



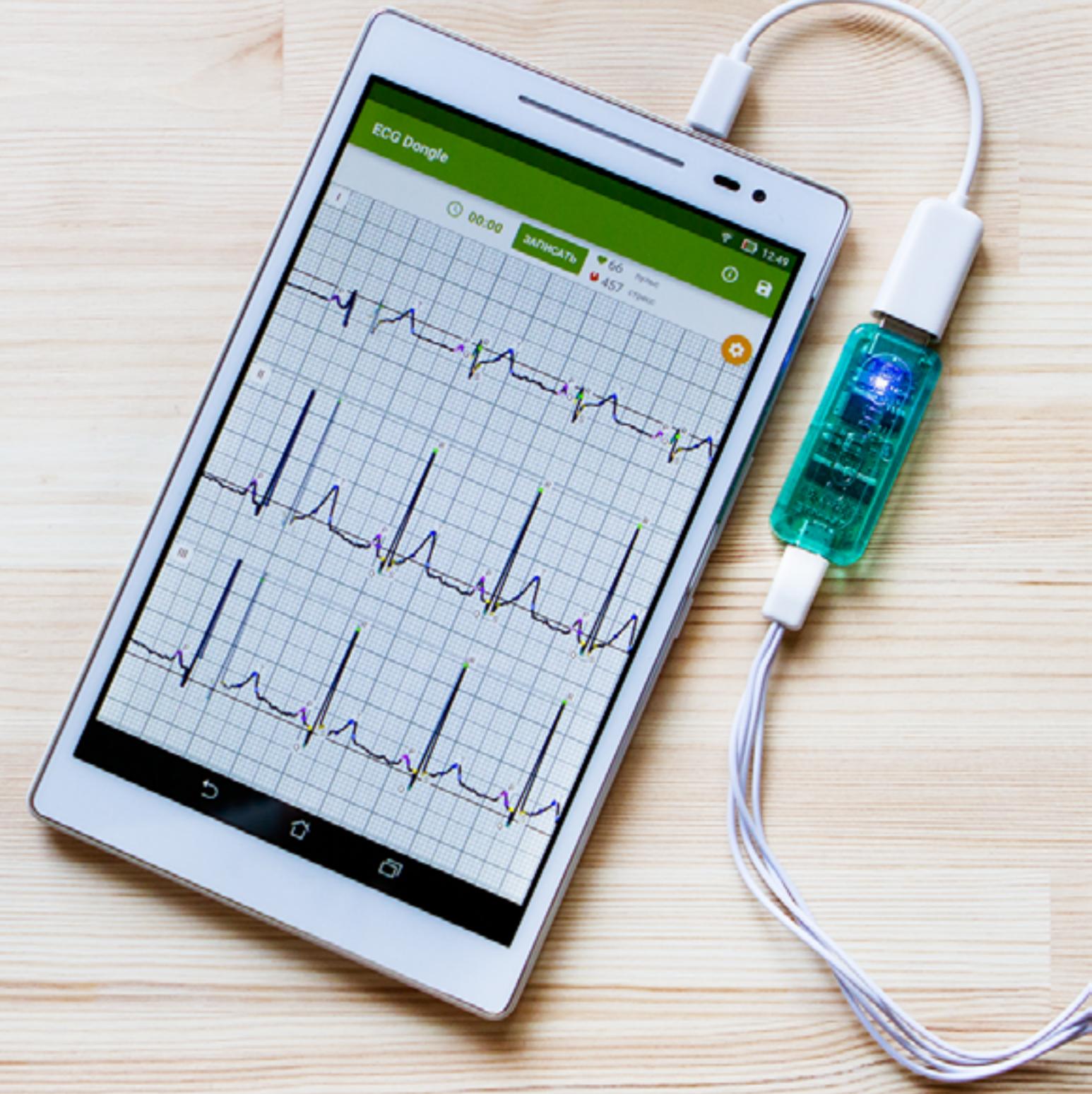
We change the world for the better!

We're passionate about creating products that make life more safe and healthy



# What are we doing?

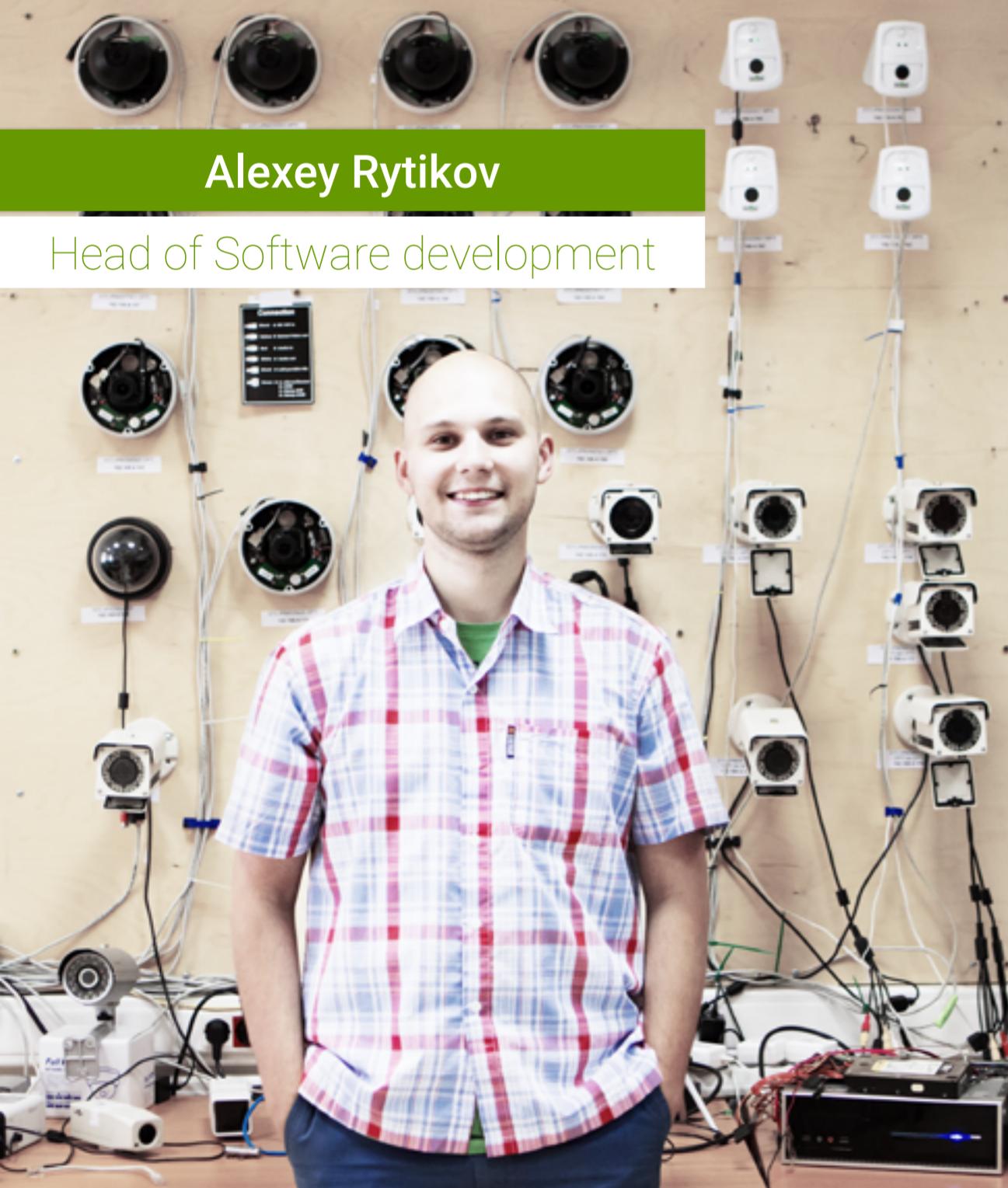
We develop affordable and low-cost gadgets for health monitoring in everyday life, we make mobile applications for data collection and combine it all into a coherent health ecosystem based on cloud technologies.



Health  
&  
Security

**Alexey Rytikov**

Head of Software development



We develop intelligent security systems based on advanced video processing technologies. We have created a couple of video surveillance software from the simplest product to the infinitely scalable premium class solution.

# What do we offer?



USB gadget ECG Dongle



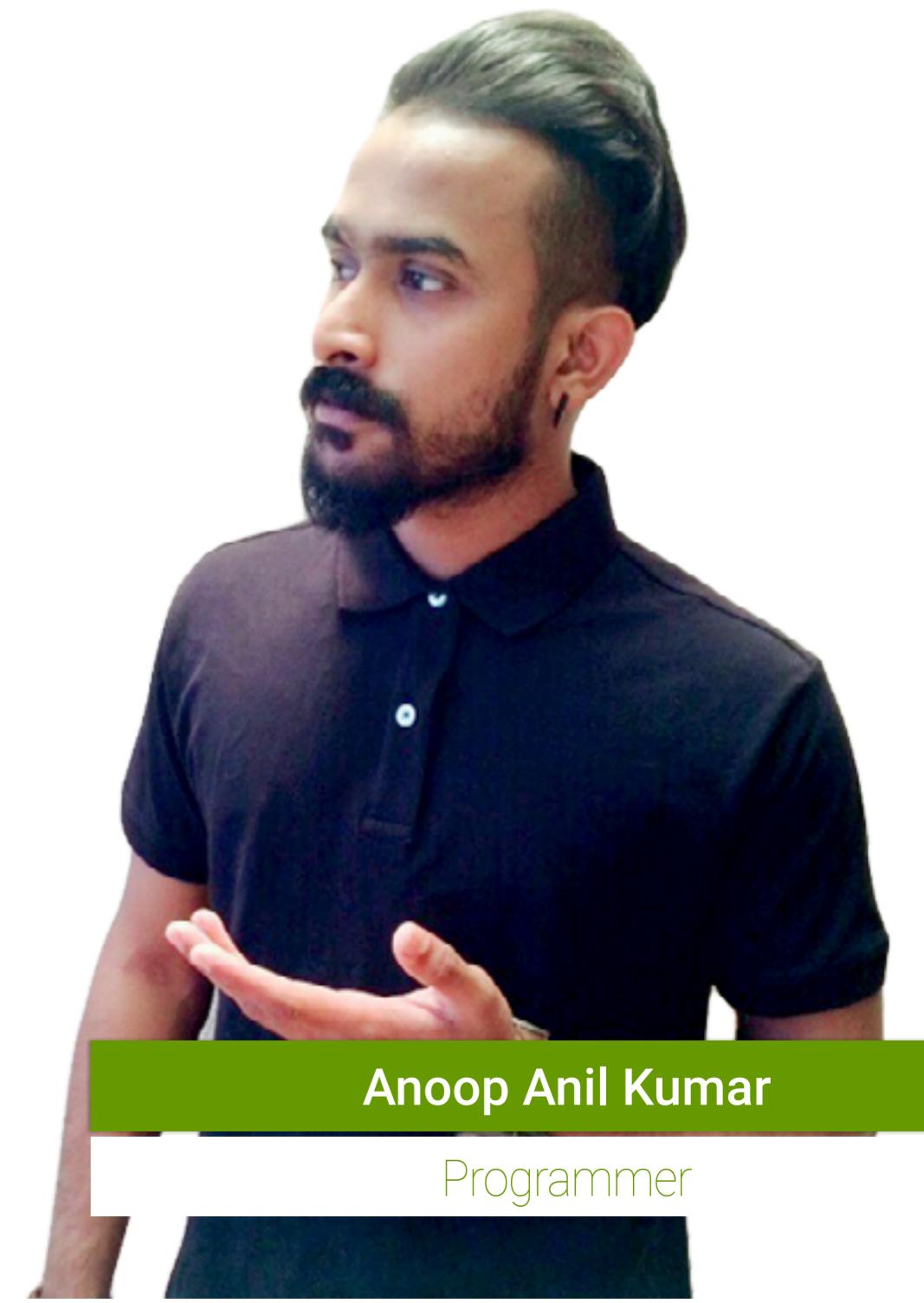
Mobile app ECG Dongle



Service «CardioCloud»

Your own cardio complex at home, at work, on vacation!

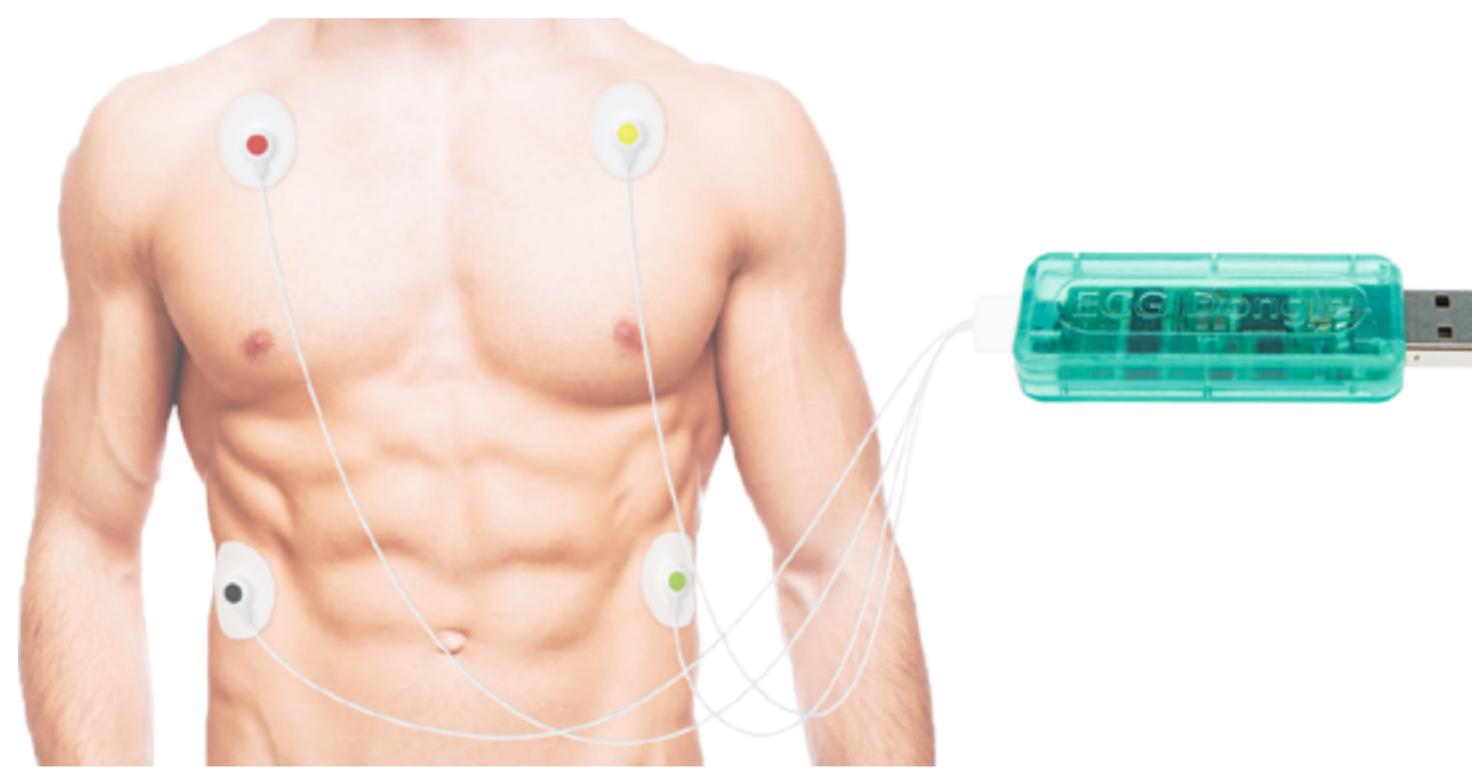
It fits in the palm of your hand and gives you the opportunity for a few minutes to get the information on the work of the heart, heart rate and stress levels every day at any time.



Anoop Anil Kumar

Programmer

# How it works?



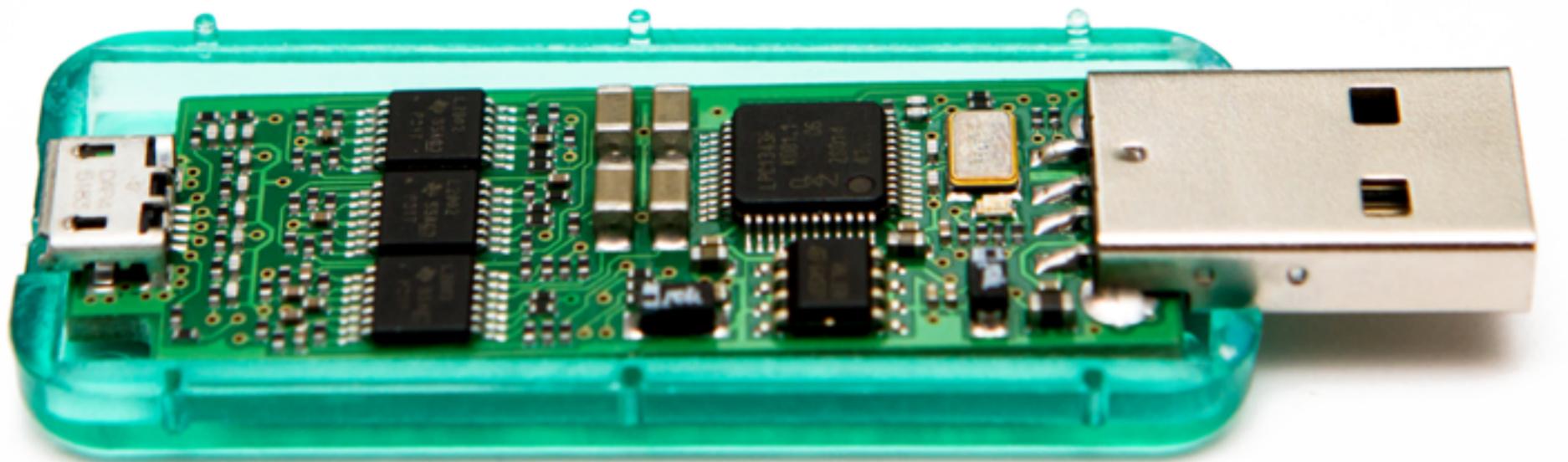
Easy to use in everyday life.



Displays the real-time heart dynamics, the heart rate and the level of tension (stress). Provides the ability to save the research data as PDF format.



Allows to send research data to the cloud service «CardioCloud» in order to obtain the opinion of a cardiologist.



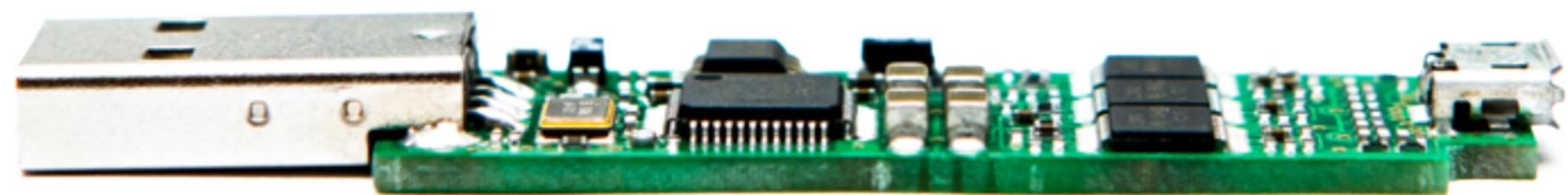
What is inside?

New product ECG Dongle was developed and put into production in 2015. ECG Dongle is a small USB gadget that connects to the smartphone or tablet, and is intended for ECG measurement in everyday life.



Viktor Trofimov

Head of Hardware development



# ECG Dongle

Weight is 9 g

Energy self-sufficient



Connects to the human body via 4 electrodes

Connects to the smartphone or tablet via OTG cable

## Specifications:

- A/D-converter - 12 bits / 1000 Hz;
- number of channels - 2;
- ECG leads - I, II, III, aVR, aVL, aVF;
- number of electrodes - 4;
- no batteries, powered via OTG;
- support for Android and iOS platforms.



Pavel Sorokin

Tester

# Why do we care?

## In the USA:

Cardiovascular disease mortality is 36.3 % of total mortality.

Almost 600K people died from the diseases of the cardiovascular system in 2013.

The mortality rate increased to 729.5 deaths per 100K in 2015 compared to 723.2 in 2014.

According to the data for the beginning of 2016 more than 32 million people do not have health insurance, and almost as many have minimum insurance and therefore do not go through regular medical health monitoring.

## In the world:

According to Centers for Disease Control and Prevention, the average life expectancy would increase by 10 years in the absence of such a high prevalence of cardiovascular disease, covering all countries and continents.



Everyone has the ability to control the condition of the cardiovascular system at any time, anywhere and without changing the traditional way of life!



**without visiting a doctor**

**without medical procedures**

**without expensive equipment**

# Try it yourself!

## See on YouTube

Check out the details of the ECG Dongle device and CardioCloud service



## Get in Google Play

Application demo mode is available (ECG Dongle does not required)



Maria Rytikova

Designer

# Why are we the best?

## **Easy to use**

anyone can use the ECG Dongle independently and without training, can get the data in 1 minute and send it to the cloud service with one click.

## **The ability to receive remote health consultation**

data is processed within an hour and a doctor's opinion sent to the customer.

## **Easy interpretation of results**

doctor has a personal account. He receives an SMS or Telegram message with a request for research. Doctor's opinion is formed in the standard form.

## **Unprecedented low price!**

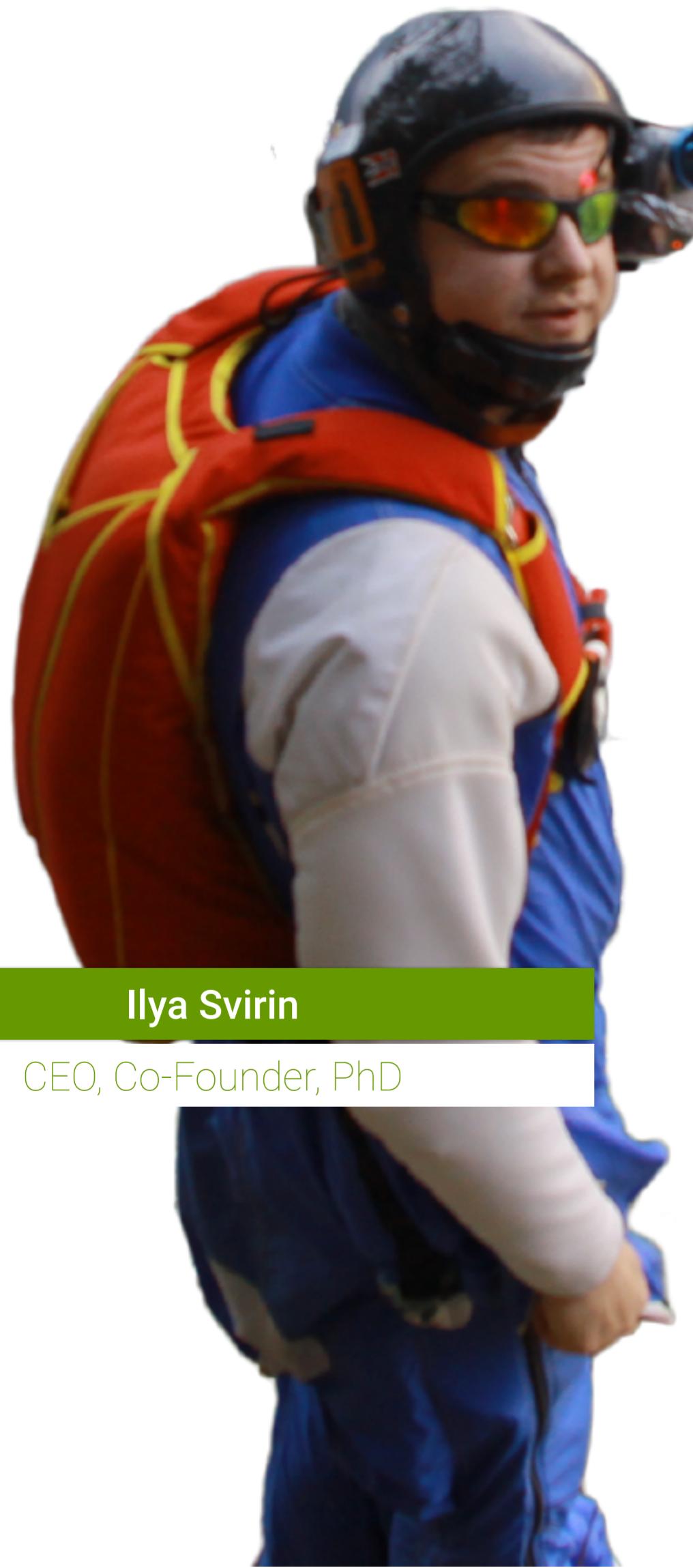
ECG Dongle for the end user will cost no more than \$50.



Elena Yuferova

PR- and HR- manager

# Who are our customers?



**Ilya Svirin**  
CEO, Co-Founder, PhD

## **People who care about their health**

all who take responsibility for their health and willing to control it.

## **People with cardiovascular disease or predisposition to them**

patients who already know about their disease and want to be able to self monitoring of its dynamics.

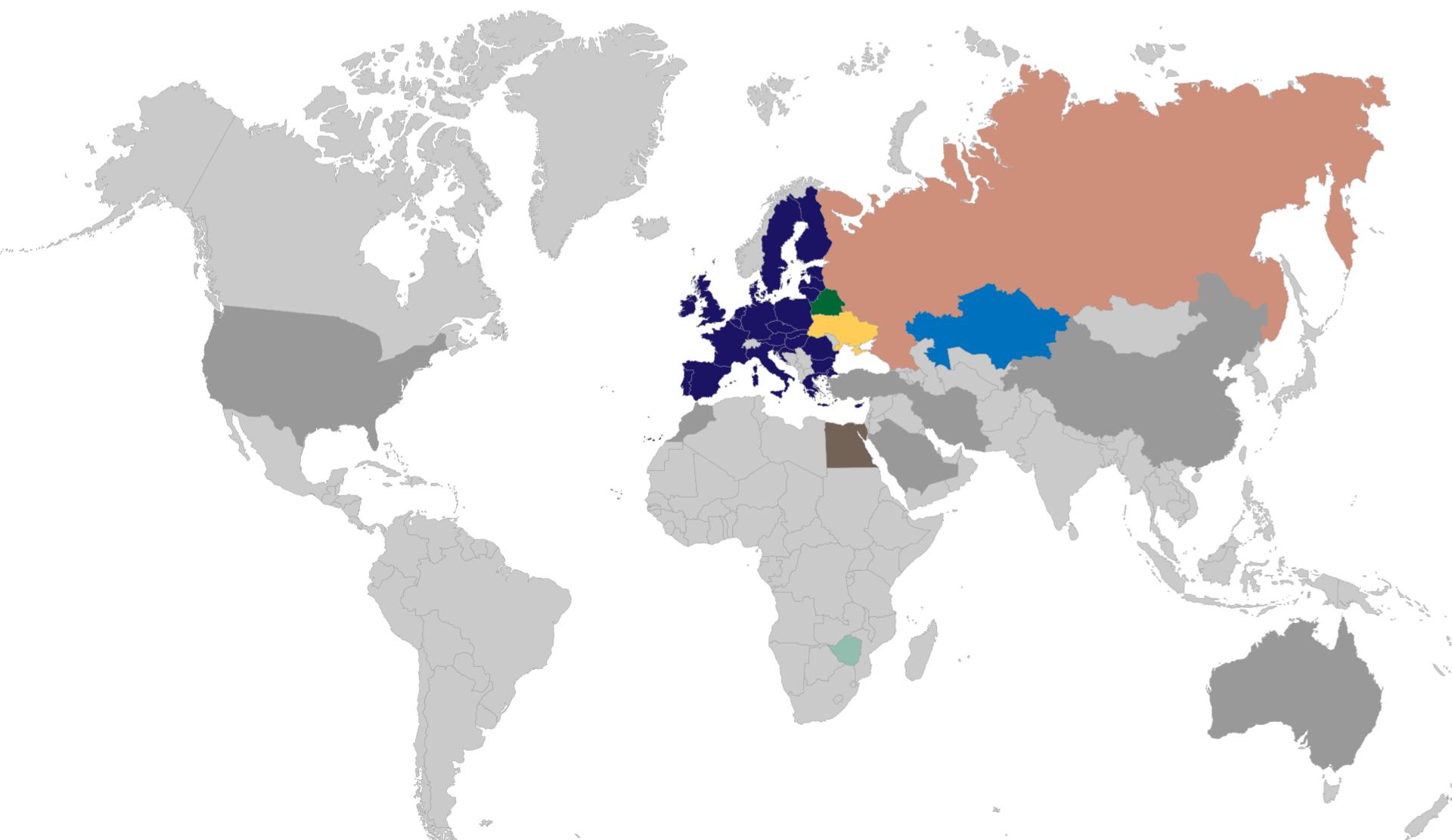
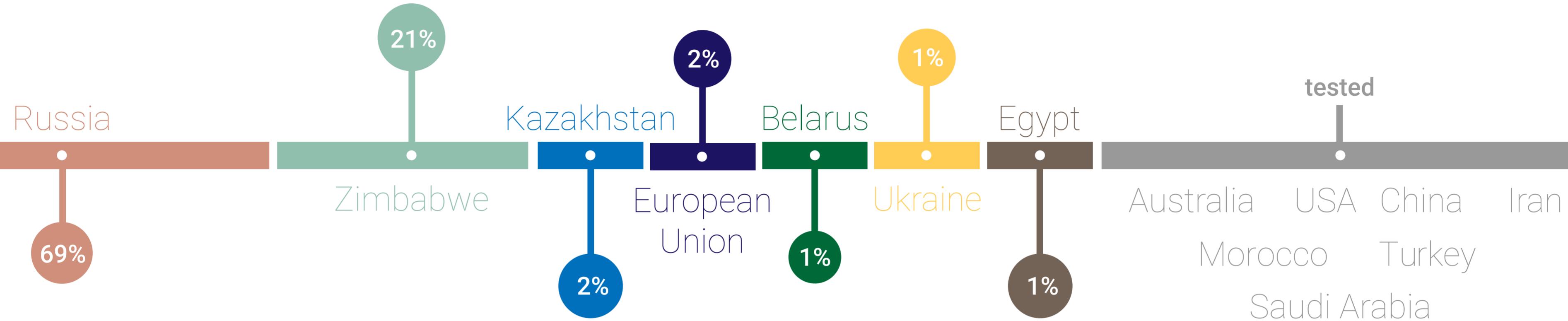
## **Athletes**

people leading an active lifestyle, involved in fitness, jogging and other mass sports, tracking their health.

## **Retirees**

elderly people, especially those who live apart from the family and need to monitor the condition of the heart.

# We conducted market validation



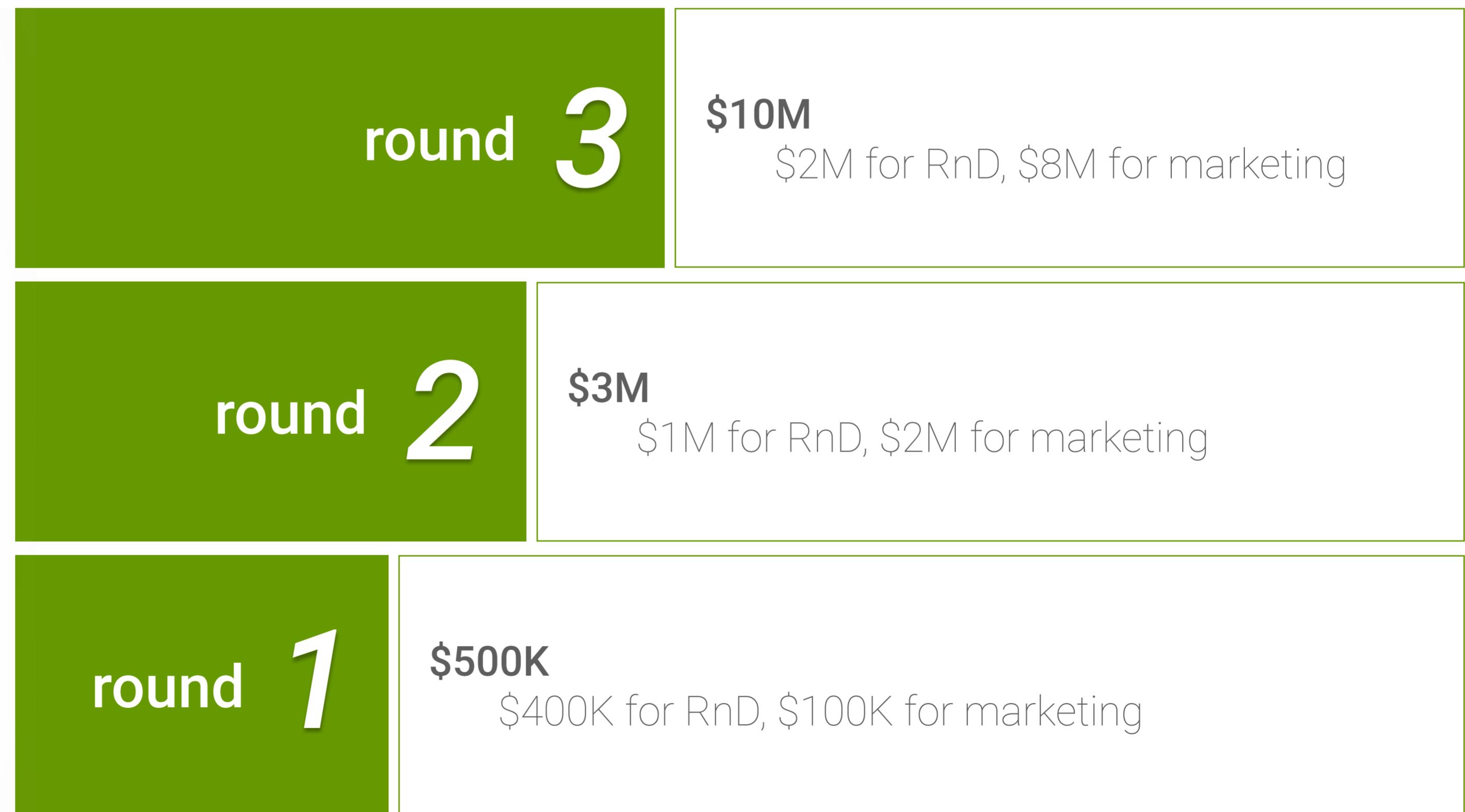
At the moment, we produced and sold more than 2000 units.

Signed distribution agreement with Africom (South Africa, Zimbabwe) at 1st of July 2016. First payment has already done!



# What is our investment request?

Three rounds of investments required for successful and rapid implementation and commercialization of the project



Nadezhda Nabilskaya

Economist, Co-Founder

# Where do we go?



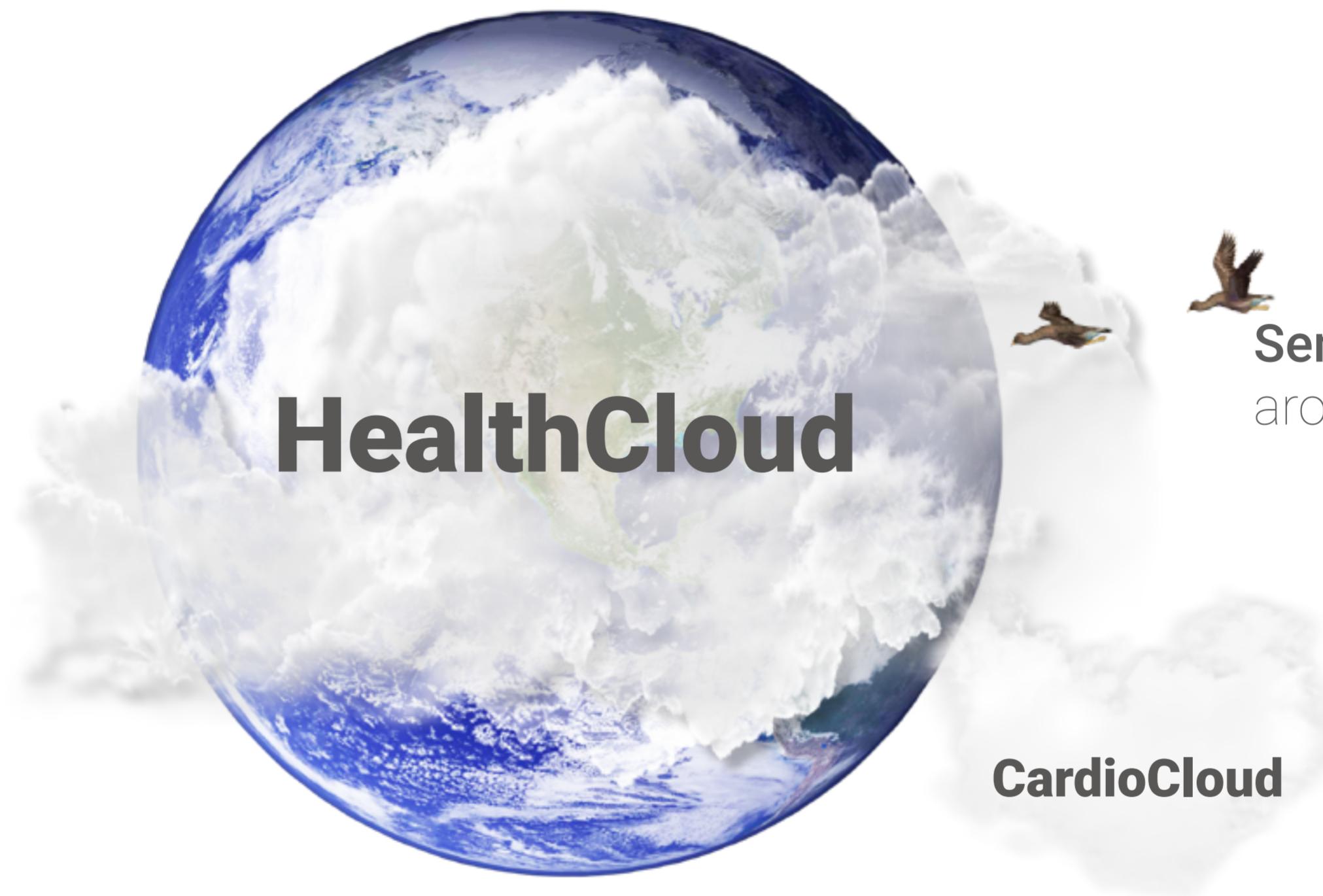
A couple of **ECG devices** with increased number of leads



Own chips for health technology



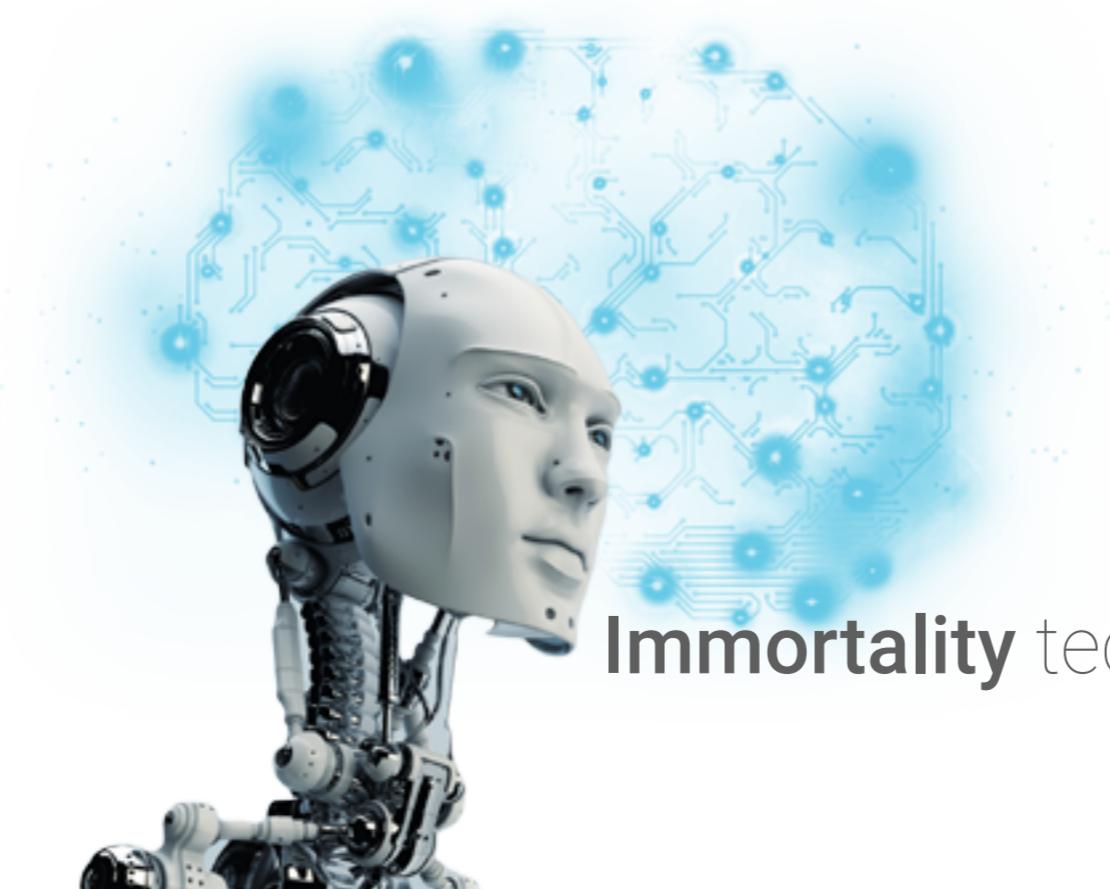
**Smartrings** with innovative batteries



**CardioCloud**



**Sensors** for health around us



**Immortality** technologies



**Telemedicine** ecosystem

# Thank you!

Visit **cardio-cloud.ru** to learn more  
or e-mail us via **i.svirin@nordavind.ru**