

**Industry:** AI, Digital Health

**Executive Leadership**

To be named

**Board**

1. Chairman: Abbas Shojaee MD, CHDA, entrepreneur, 18 years experience in EMR, data science and diabetes
2. Peyman Mohajeran: Data scientist and big data architect
3. Afroz Rahmati MS, software engineer 11 years experience in clinical systems
4. Jafar Hasani, BS, software engineer, 15 years experience in EMRs

**Scientific Advisory Board**

1. Majd Izadian: Software architect and data scientist.
2. Farhad Fatehi, MD, PHD, Diabetologist, expert in online and remote health.

**Number of Employees:**

- (2) Software developers
- (1) Data Scientist

**Finance:**

- Auditor : TBN
- Current Investors: Personal investment
- Financing to Date: \$20,000

**Business model:**

Software as a service for the insurance companies and patients. Pricing on a per patient serviced basis. Services include: automatic risk identification, care co-ordination, digital health intervention, expert follow-up

**Interested in:**

- 1- \$150,000 for next round of development and business operations.
- 2-Strategic partnership with diabetes care centers and insurance companies

**Intellectual Property:**

Proprietary diabetes datasets and the predictive algorithms will be preserved as business assets/ secrets.

**Executive Summary:**

We are working to save money for insurers and patients. To empower individuals and clinicians with personalized risk identification and care coordination. All in a connected and intelligent diabetes care experience.

**Company History:**

MEaDwise is a new initiative by the founding team of Pegahsoft, a 17-year-old specialty EMR provider in The Middle East. The MEaDwise team was formed in the summer of 2018 and has improved its models, and conducted research and development and market evaluation. The team hired 3 employees and formed alliances with academic centers, and diabetes clinics in Australia, UAE, the Netherland and in the US.

**Market Opportunity / Unmet Need**

Worldwide 425 million lives are affected by diabetes, and this number is predicted to grow to 526 million by 2035. Diabetic treatment in the US for 43 million patients is expected to consume 11% of annual healthcare budget (\$374 billion) by 2020. Studies show that better risk identification and management could save \$10.3 billion for commercial insurance and \$5.6 billion for Medicare per year.

**Products/Services – Launched & Pipeline:**

We provide individual risk identification models for the insured population, care coordination between clinical teams and the patient, and a personalized AI advisor and diabetes management app. Our risk models are trained on insurance claim data of 41 million patients including 4 million diabetic patients plus 230,000 diabetes EMR records. Our prediction models achieved 0.71 to 0.83 accuracy for identifying the risk of diabetes, diabetes readmission, cardiovascular, nephropathy and neuropathy complications. Personalized digital health intervention and follow-up by the trained nurse are part of our service to reduce readmissions and complications in diabetic patients.

**Commercial / Technical Milestones:**

- Incorporation September 2019
- Pilot study started October 2019
- Funding secured December 2019
- mobile and web app developed: Feb 2020
- First contract signed May 2020
- Digital health solutions deployed July 2020

**Competition:**

Providers of diabetes digital health solutions such as Glytec and Gluko. We differentiate ourselves by focusing on prediabetic patients, the Middle East market, and advanced proprietary algorithms that allow low-cost risk identification, combined with personalized digital health interventions and expert follow-ups.

**Financial Projections (Unaudited):**

By year five, MEaDwise provides services to two insurance companies 1- automatically monitoring of 28M patients including 2.9 million diabetic patients, and provide digital health solutions for 300,000 customer patients and remote follow up for 160,000 patients per year.

**Gross Revenue: Y1: 0 Y2: \$7M Y3: \$20M Y4:\$46M Y5:\$76M**

Comprehensive simulation and economic evaluation show that for each dollar spent on our service, MEaDwise can save a minimum of five dollars for the insurance companies amounting to \$1.1 to 1.4 billion dollars per insurers in the 5 years following the full implementation.