





Monitor **respiratory** health using **voice**

Arianna Arienzo, CEO



**Voice is the new
dimension of data**



Asthma

80%

do not have the disease
under **control**¹.

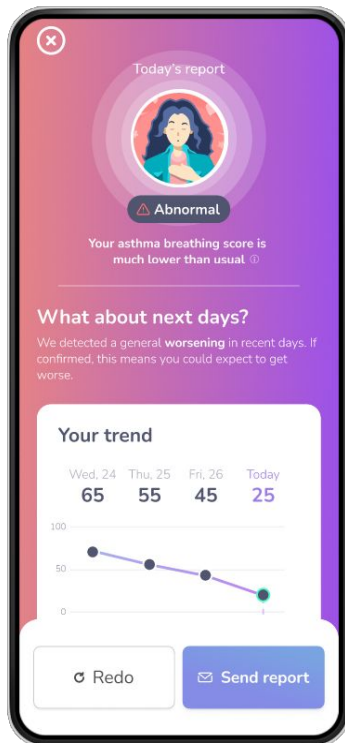
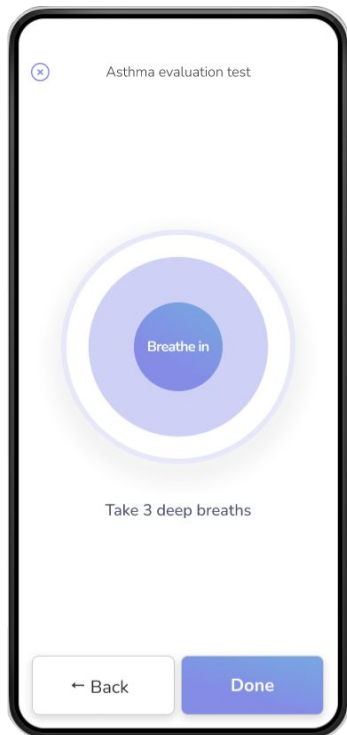
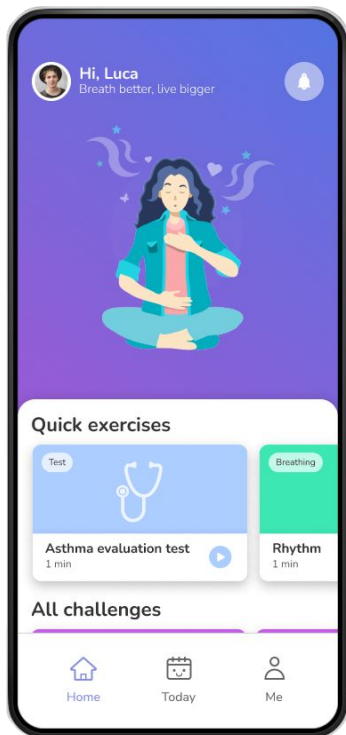
2/3 †

preventable **deaths**^{2,3}

28.8B€

of economic **loss** /year in EU⁴

Our solution



**AI to measure
asthma from
the smartphone**

Multi-stakeholder data value chains

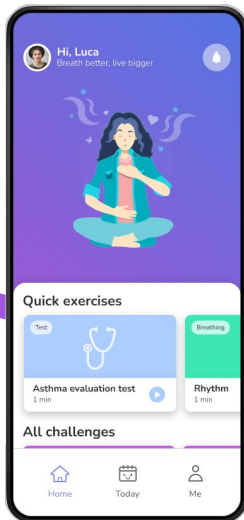


Our AI

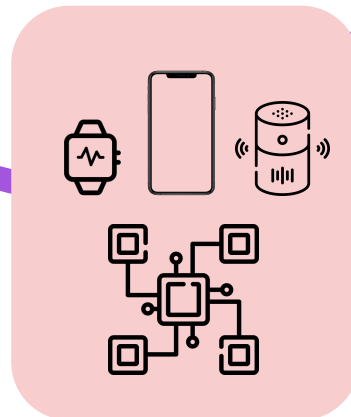


as a service

Our app



Other platforms



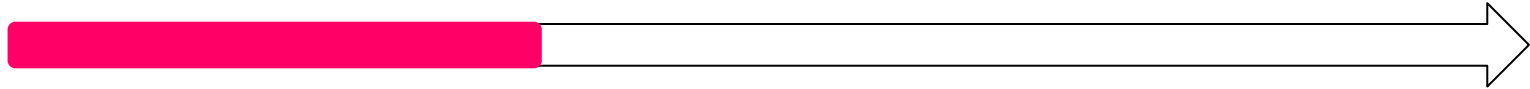
 Binedge.ai

... and others

Business model



covered by the healthcare system



Quality Management System
ISO 13485



Data acquisition
to train AI algorithms



Clinical studies



Partner onboard

Medical device software EU regulation

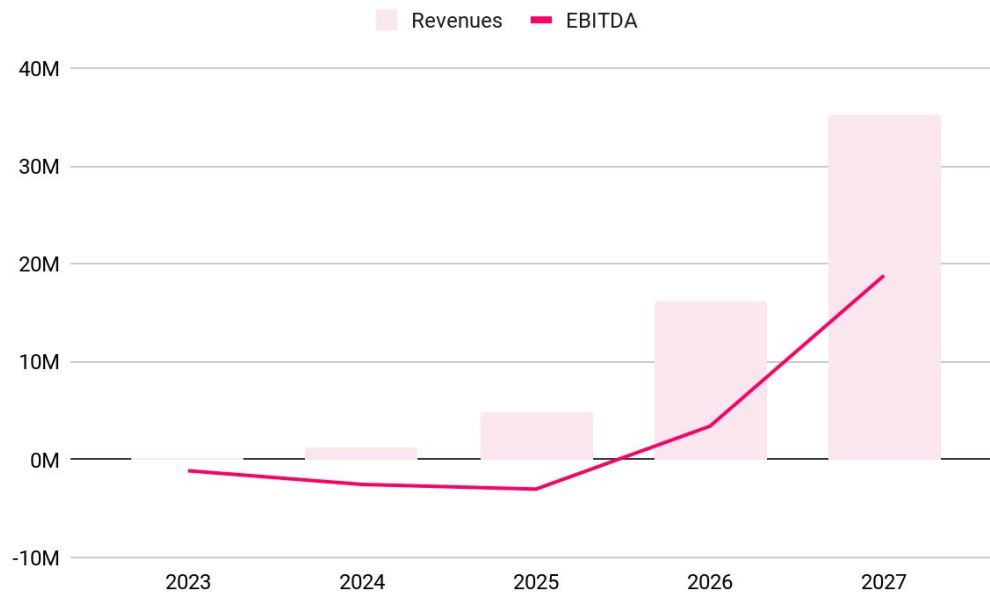


Listed in Germany covered health apps (DIGA)

Revenues model

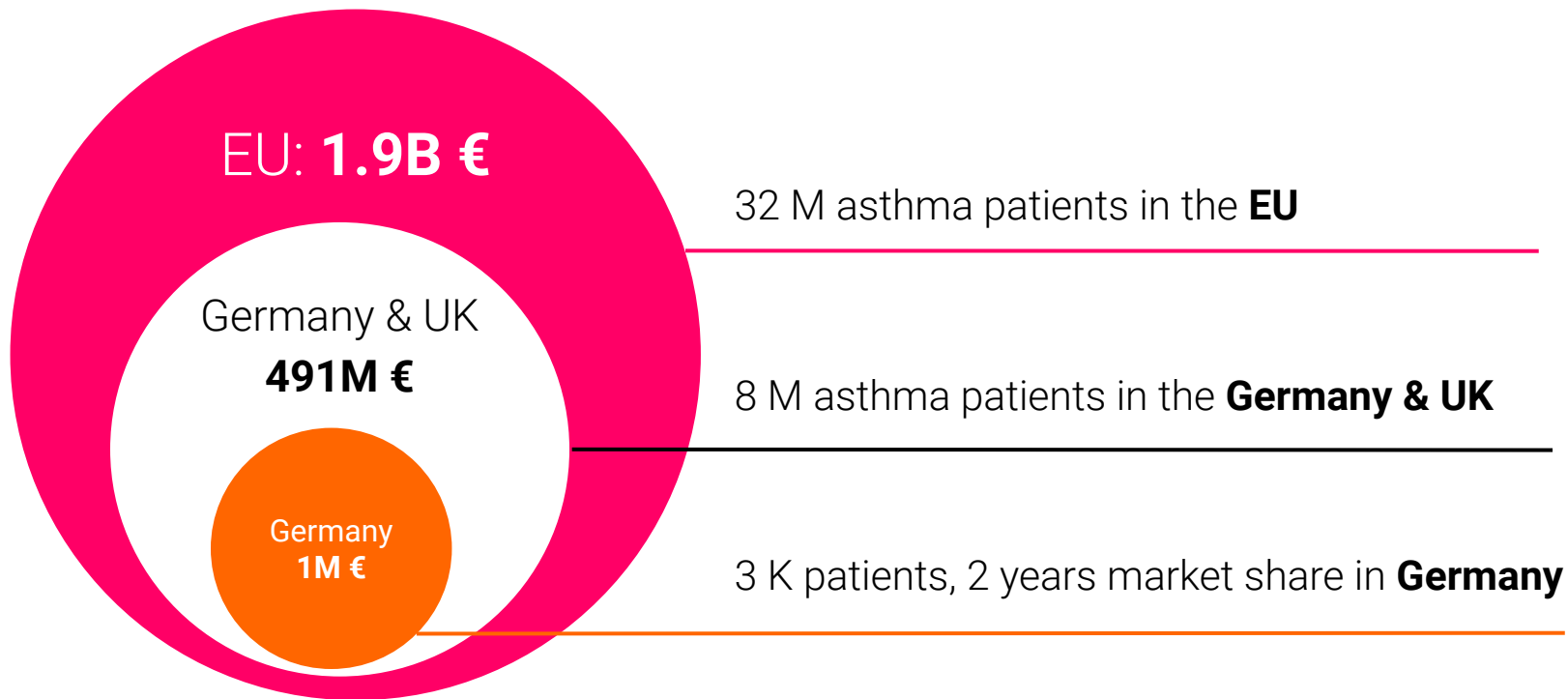
**+1000
users**

since launch in
January



Monthly subscription
€15/month

Target market



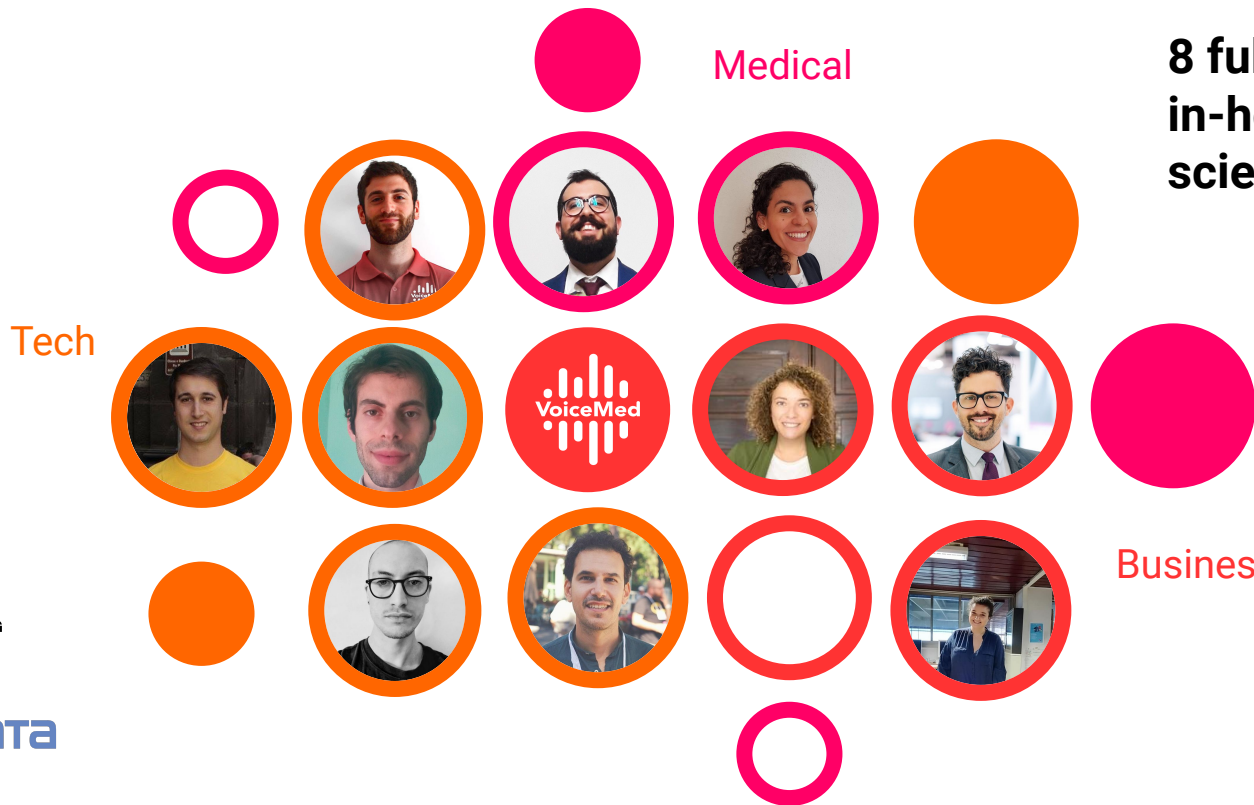
Market alternatives

	Our app	myAsthma	Propeller	Smart Asthma
Routine for self-care				
Measure asthma	✓	✗	✗	✓
Scalable as a standalone app	✓	✓	✗	✗



Our team

8 full time with
in-house data
scientists



Business



Our awards



#WomenTechEU



Healthcare Start-up
of the Year

EU



Luxembourg and Italy



Industry



Organizations





**REACH to complete
our data value chain**



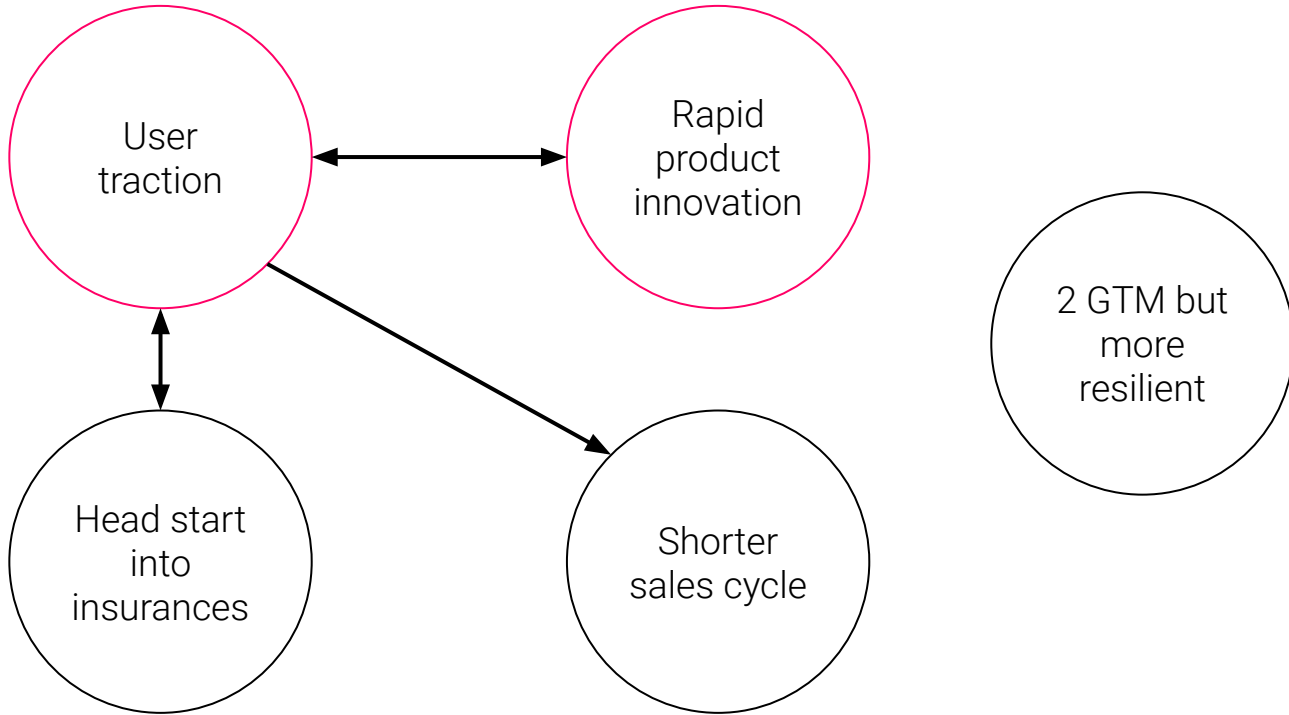
**Everyone, everywhere
is empowered with knowing
their well-being**

contact@voicemed.io



Backup slides

How does B2C2B work?



Why B2B2C is popular model for digital health?

Consumer trends

- Increasingly tech-forward consumers
- More out-of-pocket spend

Business trends

- Vendor fatigue (CHRO, CIO)
- Raising bar for validation

Go-To-Market

PATIENTS

- Digital marketing & blog
- Influencers
- Patient associations & online communities (Asthma & lungs UK, Respiriamo insieme)
- Pharmacists

CLINICIANS

- Our network
- GP & pulmonologists associations
- Events (ERS, DMEA...)
- Large clinics
- Publications

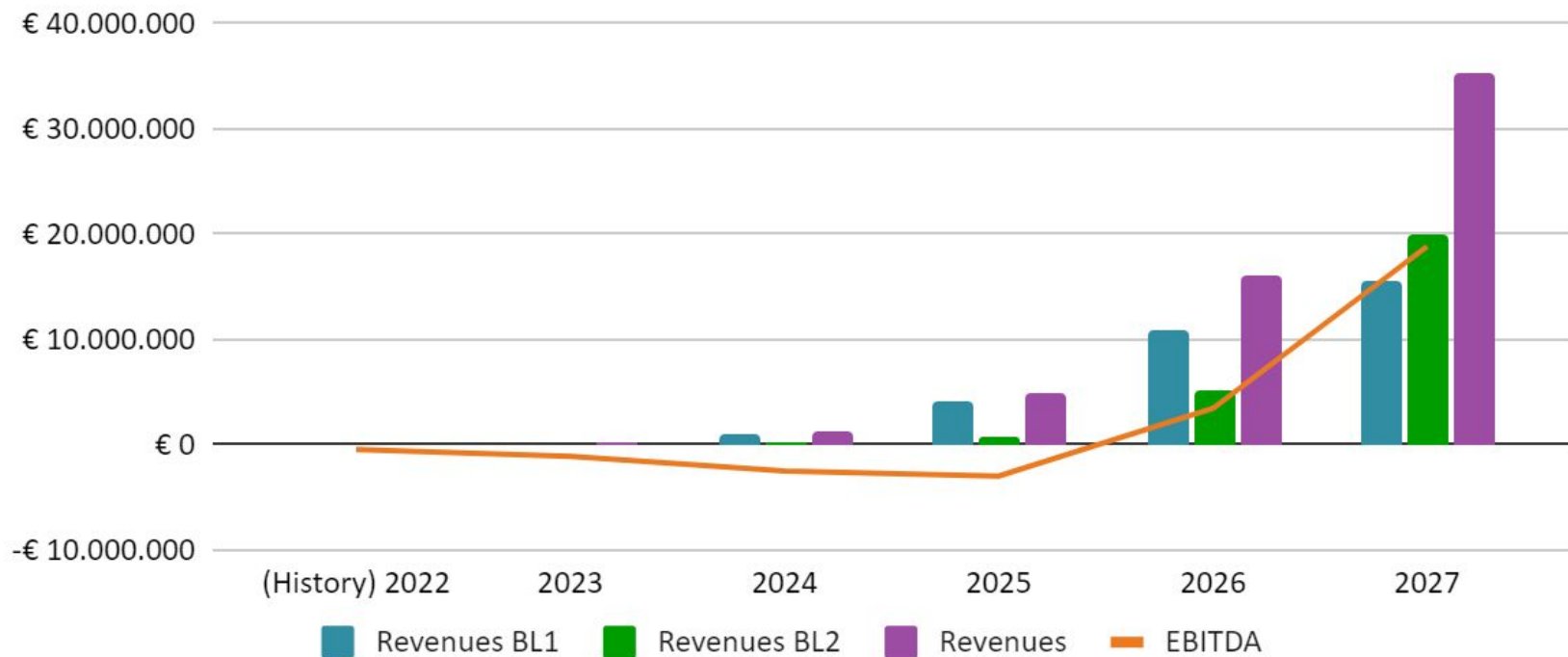
HEALTH SYSTEMS

- Direct contacts with insurances (linkedin)
- Network (5HT, SHS)
- Open innovation opportunities with insurances
- Scale with DIGA

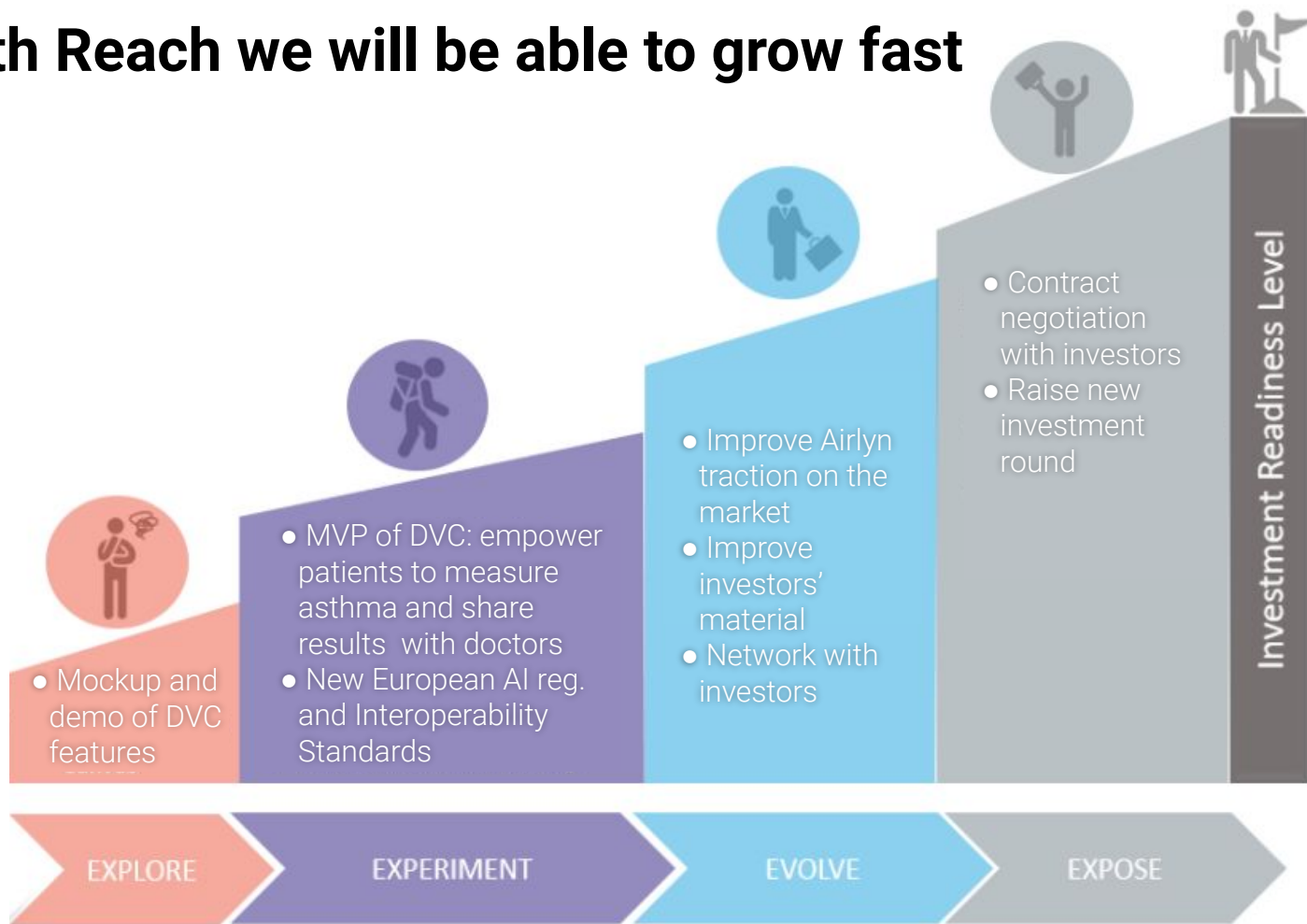
Market - Assumptions

- 64% Age group 15-65,
- 80% Uncontrolled & partially controlled asthma
- €1200 extra cost per asthma patient
- 10% VoiceMed could save

Financial metrics (Revenues & EBITDA)



With Reach we will be able to grow fast



Thank you!