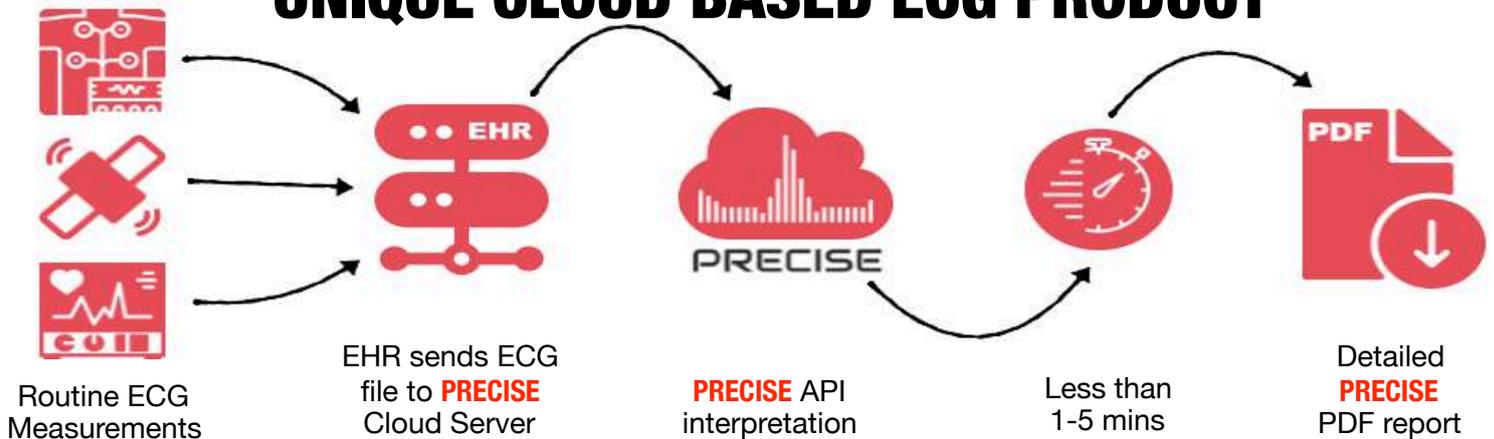


PRECISE CLOUD ECG INTERPRETATION

♥ UNLEASH THE FULL POTENTIAL OF ECG ♥

UNIQUE CLOUD BASED ECG PRODUCT



HEALTH TECH INVESTMENT OPPORTUNITY

The **PRECISE** Cloud is the latest medical innovation developed and being brought to market by Precise Cardiology Limited. It is a unique detailed cloud based electrocardiogram (ECG) instant interpretation product aimed initially at the medical practitioner, but with wider potential beyond including artificial intelligence enhancement.

The Product uses a unique cloud based algorithm to quickly analyse with accuracy far beyond the human eye an ECG reading and produce within seconds a detailed report based on Heart Rate Variability Analysis and the standardised Minnesota Code classification system for electrocardiographic findings. IP protection in the USA has been applied for.

♥ **ECG IS AN UNDERESTIMATED DIAGNOSTIC APPROACH**



a lot more information is available from a ECG than Doctors are now getting

- ♥ Atypical symptoms more likely overlooked by traditionally trained doctors.
- ♥ A way to bring Heart Rate Variability Analysis to medical practitioners who would not normally consider it.
- ♥ Potential to develop special reports for specific medical areas hitherto not used to ECG in their field.
- ♥ Great applicability for ECG in other medical fields including psychopathology, neurology, veterinary, post traumatic stress disorder diagnostic and treatment and remote care.
- ♥ Potential for risk scoring / life style modifications for insurance companies.
- ♥ Health Coaching and Longevity Prediction.
- ♥ API can be integrated into any electronic health record system.
- ♥ Validation projects being scoped with major clinical trials units at Hong Kong & Oxford Universities.
- ♥ Considerable big data potential as a large anonymous database of ECG readings builds up.



**** A STRATEGIC PARTNER IS NOW SOUGHT TO ASSIST THE MARKET LAUNCH OF PRECISE ****

JANUARY 2019

Private & Confidential

1 of 2

SERIES A FUNDING ROUND

PRECISE CARDIOLOGY LIMITED



- ♥ Precise Cardiology Limited (**PRECISE**) is seeking to sell a stake of **up to 20%** for at least **US\$2 million** to a strategic partner to help fund its 'go-2-market' launch and strategy, as part of a Series A funding round for investors.
- ♥ The unique product offering of a detailed cloud based ECG interpretation system, is fully developed after more than three years of research and development by a large team of medical specialists, with the potential for future artificial intelligence functionality.
- ♥ The strategic investor is expected to also be able to help **PRECISE** gain global market presence by being able to introduce it to potential customers and be able to offer meaningful advice to a health tech start up like **PRECISE** to ensure strong and stable growth strategies.
- ♥ The company is valued at **US\$ 16 to 17 million** based on seed capital backing the investment in product development and intellectual property so far to date **PLUS** the mid-range present value of future expected revenue over the next 5 years assuming conservative product uptake.
- ♥ An approximate break down of remaining go-2-market expenditure - net of incoming revenue - over the next 5 years is detailed below.

Completion of global intellectual property protection	US\$100,000
Clinical validation and publications	US\$150,000
Ongoing clinical trials and scientific projects	US\$500,000
CE/FDA/HIPAA/IEC clearance	US\$200,000
Marketing and business development	US\$800,000
Add payment gateway & file upload mechanism to website + RESERVE FUND	US\$250,000
TOTAL	US\$2,000,000

NON-DISCLOSURE AGREEMENT & DETAILED INFORMATION MEMORANDUM AVAILABLE ON REQUEST

Precise Cardiology Limited

2302 Tung Chiu Commercial Centre
193 Lockhart Road
Wan Chai, Hong Kong

JANUARY 2019



Phone: +852 6034 9290
Email: info@precisecloud.online
Website: www.precisecloud.online

2 of 2

SERIES A FUNDING ROUND