

# EmergiScan LLC

By Dave King, Danny Jagoda,  
Andrew Natale, Jarad Binder

Just a simple scan of a finger  
can mean the timely difference  
between life and death...



# At Risk?

Do you have or know an elderly parent or grandparent that you care about?

A high-risk health patient?

A secure electronic emergency medical record device can mean all the difference in life and death situations.



# Details

- ▶ Secure Electronic Emergency Medical Records
  - ▶ Handheld device storing health records
  - ▶ Similar to an iPhone 3G
  - ▶ Fingerprint sensing biometrics for security
  - ▶ Carried by elderly and/or high-risk health patients
- 

# Healthy Innovation

- ▶ Although similar products exist, this would go beyond the call of duty:
  - Built in camera for record insertion
    - Fields extracted via “make text in picture searchable” software like OneNote and inserted into record fields
  - Manual record insertion possible via software
    - Compliant with HIPAA and HL7 laws
  - Secure biometric fingerprint scanning
  - Clear understandable display and format
  - Medication alert notification through software calendar

# Advantages

- ▶ Faster way to access health records immediately in an emergency
  - ▶ Gives paramedics a clear understanding of the individual's possible health problem
    - Can lead to saving a life on the spot
  - ▶ Specific only to the individual for security
  - ▶ Reminder to take medication at selected times/dates
- 

# Potential Application

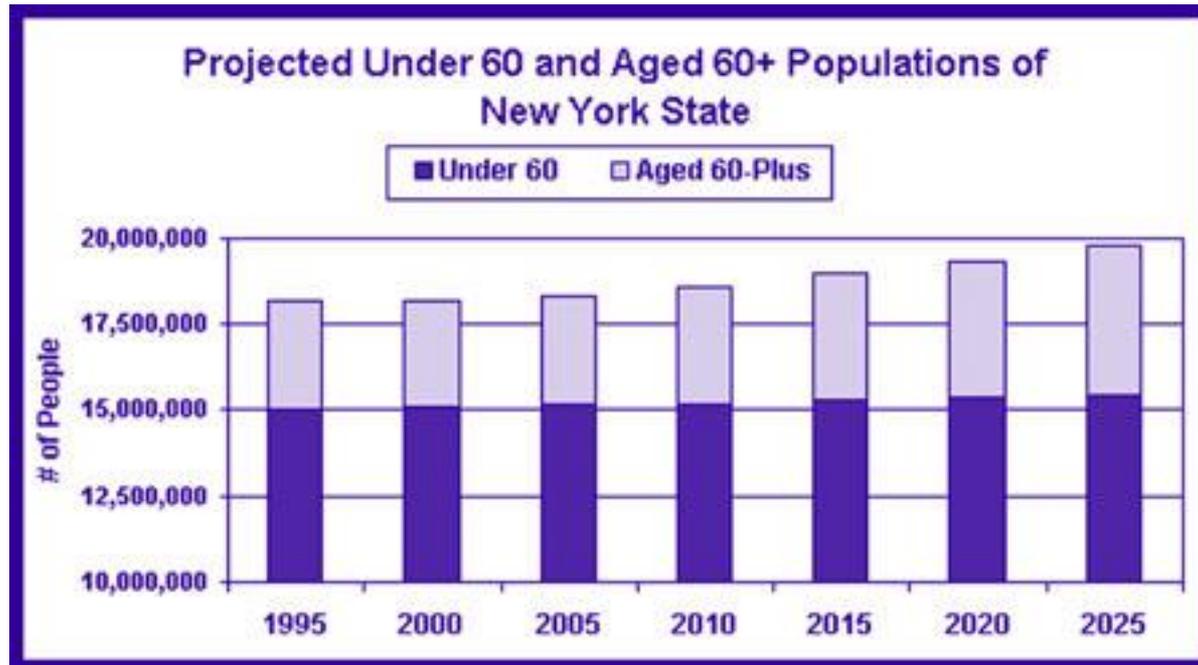
- ▶ **Problem:**
  - A loved one who tends to shop alone collapses in the middle of a busy grocery store.
- ▶ **Solution:**
  - By having EmergiScan, your loved one will receive care immediately, bypassing the need to provide medical history background and receives proper and efficient care.

# Who We're Up Against

- ▶ Med Records to Go
  - Depends upon computer for access
  - Security
- ▶ 911 Medical ID
  - Depends upon computer for access
  - OS Specific – Windows only
- ▶ Phillips Lifeline
  - Only provides medical alert technology

# Market Analysis

Citizens 55+	Cardiovascular Diseases	Diabetes
74,998,580	81,100,000	23,600,000



Who do we target? The children

# Financial Projections

	2011	2012	2013	2014	2015
Revenues (\$K)	\$0	\$5,250	\$64,750	\$157,500	\$350,000
Expenses (\$K)	\$450	\$4,000	\$40,000	\$95,000	\$208,000
Profit (\$K)	(\$450)	\$1,250	\$24,750	\$62,500	\$142,000
Investment (\$K)	\$500	\$5,000	\$10,000		
Headcount	4	4	25	70	350
Customers		30,000	370,000	900,000	2,000,000
Population Percentage (USA 55+ 2010)		.04%	.5%	1.2%	2.66%

# Use of Funds

- ▶ Development of Beta Hardware
    - Including partnerships for specific hardware parts
    - Also including further development depending on feedback
  - ▶ Development of Beta Software
    - HL7 and HIPAA compliant
  - ▶ Hire more employees
  - ▶ Eventually develop for world wide release
- 

# Partners & Exits

- ▶ Partnership Opportunities:
    - Government for Subsidies or Grants
    - Insurance Companies for Deductibles
    - AARP
    - Jitterbug
  
  - ▶ Exit Strategy:
    - Sell to a Major Insurance Company
    - Sell to Jitterbug
    - Sell to the Government
    - Go IPO
- 

# Company Details

- ▶ Currently Limited Liability Company
    - To Facilitate Investment Transfer to C-Corp
  - ▶ Pricing model = Premium
  - ▶ A variety of markets including:
    - The elderly
    - High risk health patients
    - Product is multi-lingual: global economy
- 

# Why Us?

- ▶ We have the best most secure product on the market.
  - ▶ We have a huge potential because our target market is so large.
  - ▶ We are unique in creating a product that includes:
    - Highly Advanced Biometric fingerprint scan security
    - Highly formatted and reliable database
- 