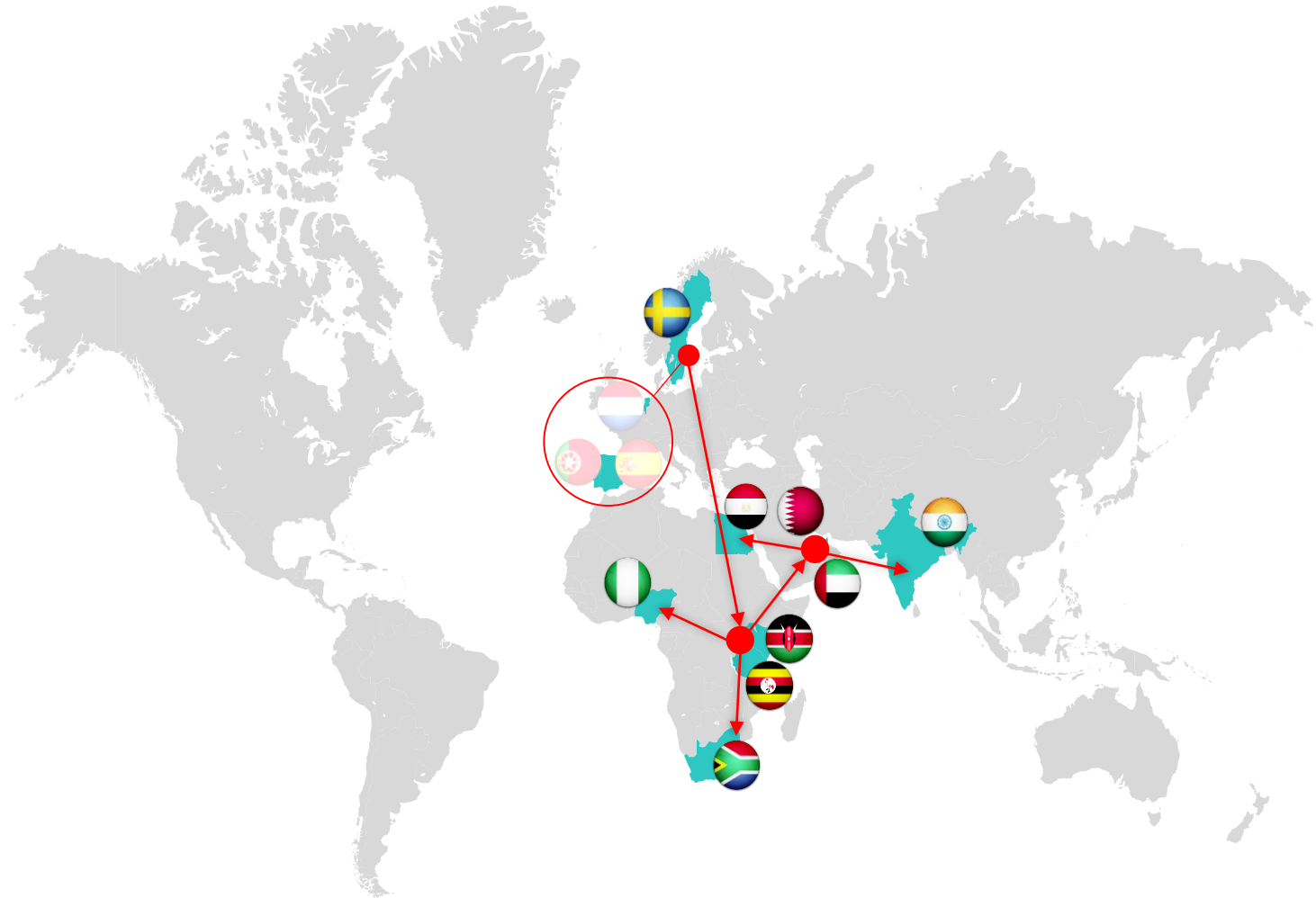
- Medical and technical development in Sweden – no growth, sales or marketing.
- Number of active users is the key to success in keeping a competitive advantage. There are no other regions in the world where you could acquire as many users at the same price.
- Countries of interest need to have a high smartphone and internet penetration.
- Expansion to South America post 2023 is enabled by an initial presence in Spain and Portugal.

User growth



*User growth

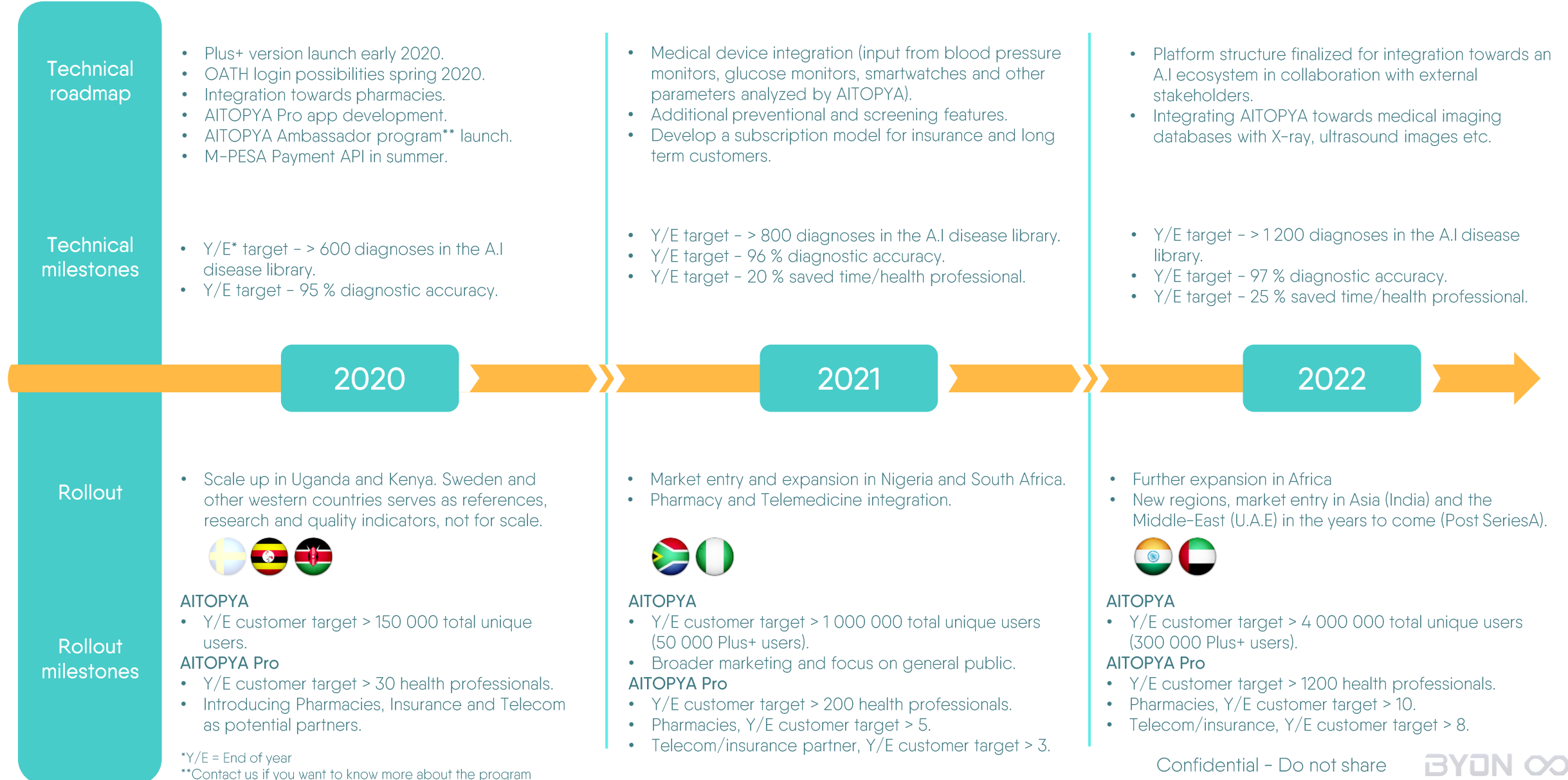
Expansion by 2023



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Roadmap and rollout strategy



*Y/E = End of year

**Contact us if you want to know more about the program

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High quality care, everywhere



Affordable and accessible healthcare for anyone, anywhere

AITOPYA is all about providing equal quality healthcare. In the developed countries as well as the emerging markets.



Generation leap – EMR to A.I

AITOPYA lets emerging markets take a generation leap to A.I and avoid the challenges correlated to the electronic medical record systems. The same thing happened in the PC to Smartphone generation leap.



A digitalized health professional

AITOPYA compensates for the low health professional/patient ratio by serving as an A.I Doctor. There are x43 the amount of doctors in the developed countries compared to the emerging markets. This is why AITOPYA is solving a problem that is a need to have – not just nice to have in the emerging markets.



An impactful strategy

Not only do we get to help people on a global level. Emerging markets are also emerging tech-markets which is why our presence there is vital. They have the willingness among health professionals and the volumes of data we need to keep improving the diagnostic engine of AITOPYA.



Multi talented team



Academic Backgrounds

- Health professionals, medical students
- Software developers
- Business developers and marketing
- Experienced A.I engineers

Advisory board

- **Anders Frisk** – Bus.dev and market expertise. Started 11 start-ups including Qbrick, 2 in med-tech.
- **Jonna Bertfelt** – >14 years of senior project management experience in health economics in Uganda and Kenya.
- **Hatem Fassatoui** – Previously market insight manager in the emerging markets at Spotify.

Management team



Josef Murad, M.D,
CEO | Co-Founder

Matias Murad
CTO | Co-Founder



Monika Petkovic, Chief
Growth Officer



Marvin Brandlin, Chief
Compliance Officer



Blaise Ntacyabukura, M.D,
CMO

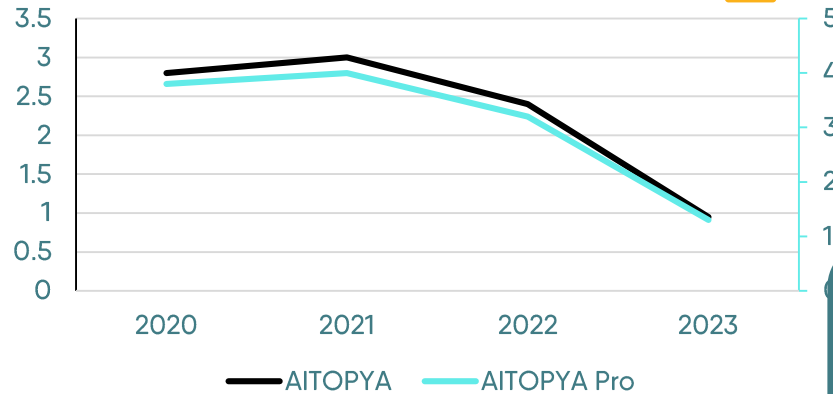
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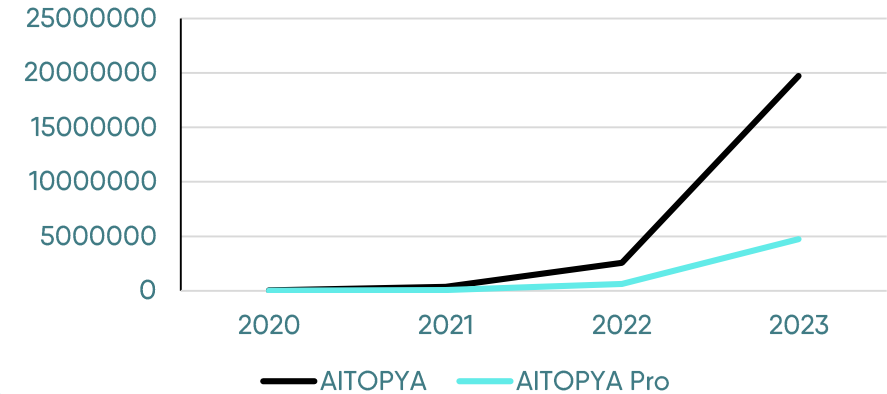
Business KPI's

The measurement of AITOPYA's success*

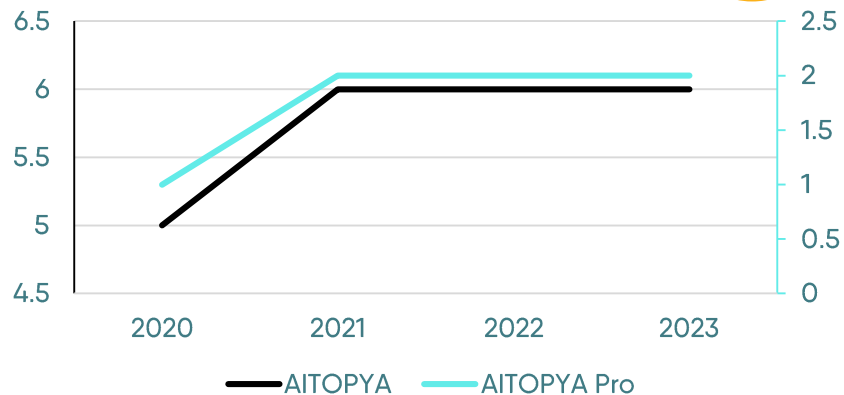
Customer Acquisition Cost (CAC)



Net Annual Recurring Revenue (ARR)



Customer lifetime Value (LTV)

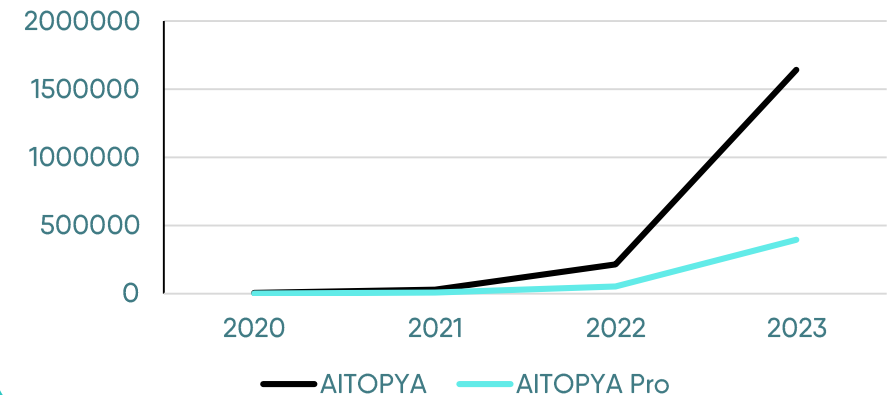


LTV/CAC
(2020)

AITOPYA Pro
2.1x

AITOPYA 1.8x

Net Monthly Recurring Revenue (MRR)



*An estimate of the business KPI's from actual numbers in 2020 and a projection until 2023 in USD.

Financial forecast

Comments

- With an expected market coverage of two billion people in 2023 we expect AITOPYA users to cover 70% of the revenue. Revenue from the app is based on a 10% paying customer base.
- As AITOPYA increases its traction, partners such as telemedicine companies, will see the value in partnering up. The more users we refer to them the more attractive we become.
- AITOPYA Pro will grow as well but not in the same pace due to longer sales processes.
- FTE expected to be 130 by 2023.

CAGR
172%

Avg. growth YoY
272%

Profit & loss statement (USD)

	2020	2021	2022	2023
REVENUE				
AITOPYA App				
App, Plus+ version	19,563	109,564	787,420	6,040,948
AITOPYA Pro				
AITOPYA Licenses	12,940	21,913	157,484	1,208,190
TOTAL REVENUES	19,563	131,477	944,904	7,249,137
COST OF GOOD SOLD				
Direct Cost	-17,953	-21,543	-28,007	-39,209
Personnel (Exc. Growth Team)	-306,494	-679,324	-699,703	-720,694
Other cost	-85,329	-105,935	-106,259	-113,413
GROSS MARGIN	-409,775	-806,802	-833,969	-873,316
Gross Margin (%)	-1995%	-514%	12%	88%
Sales, commission, others (Expenses)	-35,483	-191,064	-196,796	-202,700
Marketing	-14,568	-138,901	-710,415	-2,116,800
TOTAL COST	-459,826	-1,136,767	-1,741,180	-3,192,817
EBITA	-371,071	-842,517	-628,620	4,229,007
Margin %	-1897%	-641%	-67%	58%

Our Backers

Comitted VC companies

TWIG, ATOMICO Angel Programme

Private and public Investments

Jellyfish Invest, LiuHolding

\$1,400,000 raised so far



YUNCTURE



ASYNJOR INVEST

LIU INVEST



Ownership structure



10 biggest shareholders

Name	Type of share	Shareholding	Shareholding %
Josef Murad (co-founder)	A	19,512	21,87%
Matias Murad (co-founder)	A	19,511	21,87%
Jellyfish Invest AB	A	13,384	15%
TWIG AB	A	7,501	8,41%
Mats Westerlund (Angel Inv.)	A	6014	6,74%
242 Holdings AB (Angel Inv.)	A	4,459	5,00%
Anders Frisk (Team member)	A	3,110	3,49%
Abdelraouf Mousa (Angel Inv.)	A	2,587	2,9%
Efraim Jovlundén (Team member)	A	2,353	2,64%
Liu Holding AB (University Holding)	A	2,116	2,37%



89226 shares split on 24 shareholders in total

Associates and Partners

Universities



**VICTORIA
UNIVERSITY**
Kampala · Uganda



UNIVERSITEIT VAN AMSTERDAM

Ventures

TWIG



YUNCTURE



ASYNJOR INVEST

LIU INVEST

Others



VINNOVA
Sveriges innovationsmyndighet

We're making healthcare a right, not a privilege. AITOPYA is not a luxury, costly platform in healthcare where the sole goal is to save time and to improve diagnostic accuracy. In the end, the vision with AITOPYA is to take one step closer to equal, affordable and accessible quality healthcare. AITOPYA is a necessity if we want to be able to provide quality healthcare on equal ground.

The logo for AITOPYA is displayed in a stylized, futuristic font. The letters 'A', 'I', 'O', 'P', 'Y', and the final 'A' are white, while the letters 'T', 'O', 'R', and 'Y' are a dark blue. The logo is positioned in the center of the image, overlaid on a glowing blue globe that shows the continents of North and South America. The background is a dark blue space with white stars.

"Where healthcare is a right,
not a privilege"

We're looking for partners, investors, clinics, universities and other facilitators who believes in our vision: To make global healthcare a right, not a privilege by driving the world's transition towards digitalized healthcare solutions.