



Disruptive innovation

Asthma companion



CHILDHOOD ASTHMA

- **Most Common Chronic Disease** among children
- **10-12%** of Children (USA)
- **Decreased QOL** (Patients & Family)
- **High Societal Costs** (Lost Productivity, etc)
- **60% Children With Asthma -> One or More Asthma Attacks per year (2010 Data)** due to non medication adherence



NEWMEDIAMEDICINE
MIT Media Lab

Radical new collaborations catalyzing a revolution in health.

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**Health and Wellness Innovation
2012**

We are extremely proud of the work that our six teams completed during this year's Health and Wellness Innovation event at the MIT Media Lab.

Here are the videos of their projects.

Asthma in Control with Chameleon	1st Prize - \$5000
Diabetes Simplified with Glubaloon	2nd Prize - \$3000
Post-Operative Care Optimized	3rd Prize - \$2000
Health Goals Made Social with BeWell	
Pain Management Quantified	
Cardiac Rehabilitation Fun with Esoma	

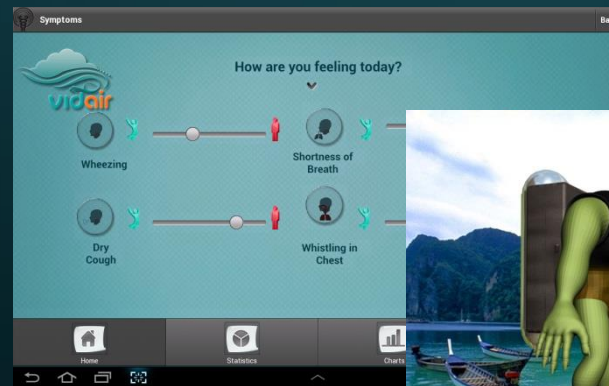




Device



Online platform
collaboration space
incentivization
gamification



Confidential





VidAIR DEVICE:

- Facilitates medication compliance
- Recognizes the type of medicine
- Records dosage
- Captures geolocation information at the time of medication intake
- Toy-like design makes it fun and easy to use
- *Extensions: An asthma spacer can be attached to it*









VidAIR PLATFORM:

- **Online community**, enabling healthcare professionals, carers & patients to monitor health
- Localized information , i.e. on pollution metrics, allergy factors, etc
- Incentives platform to enhance personalised care and patient compliance to care & medication plans
- Gamefication platform to enhance engagement

Personalization – Incentivization - Gamification

- Engaging / empowering citizens
- Handing the power to communities to manage health & wellness
- Making lifestyle changes appealing
- Enhancing patient compliance to care plans

Competitive Landscape

	VidAIR 	Propeller Health 	Smartinhaler 	CareTRx 
Tracking Time	✓	✓	✓	✓
Tracking Place	✓	✓	✗	✗
Medication Volume	✓	✗	✗	✓
Medication Reminder	✓	✓	✓	✓
Incentives Platform	✓	✗	✗	✓
Collaborative Space	✓	✓	✓	✓
Design / appeal / fun to use	✓	✗	✗	?
Child autonomy – ability to use	✓	✗	✗	✗
Market Readiness / Sales volume	-	-	✓	?

Market Data



END-USERS:

Children with asthma, aged 5-11: 4.3 million in the US



OPERATION FRAMEWORK:

Global Inhalation Systems: CAGR of 4,8% 2014-2020

Asthma drug treatment: \$23 bn by 2023 (\$13 bn for MDIs) - ~40% concerns childhood asthma

Direct cost: \$50 bn / Indirect: \$5,9 (2011, American Lung Association)



ASTHMA COSTS:

10 million school days in US are lost and costs of caretakers and work absence are estimated to \$726.1 million

Annual direct health care cost of children asthma range between \$2.0 and \$3.2 billion

Business aspects



Revenue sources

- **Device:** one-off at a price of \$120
- **Application:** free of charge, available online
- **Subscriptions** to the online platform: **Recurrent**, at \$75 annually
- **Big data** (not calculated yet)



Buyers

- Parents



Stakeholders

- Pharmaceutical companies
- Pharmacies
- Insurance companies
-



Customer reach

Pharmacy chains
Consumer chains

Projected Revenues

	1st Year	2nd Year	3rd Year	4th Year	5th Year
Sales	487.500	3.084.375	6.909.375	11.746.875	16.659.375
Costs of Sales	125.000	750.000	1.500.000	2.250.000	2.750.000
Gross margin	362.500	2.334.375	5.409.375	9.496.875	13.909.375
Gross margin %	74%	76%	78%	81%	83%
Expenses	1.147.250	1.221.200	1.758.900	1.946.100	1.946.100
EBIT	- 784.750	1.113.175	3.650.475	7.550.775	11.963.275

VidAIR Team – A Vidavo spin out

Multi-Disciplinary / Multi-National



CEO

- **Pantelis Angelidis**, Ph.D., a telecom engineer, a Prof. of mHealth and an entrepreneur. One of his startups, www.vidavo.eu is listed in the Athens SE



CTO

- **Nansy Karanasiou**, B.Sc., in Information Technology, with more than 10 years' experience on mhealth / ehealth solution development.



Developer

- **Alexandros Furlis**, B.Sc. in Informatics & Telecommunications Engineering, is an engineer, focused on the development of mhealth / mwellness solutions.



Branding

Diane Mantouvalos, public relations and branding in Boston and beyond for over 15 years. She will undertake the branding task of Vidair for the US market.

Advisory Board

- **S. Hamilton**, MBBS, Ph.D., MRCPCH, an **academic Pediatrician** currently working in London Queen Mary Hospital
- **C. Dellarocas**, BU Prof of IS & **cited scholar in social media** & online reputation, Boston MA
- **A. Karys**, **Startup Mentor**, Boston area MA
- **S. Astra**, **Entrepreneur & Mentor**, Lexington MA
- **V. Takas**, **Entrepreneur**, President HVCA, Thessaloniki GR
- **J. Moore**, MD, PhD, Chief Executive Officer, **Atelion Health**, MA

Growth Milestones



Offer

- \$1.4 M for Product Finalization
- 10% Equity
- Convertible Loan
- Possible exit through Vidavo



Use of funds

	Device HW	Device SW	Case	Mob App	Gamefication	Business Dev	Total
Personnel	234.000,00	81.000,00	96.000,00	30.750,00	111.000,00		552.750
Purchases	15.000,00		30.000,00				45.000
US Patent	35.000,00				35.000,00		70.000
Certifications						50.000,00	50.000
Testing / Industrial design	35.000,00		25.000,00				60.000
Admin & OVH	93.600,00	32.400,00	38.400,00	12.300,00	44.400,00		221.100
PR/Marketing						80.000,00	80.000
Travel	8.000,00	8.000,00	8.000,00	8.000,00	8.000,00	25.000,00	65.000
Legal/Accounting						55.000,00	55.000
Miscelaneus							2.000
Total							1.200.850

Thank you!

www.vidavo.eu
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