

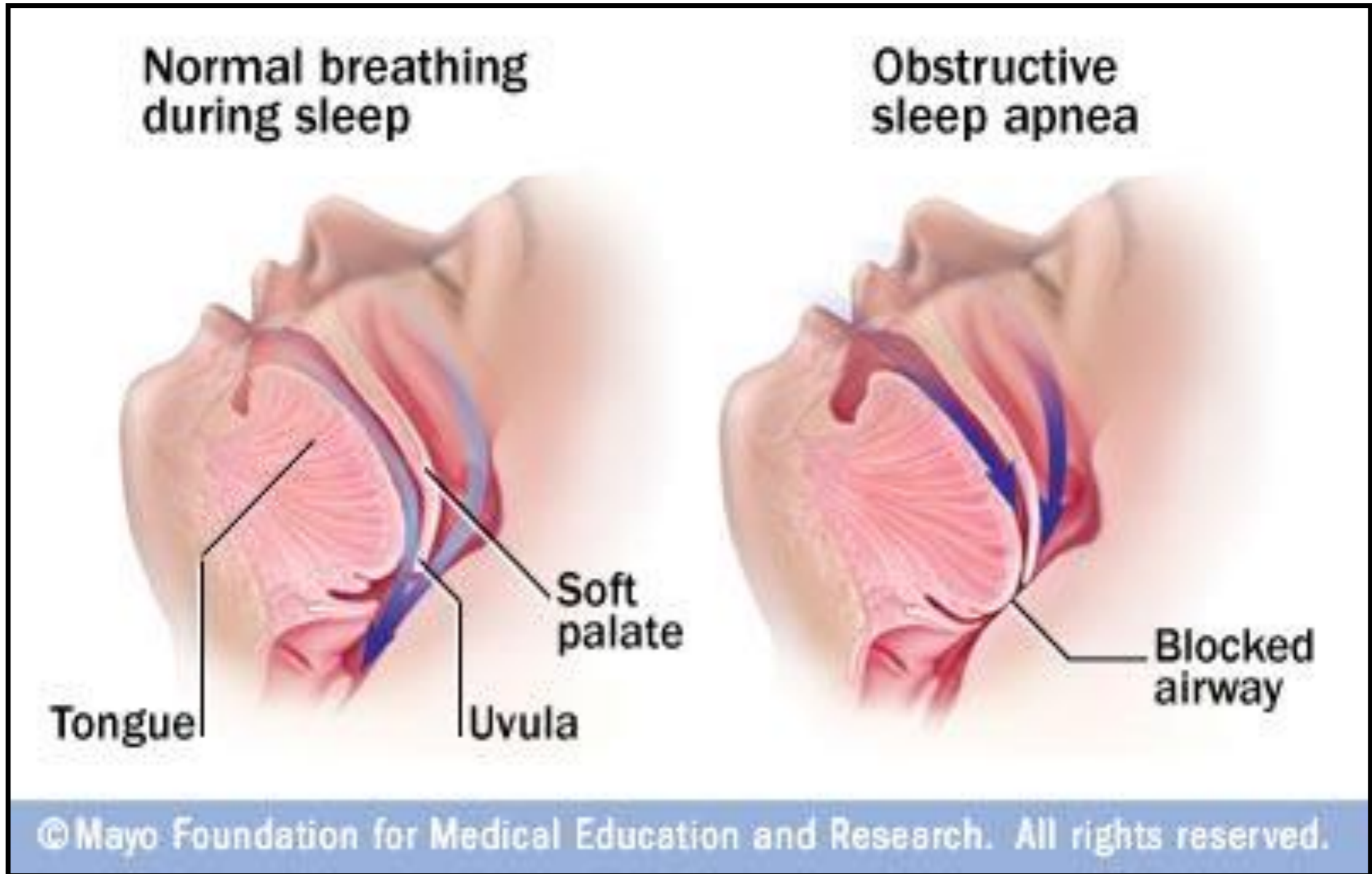
# SmartCare

An mhealth platform for obstructive sleep apnoea screening and treatment follow-up

Map that App 24-06-2014, Oxford



# The problem



# The problem

Common disorder 4%

Tiredness, accident, stroke

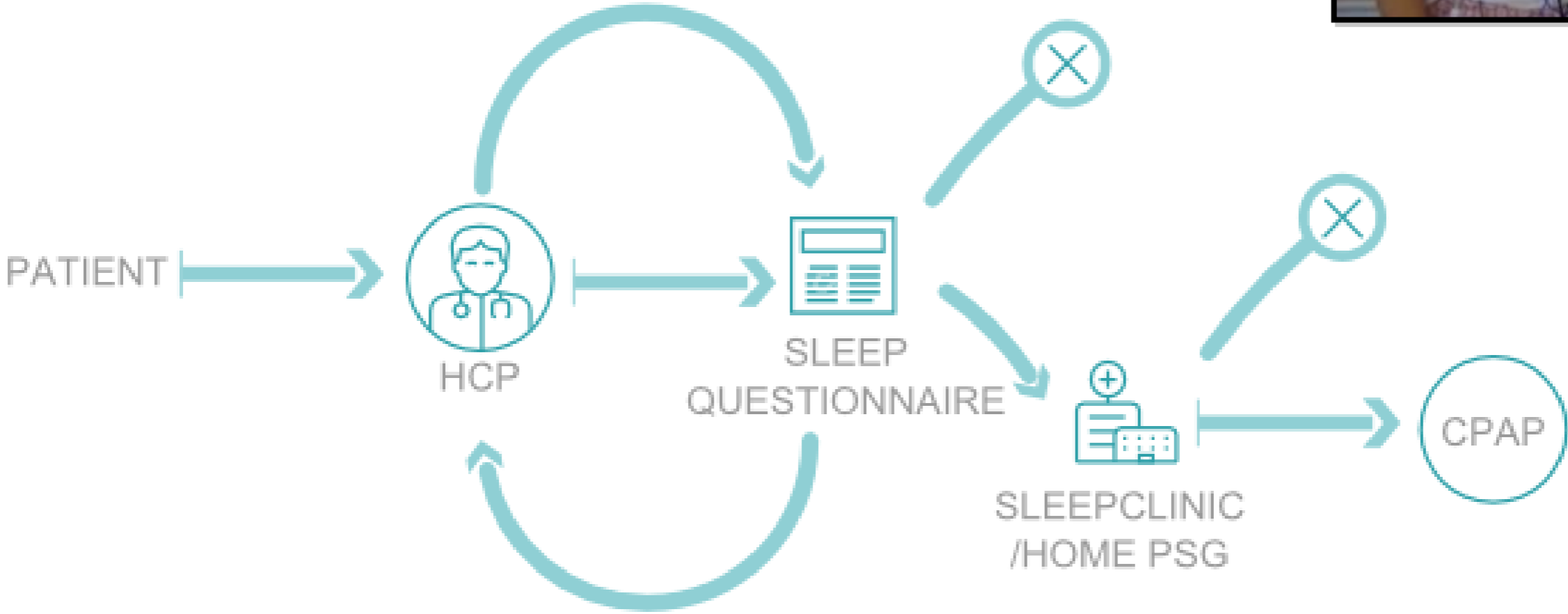
Cost to diagnose >800£

Up to 90% undiagnosed

# Current pathway



Lifestyle changes



# Our solution



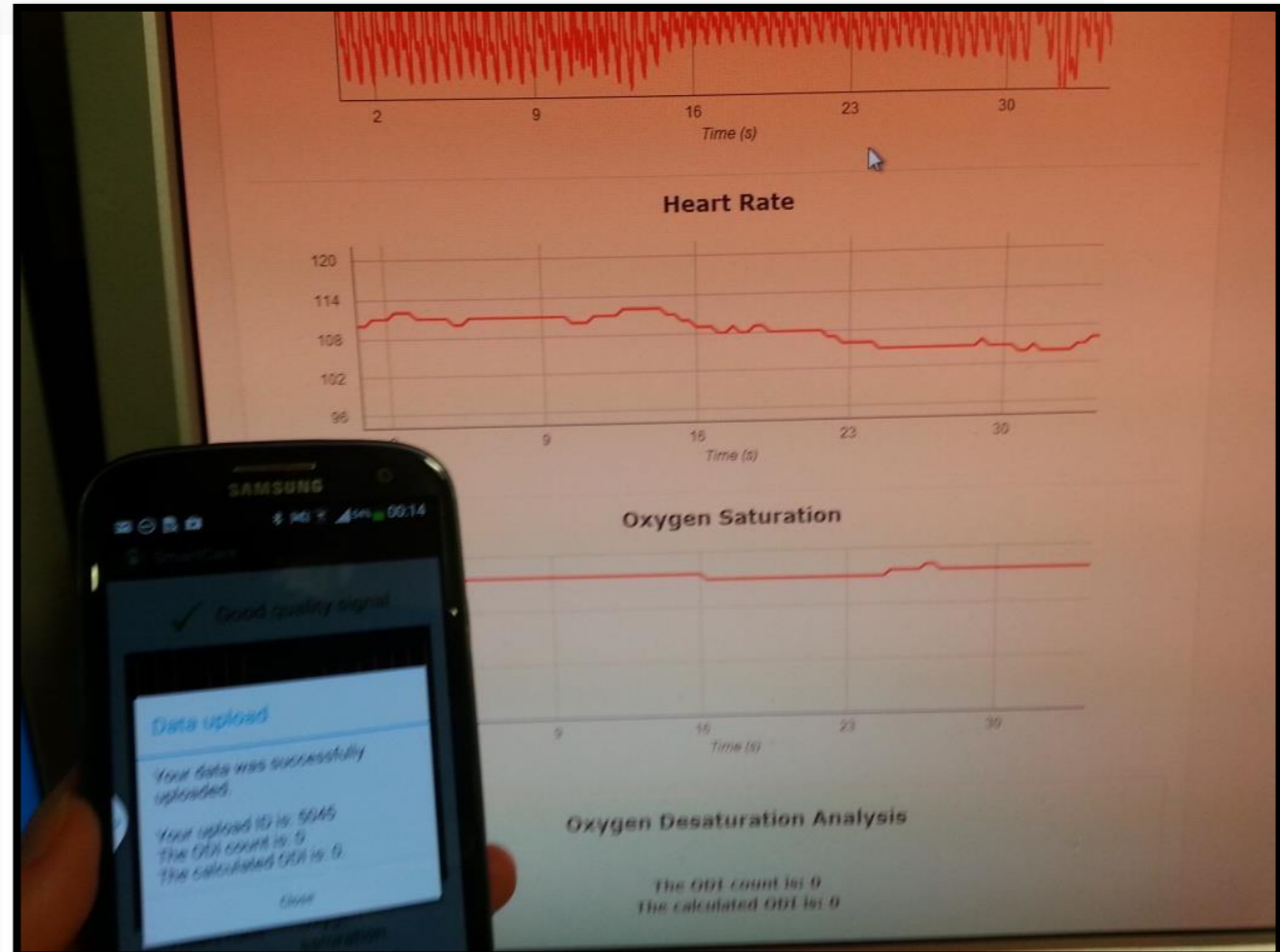
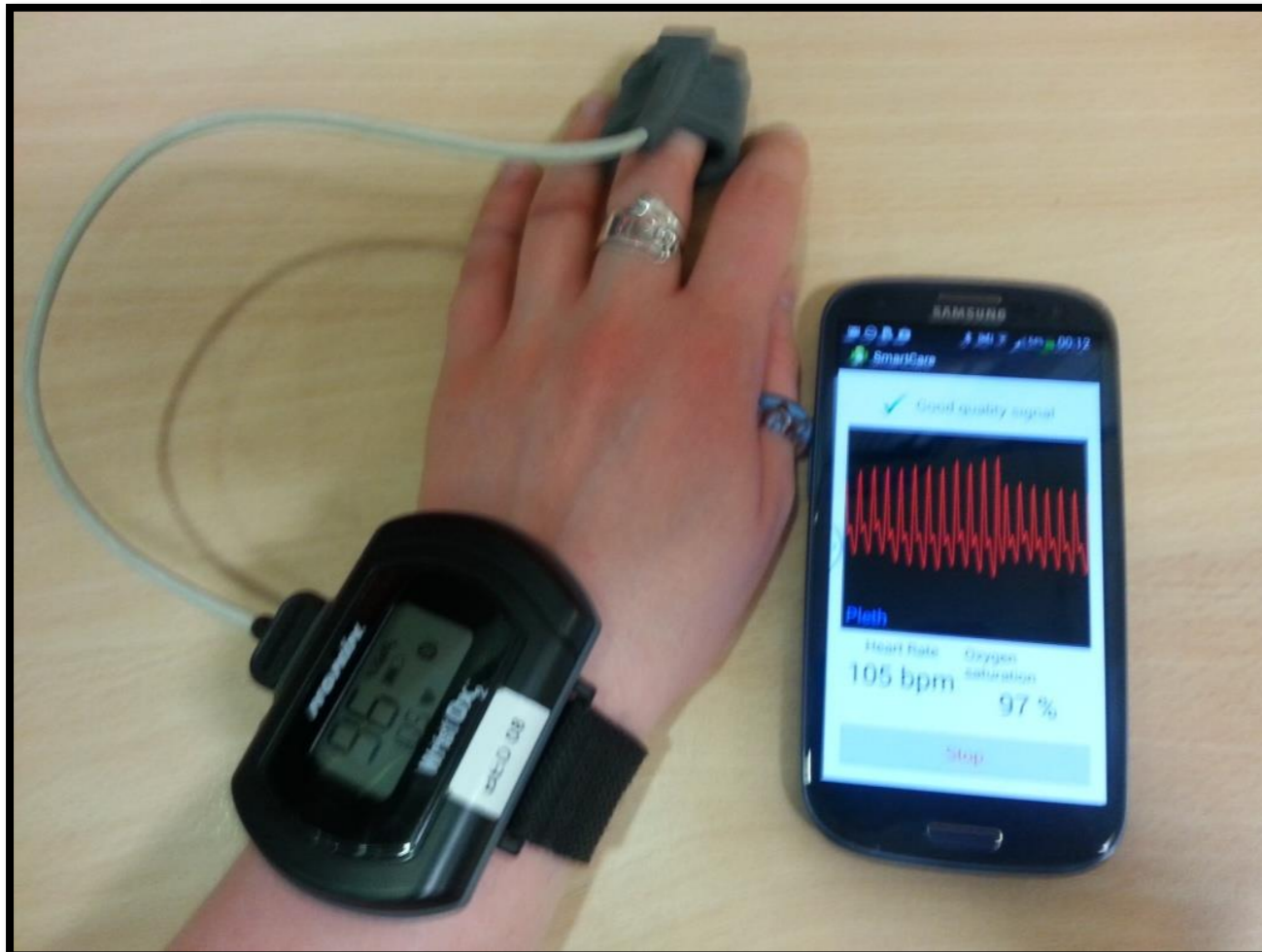
Record.



Analyse.



Share.



# Competitors and USPs

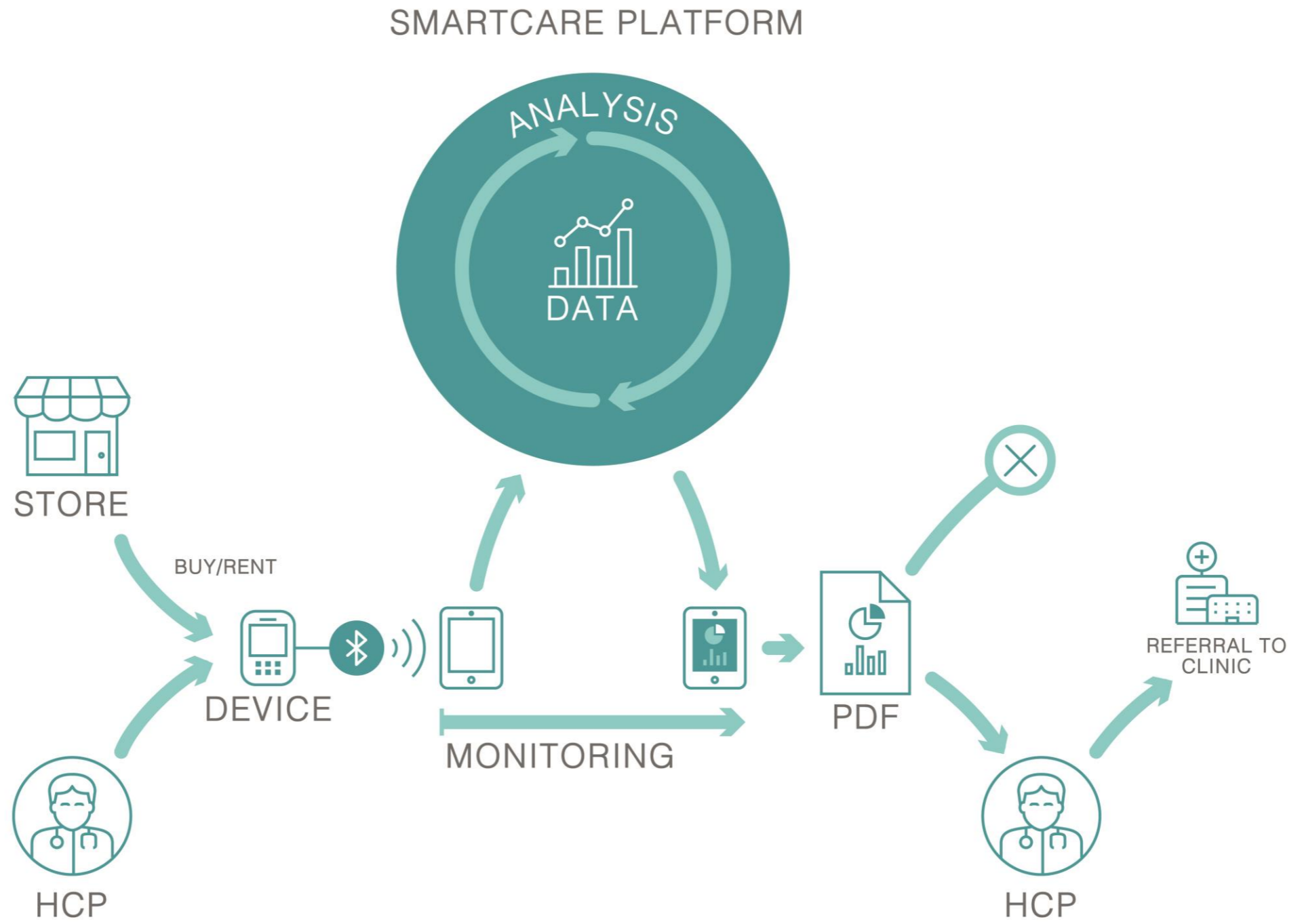
## Competition

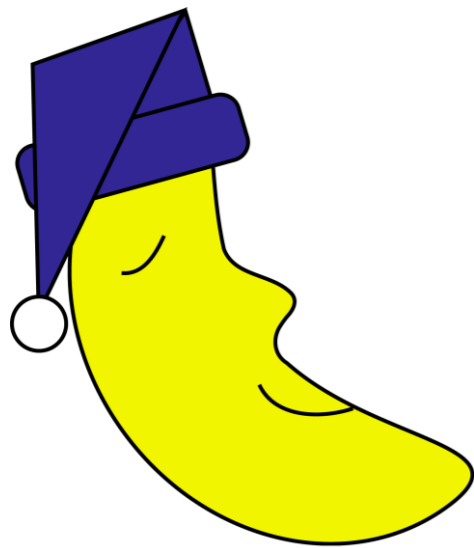
- Overnight sleep clinic
- In-home devices
- Mobile apps

## Our USPs

- Cost effectiveness
- Simple user interface
- Proprietary algorithms
- Platform for health data

# Use case





## SMARTCARE PLATFORM

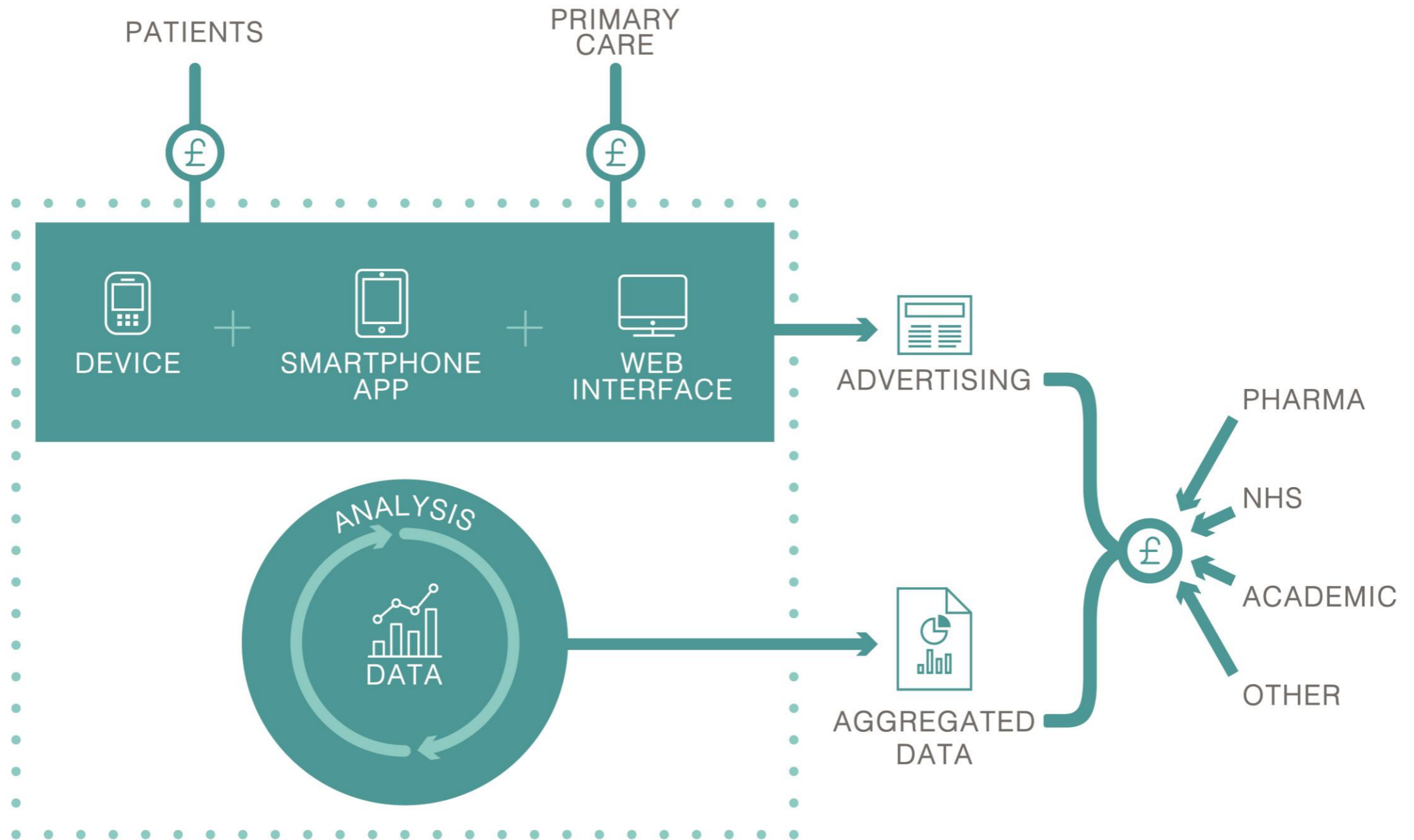




# Appendices



# Revenue Streams





Your  
**SmartCare**  
Account

Your Recordings

Your Analyses

Your Shared Data



Welcome back  
**Joachim Behar**

Share Profile

## Updates

**March 20, 2014**

### CardioApp data uploaded

New ECG data was uploaded from CardioApp

**March 15, 2014**

### Dr. Smith sent you a message

Hi,  
I have had a look over your OSA test results and they look fine to me. If you want any advice, please contact me.  
Dr. Smith



### Dr. Smith viewed your OSA analysis



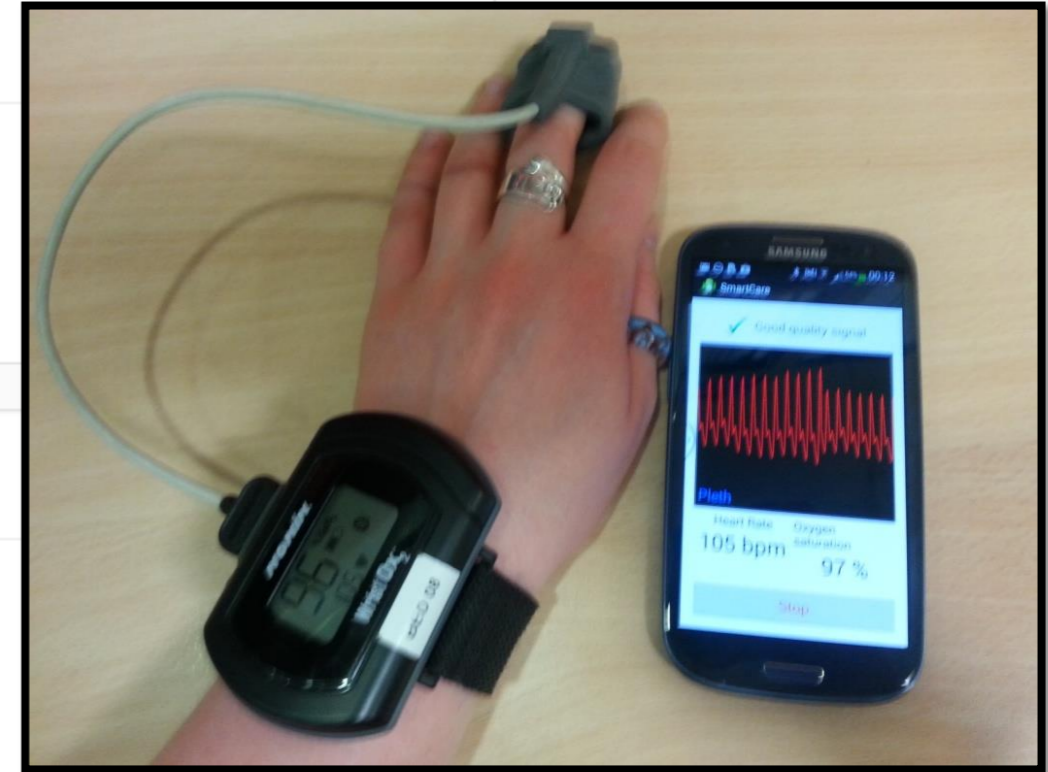
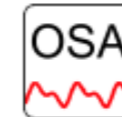
**March 12, 2014**

### OSA analysis performed

A new sleep analysis was performed

### SleepApp data uploaded

New pulse oximetry data was uploaded from SleepApp



Your  
**SmartCare**  
Account

Your Recordings

Your Analyses

Your Shared Data

### Your Recordings

You have 1 SleepApp recording.  
You have 1 CardioApp recording.

### SleepApp Recordings

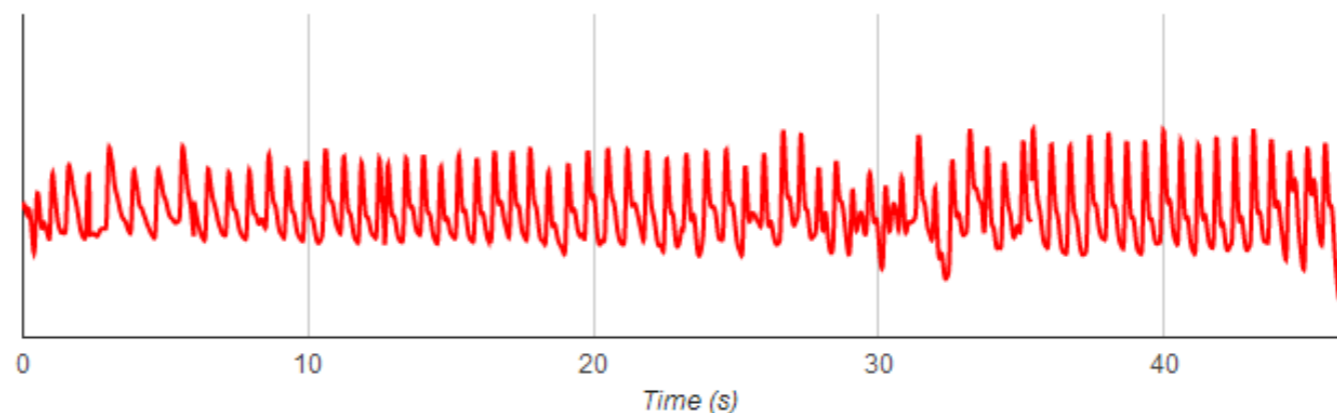
Share All



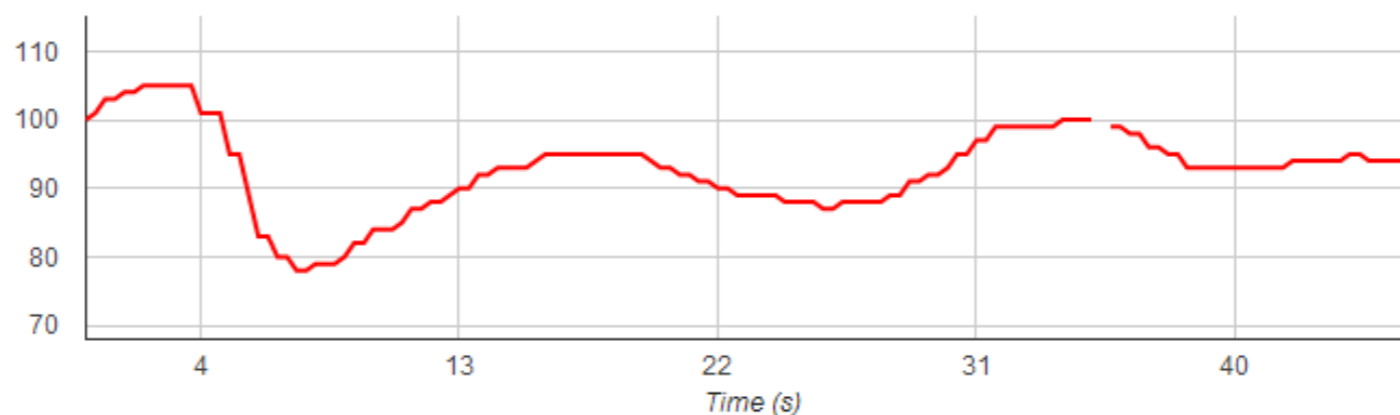
Share This

March 12, 2014

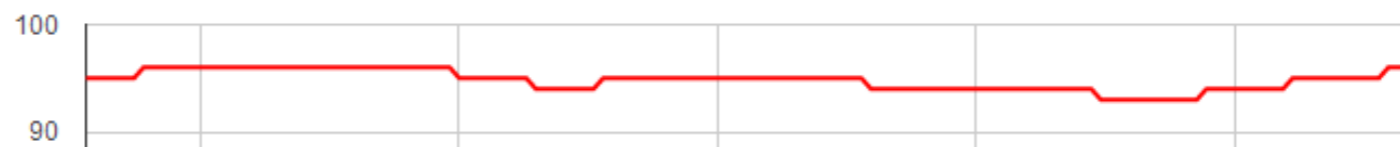
#### Photoplethysmogram



#### Heart Rate



#### Oxygen Saturation



# Smart Team



**Joachim Behar**  
Team lead



**Aoife Roebuck**  
Sleep expert



**Megan Morys**  
Business expert



**Jonathan Daly**  
App development



**Niclas Palmius**  
Server development



**Prof. Gari D. Clifford**  
Scientific advisor



## CURRENT MARKET OFFERING / COMPETITION

Device	Type	# Channels	Cost (\$)
MediByte Jr	III	7	2,750
Easy ApneaTrak	III, IV	9	4,500
Nox T3	III	14	4,000
SleepView	III	7	3,500
Somte	III, IV	13	4,495
Embletta Gold	III	14	3,500
SleepTrek3	III	6	3,995
WatchPAT	III	7	4,500
Trek	II	24	N/A
Nomad	III	12	4,675
OxyHolter with LX Sleep	III	6	3,795
NovaSom Home Sleep Test	III	5	N/A
Alice PDx	II, III, IV	20	N/A
ApneaLink Plus	III	4	2,490
SOMNOscreen plus	I - IV	1 - 58	Depends

# Server Platform Long Term Vision

