



# Healthcare Ecosystem Powered by Blockchain Technology

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Founder.  
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Introducing  
Intellectual healthcare data  
market place on blockchain  
managed by individuals.

A large blue circular graphic with a thick border. The word "Problem" is written in a blue, sans-serif font in the center of the white circle. The graphic is partially cut off by the edges of the frame.

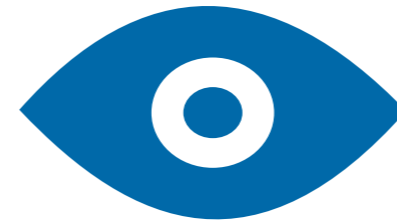
Problem



## Sudden Infant Death Syndrome (SIDS)

There are still about 4,000 deaths occurring in the USA each year.

This is way too many.



## Health records data breach

16,471,765 records were exposed last year compared to 113,267,174 records in 2015.

A large blue circular graphic with a white center. The word "Solution" is written in blue text in the center of the white circle. The blue ring is thick and has three thick blue lines extending outwards from the top, bottom-left, and bottom-right, resembling a stylized gear or a network node.

Solution



**NiteWell**



## Nite Well bracelet

It is designed to track baby's vital parameters and send notifications in real-time if something appears to be wrong.

It's a source of baby's health parameters, tracked and stored securely on NWP platform.





**NWP platform** works on blockchain and provides:

Secure storage

Online services

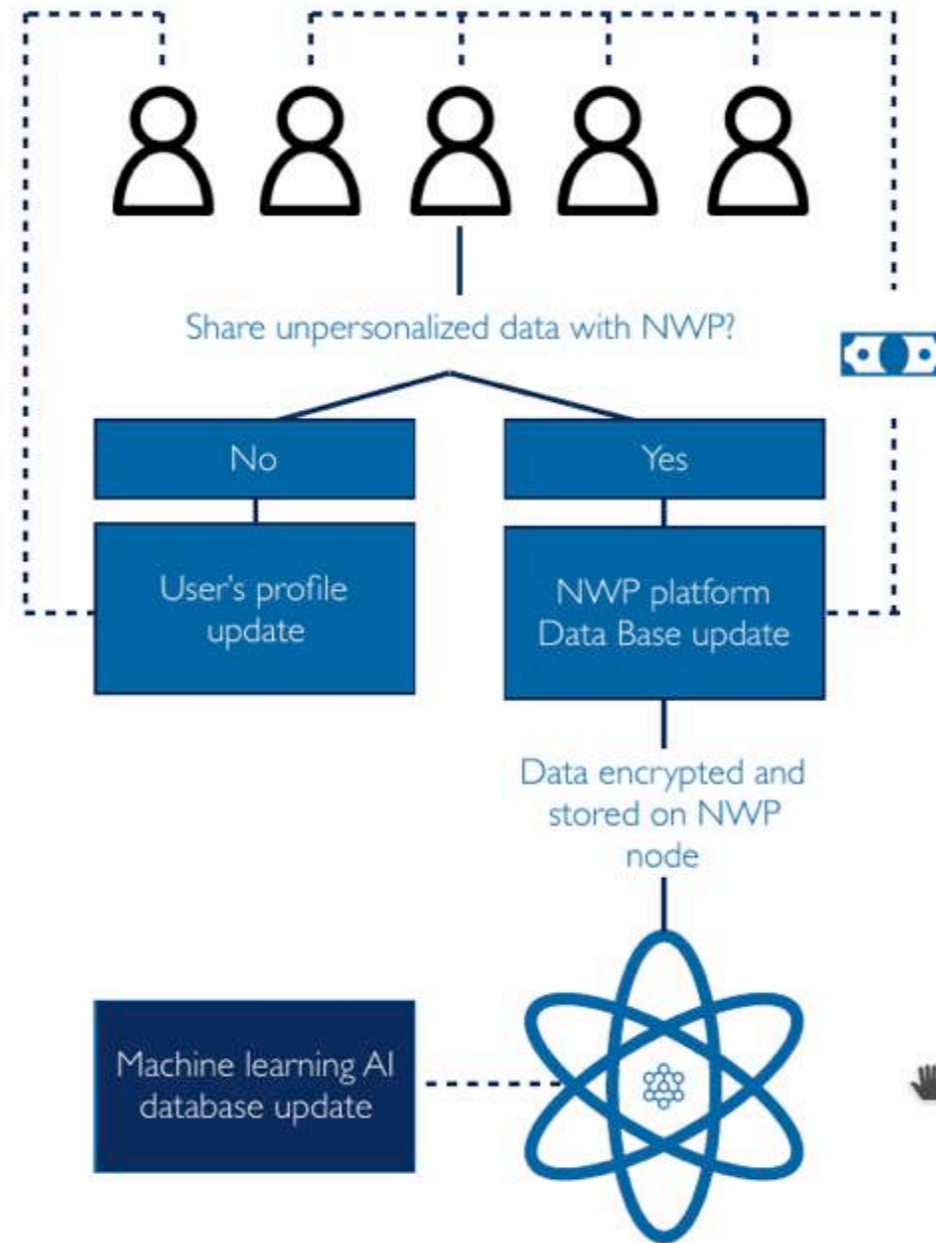
Health Records management tool

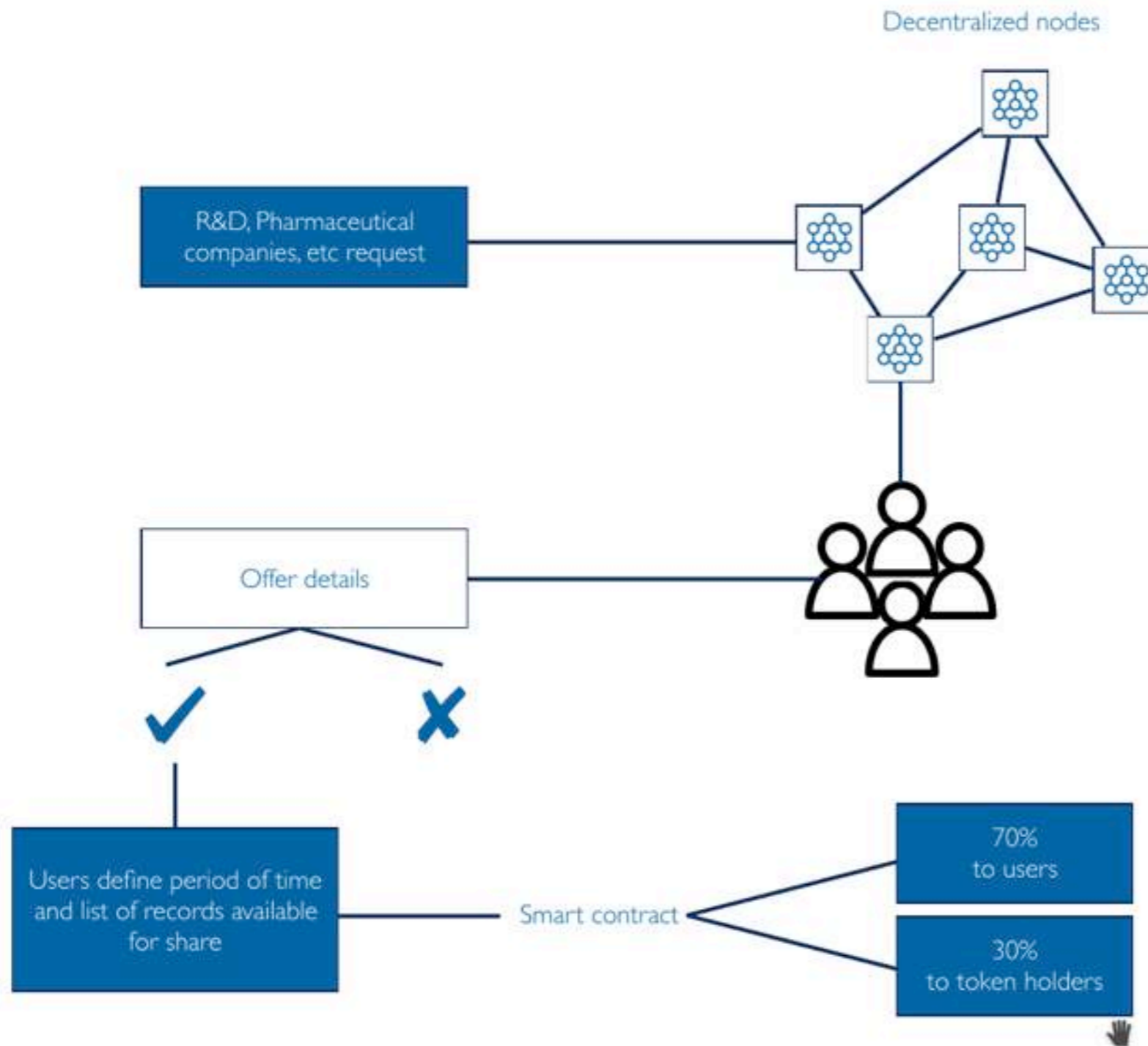
Health Records marketplace



A large blue circular graphic with a white center. The text "How it works" is centered within the white circle. The blue ring is thick and has a slight 3D effect, with a vertical bar extending upwards from the top and two diagonal bars extending downwards from the bottom, suggesting a ring or a stylized letter 'O'.

How it works





A large blue circular graphic with a white center. The text "Market penetration point" is centered within the white circle. The blue ring is thick and has four thick blue lines extending outwards from the circle at the top, bottom-left, and bottom-right positions.

Market  
penetration point

Hospitals



Sproutling

Individuals



**NWP**





Weak

Strong



Roadmap



- June 2016  Team establishment.
- June 2017  Concept validation. Bracelet prototype.
- February 2018  Release Alpha version of NWP platform.  
Production 10 bracelets for field test.
- March 2018  Clinical approval of bracelet.
- May 2018  Apply for FDA (510k) clearance.
- July 2018  Launch sales in USA.
- January 2019  Release Beta version of NWP platform.
- December 2019  Launch sales in Australia,  
Germany and Netherlands.
- April 2019  Apply for HIPAA compliance of NWP solution.
- October 2019  Releases NWP solution — health records management tool
- November 2019  Release bracelet for pregnant women.

A large blue circular graphic with a thick border and a white center. The text "Business model" is centered within the white circle. The blue border is thick and has a slight shadow effect, giving it a 3D appearance. The background is white.

Business model



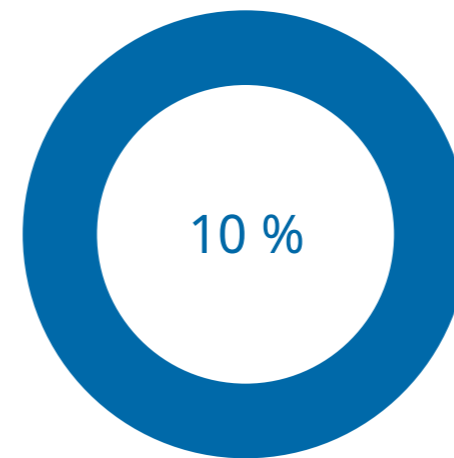
Bracelet



Big Data access



Commission from services on platform



Advertising



## Key partners

- Parents of newborn
- Maternity hospitals/Health Care providers/Courses for parents
- Hospitals/Clinics
- Drug stores
- Bracelet manufacturer
- Government
- HIPAA/GDPR regulators
- R&D/Insurance/Pharmaceuticals companies

## Key activities

- Continuous platform development and improvement
- Promotion of NWP
- Partnership with Healthcare providers/R&D/Insurance companies
- Cooperation with Governments
- Troubleshooting for customers

## Value propositions

- Baby's health threat prevention bracelet
- Vitals baby's parameters tracker
- Secure online storage
- Availability/Easy access to data
- User friendly UI

## Revenue streams

- Platform usage subscription
- NWP bracelet
- Commission from additional services on platform:
  - Consultation
  - Shop
  - Data access
- Sponsored advertising

## Cost structure

- Development
- PR & Marketing
- Partnership with Health Care Providers/Advisers
- Bracelet production

## Key resources

- Human Resources
- Sufficient Fund
- Platform & Mobile App

## Channels

- Maternity hospitals
- Courses
- In store
- Digital
- Opinion leaders

## Customer segments

- Parents of newborn baby
- Family members/Relatives
- Babysitters

## Customer relationship

- Reward for sharing data
- Reward for invited users
- 24/7 online support

A large blue circular graphic with a white center. The text "People who will make it" is centered within the white circle. The blue ring is thick and has four rectangular tabs extending outwards from its perimeter: one at the top, one at the bottom-left, one at the bottom-right, and one at the top-right.

People who  
will make it



**Alexander Frolov. Amsterdam, Netherlands.**  
Investor, Founder and CEO.

Global thinking.  
Mathematical and analytical mindset (Graduated Moscow Institute of Engineering and Physics, dep. Cybernetic)  
Serial entrepreneur.



**Artem Panchoyan. Berlin, Germany.**  
Software developer.

Great software development experience for top global companies.  
Leadership and management skills.



**Andrey Shipilov, Adelaide, Australia.**  
Lead Architect Developer/Designer.

IT Geek. Engineer. Self educated.  
Fond of new technologies.  
Knows how to make it work within set deadlines.



**Andrey Blokhin, Moscow, Russia.**  
CTO.

CTO in several successful medicine related startups  
Excellent medicare area knowledge. Blockchain evangelist.



**Anita Singh. Barcelona, Spain.**  
CMO.

Successfully delivery results within strategic marketing, product development and brand activation for FMCG giants L'Oreal, Unilever, Danone. Proven ability to combine vision, creativity, and strong business acumen with well- developed leadership qualities and project



**Omar Chikovani. Seattle, United States of America.**  
Head of product.

Knows USA Health Care market from inside out.  
Pediatric experience for more that 15 years in USA hospitals.



**Alexander Preobrazhensky. Moscow, Russia.**  
GR / Legal Counsel.

Extensive working experience at Council of Europe in Strasbourg and at Ministry of Labour and Social Protection of the Russian Federation.



**Shvaley Vadim Nikolaevich. Moscow, Russia.**

President of the Society of Neuropathologists (Neuromorphology) of Russia; Doctor of Medical Sciences, Professor; Academician of the Russian Academy of Natural Sciences (1991)



**Gene Libov. San Bruno, CA, United States of America.**  
Adviser.  
Colorado State University — Global Campus.

Founder and Principal Consultant at Planet 9 Security Consulting.  
CloudMedx, Clinical AI Platform — Chief Information Security Officer.  
KAZO Security - Advisory Board Member.



**Danil Kislinskiy. San Francisco, CA, United States of America.**  
Adviser.  
Lincoln University (CA), MBA, Human Resources Management

Publisher Relations at Appodeal.  
Mentor at Stanford.



**Warren Whitlock. Las Vegas, NV, United States of America.**  
Adviser.

Founder at Ochen  
Host (radio) at [Warren Whitlock Show](#)  
Entrepreneurship at [WarrenWhitlock.com](#)  
Former Director at [Startup Grind Las Vegas](#)  
Former Founder at [Billions Rising](#)

A large blue circular graphic with a thick border and a white center. The word "Financials" is written in blue text in the center of the white circle. The graphic is partially cut off by the edges of the image.

Financials



Bracelet  
Core platform  
functionality

\$USD 3.3 M



Online Shop  
Europe  
Russia

\$USD 25 M



Online Consultation  
Japan

\$USD 30 M



Full functionality  
Global Launch

\$USD 40 M

A large blue circular graphic with a white center. The text "Thank you" is written in a blue, sans-serif font in the center of the white circle. The blue ring is thick and has four rectangular tabs extending outwards from the top, bottom, left, and right edges.

Thank you